

**facebook** for business

# Ads and Sponsored Stories Guide

Effective September 10, 2013

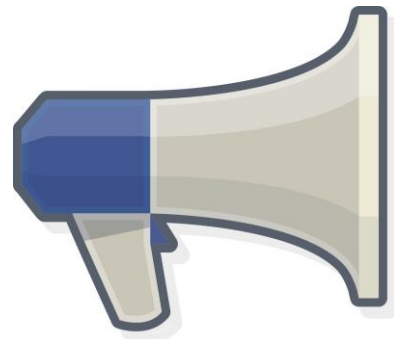
# Updates to the guide as of September 10, 2013

- Recommended creative for each ad unit
  - Highlighted the recommended image size and text length for each ad unit that will work best across placements (top right corner of each slide)
  - The detailed specs for each placement are included under each screenshot
- More precise truncation rules
  - For each placement, the number of characters that will safely show before truncation are listed
- Premium ads consolidated in one section
  - We consolidated all details for premium ad placements and formats in a separate section at the end of the guide

Products: Ads and sponsored stories

# Ads

Voice of business



# Sponsored stories

Voice of friends



Ads are paid messages from businesses, written in their voice. They can include social information about friends.

# Ads overview

1. [Page post text ad](#)
2. [Page post photo ad](#)
3. [Page post video ad](#)
4. [Page post link ad](#)
5. [Offer ad](#)
6. [Event ad](#)
7. [Page like ad](#)
8. [Mobile app install ad](#)
9. [App ad](#)
10. [Domain ad](#)

Sponsored stories are messages from friends about ways they've engaged with a business. Businesses can pay to promote these stories so there's a better chance people see them.

# Sponsored stories overview

1. [Page like sponsored story](#)
2. [Page post like sponsored story](#)
3. [Page post comment sponsored story](#)
4. [Page post share sponsored story](#)
5. [Event sponsored story](#)
8. [Check-in sponsored story](#)
9. [Game played sponsored story](#)
10. [App shared sponsored story](#)
11. [Open graph sponsored story](#)
12. [Domain sponsored story](#)



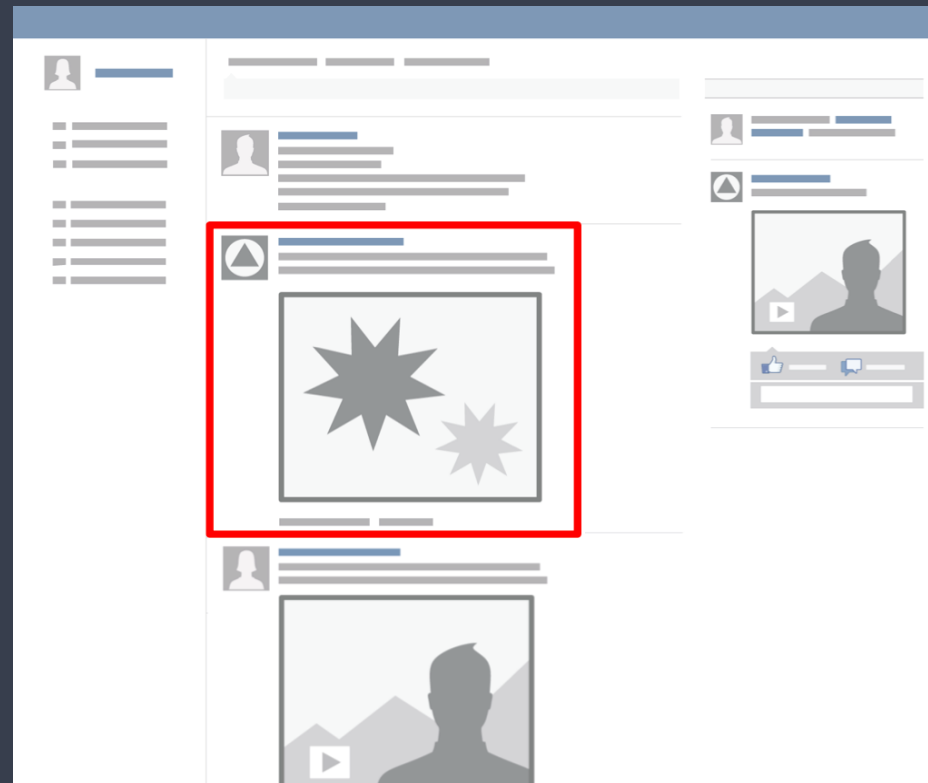
# Placements

- Mobile News Feed
- Desktop News Feed
- Right column

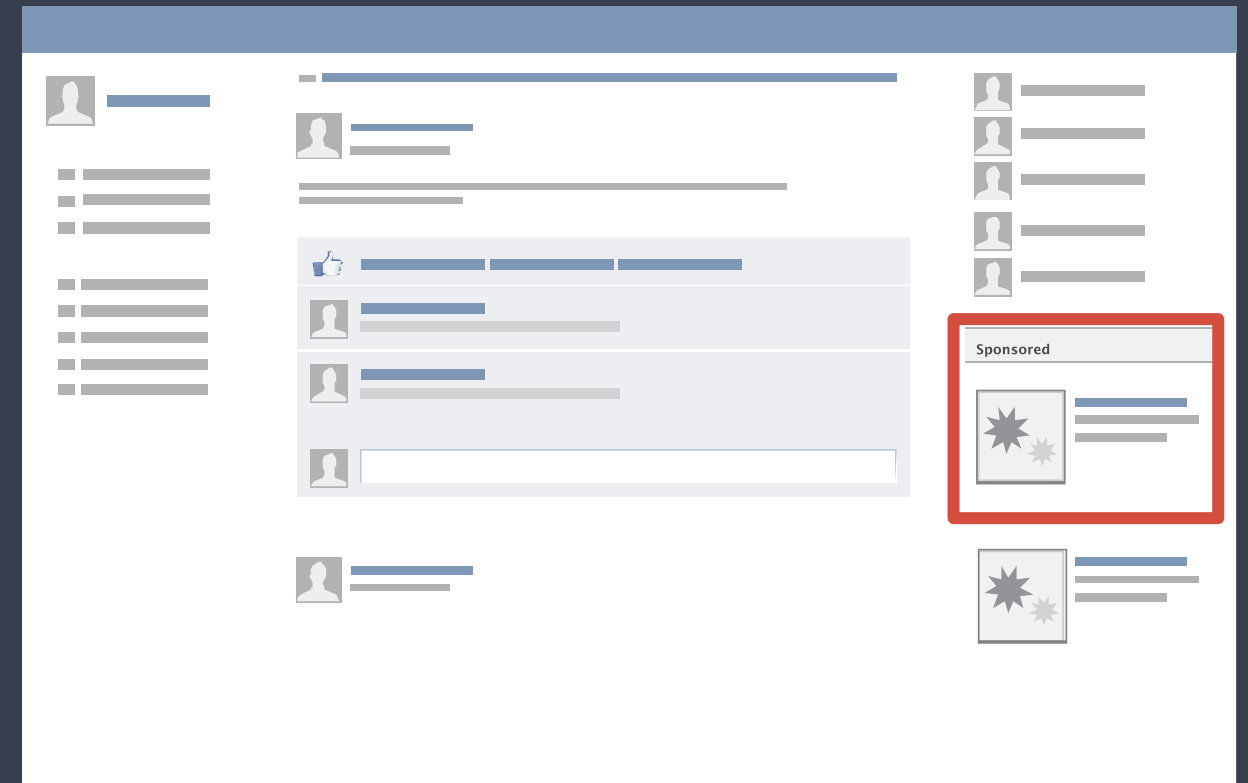
# Placements



Mobile News Feed



Desktop News Feed



Right column of Facebook

# Summary of products by individual placement

	Mobile News Feed	Desktop News Feed	Right column of Facebook
Page post ads	X	X	X
Page like ads	X	X	X
Mobile app install ads	X		
App ads			X
Domain ads			X
Sponsored stories	X	X	X

# Summary of how to buy

Bundles of placements you can buy	Placements included	Why this option?	How to buy it? <sup>1,2,3,4</sup>
All Facebook	<ul style="list-style-type: none"> <li>• Mobile News Feed</li> <li>• Desktop News Feed</li> <li>• Right column of Facebook</li> </ul>	Your ad will show where it will get the most clicks and actions for your budget.	Ads Create tool, Power Editor, API, DSP
News Feed	<ul style="list-style-type: none"> <li>• Mobile News Feed</li> <li>• Desktop News Feed</li> </ul>	The most engaging placement on Facebook.	Ads Create tool*, Power Editor, API, Promote button on the Page
Mobile News Feed	Mobile News Feed	The most engaging placement on customers' most personal device.	Ads Create tool*, Power Editor, API
Desktop News Feed	Desktop News Feed	The most engaging placement on customers' biggest screen..	Ads Create tool*, Power Editor, API
Right column of Facebook	Right column of Facebook	Deliver your message with additional frequency throughout Facebook to get more clicks and actions.	Ads Create tool*, Power Editor*, API*

\* Changes to the Ads Create tool to enable selection of specific placements will begin rolling out in the weeks following the September 10 launch of the new ad formats. The ability to select right column only will begin rolling out in Power Editor and API on September 10 but won't launch to all advertisers until a few weeks later.

1. Ads Create tool – self-serve ad creation form, which can be accessed at <http://www.facebook.com/ads/create>
2. Power Editor – self-serve tool for advanced advertisers. It can be downloaded by anyone at <https://www.facebook.com/ads/manage/powereditor>
3. API – access via Facebook's Application Programming Interface directly, or via tools built by our Preferred Marketing Developers (PMDs) using Facebook Ads API
4. Promoted button on the Page – way to buy a Page post ad directly from the Page composer or next to the post itself, by clicking on the "Promote" button.



# Ads: Voice of business

Creative details

# Page post text ad

Recommended creative:

- Text: 90 characters

## Desktop News Feed



**Jasper's Market**  
Jasper's Market would like to send a heartfelt thank you to everyone who has been a part of this crazy process of opening a new market. From the neighboring businesses to the families that stop by every day, from our farmers to our local suppliers, you have all made Jasper's what it is today – your welcoming neighborhood market full of great food and great people.

Like · Comment · Share · 11 likes · 3 comments · 1 share · Sponsored

Text: 500 characters, remainder truncated

## Mobile News Feed



Suggested Post

**Jasper's Market**  
Sponsored

Jasper's Market would like to send a heartfelt thank you to everyone who has been a part of this crazy process of opening a new market. From the neighboring businesses to the families that stop by every day, from our farmers to our local supplies, you have all made Jasper's what it is today – your welcoming neighborhood market full of great food and great people.

11 likes · 3 comments · 1 share

Like · Comment · Share

Text: 500 characters, remainder truncated

## Right column



**Jasper's Market**  
Jasper's Market would like to send a heartfelt thank you to everyone who has been a part of...

11 likes · 3 comments · 1 share

Text: 90 characters, remainder truncated

## Best use cases

- Generating brand awareness for current and prospective customers
- Getting people to engage with your Page or post

# Page post photo ad

Recommended creative:

- Text: 90 characters
- Image ratio: 4:3
- Image size: 1200x900 px

## Desktop News Feed



Text: 500 characters, remainder truncated

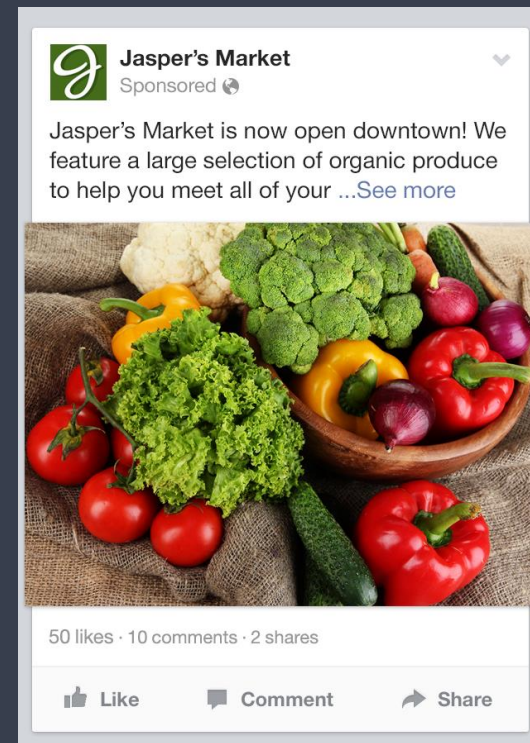
Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 400x400 px (will scale to fit longest edge at 400px)

Image specs if multi-photo story:

- 2 or 4 photos: 196x196 px each photo
- 3 or 5-9 photos: 129x129 px each photo
- Album created stories: 3 photos at 129x129 px; one photo at 398x264 px

## Mobile News Feed



Text: 110 characters, remainder truncated (cut off at ~3 lines if unusual spacing)

Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 618x618 px (will scale to fit longest edge at 618 px)

Image aspect ratio if multi-photo: 1:1 (we crop to make it 1:1 regardless of size)

## Right column



Text: 90 characters, remainder truncated

Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 120x120 px (will scale to fit longest edge at 120px)

## Best use cases

- Generating brand awareness for current and prospective customers
- Getting people to engage with your Page or post

# Page post video ad

## Recommended creative:

- Text: 90 characters
- Image ratio: 16:9
- Image size: 1200x675 px

## Desktop News Feed



Text: 500 characters, remainder truncated

Thumbnail aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 400x400 px (will scale to fit longest edge at 400px)

Max video size, length: 1 GB, 20 min

## Mobile News Feed



Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)

Thumbnail image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 560x560 px (will scale to fit longest edge at 560px)

Max video size, length: 1 GB, 20 min

## Right column



Text: 90 characters, remainder truncated

Thumbnail Image aspect ratio: Up to 1:1 at tallest (depending on specs of uploaded image)

Image specs in ad: Up to 128x128 px (will scale to fit longest edge at 128px)

Max video size, length: 1 GB, 20 min

## Best use cases

- Generating brand awareness and post engagement with video views
- Getting efficient video plays



# Page post link ad

## Desktop News Feed



Text: 500 characters, remainder truncated

Link title, domain and description:

- Title: 1-2 lines (depending on length)
- Domain link: 1 line
- Description: 2-3 lines (depending on title length)

Image aspect ratio: 1.91:1

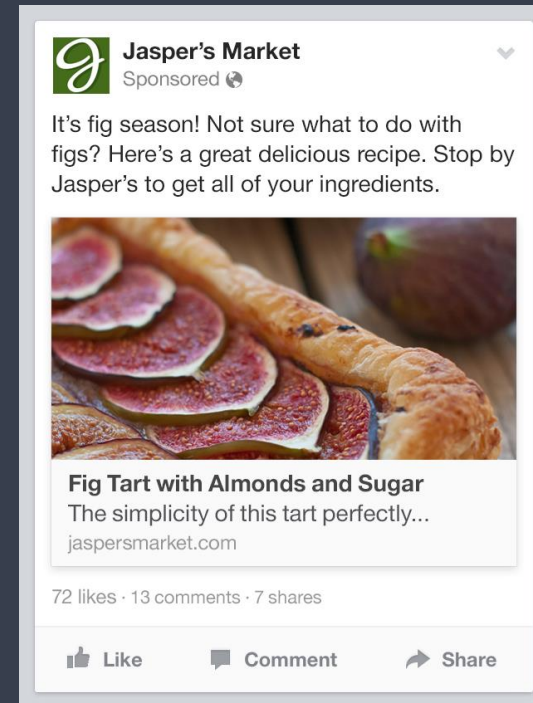
Image specs in ad: 400x209 px

If the uploaded image is smaller than 400x209 px, then it will render as 154x154 or 90x90 px (the largest available size)

Links to external video (e.g., YouTube):

Image is limited to 90x90 px design

## Mobile News Feed



Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)

Link title, domain and description:

- Title: 1-2 lines (depending on length)
- Domain link: 1 line
- Description: Up to 1 line (depending on title length)

Image aspect ratio: 1.91:1

Image specs in ad: 560x292 px

If the uploaded image is smaller than 560x292 px, then it will render as 100x100 px

Links to external video (e.g., YouTube):

Image is limited to 100x100 px design

## Right column



Text: 90 characters, remainder truncated

Link title: 25 characters

Domain link: 1 line

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

Recommended creative:

- Text: 90 characters
- Link title: 25 characters
- Image ratio: 1.91:1
- Image size : 1200x627 px

## Best use cases

- Getting website conversions including online sales and lead generation

# Offer ad

## Desktop News Feed



Text: 500 characters, remainder truncated

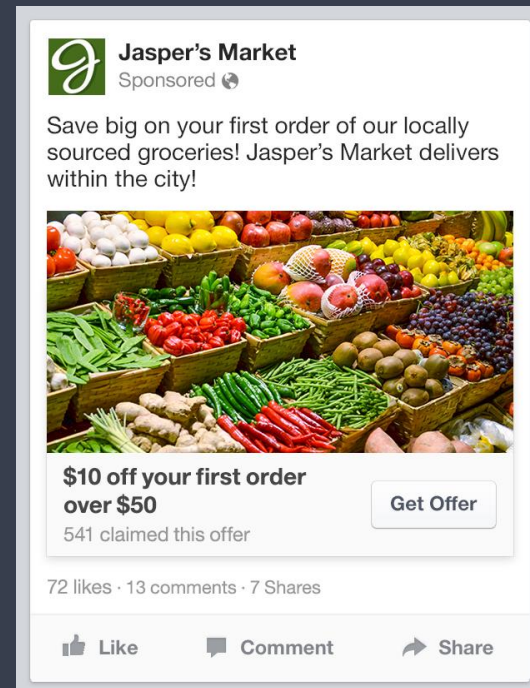
Offer details:

- Title: 1-2 lines (depending on length)
- Expiration date: Up to 1 line (depending on title length)

Image aspect ratio: 1.91:1

Image specs in ad: 400x209px

## Mobile News Feed



Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)

Offer details:

- Title: 1-2 lines (depending on length)
- Expiration date: Up to 1 line (depending on title length)

Image aspect ratio: 1.91:1

Image specs in ad: 560x292 px

If the uploaded image is too small, then it will render as 100x100 px

## Right column



Text: 90 characters, remainder truncated

Offer title: 25 characters

Page name: 1 line

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

## Recommended creative:

- Text: 90 characters
- Offer title: 25 characters
- Image ratio: 1.91:1
- Image size : 1200x627 px

## Best use cases

- Getting current and prospective customers to make in-store purchases

# Event ad

## Desktop News Feed



Text: 500 characters, remainder truncated  
Event details (pulled from event):

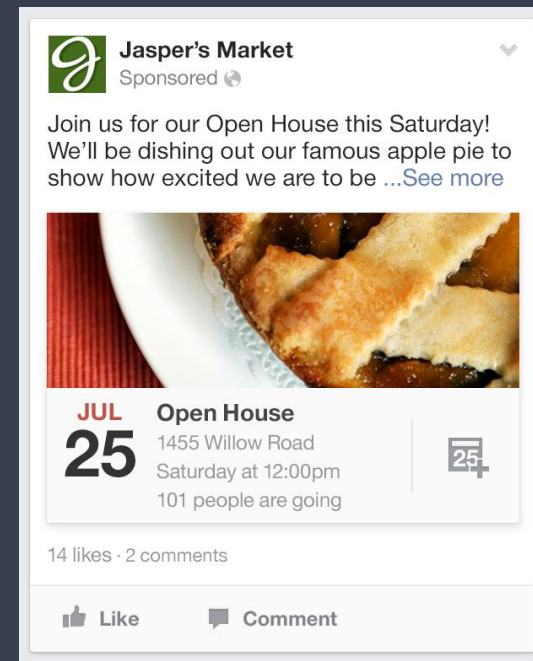
- Title: 1-2 lines (depending on length)
- Address: Up to 1 line (depending on title length)
- Date and time: 1 line

Image aspect ratio: 8:3

Image specs in ad: 400x150 px

If the uploaded image is smaller than 400x150 px or no image is uploaded, then the ad will render without an image

## Mobile News Feed



Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)  
Event details (pulled from event):

- Title: 1-2 lines (depending on length)
- Address: 1-2 lines (depending on title length and social context)
- Date and time: 1 line

Image aspect ratio: 8:3

Image specs in ad: 560x210 px

If the uploaded image is smaller than 400px wide or no image is uploaded, then the ad will render with a map showing location of event

## Right column



Text: 90 characters, remainder truncated  
Event details (pulled from event):

- Title: 25 characters
- Page name: 1 line, if applicable
- Date and time: 1 line, under image

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

## Best use cases

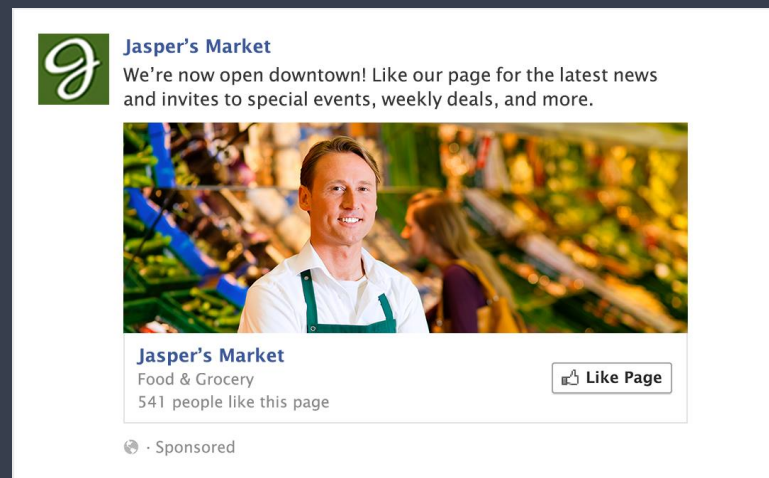
- Getting people to join and attend your event

## Recommended creative:

- Text: 90 characters
- Event title: 25 characters
- Image ratio: 8:3
- Image size : 1200x450 px

# Page like ad

## Desktop News Feed



Text: 500 characters, remainder truncated

Page details (pulled from Page):

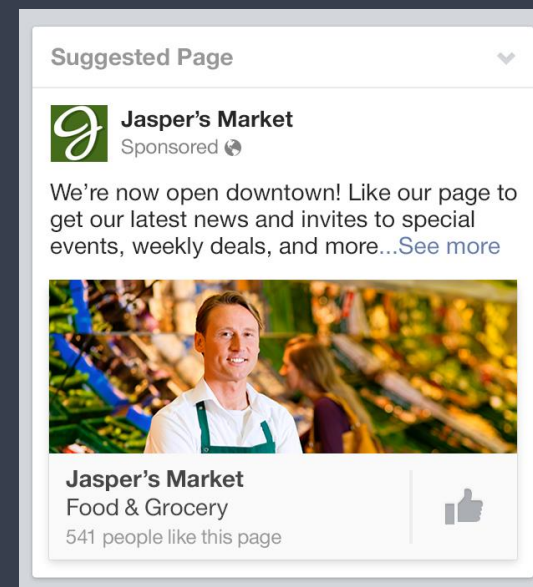
- Page category: Up to 1 line (depending on length of Page name)

Image aspect ratio: 8:3

Image specs in ad: 400x150 px

If the image is smaller than 400x150 px, then the ad will render with a smaller 100x72px image

## Mobile News Feed



Text: 110 characters, remainder truncated (cut off at ~2.5 lines if unusual spacing)

Page details (pulled from Page):

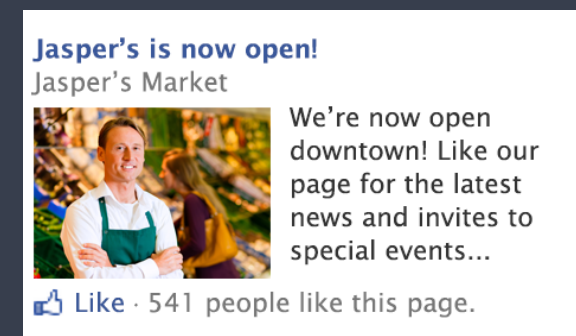
- Page category: Up to 1 line (depending on length of Page name)

Image aspect ratio: 8:3

Image specs in ad: 560x210 px

If the image is smaller than 560x210 px, then the ad will render with a smaller 200x144px image

## Right column



Text: 90 characters, remainder truncated

Custom title: 25 characters, if applicable

Page name: 1 line

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

Recommended creative:

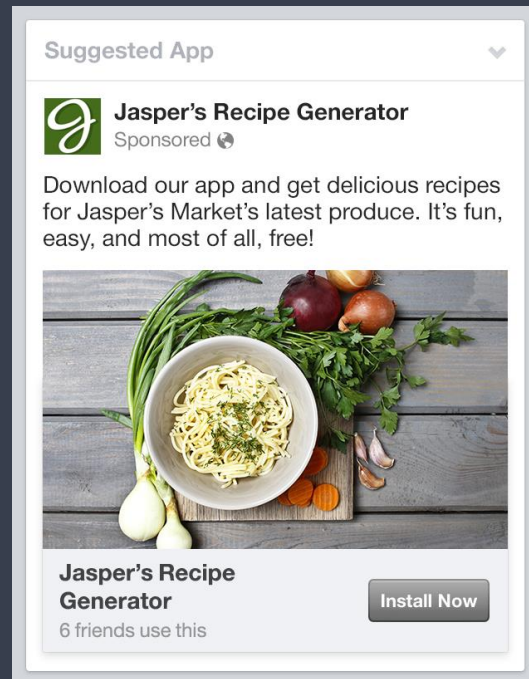
- Text: 90 characters
- Image ratio: 8:3
- Image size: 1200x450 px

## Best use cases

- Getting people to like your Page

# Mobile app install ad

## Mobile News Feed



Title: App name

Text: 130 characters, remainder truncated

App details:

- Star ratings: Appear if you have at least 250 ratings in the App Center
- Social context: Will appear if your friends play/use the game/app and if you have Facebook login enabled

Image aspect ratio: 5:3

Image specs in ad: 600x360 px

If no image is uploaded or image is too small, an image is pulled directly from the app center (600x113 px)

Recommended creative:

- Text: 130 characters
- Image ratio: 5:3
- Image size: 1200x720 px

## Best use cases

- Getting app installs

# App ad

Right column

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---

Title: App name (25 characters)

Text: 90 characters, remainder truncated

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

Recommended creative:

- Text: 90 characters
- Image ratio: 1.39:1
- Image size: 1200x864 px

Best use cases

- Getting app installs and engagement

# Domain ad

## Right column

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---

Title: 25 characters

Text: 90 characters, remainder truncated

Domain link: 1 line

Image aspect ratio: 1.39:1

Image specs in ad: 100x72 px

## Recommended creative:

- Text: 90 characters
- Image ratio: 1.39:1
- Image size: 1200x864 px

## Best use cases

- Getting website conversions including online sales and leads



Sponsored stories:  
Voice of friends  
Creative details



# Page like sponsored story

## Desktop News Feed

Text: Friend name, Page name, Page category

Image: Thumbnail of Page profile picture, cover photo pulled from the Page and cropped to the center

If available: Facepile of other friends who have previously liked the Page

Page like stories published in the last 14 days appear like this when sponsored:



Text: Page name, Friend name, Page description

Description: Up to 2 lines of text from the Page, if available

Image: Cover photo pulled from the Page and cropped to the center

Page like stories older than 14 days will appear like this when sponsored:



## Mobile News Feed

Text: Friend's name, Page name, Page category

Image: 560x204 px cover photo pulled from the Page

Page like stories published in the last 14 days appear like this when sponsored:

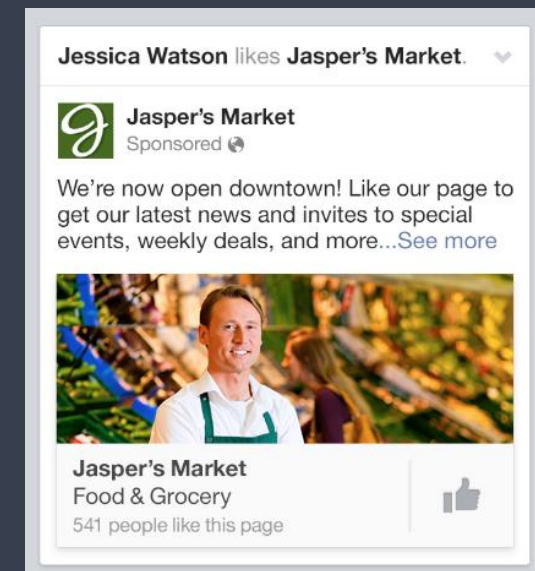


Text: Page name, Description, Page category pulled from the Page

Description: Up to 110 characters if available, remainder truncated

Image: Cover photo pulled from the Page (same 8:3 aspect ratio)

Page like stories older than 14 days will appear like this when sponsored:



## Best use cases

- Getting people to like your Page

# Page like sponsored story (continued)

## Right column

---

Text: Friend's name and Page name

Image: Friend's profile picture and Page's profile picture



## Best use cases

- Getting people to like your Page

# Page post like sponsored story

## Desktop News Feed

- Text of the post is wrapped as a 'sub-story' of a story about the friend's like
- All of the various dimensions of the original post are slightly shrunk

For photo posts: there's a similar grid with different sizes depending on how many photos there are.

Large size: 358 px 237px

Middle: 176 x 176 px

Small: 117 x 117 px



## Mobile News Feed

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)



## Right column

Text: 90 characters

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)



## Best use cases

- Generating brand awareness for current and prospective customers
- Getting people to engage with your Page or post

# Page post comment sponsored story

## Desktop News Feed

Text: wrapped as a 'sub-story' of a story about the friend's comment

All of the various dimensions of the original post are slightly shrink

For photo posts: there's a similar grid with different sizes depending on how many photos there are.

Large size: 358 px 237px

Middle: 176 x 176 px

Small: 117 x 117 px



## Mobile News Feed

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)



## Right column

Text: 90 characters

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)



## Best use cases

- Generating brand awareness for current and prospective customers
- Getting people to engage with your Page or post

# Page post share sponsored story

## Desktop News Feed

Text: wrapped as a 'sub-story' of a story about what the friend says about the post

All of the various dimensions of the original post are slightly shrink



## Mobile News Feed

Text: Friend's name, what the friend says about the post

Specs dependent on type of post (see Page post ad slides for the specs)



## Right column

Text: 90 characters

Friend's name, what the friend says about the post

Specs dependent on type of post (see Page post ad slides for the specs)



## Best use cases

- Generating brand awareness for current and prospective customers
- Getting people to engage with your Page or post

# Event sponsored story

## Desktop News Feed

Event details (pulled from event):

- Title: 1-2 lines (depending on length)
- Address: Up to 1 line (depending on title length)
- Date and time: 1 line

Image aspect ratio: 8:3

Image specs in ad: 400x150 px

If the uploaded image is smaller than 400x150 px or no image is uploaded, then the ad will render without an image

## Mobile News Feed

Event details (pulled from event):

- Title: 1-2 lines (depending on length)
- Address: 1-2 lines (depending on title length and social context)
- Date and time: 1 line

Image aspect ratio: 8:3

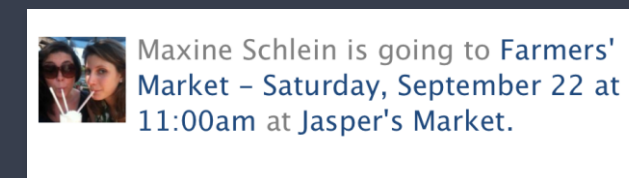
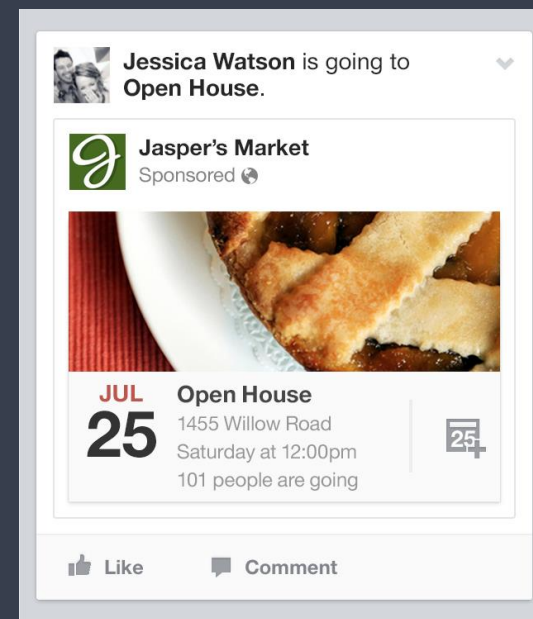
Image specs in ad: 560x210 px

If the uploaded image is smaller than 400px wide or no image is uploaded, then the ad will render with a map showing location of event

## Right column

Text: Name of the friend going to the event, Page name, event title, date, time, location (pulled from event)

Image: Friend's profile photo



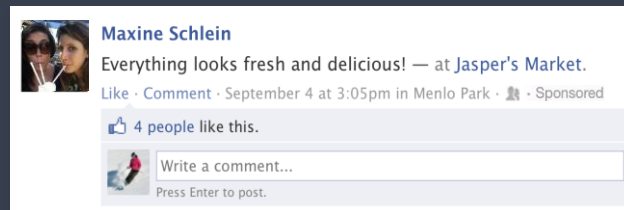
## Best use cases

- Getting people to join and attend your event

# Check-in sponsored story

## Desktop News Feed

Text: 500 characters, remainder truncated  
Thumbnail of Page's profile photo, Like button, friend's check-in, location added at end



## Mobile News Feed

Text: Up to 6.5 lines in mobile feed, remainder truncated. Usually is around 205 – 275 characters  
Thumbnail of Page's profile photo, Like button, friend's check-in, location added at end



## Right column

Text: 90 characters  
Thumbnail of Page's profile photo, Like button, friend's check-in, location added at end



## Best use cases

- Getting people to visit your store and make in-store purchases

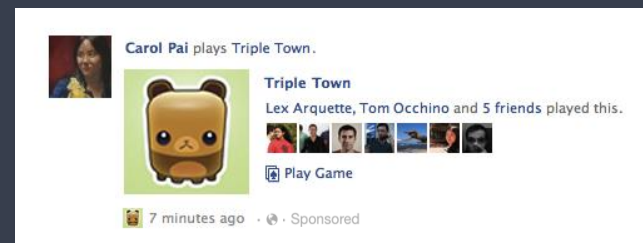
# Game played sponsored story

## Desktop News Feed

Text: Friend's name, 90 characters

Image: Thumbnail of friend's profile picture

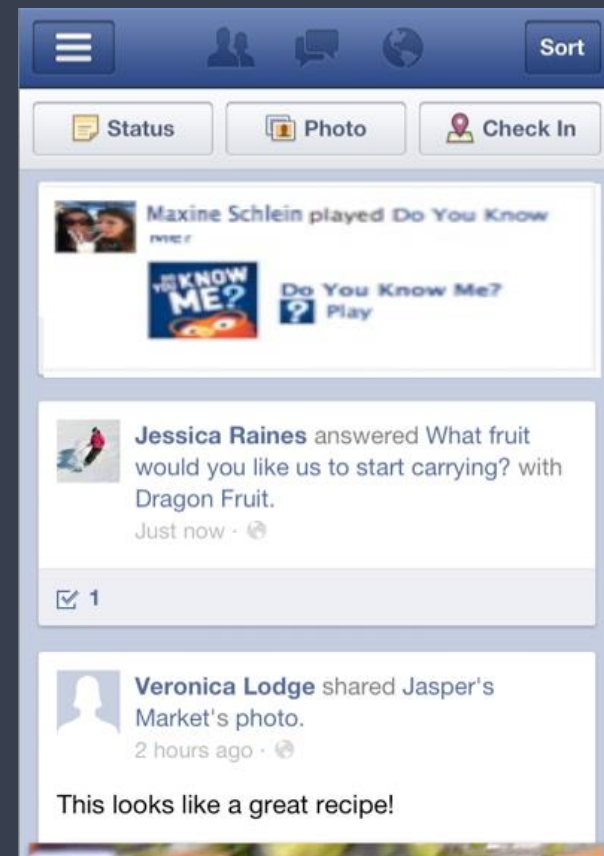
Option to play the game from the sponsored story



## Mobile News Feed

Text: Friend's name

Image: Thumbnail of friend's profile picture



## Right column

Text: Friend's name, 90 characters

Image: Thumbnail of friend's profile picture

Option to play the game from the sponsored story



## Best use cases

- Getting people to play your game



# App shared sponsored story

## Desktop News Feed

Text: Friend's name, what the friend said about the app, title of app, description of the app

Image specs: 90x90 px



## Mobile News Feed

Text: Friend's name, what they said about the app, title of the app

Image specs: 100x100 px



## Right column

Text: Friend's name, what they said about the app (up to 90 characters)

Image: Thumbnail of friend's picture and the image for the app



## Best use cases

- Getting app installs and engagement

# Open graph sponsored story

## Desktop News Feed

Character limits and image sizes completely dependent on story type



## Mobile News Feed

Character limits and image sizes completely dependent on story type



## Right column

Character limits and image sizes completely dependent on story type



## Best use cases

- Getting installs and usage of your Open Graph app

# Domain sponsored story

## Desktop News Feed

Text: 500 characters, remainder truncated. Link attachment is shown

Text format: 1-2 lines for the title (depending on length)

Domain link: 1 line

Body text: 2-3 lines (depending on title length)

Image specs: 154x154px if the offsite destination has an image larger than 154x154px; 90x90px otherwise



## Mobile News Feed

Text: Up to 6.5 lines in mobile feed, remainder truncated. Usually is around 205 – 275 characters.

Link title: 2 lines

Domain link: 1 line

Description: 1 line. If no source, we display description.

Image specs: 100x100 px



## Right column

Text: 90 characters, remainder truncated

Image: 75x75 px



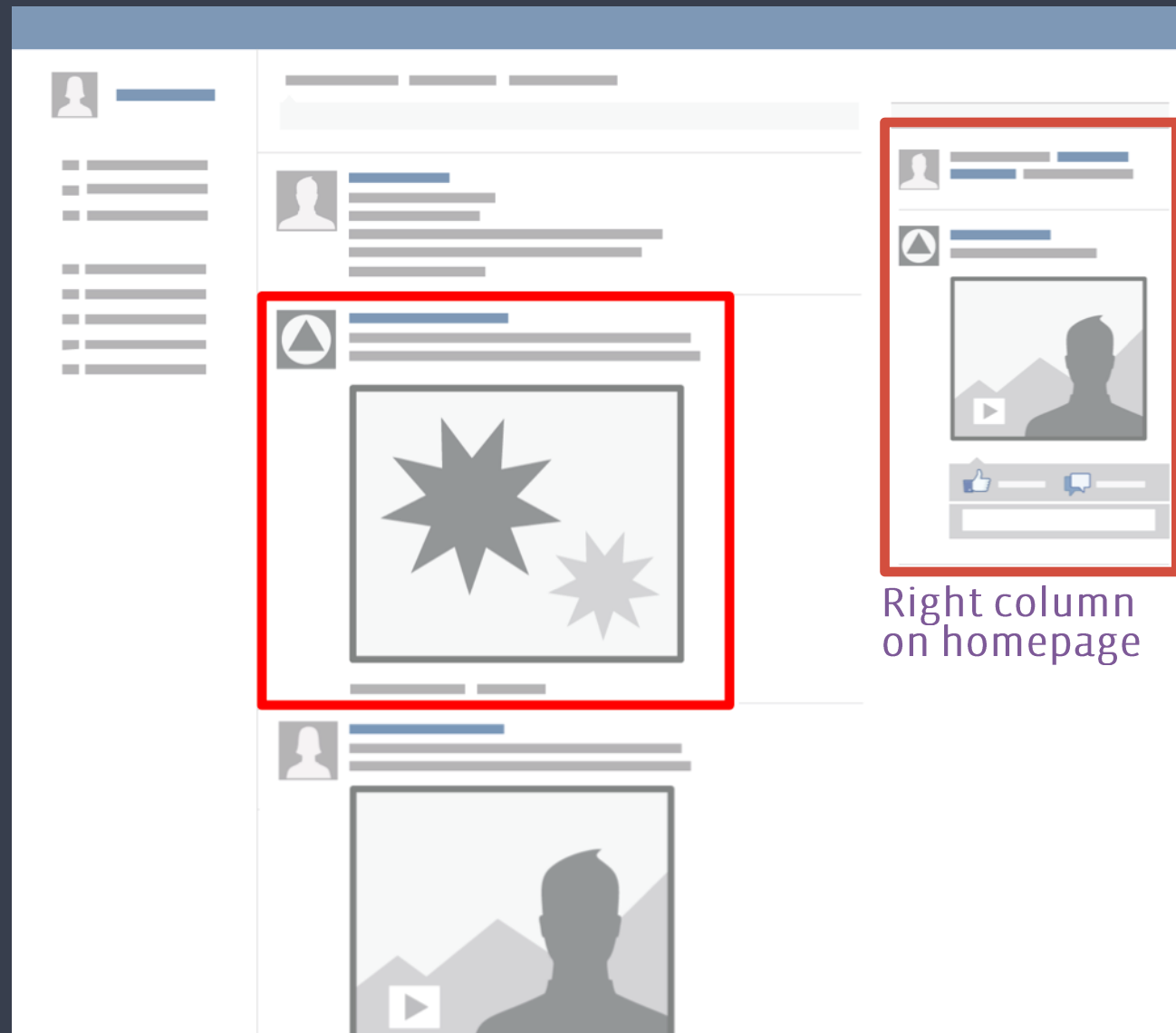
## Best use cases

- Getting website conversions including online sales and leads

# Premium ads

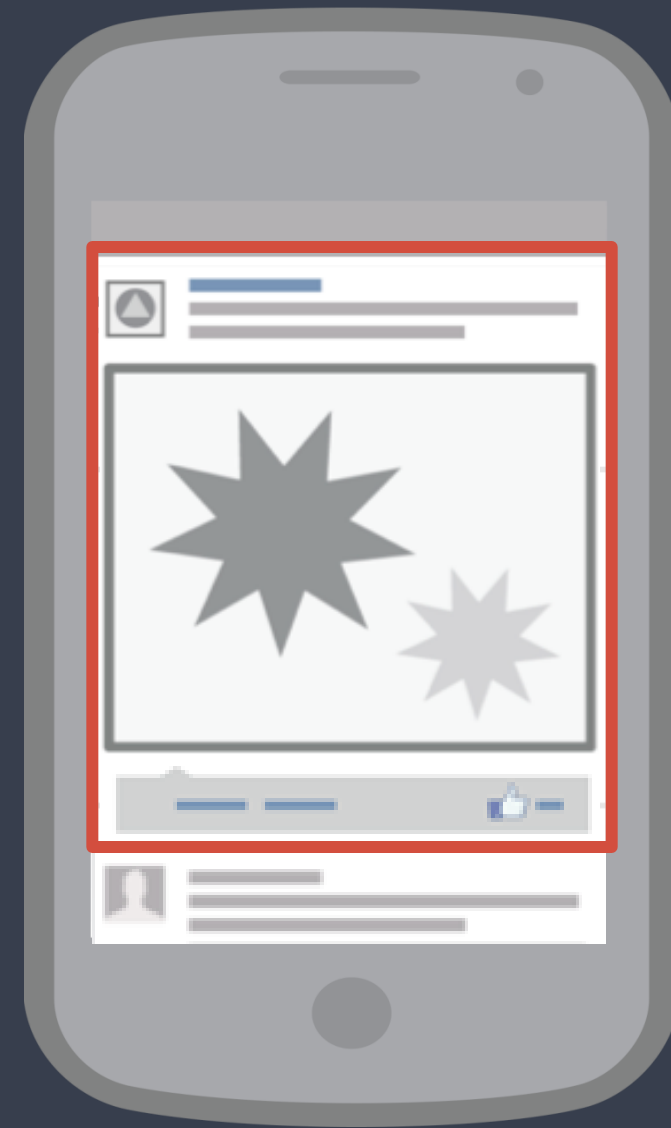
- Homepage
- Logout page

# Homepage – Placement



Right column  
on homepage

Desktop News Feed



Mobile News Feed

# Homepage – Premium units on right column

Page post text ad



**Jasper's Market**  
We're really excited for the new type of fruit we have coming in...visit us to find out what it is!

1 · 1 · Like

Page post photo ad

168x128 px



**Jasper's Market**  
We are now open downtown and feature great produce!



4 · 2 · Unlike

Page post video ad

185x194 px



**Jasper's Market**  
Click here to see how Jasper's Market makes fresh pesto! Fresh and easy!



Like This Page

Page post link ad

75x75 px



**Jasper's Market**  
It's officially fall – come get some fresh apples and try out our favorite apple pie recip...



[Apple Pie Recipes](#)

4 · 1 · Unlike

Event ad

75x75 px



**Jasper's Market Farmers' Market** — on September 22 at Jasper's Market.



Come meet the farmers that supply us with such incredible produce.

Like · Join

Offers

75x75 px



**Jasper's Market**  
Great offer on fresh produce.



Buy one package of strawberries, get the second one free! Includes a recipe for jam!

Get Offer · 53,012 claimed this

App ad

110x80 px



**Jasper's Recipe Maker**



Jasper's Recipe Maker allows you to make yummy entrees in just minutes! Get access now.

5 people used Jasper's Recipe Maker.

Domain ad

110x80 px

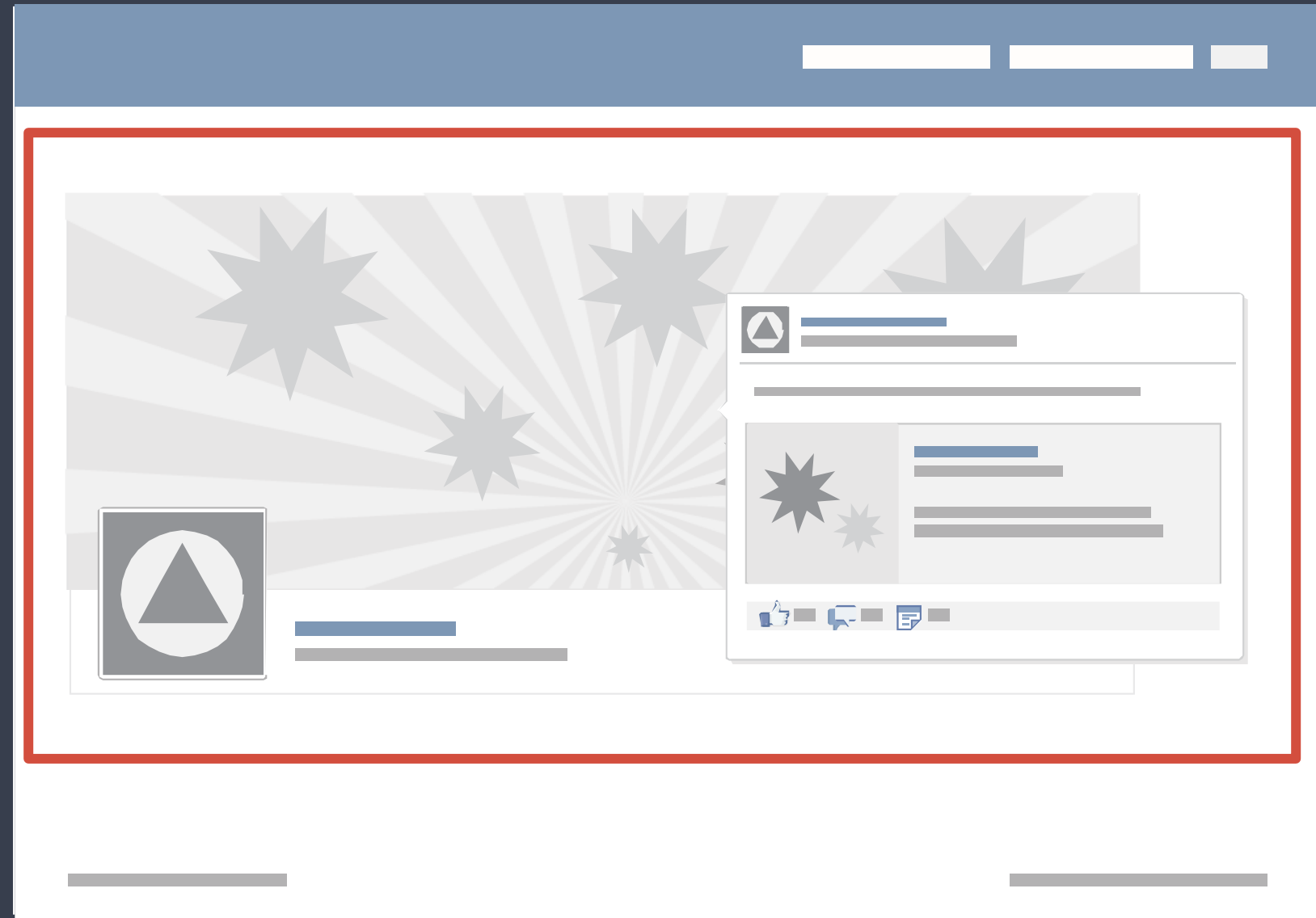


**Jasper's Market is now open!**



Jasper's Market is open everyday from 9am - 9pm. Visit our website for special deals.

# Logout page – Placement



# Logout page – Premium units

## Page post video ad

Text: 90 characters, remainder truncated

Video:

- Suggested resolution is 1920x1080p
- Minimum resolution is 1280x720p
- Suggested format is MP4
- 16:9 ideal aspect ratio
- 3 minute maximum, 30-60 seconds recommended

## Page post link ad

Text: 90 characters, remainder truncated

Image:

- 851x315 px
- 300 dpi resolution
- Image uploaded from the Page to a public album

facebook Sign Up

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About This Ad

Jasper's Market  
541 likes · 328 talking about this

Jasper's Market  
Looking for new recipe ideas? Watch our new video on how to make the best use of our fresh...  
72 13 7

facebook Sign Up

Email or Phone Password Log In

Keep me logged in Forgot your password?

About This Ad

Jasper's Market  
http://bit.ly/figtart  
541 likes · 328 talking about this

Jasper's Market  
It's fig season! Not sure what to do with figs? Here's a great dessert recipe. Stop by...



# Summary of how to buy premium ads

Bundles of placements you can buy	Placements included	Why this option?	How to buy it? <sup>1,2,3</sup>
Homepage	<ul style="list-style-type: none"> <li>• Right column of homepage</li> <li>• Desktop News Feed</li> <li>• Mobile News Feed</li> </ul>	The best way to reach your audience from the most visited page on Facebook.	IO, Power Editor, API
News Feed	<ul style="list-style-type: none"> <li>• Mobile News Feed</li> <li>• Desktop News Feed</li> </ul>	The most engaging placement on Facebook.	IO, Power Editor, API
Mobile News Feed	Mobile News Feed	The most engaging placement on customers' most personal device.	IO, Power Editor, API
Desktop News Feed	Desktop News Feed	The most engaging placement on customers' biggest screen..	IO, Power Editor, API
Right column of homepage	Right column of homepage	Single share of voice for the right column of the most visited page on Facebook.	IO, Power Editor, API
Logout page	Logout page	The largest creative format to drive either video views or direct response traffic.	IO

1. IO – buying via an insertion order through a Facebook representative. This is the only way to have a guaranteed number of impressions.
2. Power Editor – self-serve tool for advanced advertisers. It can be downloaded by anyone at <https://www.facebook.com/ads/manage/powereditor>
3. API – access via Facebook's Application Programming Interface directly, or via tools built by our Preferred Marketing Developers (PMDs) using Facebook Ads API