

# QUICK GUIDE TO VIDEO AD SPECS



## facebook

### Video Ads

- RATIO: 16:9 (STILL UNUSUAL) TO 3:1 (FULL SCREEN)
- RESOLUTION: MINIMAL WIDTH, MINIMAL LENGTH DEPENDENT ON VIDEO ASPECT RATIO
- LENGTH: 30 SECONDS MAX
- FORMAT: MP4 OR MOV



### Carousel Ads

- VIDEO CAN BE COMBINED WITH IMAGES FOR A TOTAL OF 10



## snapchat

### Canvas Full Screen

- RATIO: 3:4
- RESOLUTION: 1080px x 1920px
- LENGTH: 3-10 SECONDS
- FORMAT: MP4 OR MOV FULL SCREEN OR VERTICALLY FORMATTED



### Long Form

- EXPAND ON STANDARD BUMPERS WITH THE CAPABILITY TO SWIPE UP TO VISIT A WEBSITE TO 1080 x 1920
- FORMAT: MP4 OR MOV

## Instagram

### Video

- RATIO: 1:1
- RESOLUTION: 600px x 600px (MIN), 1080px x 1080px (MAX)
- LENGTH: 60 SECONDS MAX
- FORMAT: MP4 OR MOV RECOMMENDED



## Pinterest

### Promoted Video

- RATIO: 3:1 (VERTICAL) OR 1:1 SQUARE
- RESOLUTION: 1280x720
- LENGTH: 30 SECONDS OR LESS
- FORMAT: MP4 OR MOV



## twitter

### Promoted Video

- RATIO: 16:9
- RESOLUTION: 640px x 360px (MIN), 1280px x 720px (MAX)
- LENGTH: 2 MINUTES AND 30 SECONDS MAX
- FORMAT: MP4 OR MOV



## YAHOO! IN-STREAM STANDARD

### Pre-Roll Standard

- RATIO: 16:9 WIDESCREEN PREFERRED
- RESOLUTION: 640px x 360px
- LENGTH: 15 SECONDS MIN AND 30 SECONDS MAX
- FORMAT: H.264 (H.264) DIGITAL VIDEO FORMAT



### Bumper

- DIMENSIONS: 4:3 OR 16:9
- DURATION: 5 SECONDS MIN AND 10 SECONDS MAX

## Google Video Ads on YouTube

### Video Ads formerly in-stream video ads

- RATIO: 16:9 OR 4:3
- RESOLUTION: 1920px x 1080px
- LENGTH: 15 SECONDS FOR IN-STREAM ADS, ANCHORED EPOCH UP TO 30 SECONDS (DEPRECATED)
- FORMAT: MP4



## Bing

### Bannestream Video

- RATIO: 16:9
- RESOLUTION: 300px x 250px
- LENGTH: 30 SECONDS
- FORMAT: MP4/H.264
- DISPLAYABILITY AFTER 5 SECONDS



### Linear Video

- RATIO: 16:9
- RESOLUTION: 1280px x 720px
- LENGTH: 30 SECONDS MAX
- FORMAT: MP4/H.264 PREFERRED

### Outstream Video

- RATIO: 16:9
- RESOLUTION: 480px x 270px
- LENGTH: 30 SECONDS MAX
- DISPLAYABILITY AFTER 5 SECONDS