

2022 Digital Ad Sizes



Google Ads

FILE TYPES ALLOWED
GIF, JPG, PNG

MAXIMUM SIZE
5120

Responsive Display Ads (Google will mix and match the assets.)

Long Headline	Include CTA and keyword.	90 characters
Short Headline	Include CTA and keyword.	30 characters
Short Descriptions	Include more detailed product/ service info.	90 characters
Images	For best rendering, ensure image remains clear and eye-catching when scaled down.	Square 1:1 Landscape 1.91:1
Logo	For best rendering, upload both square and landscape logo sizes.	Square 1:1 Landscape 4:1

facebook

FILE TYPES ALLOWED
JPG, PNG

MAXIMUM SIZE
30 MB

Standard Facebook Ads (Fully designed ads including image, message and logo.)

Feed Images	1200 (w) x 628 (h)	476 x 249 minimum	9:16 to 16:9
Feed Carousels	1080 (w) x 1080 (h)		1:1
Right Column Images	1200 (w) x 628 (h)	254 x 133 minimum	9:16 to 16:9
Right Column Carousels	1080 (w) x 1080 (h)		1:1
Stories	1080 (w) x 1920 (h)	600 x 1067 minimum	9:16

Instagram

FILE TYPES ALLOWED
JPG, PNG

MAXIMUM SIZE
30 MB

Standard Instagram Ads (Fully designed ads including image, message and logo.)

Landscape	1200 (w) x 628 (h)	600 x 315 minimum	1.9:1
Square	1080 (w) x 1080 (h)	600 x 600 minimum	1:1
Vertical	1080 (w) x 1350 (h)	600 x 750 minimum	4:5
Stories	1080 (w) x 1920 (h)	600 x 1067 minimum	9:16

LinkedIn

FILE TYPES ALLOWED
GIF, JPG, PNG
(unanimated unless specified)

MAXIMUM SIZE
See Ad Types

Standard LinkedIn Ad Image Sizes

Sponsored Content	1200 (w) x 627 (h)	JPG, GIF, PNG	5 MB	1.91:1
	1080 (w) x 1080 (h)	JPG, GIF, PNG	5 MB	1:1
Sponsored InMail	300 (w) x 250 (h)	JPG, GIF, PNG	40 KB	
Display Ads	300 (w) x 250 (h)	3 rd Party HTML5	200 KB	15 sec., if animated
Text Ads	50 (w) x 50 (h)	JPG, GIF, PNG		Image optional

Dynamic LinkedIn Ads

Follow Company Ads	100 x 100 minimum	Logo
Spotlight Ads	100 x 100 minimum 300 x 100	Logo/image Custom Background (optional feature)
"Jobs you might be interested in" Ads	100 x 100 minimum	Logo/image
"Picture yourself" Ads	100 x 100 minimum	Logo/image