

Ad Name	Recommended creative for optimization across all placements	Placement		
		Desktop News Feed	Mobile News Feed	Desktop Right Column
Page post photo ad	Text: 90 characters Image ratio: 4:3 Image size: 1200x900px			
Page post text ad	Text: 90 characters			
Page post video ad	Text: 90 characters Image ratio: 16:9 Image size: 1200x675 px			
Page post link ad	Text: 90 characters Link title: 25 characters Image ratio: 1.91:1 Image size: 1200x627 px			
Offer ad	Text: 90 characters Offer title: 25 characters Image ratio: 1.91:1 Image size: 1200x627 px			
Event ad	Text: 90 characters Event title: 25 characters Image ratio: 8:3 Image size: 1200x450 px			
Page Like ad	Text: 90 characters Image ratio: 8:3 Image size: 1200x450 px			
Mobile app install ad	Text: 130 characters Image ratio: 5:3 Image size: 1200x720 px			
App ad	Title (App Name): 25 characters Text: 90 characters Image ratio: 1.39:1 Image size: 1200x864 px			
Domain ad	Title: 25 characters Text: 90 characters Image ratio: 1.39:1 Image size: 1200x864 px			