

Meta Ads Creative Spec Guide

IMAGE / BANNER ADS

	01	02	03	04
	Feed Images	Stories Images	Reels Cover Image	Carousel Ads
✓ Aspect Ratio:	1:1 or 4:5	9:16	9:16	1:1
✓ Resolution	At least 1080 x 1080 px	1080 x 1920 px	N/A	1080 x 1080 px
✓ Format:	JPG or PNG	MP4, MOV	N/A	MP4 or MOV
✓ Captions/Subtitles:	N/A	N/A	N/A	Yes
✓ Safe Area:	N/A	N/A	Keep text away from top and bottom edges to avoid cropping	N/A
✓ Text Overlay:	Less than 20% of the image is ideal	Keep text centered vertically to avoid UI overlap.	N/A	N/A
✓ Use:	N/A	N/A	To maintain a clean grid aesthetic	N/A
✓ Tips:	Simple design with one clear message or offer.	Design full-screen with strong CTA (swipe-up or tap).	N/A	Use to showcase job roles, service steps, testimonials, or product features.
✓ Cards	N/A	N/A	N/A	2-10