

JCK Paid Social Creative Specifications

See below for design specifications and technical requirements for image ads, video ads, and carousel ads for each format and placement for JCK paid social ads on Facebook and Instagram. You'll find information on dimensions, file sizes, character limits, and more.

A minimum of 2 ad creative sets are required, which include images, click-through URLs AND text. Different ad placements have specific image and video aspect ratio requirements. Safe zones are essential for stories and reels, as creative elements placed here are at risk of being covered by the profile icon or call to action (CTA), which could hurt your ad's performance.

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Video Ads

Text Recommendations (longer text is allowed but will be truncated):

- Primary text: 125 characters
- Headline: 27 characters
- Link description: 27 characters

Video Ratio:

- 1:1 (feed)
- 9:16 (story/reels)
- 1.9:1 (audience placement) - Optional

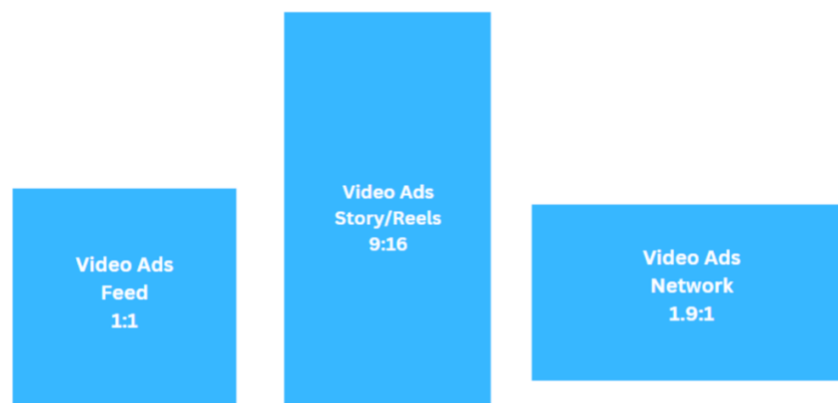
Don't have a video file? We can turn 3-10 images into a slideshow. 1080 x 1080 pixel images required; 1080x1920 pixels recommended.

Video length:

- If only one video is provided, 15 seconds or under is best for all placements
- Recommended to provide two videos—a 15 second version and 30 second version—which ensures optimal performance across placements

Technical Recommendations:

- For story/reels video ads, leave roughly 14% (250 pixels) of the top and 20% (340 pixels) of the bottom of the image free from text or logos to avoid covering creative elements with a profile icon or a call to action. [See additional Text Overlay and Safe Zone notes.](#)
- File Type: MP4, MOV, or GIF
- Maximum File Size: 4GB
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended



Carousel Ads

Text Recommendations (longer text is allowed but will be truncated):

- Primary text: 80 characters
- Headline: 27 characters
- Link description: 18 characters (if the headline is long, the description will not be seen)

Image Specs:

- 1080 x 1080 pixels (feed)
- 1080 x 1920 pixels (story)

Video Ratio:

- 1:1 (feed)
- 9:16 (story)

Technical Recommendations:

- Leave roughly 14% (250 pixels) of the top and 20% (340 pixels) of the bottom of the image free from text or logos, to avoid covering creative elements with a profile icon or a call to action. [See additional Text Overlay and Safe Zone notes.](#)
- Number of Carousel Cards: 2 to 10
- File Type: JPG, PNG, MP4, MOV, or GIF
- Image Maximum File Size: 30MB
- Video Maximum File Size: 4GB
- Video Duration: 1 second to 2 minutes
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended



Carousel Ad Example:

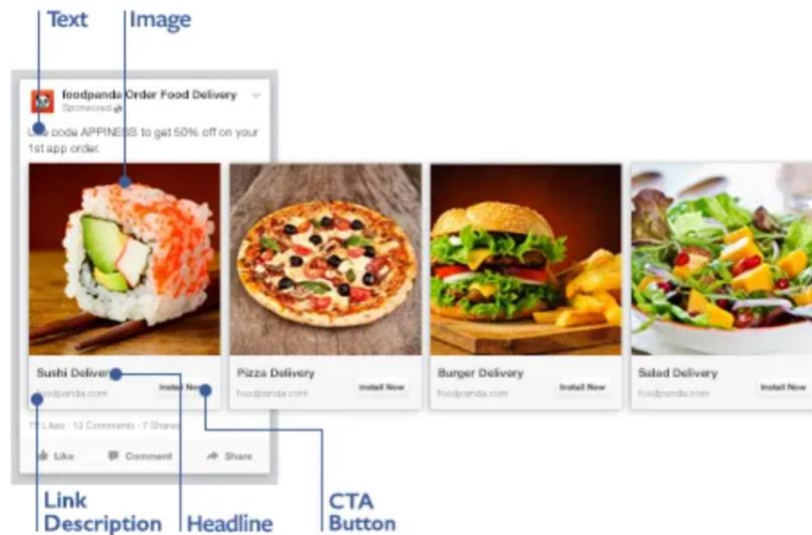


Image Ads

Text Recommendations (longer text is allowed but will be truncated):

- Primary text: 125 characters
- Headline: 27 characters
- Link description: 27 characters

Image Specs:

- 1080 x 1080 pixels (feed)
- 1080 x 1920 pixels (story)
- 1200 x 628 pixels (audience placement) - Optional

Technical Recommendations:

- For story images ads, leave roughly 14% (250 pixels) of the top and 20% (340 pixels) of the bottom of the image free from text or logos, to avoid covering creative elements with a profile icon or a call to action. [See additional Text Overlay and Safe Zone notes.](#)
- File Type: JPG or PNG
- Maximum File Size: 30MB

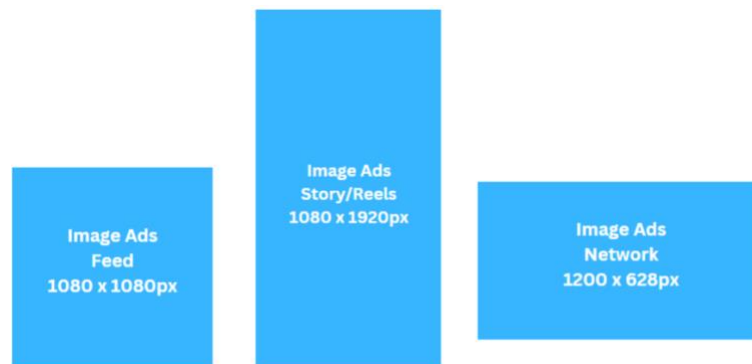


Image Ad Example:

This block shows a screenshot of a Facebook advertisement from 'AdEspresso' dated 15 November 2019. The ad promotes a 'FREE EBOOK' titled 'Ultimate Guide To Facebook Custom Audiences'. Red arrows point to various components of the ad: 'Primary Text' points to the top text block; 'Image (or video)' points to the main visual featuring a man with a mustache and a trophy; 'Headline' points to the 'FREE EBOOK' text; 'Description' points to the 'Download Now!' text; and 'Call to action' points to the 'Download' button at the bottom.

AdEspresso
15 November 2019 · 🌐

Custom Audiences are the definitive marketing tool for creating high-performing Facebook Ad campaigns. In this free 62 page eBook you'll learn how to use:

- 📄 Website custom audiences
- 📄 Lookalike custom audiences
- 📄 Email custom audiences

Download your free copy today!

Facebook Custom Audience

FREE EBOOK
Download Now!

ADESPRESSO.COM
Ultimate Guide To Facebook Custom Audiences
Learn all the secrets of Facebook Ads Custom...

Download

Text Overlay and Safe Zone Best Practices for Stories and Reels

Text overlays are highly suggested for image and video ads. Keep the following notes in mind when adding text overlays:

- Keep your word count low so viewers don't feel overwhelmed by the amount of text on-screen at any one time.
- Ensure the text is on the screen long enough to be read.
- Make the text stand out with a good contrasting font color and a font size large enough for easy reading.
- CTAs are great text overlay options but please note that the CTA should not resemble an actionable button to comply with Meta ad policies.

Safe Zones

For ads in Stories and Reels, keep the edges (top, bottom and sides) free of key creative elements, text and logos to ensure that important brand elements are within the safe zone and aren't overlapped by the Reels user interface. This can help you avoid the key elements of your ad being cropped out or covered by the profile icon or a call to action. See below for safe zone examples:

