Meta Ads Creative Spec Guide

VIDEO ADS

	01 In-Feed (Facebook & Instagram)	02 Stories (Facebook & Instagram)	03 Reels (Facebook & Instagram)	04 Facebook Video Feed	05 In-Stream Video (Facebook only)
✔ Aspect Ratio:	1:1 (square) or 4:5 (portrait)	9:16 (vertical, full-screen)	9:16	4:5 or 1:1	16:9 (landscape)
✔ Length:	15–30 seconds ideal (max 60 sec supported)	6–15 seconds optimal (up to 60s possible, but cut into cards)	15–30 seconds optimal, up to 90s supported	15–45 seconds recommended	5–15 seconds (non-skippable); up to 120s (skippable)
✔ Format:	MP4, MOV, or GIF	MP4, MOV	N/A	MP4 or MOV	N/A
✔ Captions:	Recommended (many watch without sound)	N/A	Highly recommended	Yes	N/A
✔ CTA Button:	Yes (e.g., "Apply Now", "Learn More")	N/A	N/A	N/A	N/A
✔ Text Safe Zone:	N/A	Keep text centered vertically to avoid UI overlap.	N/A	N/A	N/A
✔ Audio:	N/A	N/A	ON by default – use native-sounding voiceovers or music	N/A	N/A
✔ Tips:	Hook must be within the first 3 seconds. If we can add humor to the video script -- even better.	Fast-paced, visually engaging, and designed with motion.	Reels are discovery-based—make it engaging with a narrative hook or relatable moment. The more personal it is and raw - the better.	Similar approach to in-feed, but performance can improve with emotional storytelling.	Great for storytelling or brand recall if budget allows.