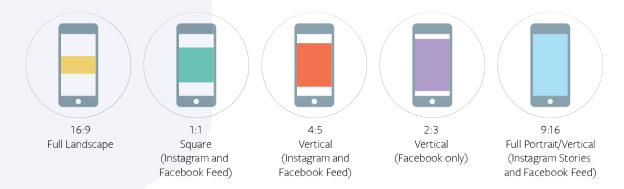
Video Requirements



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, Intersti- tial: 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 | \checkmark | √1 | \checkmark | \checkmark | \checkmark | × | \checkmark |
| Square 1:1 | \checkmark | \checkmark | \checkmark | \checkmark | \checkmark | × | \checkmark |
| Vertical 4:5 | \checkmark | √1 | ✓2 | \checkmark | \checkmark | × | ✓4 |
| Vertical 2:3 | \checkmark | √1 | ✓ ² | \checkmark | × | × | ✓ ⁴ |
| Full Portrait 9:16 | ✓ ³ | 1,3 | \checkmark^2 | ✓ ³ | × | \checkmark | ✓ ⁴ |

facebook

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

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