


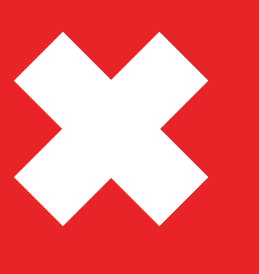
 <b>In-Feed Ads</b> Non-Spark	 <b>Reels Ads</b>	 <b>Reels Ads</b>	 <b>Video Ads</b>	<b>Works Across Channels</b>
<b>Minimum Resolution</b>	540 x 960 px	500 x 888 px	500 x 888 px	1080 x 1920 px	1080 x 1920 px
<b>Aspect Ratio</b>	9:16				
<b>File Type</b>	MP4, MOV, MPEG 3GP AVI	MP4, MOV	MP4, MOV	MP4, MOV	MP4, MOV
<b>Duration</b>	5-60s	0-30s	0-60s	3-180s	5-30s
<b>Max File Size</b>	500 MB	4GB	4GB	1GB	500 MB
<b>Sound</b>	Required	Recommended	Recommended	Recommended	Sound On
<b>Characters</b>	100	72	72	34	34




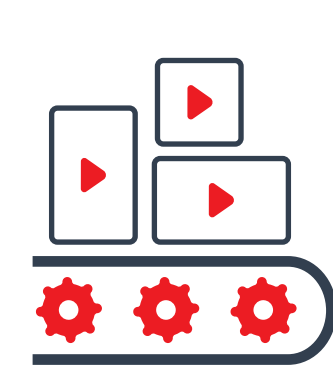
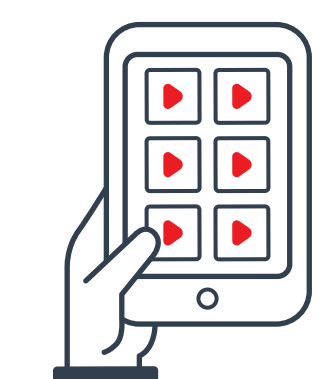
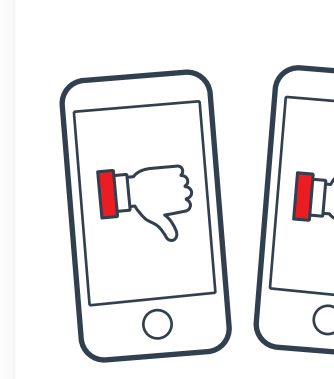





	Fullscreen Vertical	Localized Language	Balanced Audio (left and right)	Royalty-Free Music	Original Audio
	Trending responses	Tutorials	Dynamic Text	Filters	Camera Effects
	Show, Don't Tell	Linear Storytelling	App in Action	UGC	Humor

	Borders	White Background	Stretching	Compression	Text Heavy
---	---------	------------------	------------	-------------	------------

## Our Expertise

 <p><b>\$3.5B</b> in creative and social ad spend managed for the world's largest mobile apps and performance advertisers</p>	 <p><b>100K</b> videos and images created and tested for clients each year on Facebook, Google, TikTok, and Snap</p>	 <p><b>3.5M</b> video ads in our creative research library, with performance metrics by app, company, and ad network</p>	 <p><b>25K</b> A/B and multivariate tests using real-time analysis and optimization through our AdRules tech platform</p>
--	---	--	--

## Sources

TikTok Auction In-Feed Ads | TikTok For Business  
 Facebook Video Ad Specs for Facebook Reels | Facebook Ads Guide  
 Facebook Video Ad Specs for Instagram Reels | Facebook Ads Guide  
 Snapchat Ad Specs and Dimensions | Snapchat for Business

sales@consumeracquisition.com