

Video Requirements



16:9
Full Landscape



1:1
Square
(Instagram and
Facebook Feed)



4:5
Vertical
(Instagram and
Facebook Feed)



2:3
Vertical
(Facebook only)



9:16
Full Portrait/Vertical
(Instagram Stories
and Facebook Feed)

Surfaces support video ratios from 16:9 to 9:16. These images reflect how some of these ratios may look.

	Facebook Feed	Facebook Feed with link	Instant Articles	Facebook 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	240 minutes max	240 minutes max	240 minutes max	5-15 seconds	60 seconds max	15 seconds max	Native, Interstitial: 120 seconds max In-stream: 10 - 120 seconds
Objectives	All	All	All except Store Visits	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	✓	✓ ¹	✓	✓	✓	✗	✓
Square 1:1	✓	✓	✓	✓	✓	✗	✓
Vertical 4:5	✓	✓ ¹	✓ ²	✓	✓	✗	✓ ⁴
Vertical 2:3	✓	✓ ¹	✓ ²	✓	✗	✗	✓ ⁴
Full Portrait 9:16	✓ ³	✓ ^{1,3}	✓ ²	✓ ³	✗	✓	✓ ⁴



¹ carousel ads may be masked to 1:1

² may be masked to 1:1

³ may be masked to 2:3

⁴ not a valid ratio for audience network in-stream video