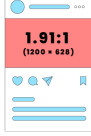


# INSTAGRAM ADS

## FORMAT & SPECS

### INSTAGRAM PHOTO ADS

- INSTAGRAM PHOTO ADS CAN INCLUDE A CAPTION (UP TO 2,200 CHARACTERS IN LENGTH) AND CALL-TO-ACTION BUTTON.
- INSTAGRAM SUPPORTS AN ASPECT RATIO OF 1.91:1 TO 4:5 FOR ALL PHOTO ADS



**LANDSCAPE**  
THE OPTIMAL SIZE FOR LANDSCAPE PHOTO ADS IS 1200PX BY 628PX



**SQUARE**  
THE OPTIMAL SIZE FOR LANDSCAPE PHOTO ADS IS 1080PX BY 1080PX



**PORTRAIT**  
THE OPTIMAL SIZE FOR PORTRAIT PHOTO ADS IS 1080PX BY 1350PX

### INSTAGRAM VIDEO ADS

- INSTAGRAM VIDEO ADS HAVE A MAXIMUM DURATION OF 120 SECONDS (2 MINUTES). LIKE PHOTO ADS, THE CAPTION YOU USE FOR YOUR INSTAGRAM AD WILL APPEAR BELOW THE VIDEO AND CAN INCLUDE UP TO 2,200 CHARACTERS.
- INSTAGRAM SUPPORTS AN ASPECT RATIO OF 1.91:1 TO 4:5 FOR ALL VIDEO ADS



**LANDSCAPE**  
THE OPTIMAL SIZE FOR LANDSCAPE VIDEO ADS IS 1200PX BY 628PX



**SQUARE**  
THE OPTIMAL SIZE FOR LANDSCAPE VIDEO ADS IS 1080PX BY 1080PX



**PORTRAIT**  
THE OPTIMAL SIZE FOR PORTRAIT VIDEO ADS IS 1080PX BY 1350PX

### INSTAGRAM STORIES ADS

- INSTAGRAM OFFERS PHOTO, VIDEO, AND CAROUSEL ADS FOR STORIES. UNLIKE ORGANIC STORIES, INSTAGRAM STORIES ADS DO NOT DISAPPEAR AFTER 24 HOURS.
- INSTAGRAM SUPPORTS AN ASPECT RATIO OF 1.91:1 TO 9:16 FOR ALL STORIES ADS



**PHOTO**  
PHOTO STORIES ADS ARE VISIBLE FOR 5 SECONDS OR UNTIL THE USER SWIPES OUT OF THE STORY



**VIDEO**  
VIDEO STORIES ADS ARE VISIBLE FOR UP TO 15 SECONDS, OR UNTIL THE VIEWER DISMISSES THE AD



**CAROUSEL**  
INSTAGRAM OFFERS TWO TYPES OF CAROUSEL ADS: NATIVE STORIES CAROUSEL AND EXPANDABLE STORIES CAROUSEL. THESE FORMATS SUPPORT IMAGE, VIDEO, AND MIXED MEDIA.

### INSTAGRAM CAROUSEL ADS

- THE CAROUSEL FORMAT ALLOWS YOU TO SHOWCASE UP TO 10 IMAGES OR VIDEOS WITHIN A SINGLE AD, EACH WITH ITS OWN LINK.
- IMAGES UPLOADED WITH DIFFERENT ASPECT RATIOS MAY BE CROPPED TO 1:1. VIDEOS MUST BE UPLOADED IN A 1:1 RATIO.



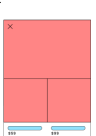
**PHOTO**  
THE OPTIMAL SIZE FOR LANDSCAPE PHOTO ADS IS 1080PX BY 1080PX



**VIDEO**  
VIDEOS IN INSTAGRAM CAROUSEL ADS CAN BE UP TO 60 SECONDS IN LENGTH

### INSTAGRAM COLLECTION ADS

- INSTAGRAM'S COLLECTION AD INCLUDES A COVER PHOTO OR VIDEO FOLLOWED BY 3 PRODUCT IMAGES. WHEN SOMEONE CLICKS ON A COLLECTION AD, THEY'LL LAND ON AN "INSTANT EXPERIENCE" PAGE WHERE THEY CAN INTERACT WITH YOUR PRODUCTS AND BRANDED CONTENT.
- THE COVER IMAGE OR VIDEO THAT DISPLAYS IN YOUR COLLECTION AD USES THE FIRST MEDIA ASSET FROM YOUR FULL-SCREEN CANVAS TEMPLATE. THIS ASSET MUST HAVE AN ASPECT RATIO OF 16:9 TO 1:1.



YOU MUST HAVE A FACEBOOK CATALOG IN ORDER TO USE THIS AD FORMAT

### PROMOTED INSTAGRAM ADS

- YOU CAN RUN ADS DIRECTLY FROM THE INSTAGRAM APP. ONCE YOU'VE CONVERTED TO A BUSINESS ACCOUNT, YOU CAN USE THE PROMOTIONS BUTTON FROM YOUR PROFILE TO RUN INSTAGRAM FEED AND STORIES ADS.



**INSTAGRAM FEED**



**INSTAGRAM STORIES**

### BRANDED CONTENT ADS

- SIMILAR TO PROMOTED INSTAGRAM POSTS, BRANDED CONTENT ADS ALLOW ADVERTISERS TO PROMOTE CREATORS' ORGANIC BRANDED CONTENT POSTS AS FEED ADS.



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