

# Video Requirements

August, 2017



16:9

Full Landscape/Horizontal



1:2

News Feed



1:1

Square



4:5

Vertical

(Instagram and Facebook)



2:3

Vertical

(Facebook only)



9:16

Full Portrait/Vertical

	Facebook Feed	Facebook Feed with link	Instant Articles	In-Stream	Instagram Feed	Instagram Stories	Audience Network
Source Ratio	16:9 to 9:16	16:9 to 9:16	16:9 to 9:16	16:9 to 9:16	1.91:1 to 4:5	9:16	Native, Interstitial: 16:9 to 9:16 In-stream: 16:9, 1:1
Video Length	120 minutes max	120 minutes max	120 minutes max	5-15 seconds	60 seconds max	15 seconds max	Native, Interstitial: 120 seconds max In-stream: 10 - 120 seconds
Objectives	All	All	Traffic, Video Views, Conversions	Video Views, Brand Awareness	All except Store Visits	Reach, Video Views	All except Lead Generation and Store Visits
Captions Supported	Yes	Yes	No	Yes	Yes	No	No
Sound Required	No	No	No	Yes	No	No	Native, Interstitial: No In-stream: Yes
Horizontal 16:9	✓	✓ <sup>2</sup>	✓	✓	✓	✗	✓
Square 1:1	✓	✓ <sup>2</sup>	✓	✓	✓	✗	✓
Vertical 4:5	✓	✓ <sup>2</sup>	✓ <sup>3</sup>	✓	✓	✗	✓ <sup>4</sup>
Vertical 2:3	✓	✓ <sup>1,2</sup>	✓ <sup>3</sup>	✓	✗	✗	✓ <sup>4</sup>
Full Portrait 9:16	✓	✓ <sup>1,2</sup>	✓ <sup>3</sup>	✓ <sup>2</sup>	✗	✓	✓ <sup>4</sup>



<sup>1</sup> masked to max 4:5

<sup>2</sup> carousel ads always 1:1

<sup>3</sup> masked to 1:1

<sup>4</sup> not a valid ratio for in-stream video