



# Ad Guidelines cheatsheet ✨





## Text Ads

### Dimensions

N.A.

### Suggested Length

30 characters for title  
90 characters for description

### CTA

In copy

### Design Considerations

N.A.

### Copy Considerations

Communicate messages within 5 words  
Incorporate keywords naturally  
Integrate symbols and numbers to capture attention



## Facebook Story Ads

### Ad Type

Story ads

### Suggested Length

Under 15 seconds

### Design Considerations

Design for sound off  
Not more than 20% text in frame

### Dimensions

1080 x 1920 px

### CTA

CTA button

### Copy Considerations

Drive action with clear CTAs  
Keep ad copy crisp



## Facebook Videos

### Ad Type

Videos

### Suggested Length

Under 15 seconds

### Design Considerations

Design for sound off  
Not more than 20% text in frame

### Dimensions

1080x1920  
or 1080x1920

### CTA

In-Creative

### Copy Considerations

Drive action with clear CTAs  
Keep ad copy crisp



## Facebook In-Feed/Carousel Posts

### Ad Type

In-Feed/Carousel

### Dimensions

1080x1080

### Suggested Length

>5 words in image

### CTA

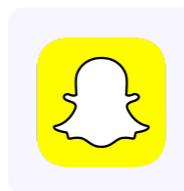
In-Creative

### Design Considerations

Clear messaging under 5 words

### Copy Considerations

Write ad copy keeping creative messaging in mind  
Include compelling CTAs



## Snapchat Story / Snap ads

### Ad Type

Story ads / Snap ads

### Dimensions

1080x1920

### Suggested Length

>5 words in image

### CTA

In-Creative

### Design Considerations

Capture attention in 2 seconds  
Focus heavily on branding  
Tell stories through text overlays

### Copy Considerations

Write copy that can be read in 2 seconds  
Text overlays need to be short but descriptive



## Native

### Ad Type

Static

### Dimensions

1200x628  
1200x1200

### Suggested Length

Headline: 30 characters  
Description: 120 characters  
CTA: 15 characters

### CTA

None

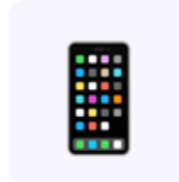
### Design Considerations


Product imagery or representative imagery works well

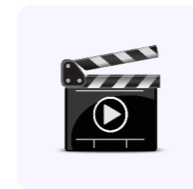
### Copy Considerations

Write short, attention-grabbing copy  
Avoid clickbait



 <b>Display - Mobile</b>		
<b>Ad Type</b> Mobile	<b>Suggested Length</b> Short headline: 30 characters Long headline: 90 characters Description: 90 characters	<b>Design Considerations</b> Keep text to about 20% of banner space
<b>Dimensions</b> 300x50 320x50 320x100	<b>CTA</b> Clear CTA button	<b>Copy Considerations</b> Banner text needs to tell a story in 6 words Short headlines should distill benefits/talking points, longer headlines can be more in-depth Descriptions need to have baked-in CTAs

 <b>Display - Desktop</b>		
<b>Ad Type</b> Desktop	<b>Suggested Length</b> Short headline: 30 characters Long headline: 90 characters Description: 90 characters	<b>Design Considerations</b> Keep text to about 20% of banner space
<b>Dimensions</b> 300x250 160x600 728x90 300x600 970x250	<b>CTA</b> Clear CTA button	<b>Copy Considerations</b> Banner text needs to tell a story in 6 words Short headlines should distill benefits/talking points, longer headlines can be more in-depth Descriptions need to have baked-in CTAs



## Video - Pre-Roll

### Ad Type

Pre-Roll

### Dimensions

16:9

### Suggested Length

6, 15, or 30 seconds  
depending on the unit

### CTA

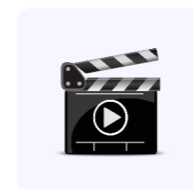
In-Creative + CTA Button

### Design Considerations

Design for sound on  
Capture attention within 5 seconds  
Add quick cuts to increase retention

### Copy Considerations

On-screen titles should be minimal  
Brand speak can be kept towards the end of video



## Video - CTV

### Ad Type

CTV

### Dimensions

16:9

### Suggested Length

15 or 30 seconds

### CTA

In-Creative + CTA Button

### Design Considerations


Design for sound on  
Capture attention within 5 seconds  
Add quick cuts to increase retention


### Copy Considerations

On-screen titles should be minimal  
Brand speak can be kept towards the end of video





 <b>Video - YouTube Ads</b>		
<b>Ad Type</b> YouTube Ads	<b>Suggested Length</b> 6 or 15 seconds	<b>Design Considerations</b> Design for sound on Capture attention within 5 seconds Add quick cuts to increase retention
<b>Dimensions</b> 16:9	<b>CTA</b> In-Creative + CTA Button	<b>Copy Considerations</b> On-screen titles should be minimal Brand speak can be kept towards the end of video

 <b>Video - YouTube Organic</b>		
<b>Ad Type</b> YouTube Organic	<b>Suggested Length</b> 1 - 3 minutes	<b>Design Considerations</b> Design for sound on Capture attention within 5 seconds Add quick cuts to increase retention
<b>Dimensions</b> 1080x1920 or 1080x1920	<b>CTA</b> In-Creative + CTA Button	<b>Copy Considerations</b> On-screen titles should be minimal Brand speak can be kept towards the end of video