facebook

Ads and Sponsored Stories Guide

January 2013

Products
Ads and sponsored stories

Ads
Voice of business

Sponsored stories
Voice of friend

Definition of ads

Ads are paid messages coming from businesses. They are the voice of the marketer. They can include social context about friends.

Ads overview

1. Page post text ad
2. Page post photo ad
3. Page post video ad
4. Page post link ad
5. Question ad
6. Offer ad
7. Event ad
8. Page like ad
9. App ad
10. Mobile app install ad
11. Domain ad
12. Sponsored results

Definition of sponsored stories

Sponsored stories are messages coming from friends about them engaging with a business. Businesses can pay to promote these stories so there's a better chance people see them.
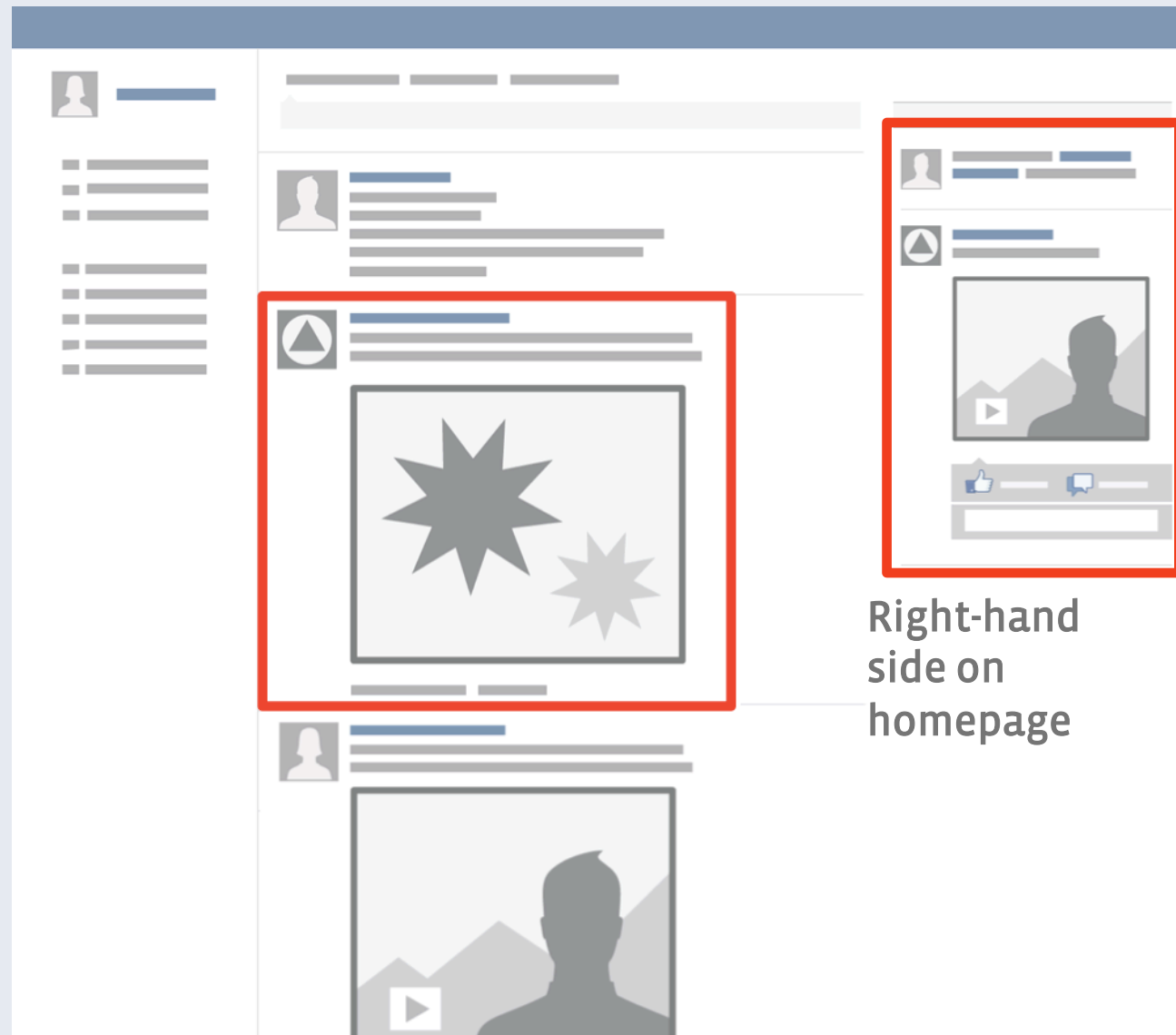
Sponsored stories overview

Placement

- Homepage
- News feed (desktop and mobile)
- All Facebook
- Logout page
- Typeahead

Homepage

News feed desktop

Right-hand side on homepage
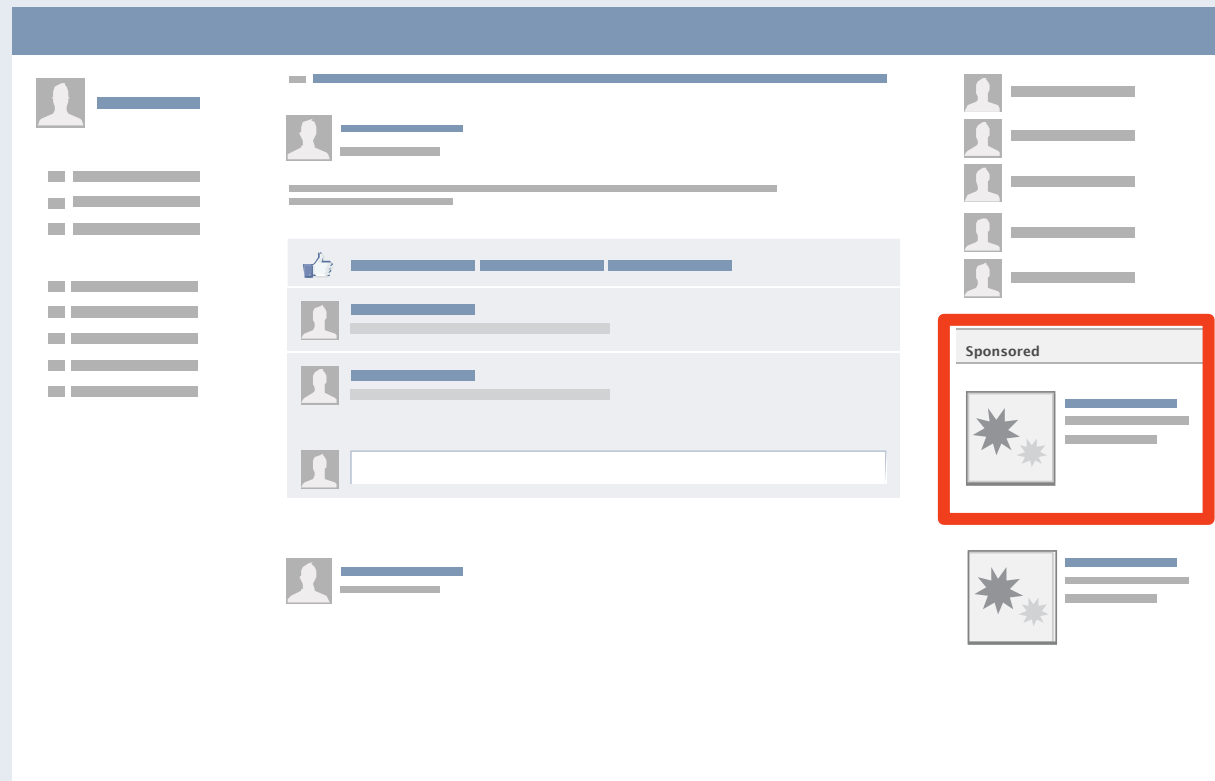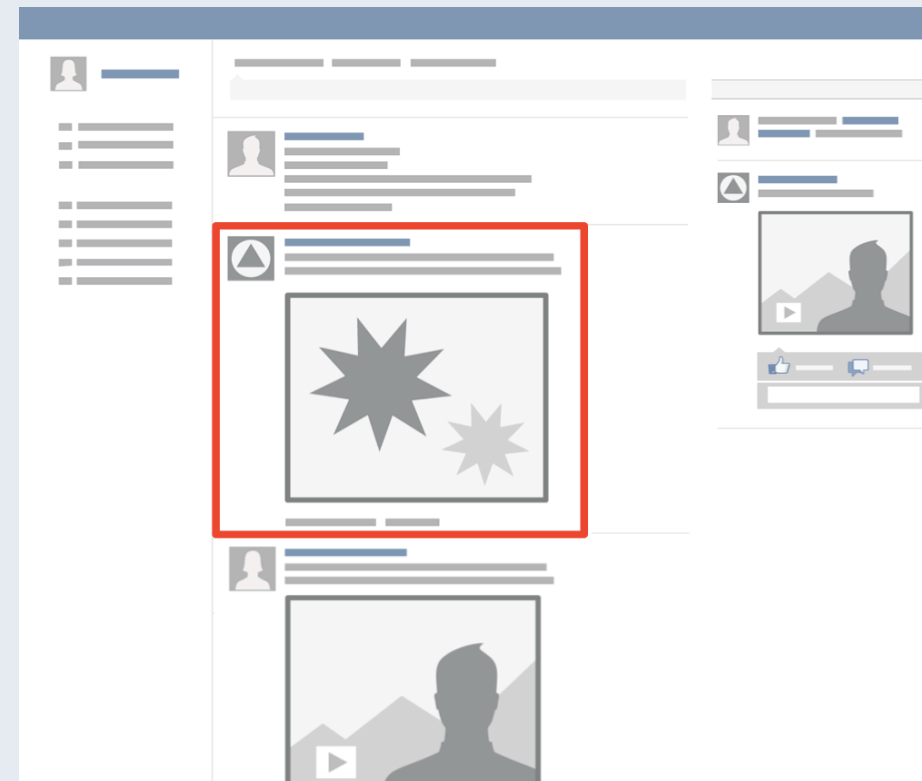
News feed mobile

All Facebook

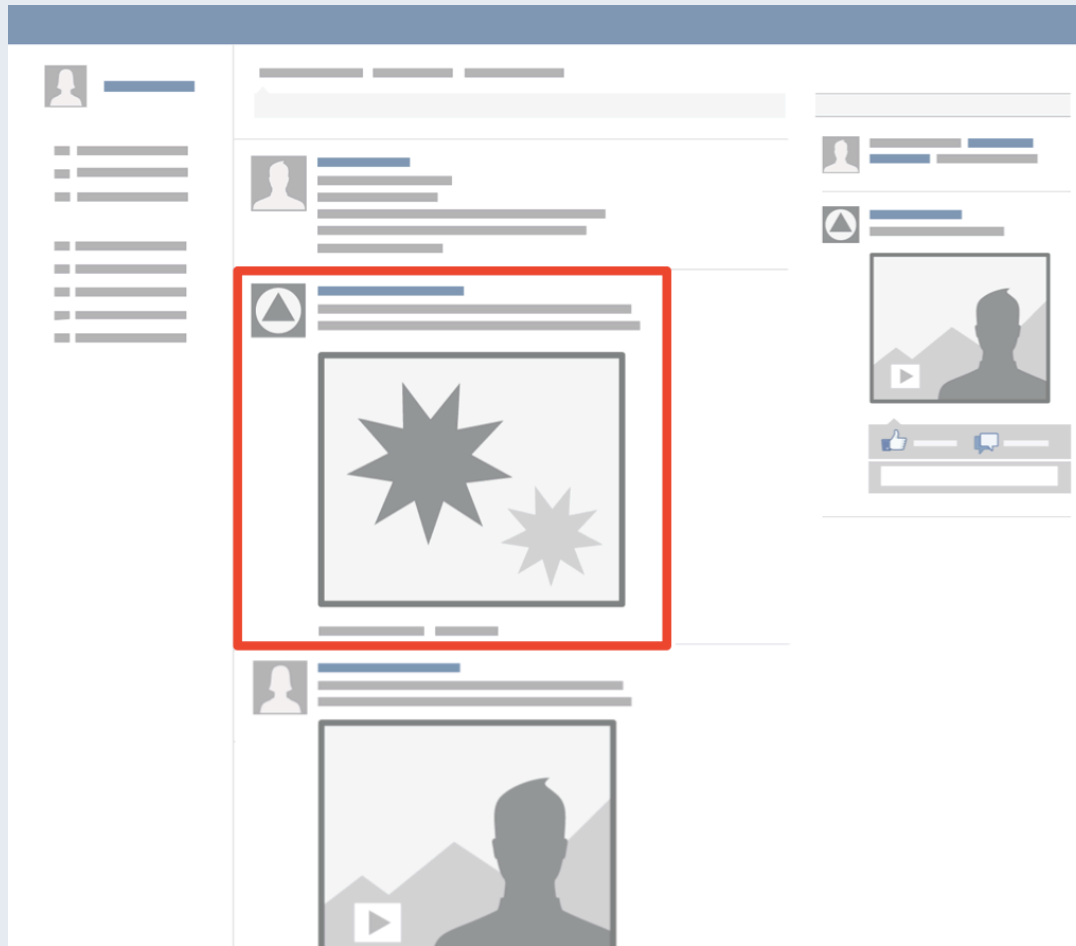

Right-hand side on Facebook

News feed desktop

News feed mobile

News feed

News feed desktop

News feed mobile

News feed desktop
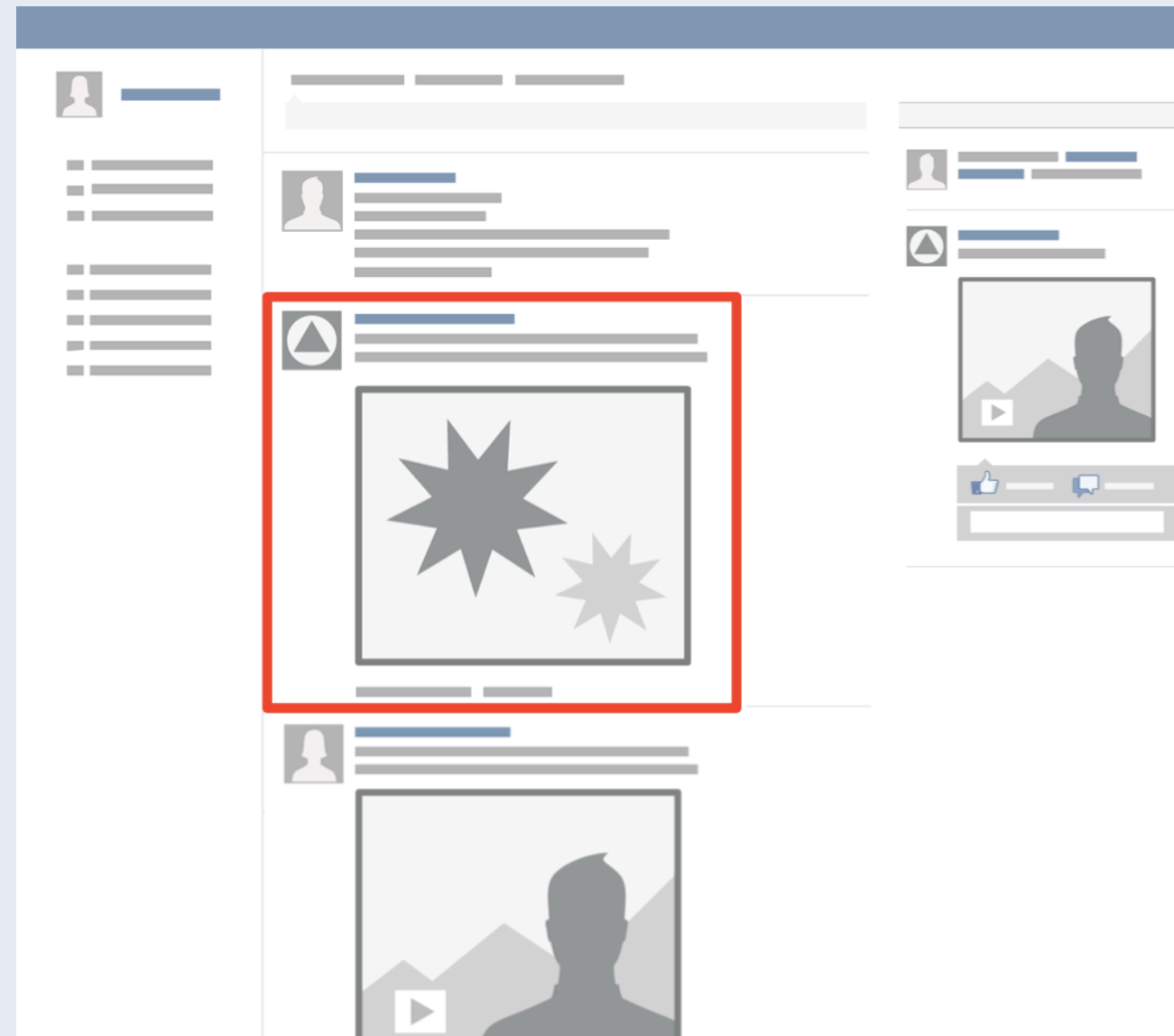
News feed mobile

Logout page

Typeahead
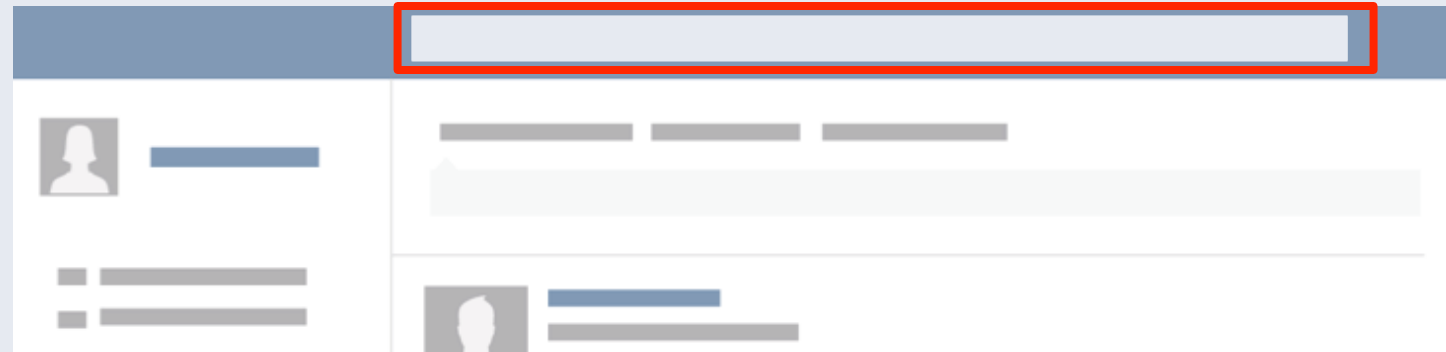
Summary of our products by individual placement

	News feed desktop	News feed mobile	Right-hand side of homepage	Right-hand side of Facebook	Logout page	Typeahead
Page post ads	X	X	X	X	X	
Page like ads				X		
App ads			X	X		
Mobile app install ads		X				
Offsite ads			X	X		
Sponsored results						X
Sponsored stories	X	X	X	X		

Summary of how to buy

Bundles of placements you can buy	Placements contained	Why this option?	How to buy it?
All Facebook	All placements except logout page and typeahead	Facebook will decide where to show your ad to drive the most clicks and actions that you desire for your budget.	Ads Create Flow, Power Editor, API, IO, DSP
Homepage	• Right-hand side of the homepage • News feed desktop • News feed mobile	The best way to reach your audience from the most visited page on Facebook.	IO, Power Editor, API
News feed	• News feed desktop • News feed mobile	The most engaging placement of the site.	Power Editor, API, Promote button on the Page
News feed desktop	News feed desktop	The most engaging placement of the site.	Power Editor, API
News feed mobile	News feed mobile	The most engaging placement on customers' most personal device.	Power Editor, API
Logout Page	Logout Page	The largest creative format to drive either video views or direct response traffic.	IO
Typeahead	Typeahead	The ability to target what people are looking for in one of the most used features on Facebook.	Power Editor and API

1. IO – buying via an insertion order through a Facebook representative. This is the only way to have a guaranteed number of impressions.
2. Power Editor – self-serve tool for advanced advertisers. It can be downloaded by anyone at https://www.facebook.com/ads/manage/powereditor/
3. API – access via Facebook's Application Programming Interface directly, or via tools built by our Preferred Marketing Developers (PMDs) using Facebook Ads API
4. Ads Create flow – self-serve ad creation form, which can be accessed at http://www.facebook.com/ads/create
5. Promoted button on the Page – way to buy a Page post ad directly from the Page composer or next to the post itself, by clicking on the "Promote" button.

Ads: Voice of business
Creative details

Page post text ad

News feed desktop

Text: 500 characters, remainder truncated

News feed mobile

Text: Up to 6.5 lines in mobile feed, remainder truncated. (Usually is around 205 – 275 characters.)

RHS of homepage

Text: 150 characters, remainder truncated

RHS of Facebook

Text: 120 characters, remainder truncated

Best use cases

• Awareness for current and prospective customers

Page post photo ad

News feed desktop

Text: 500 characters, remainder truncated

Specs and formatting for photos dependent on how many photos are available

Single photo: Cap at 400 pixels (400w for landscape, or 400h for portrait). Usually means 400x300 px or 300x400 px. Nearly square photos are cropped to 320x320 px

2 or 4 photos: 196x196 px for each photo

3 photos, or between 5 and 9: 129x129 px thumbnails

Album created stories: 3 photos in 129x129 px, and one larger photo at 398x264 px

News feed mobile

Text: Up to 6.5 lines in mobile feed, remainder truncated. Usually is around 205 – 275 characters.

Image: Optimal width- 720 px (will be stretched if shorter, will be cropped if wider)

- Height varies. follows aspect ratio
- 720 px is the maximum height before cropping in feed (will show full image if clicked). Crops from the middle.
- Should upload a photo of any dimension between 200 x 200 and 2048 x 2048.
- Mobile website renders differently on different phones. We optimize the photos to look best in the browsers and photos they are displayed in.

RHS of homepage

Text: 90 characters, remainder truncated

Image: 168x128 px (Note: posting a 4:3 photo is recommended, as they will be resized to a 4:3 ratio/168x128 px. Larger images will be resized to fit. 3 px are added in to each side of the border.)

RHS of Facebook

Text: 90 characters, remainder truncated

Image: 118x90 px (Note: 3 px are added in to each side of the border)

Best use cases

- Awareness for current and prospective customers
- Engagement

Page post video ad

News feed desktop

Text: 500 characters, remainder truncated

Video thumbnail when uploaded via Facebook: 400w x 225h px for landscape aspect ratio videos, 225w x 400h px for portrait

YouTube thumbnail: 132wx75h px. Next to the thumbnail is the name of the video, the source link, and a short description of the video. When the thumbnail is clicked and the video played, it expands to 400wx225h.

News feed mobile

Text: Up to 6.5 lines in mobile feed, remainder truncated. Usually is around 205 – 275 characters.

Video thumbnail: Optimal width- 720 px (will be stretched if shorter, will be cropped if wider)

720 px is the maximum height before cropping in feed (will show full image if clicked). Crops from the middle.
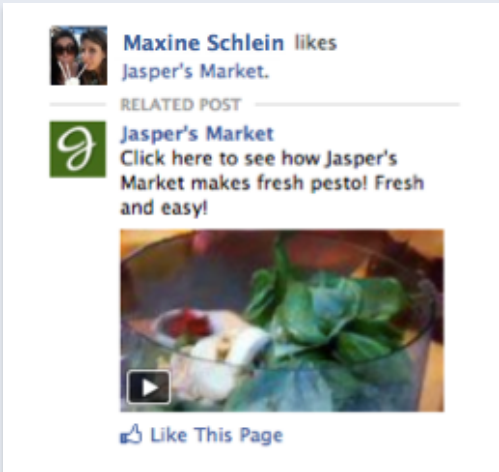

RHS of homepage

Text: 90 characters, remainder truncated

Video thumbnail when uploaded via Facebook: 185x194 px

YouTube thumbnail: 140x104 px

Note: Alternate video image sizes will be reformatted to fit these dimensions with their aspect ratios preserved. Video thumbnail will be pulled from video/post

RHS of Facebook

Text: 90 characters, remainder truncated

Video thumbnail when uploaded via Facebook: 128x72 px, video thumbnail will be pulled from video/post

YouTube thumbnail: 96x72 px

Best use cases

- Awareness for current and prospective customers
- Engagement

Page post video ad (continued)

Logout page

Text: Recommend 90 characters or less to ensure no text is cut

Video:

- Suggested resolution is 1920x1080p
- Minimum resolution is 1280x720p
- Suggested format is MP4
- 16:9 ideal aspect ratio
- 3 minute maximum, 30-60 seconds recommended

Best use cases

- Awareness and engagement for current and prospective customers

Page post link ad

News feed desktop

Text: 500 characters, remainder truncated. Link attachment is shown

Text format:
1-2 lines for the title (depending on length)

- 1 line for the domain the link points to
- 2-3 lines for the body text (depending on title length)

Image: 154x154px if the offsite destination has an image larger than 154x154px; 90x90px otherwise

News feed mobile

Text: Up to 6.5 lines in mobile feed, remainder truncated. Usually is around 205 – 275 characters.

Image: 100x100 px thumbnail

Link:

- 2 lines for link title
- 1 line for the source
- 1 line for the description. If no source, we display description.

RHS of homepage

Text: 90 characters, remainder truncated
Image: 75x75 px thumbnail

RHS of Facebook

Text: 90 characters, remainder truncated
Image: 50x50 px thumbnail

Best use cases

- Awareness for current and prospective customers
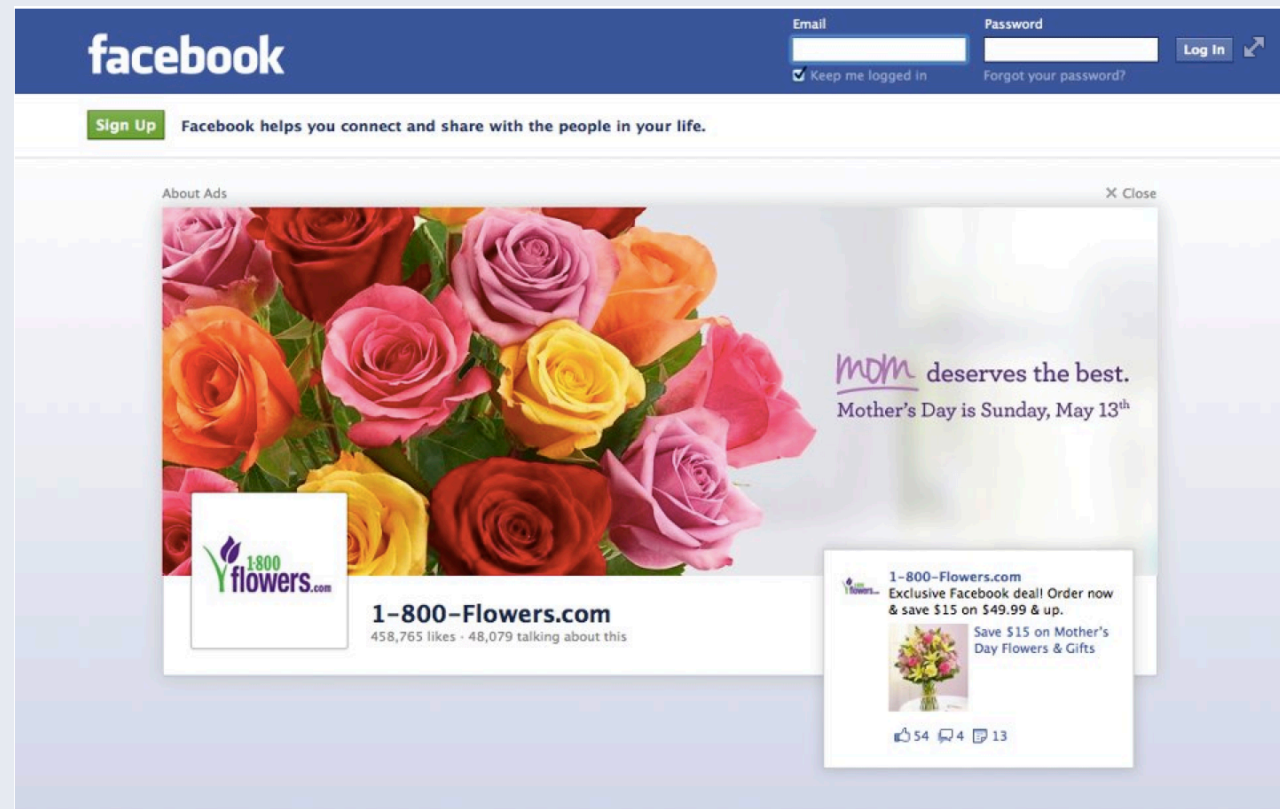- Acquisition and conversion for current and prospective customers

Page post link ad (continued)

Logout page

Text: Recommend 90 characters or less to ensure no text is cut

Image:
- 851x315 px
- 300 dpi resolution
- Image uploaded from the Page to a public album

Best use cases
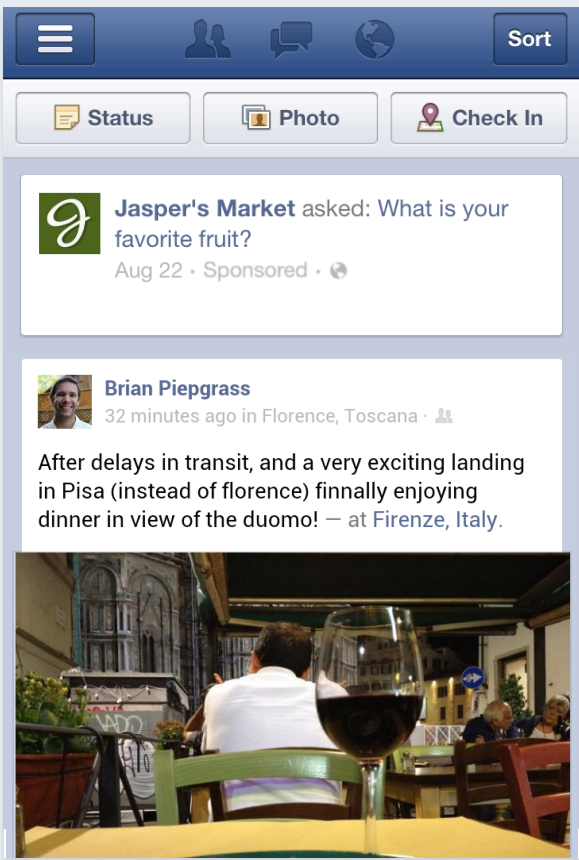- Acquisition and conversion of prospective customers

Question ad

News feed desktop

- Page name and question is limited at 2 lines total
- Up to 3 answers plus a "See More" option.
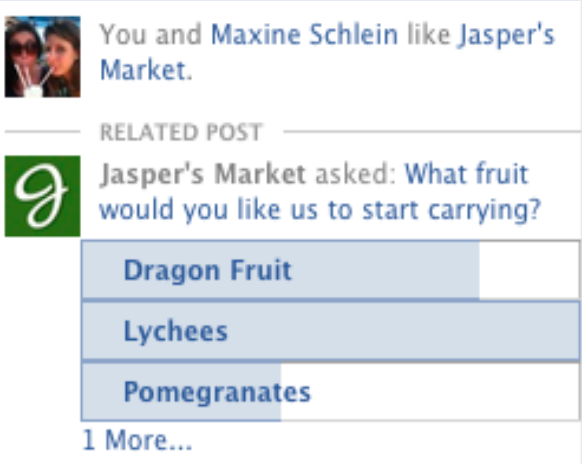- 4 answers will show if there are exactly 4 answers.

News feed mobile

Page name and question listed, up to about 125 characters (3.5 lines)

RHS of homepage

- Up to 3 answers, plus a "See More" option. 4 answers will show if there are exactly 4 answers.
- Question/answer character limit is dependent on how many capital vs. lowercase letters are used

RHS of Facebook

- Up to 2 answers. 3 answers will show if there are exactly 3 answers.
- Question/answer character limit is dependent on how many capital vs. lowercase letters are used

Best use cases

- Engagement

Offer ad

News feed desktop

Text: 90 characters, remainder truncated
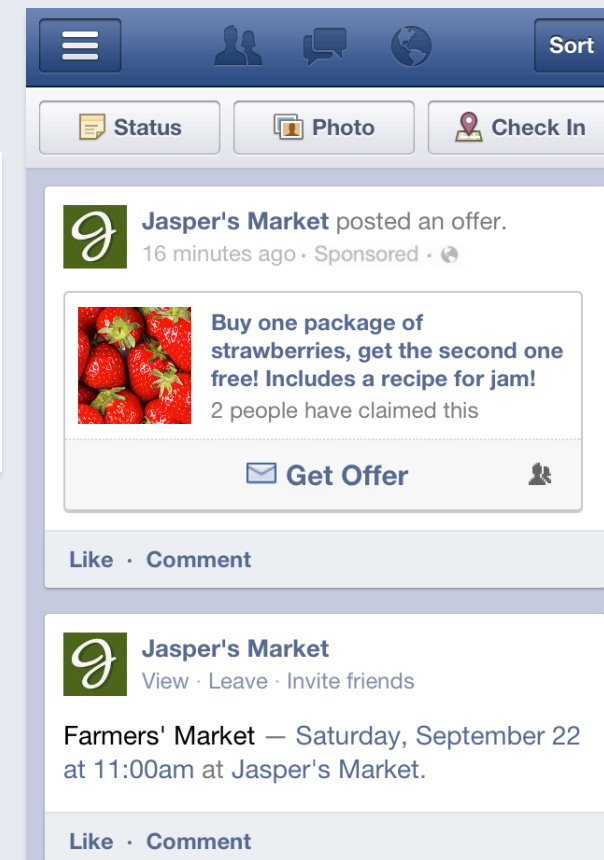
Image: 90x90 px

Terms and conditions: 900 characters (we recommend no more than 700 for optimal user experience)

News feed mobile

Text: 90 characters, remainder truncated

Image: 100x100 px

RHS of homepage

Text: 90 characters, remainder truncated

Terms and conditions: 900 characters (we recommend no more than 700 for optimal user experience)

Image: 75x75 (RHS of homepage)

RHS of Facebook

Text: 90 character limit

Terms and conditions: 900 characters (we recommend no more than 700 for optimal user experience)

Image: 50x50 (RHS of Facebook)

Best use cases

- Acquisition and conversion for current and prospective customers
- Loyalty for current customers
- Consideration

Event ad

News feed desktop

Text: Page name, event title, date, time, location (pulled from event)

Image: Page's profile photo

News feed mobile

Text: Page name and event title

Image: Page's profile photo

Map with location of event

RHS of homepage

Text: 90 characters, remainder truncated

Image: 75x75 px thumbnail

RHS of Facebook

Text: 90 characters, remainder truncated

Image: 100x72 px

Best use cases

- Driving current and prospective customers to an event

Page like ad

News feed mobile

Title: Page name
Text: 90 characters
Image: 100x72 px

RHS of Facebook

Title: Page name
Text: 90 characters
Image: 100x72 px

Best use cases

- Fan acquisition

App ad

RHS of homepage

Title: App name
Text: 90 characters
Image: 110x80 px

RHS of Facebook

Title: App name
Text: 90 characters
Image: 100x72 px

Best use cases

- Awareness for prospective customers
- Drive installs of an app

Mobile app install ad

News feed mobile (only possible placement)

Text: 130 character limit

Image: Taken directly from app center. Resized to 600x113 for mobile retina
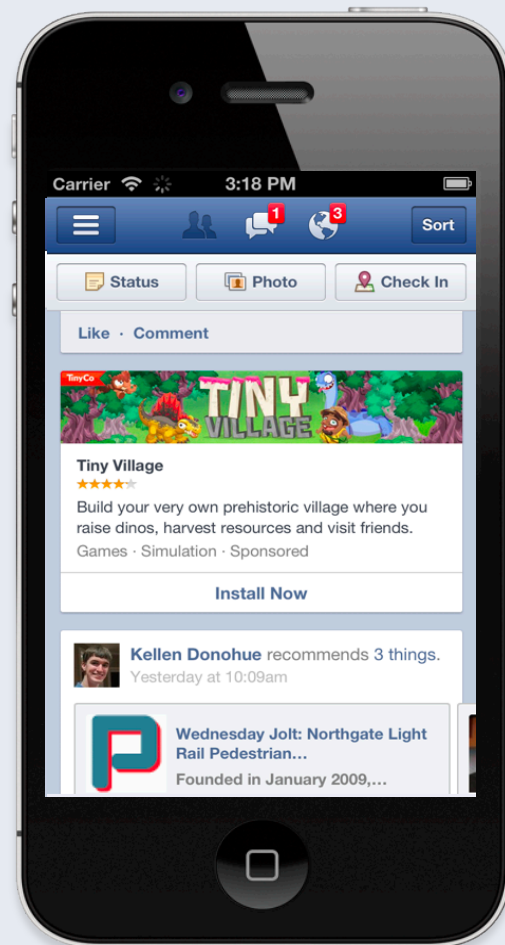
Best use cases
- Acquisition and conversion for prospective customers
- Driving and measuring (CPI) app installs

Domain ad

RHS of homepage

Title: 25 characters
Text: 90 characters
Image: 110x80 px

RHS of Facebook

Title: 25 characters
Text: 90 characters
Image: 100x72 px

Best use cases

- Driving visits to a website and online sales

Sponsored results

Typeahead

Text: 90 characters, remainder truncated

Ads may not include content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.

Image: 75x75 px thumbnail

Best use cases

- Drive app installs and discovery of your Page
- Customize message and landing tab in search
- Cross-targeting related entities on Facebook

Sponsored stories:
Voice of friend
Creative details

Page like sponsored story

News feed desktop

Text: Page name, Page category

Image: 90x90 px thumbnail of Page profile picture

If available: Facepile of other friends who have previously liked the Page or text from the description of the Page.

News feed mobile

Text: Friend's name, Page name, beginning of description of the Page

Page like stories published in the last 7 days appear like this when sponsored:

Page like stories older than 7 days will appear like this when sponsored, under the header "Pages You May Like":

RHS

Text: Friend's name and Page name

Image: Friend's profile picture and Page's profile picture

Best use cases

- Fan acquisition
- Consideration

Page post like sponsored story

News feed desktop

- Text of the post is wrapped as a 'sub-story' of a story about the friend's like
- All of the various dimensions of the original post are slightly shrunk

For photo posts: there's a similar grid with different sizes depending on how many photos there are.

Large size: 358 px 237px

Middle: 176 x 176 px

Small: 117 x 117 px

News feed mobile

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)

RHS

Text: 90 characters

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)

Best use cases

- Awareness for prospective customers
- Engagement

Page post comment sponsored story

News feed desktop

Text: wrapped as a 'sub-story' of a story about the friend's comment

All of the various dimensions of the original post are slightly shrink

For photo posts: there's a similar grid with different sizes depending on how many photos there are.

Large size: 358 px 237px

Middle: 176 x 176 px

Small: 117 x 117 px

News feed mobile

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)

RHS

Text: 90 characters

- Friend's name, details of the post
- Specs dependent on type of post (see Page post ad slides for the specs)

Best use cases

- Awareness for prospective customers
- Engagement

Page post share sponsored story

News feed desktop

Text: wrapped as a 'sub-story' of a story about what the friend says about the post

All of the various dimensions of the original post are slightly shrink

News feed mobile

Text: Friend's name, what the friend says about the post

Specs dependent on type of post (see Page post ad slides for the specs)

RHS

Text: 90 characters

Friend's name, what the friend says about the post

Specs dependent on type of post (see Page post ad slides for the specs)

Best use cases

- Awareness for prospective customers
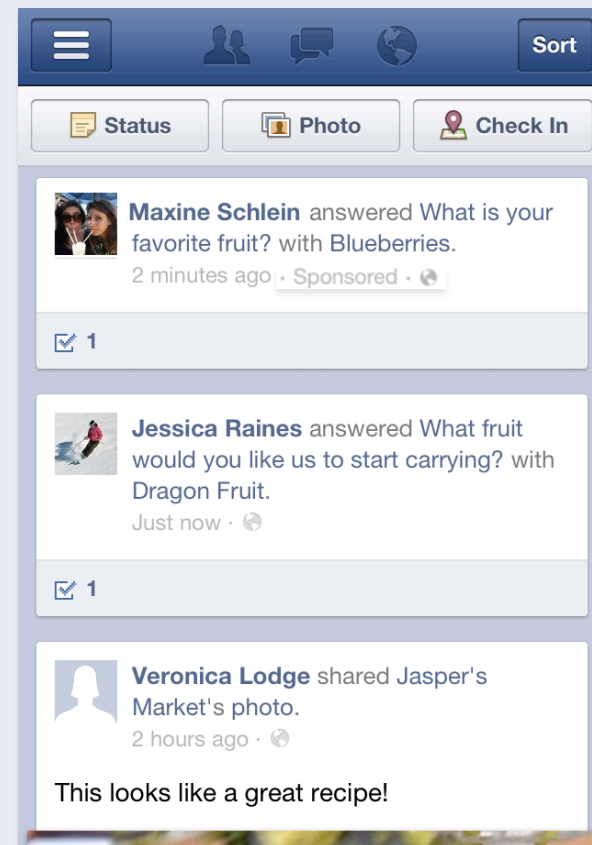- Engagement

Question sponsored story

News feed desktop

- Page name and question is limited at 2 lines total
- Up to 3 answers plus a "See More" option.
- 4 answers will show if there are exactly 4 answers.

News feed mobile

- Page name and question listed, up to about 125 characters (3.5 lines)

RHS

- List of answer options and thumbnail of friends profile picture next to selection
- Up to 2 answer. 3 answers will show if there are exactly 3 answers.
- Question/answer character limit: Dependent on how many capital vs. lowercase letters are used
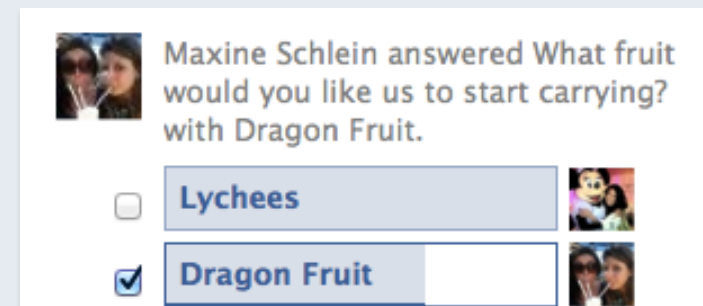
Best use cases

- Engagement

Offer claim sponsored story

News feed desktop

Text: Name of friends who have claimed the offer, 90 characters, remainder truncated

Image: 90x90 px

Terms and conditions: 900 characters (we recommend no more than 700 for optimal user experience)

News feed mobile

Text: Name of friends who have claimed the offer, 90 characters, remainder truncated

Image: 100x100 px

RHS

Text: Name of friends who have claimed the offer, 90 characters, remainder truncated

Image: 75x75 (RHS of homepage)
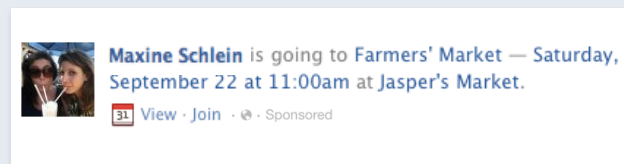
50x50 (RHS of Facebook)

Best use cases

- Acquisition and conversion for prospective customers
- Loyalty for current customers
- Consideration

Event sponsored story

News feed desktop

Text: Name of the friend going to the event, Page name, event title, date, time, location (pulled from event)
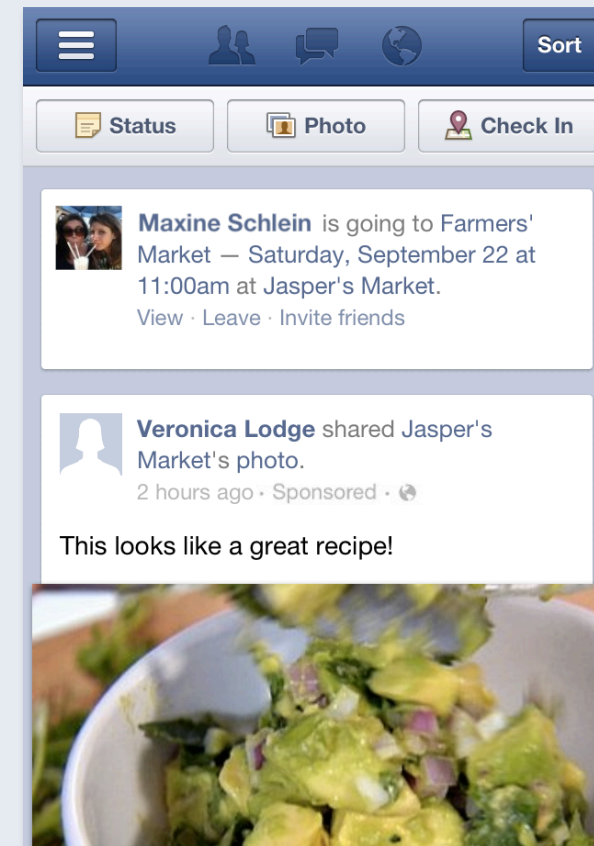
Image: Friend's profile photo

News feed mobile

Text: Name of the friend going to the event, Page name, event title, date, time, location (pulled from event)
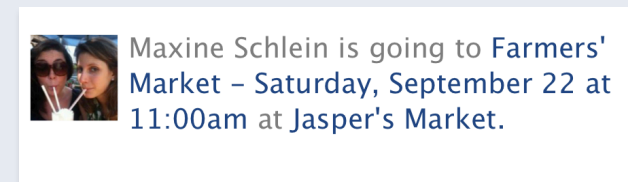
Image: Friend's profile photo

RHS

Text: Name of the friend going to the event, Page name, event title, date, time, location (pulled from event)

Image: Friend's profile photo

Best use cases

- Driving prospective customers to an event

Check-in sponsored story

News feed desktop

Text: 500 characters, remainder truncated

Thumbnail of Page's profile photo, Like button, friend's check-in, location added at end

News feed mobile

Text: Up to 6.5 lines in mobile feed, remainder truncated. Usually is around 205 – 275 character

Thumbnail of Page's profile photo, Like button, friend's check-in, location added at end

RHS

Text: 90 characters

Thumbnail of Page's profile photo, Like button, friend's check-in, location added at end

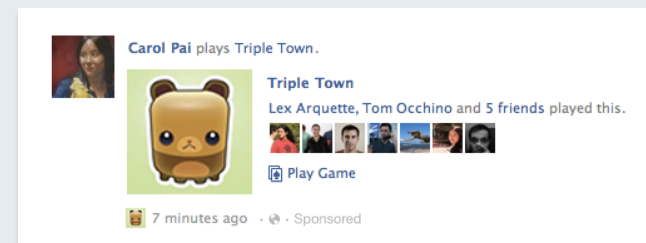## Best use cases

- Driving in-store visits

Game played sponsored story

News feed desktop

Text: Friend's name, 90 characters

Image: Thumbnail of friend's profile picture

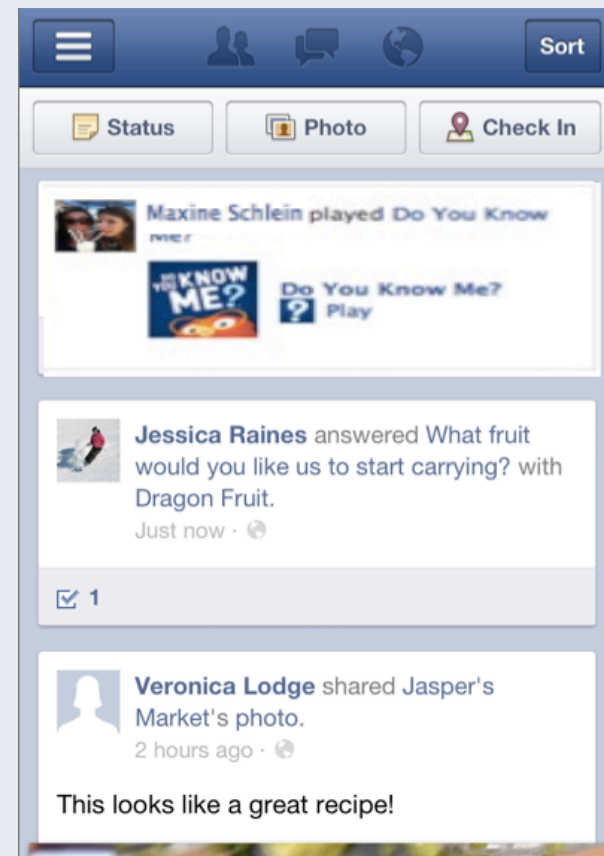Option to play the game from the sponsored story

News feed mobile

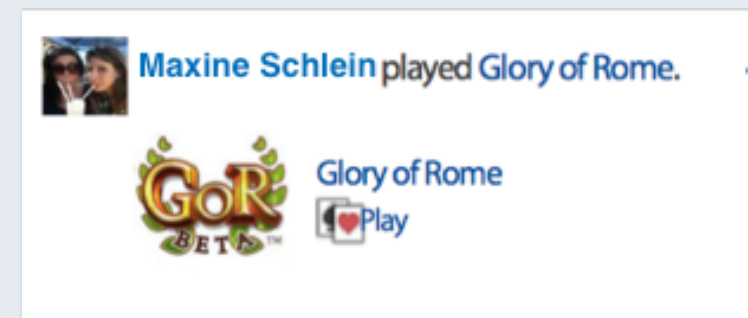Text: Friend's name

Image: Thumbnail of friend's profile picture

RHS

Text: Friend's name, 90 characters

Image: Thumbnail of friend's profile picture

Option to play the game from the sponsored story

Best use cases

- Awareness for prospective customers
- Acquisition and conversion for prospective customers
- Consideration

App shared sponsored story

News feed desktop

Text: Friend's name, what the friend said about the app, title of app, description of the app

Image: 90x90 image

News feed mobile

Text: Friend's name, what they said about the app, title of the app

Image: 100x100 px

RHS

Text: Friend's name, what they said about the app (up to 90 characters)

Image: Thumbnail of friend's picture and the image for the app

Best use cases

- Drive app installs

Open graph sponsored story

News feed desktop

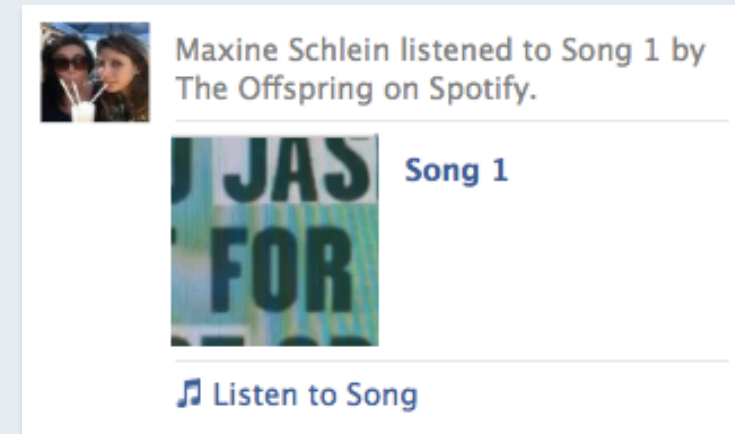Character limits and image sizes completely dependent on story type

News feed mobile

Character limits and image sizes completely dependent on story type

RHS

Character limits and image sizes completely dependent on story type

Best use cases

- Drive installs and usage of your Open Graph app

Domain sponsored story

News feed desktop

Text: 500 characters, remainder truncated. Link attachment is shown

Text format: 1-2 lines for the title (depending on length)

1 line for the domain the link points to

2-3 lines for the body text (depending on title length)

Image: 154x154px if the offsite destination has an image larger than 154x154px; 90x90px otherwise

News feed mobile

Text: Up to 6.5 lines in mobile feed, remainder truncated. Usually is around 205 – 275 characters.

Image: 100x100 px thumbnail

Link: 2 lines for link title

1 line for the source

1 line for the description. If no source, we display description.

RHS

Text: 90 characters, remainder truncated

Image: 75x75 px thumbnail

Best use cases

- Driving visits to a website and online sales