facebook
media kit

What is this document?

The Facebook media kit provides an overview of Facebook's advertising and Sponsored Stories products. It is a tactical guide for advertising and marketing professionals wishing to understand the basic workings of the Facebook advertising programme.

Contents (click to view)

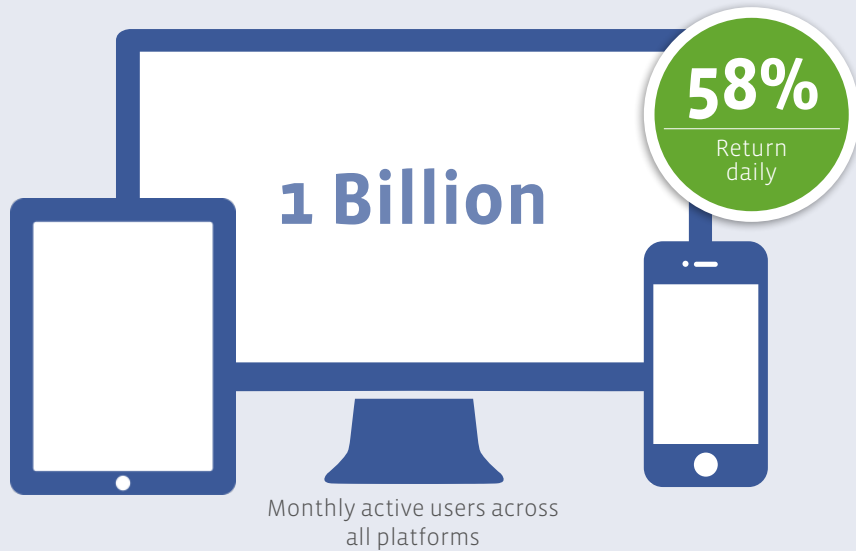Click here to come back
to this page at any stage

Facebook Mission
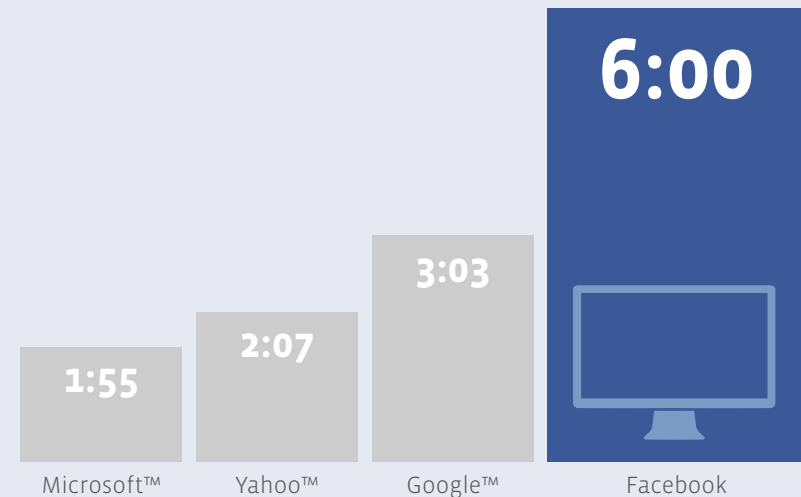Make the world more open and connected

Facebook enables businesses to connect with more people on more devices...

1 Billion

58%
Return daily

Monthly active users across all platforms

600 Million

61%
YOY growth

Monthly active users on mobile

...more often than anywhere else.

6:00

1:55
Microsoft™

2:07
Yahoo™

3:03
Google™

Facebook

Hours per month per user on desktop (global)

Source: Desktop: comScore global monthly data, September 2012;
Mobile:: comScore US monthly data, September 2012

Brands can also connect with people's friends
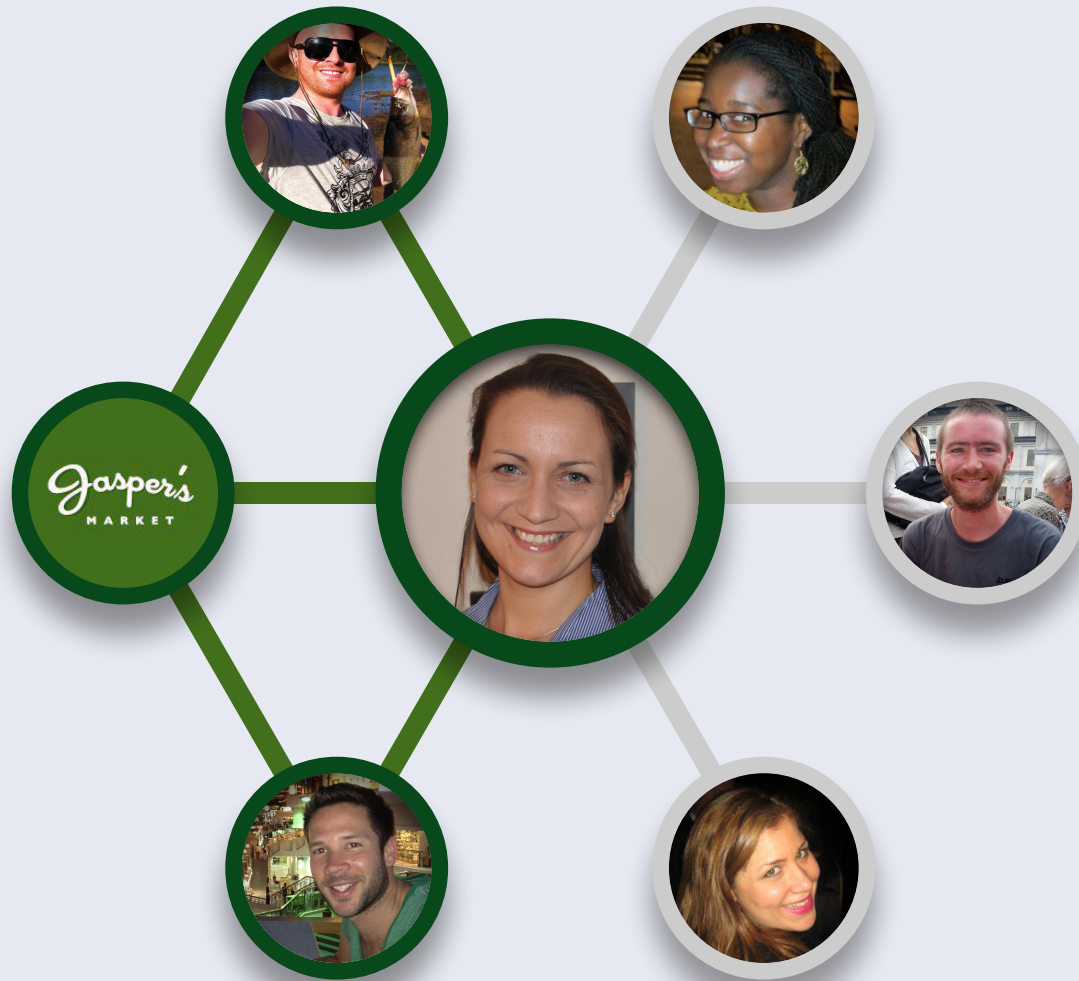
Extend your reach through recommendation of your brand by your fans to their friends.

92%
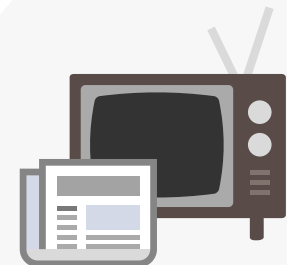trust word of mouth of friends & family
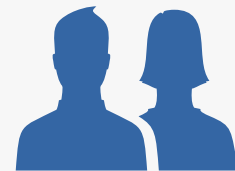
47%
trust TV, radio & newspaper

Source: Nielsen, April 2012: "Global Consumers' Trust in 'Earned' Advertising Grows in Importance."

Reach the right people more efficiently with more accurate ad targeting

Overall campaign accuracy

77%
Online average

94%
Facebook

47%
Cost Savings
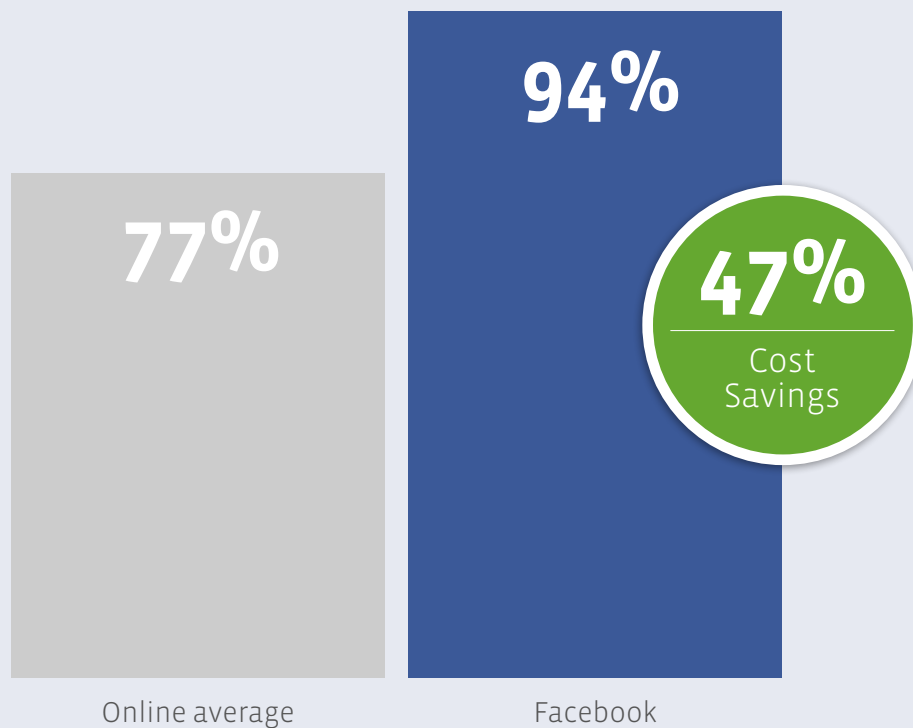
Narrow campaign accuracy

27%
Online average

91%
Facebook

71%
Cost Savings
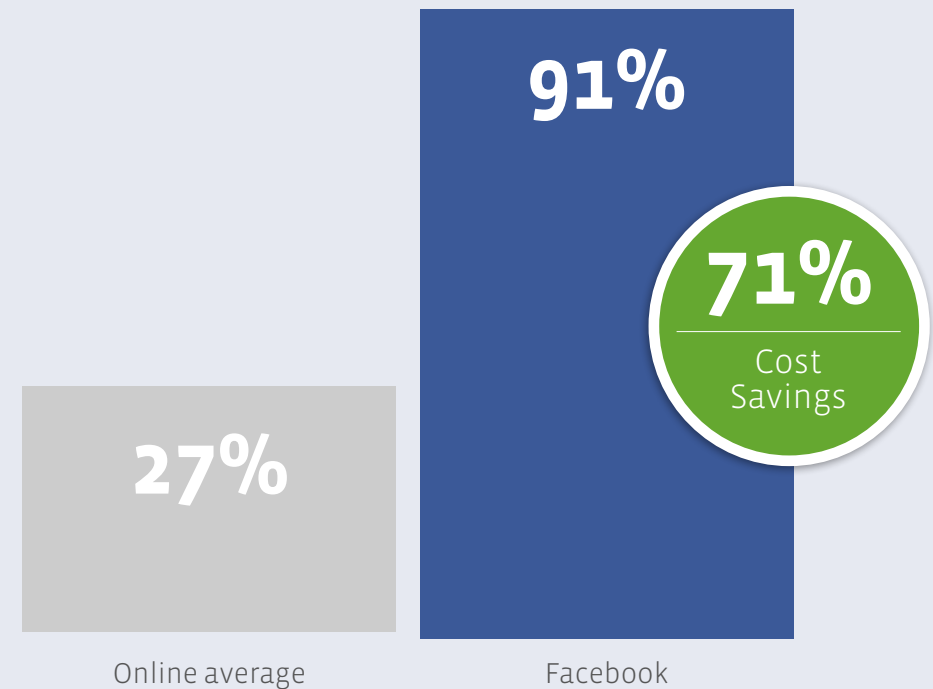
Generate higher brand resonance than other online ad campaigns...
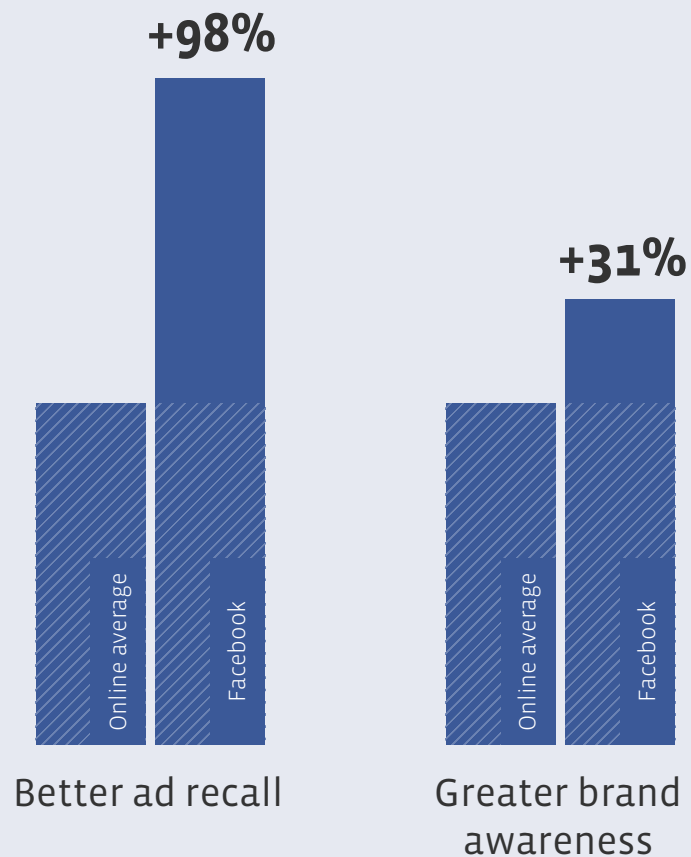
...and receive higher return on ad spend.

Results of a study that included over 60 campaigns.

+98%

+31%

Online average | Facebook

Online average | Facebook

Better ad recall

Greater brand awareness

70% of campaigns
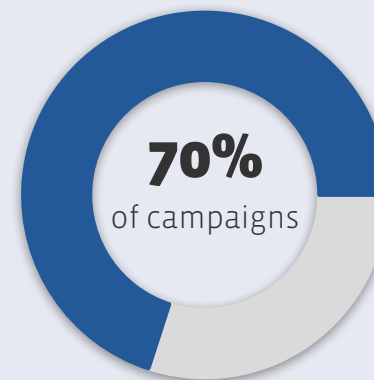
generated a **3X** or greater return on ad spend

49% of campaigns
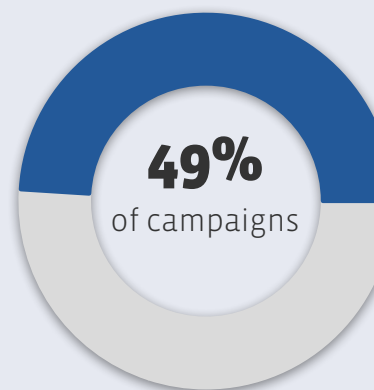
generated a **5X** or greater return on ad spend

Source: Nielsen Brand Effect norms, May 2012.

Source: A variety of 3rd party methodologies like panels and MMM.

Media
Channels and placements

Social is not an objective

Start with your marketing objective, build your Facebook strategy and plan media to support

Awareness

Consideration

Conversion

Loyalty
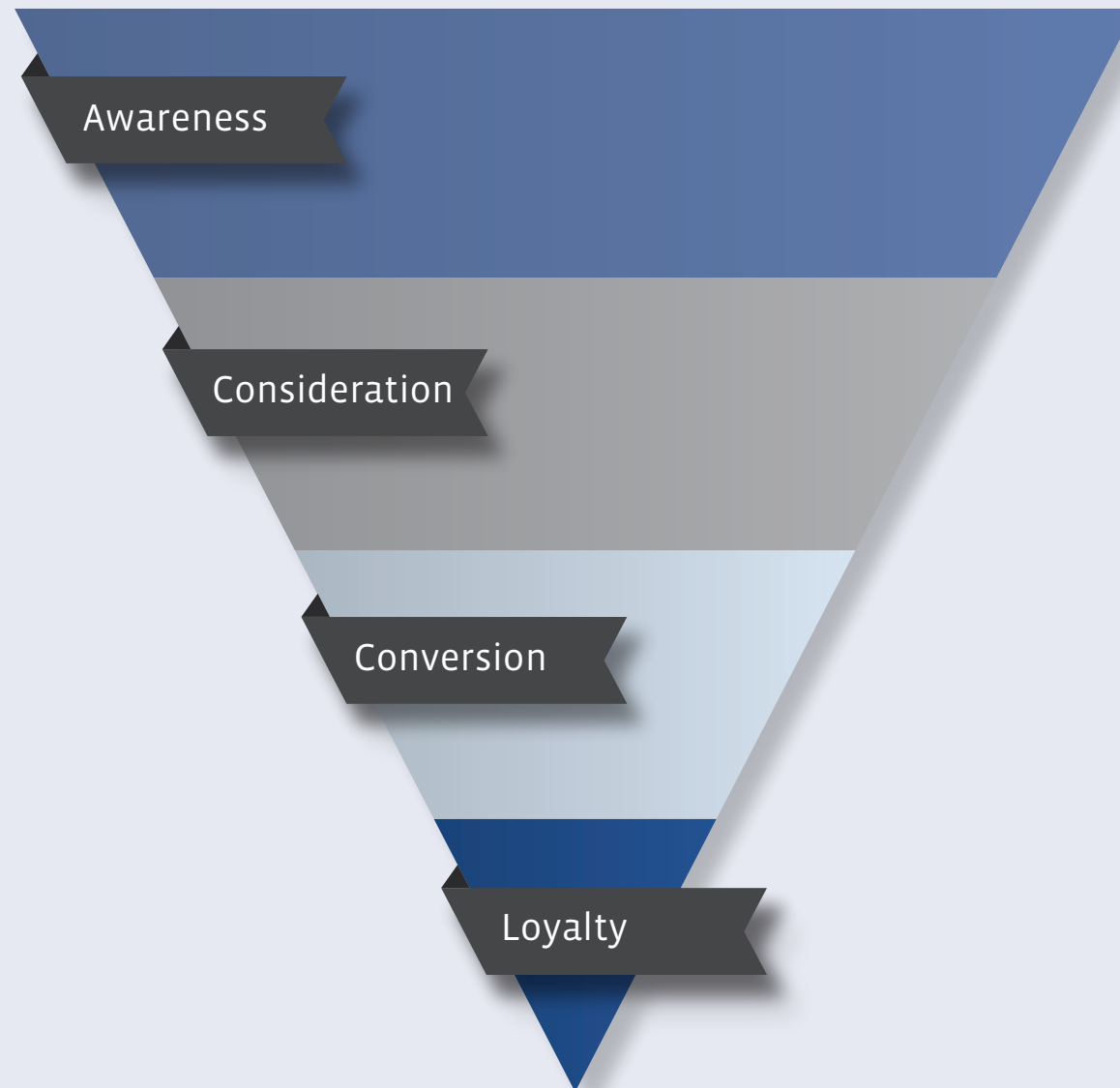
Facebook ads can be linked to two destinations
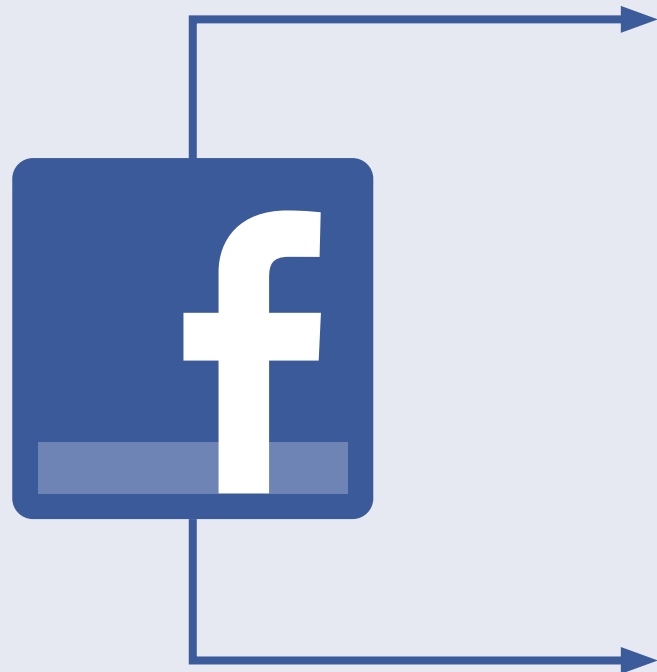
1 Facebook

For example, when you want to connect people with your Facebook Page, generate engagement with your page's content or drive users to an application.

2 External Site

When you want to send people to an external website or other destination outside of Facebook.

You can choose from a variety of ad placements

Right-hand side on Facebook

Right-hand side on homepage

News feed desktop

News feed mobile

Log-Out Experience
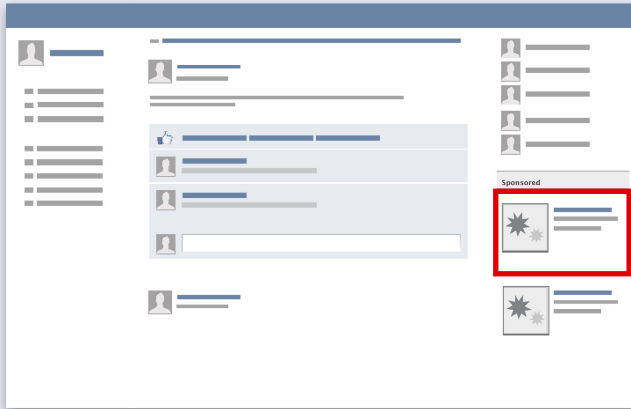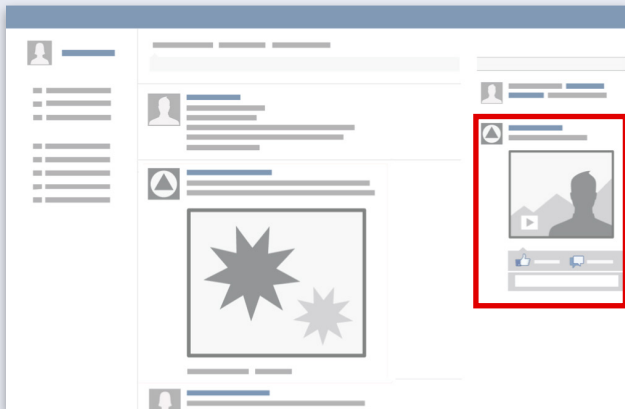
1. Inside Facebook

Everything starts with your page

1
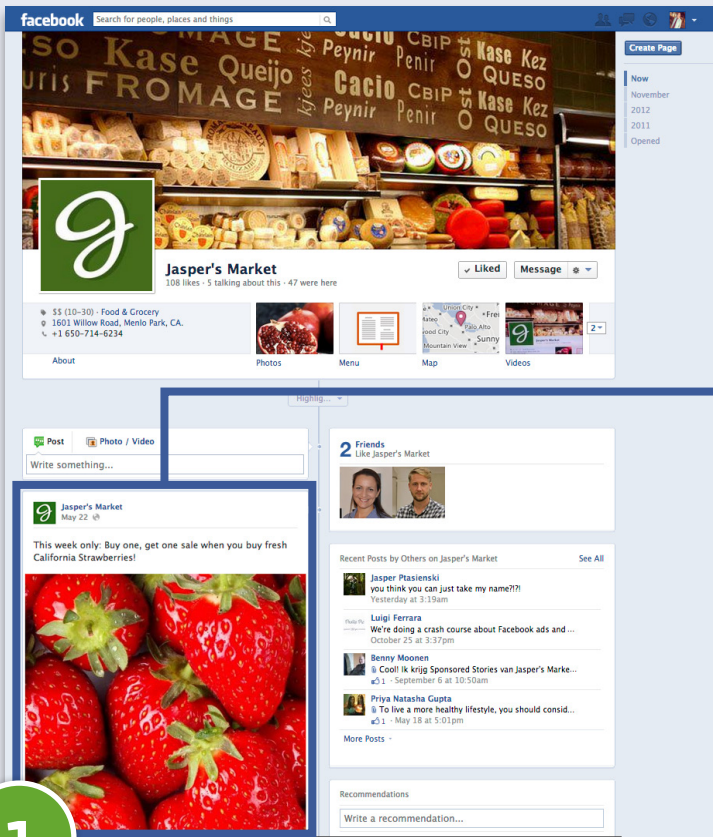
Create a post on your page

Choose between 6 different types of posts: status (text), image, video, link, event or question

2
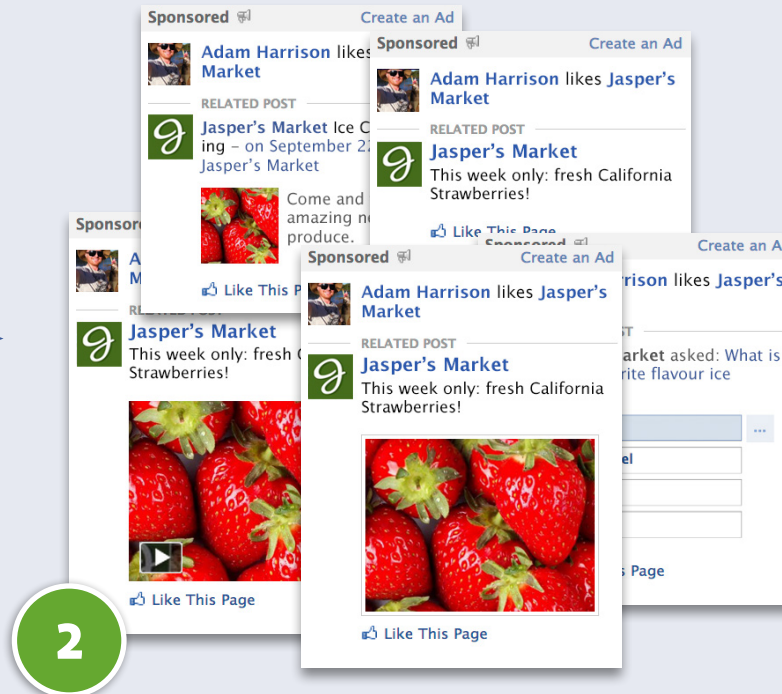
This post can then be shown as an ad

The ad is created from the content of your post. Any content you post on your page can be turned into an ad.
Click here for a breakdown of possible ads.
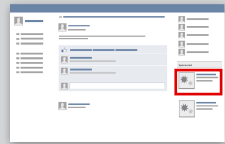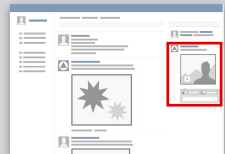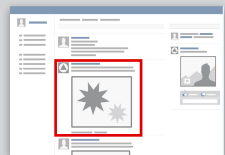
Available placements

Right-hand side on Facebook

Right-hand side on homepage

News feed desktop

News feed mobile

Log-Out Experience

2. External website
Option 1 - Using an offsite ad

Jasper's Market

Come and check out our fresh produce at our brand new website!
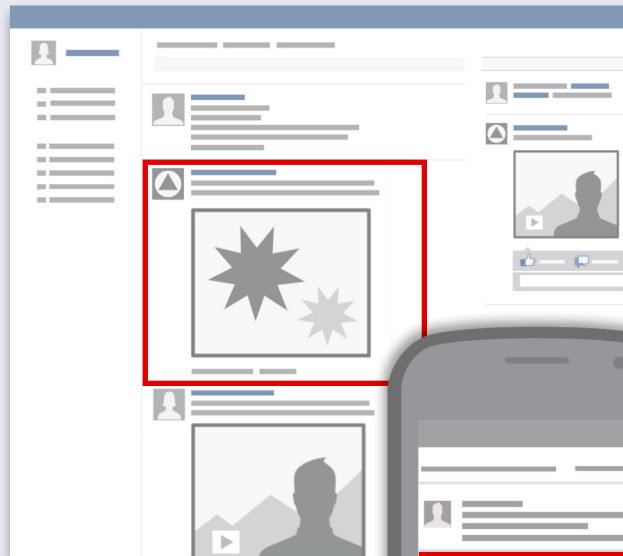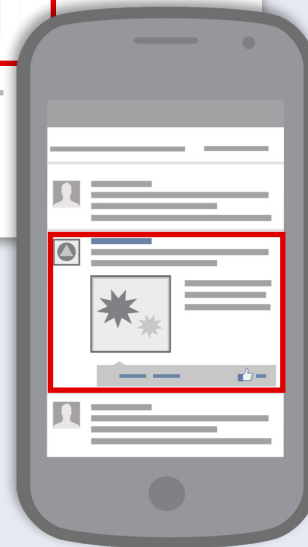
Available placements

Right-hand side on Facebook

Right-hand side on homepage

News feed desktop

News feed mobile

Log-Out Experience

2. External website
Option 2 - Using a page post link ad

1
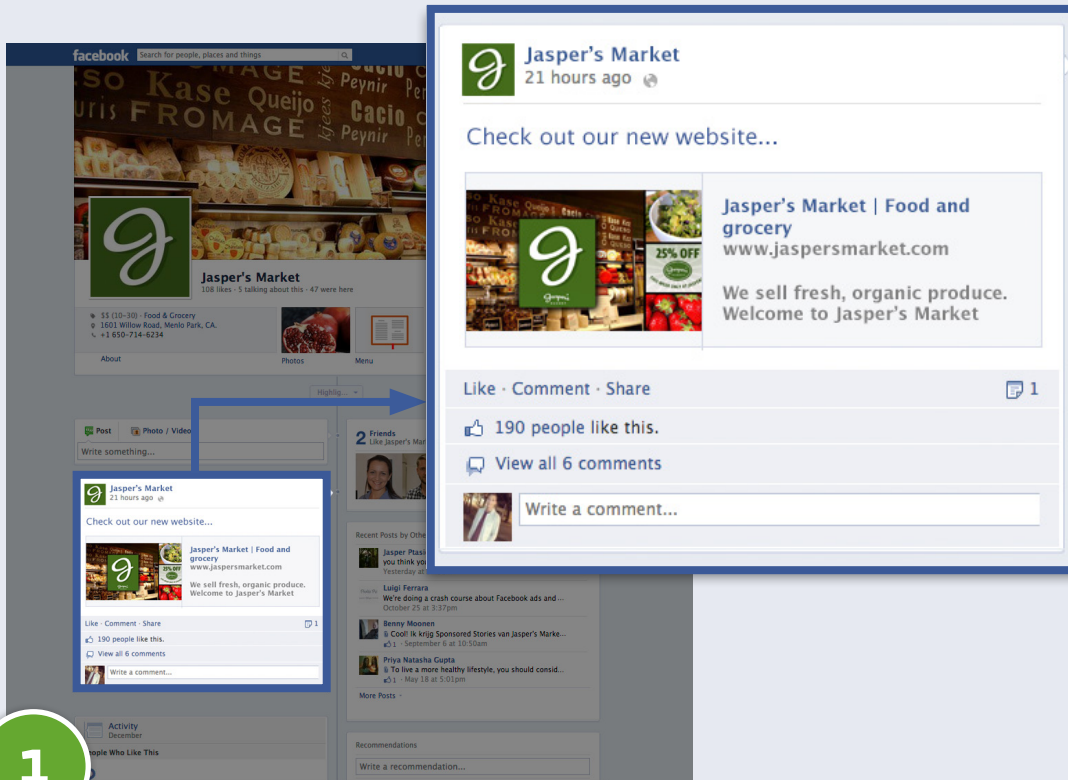
Create a post on your page containing a link

This creates a link box which pulls in an image and basic information from the site to which you are linking

2
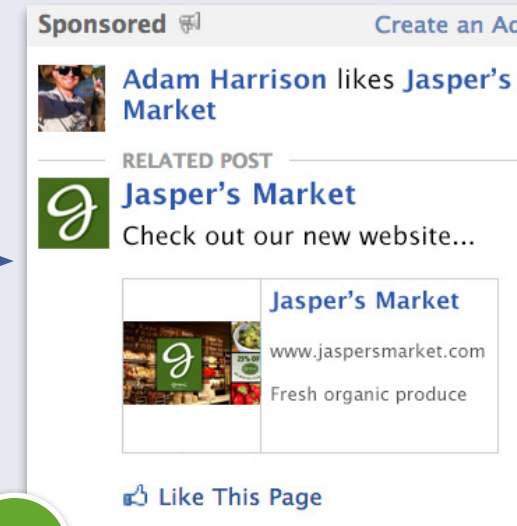
This post can then be turned into a page post link ad

The ad includes the status text and the link box below contains basic information pulled from the website
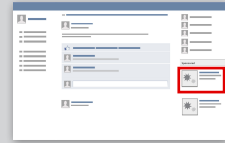
Right-hand side on Facebook
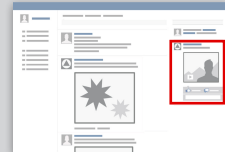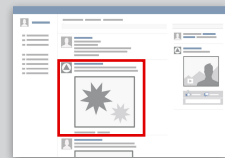
Right-hand side on homepage

News feed desktop

News feed mobile

Log-Out Experience

2. External website
## Option 3 - Placing links within the text component of the page post

Sponsored 📢   Create an Ad

Adam Harrison likes **Jasper's Market**

RELATED POST

Jasper's Market
This week only: fresh California Strawberries!

www.jaspersmarket.com

👍 **Like This Page**

Available placements
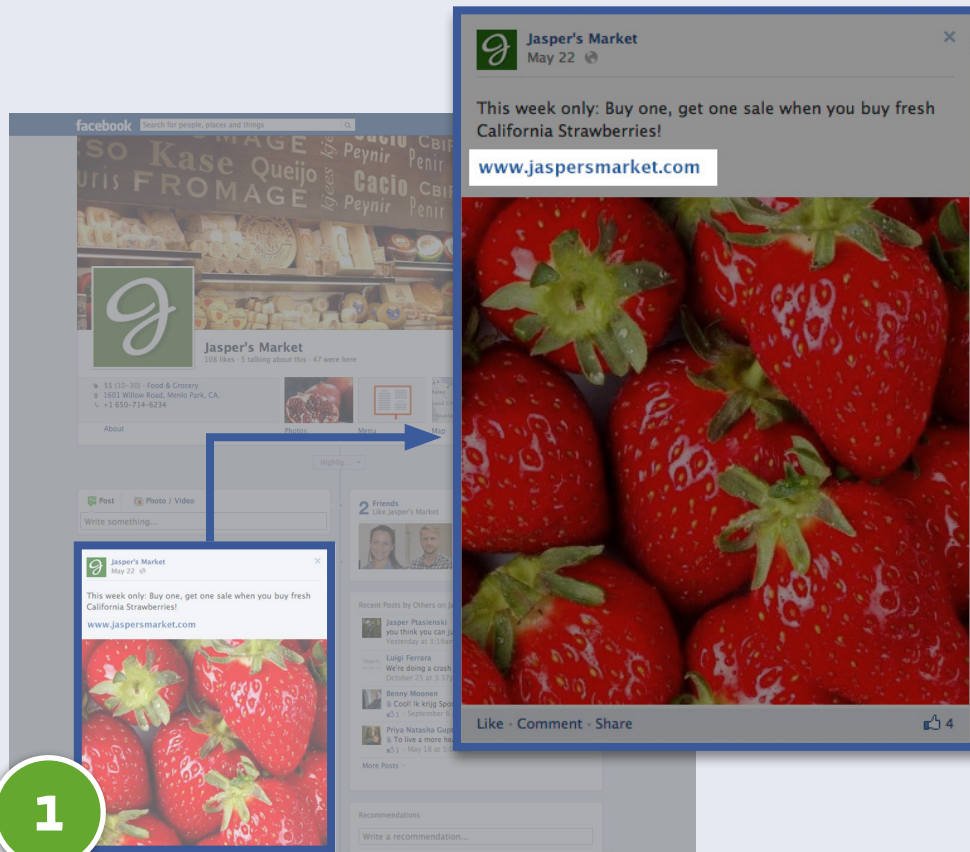
(1) Including a link within the text of various page posts

When posting content such as photo or videos you can include a link within the descriptive text
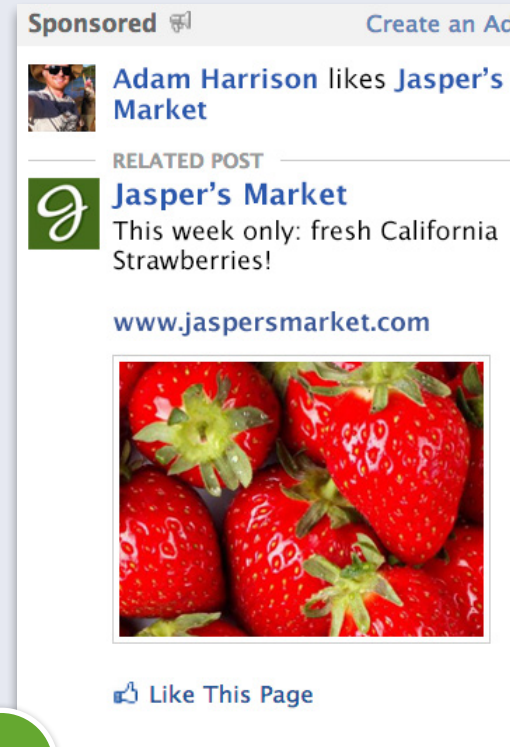
(2) The resulting ad will be a page post ad containing the link

This can be powerful as it uses a photo or video to stand out but is still capable of driving people off-site
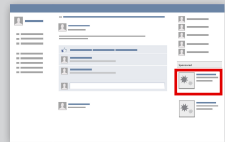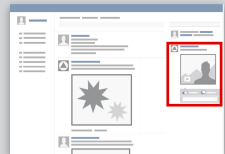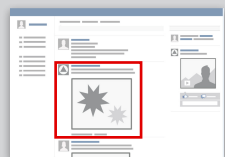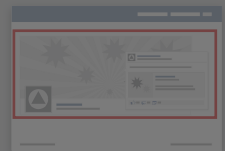
Sponsored Stories

Organic stories with the reach of paid media

Jasper's Market
May 22

This week only: Buy one, get one sale when you buy fresh California Strawberries!

www.jaspersmarket.com

Comment · Share

1

Jasper's Market
May 22

This week only: Buy one, get one sale when you buy fresh California Strawberries!

www.jaspersmarket.com

Like · Comment · Share

190 people like this.

2

Sponsored   Create an Ad

Adam Harrison commented on **Jasper's Market's photo.**

They look delicious! Will have to try them...

3

Available placements

Right-hand side
on Facebook

Right-hand side
on homepage

News feed
desktop

News feed
mobile

Log-Out Experience

Distribute content

From the page posts you have created and paid to promote, your content is now being distributed across Facebook

Users engage with your content

The Facebook audience engages with your content in the form of likes, comments and shares, all of which in turn generate additional stories about your brand from users to their friends

Scale reach with Sponsored Stories

You can purchase sponsored stories to ensure that the additional stories are shown to more people

A product to meet every objective

For each objective, you might consider the following products and placements

Marketing Objective	Purpose	Recommended Products	Recommended Placements	Example Case Studies
Awareness	Fan acquisition	Page like ads Sponsored stories (Page like)	News feed desktop News feed mobile Right-hand side Log-Out Experience	Adidas (click here to view) Heineken (click here to view)
	Product promotion / awareness	Page post ads (Video, photo, questions) Sponsored stories (Video, photo, questions)	News feed desktop News feed mobile Log-Out Experience	Clinique (click here to view) ASOS (click here to view)
Consideration	Video plays	Page post video ad	News feed desktop News feed mobile Log-Out Experience	O2 (click here to view) BT (click here to view)
	Fan engagement	Page post ads (Video, photo, questions) Sponsored stories (Video, photo, questions)	News feed desktop News feed mobile	Sainsbury's (click here to view)
Conversion	Mobile App promotion	Mobile app install ads	News feed mobile	
Loyalty	DR	Off site ad Page post ads (Offer, event, link) Sponsored stories (Claim, RSVP, link)	Right-hand side News feed desktop News feed mobile	Gamepoint (click here to view) McDonald's (click here to view) Domino's (click here to view) Costa Crociere (click here to view)

There are 2 main ways to buy Facebook Ads & Sponsored Stories: CPC via Self Serve, CPM via IO.

Talk to your local Facebook representative for more information.

Targeting

Find the right customers with sophisticated ad targeting

Purpose

Age
Gender
Market

Personal

City / State / Zip
Birthday
Education
Workplace
Relationship status

Social

Likes & interests
Friend connections
Activity (e.g. check-ins)
Intent

Custom Audiences

Email addresses
Phone numbers
Facebook user IDs
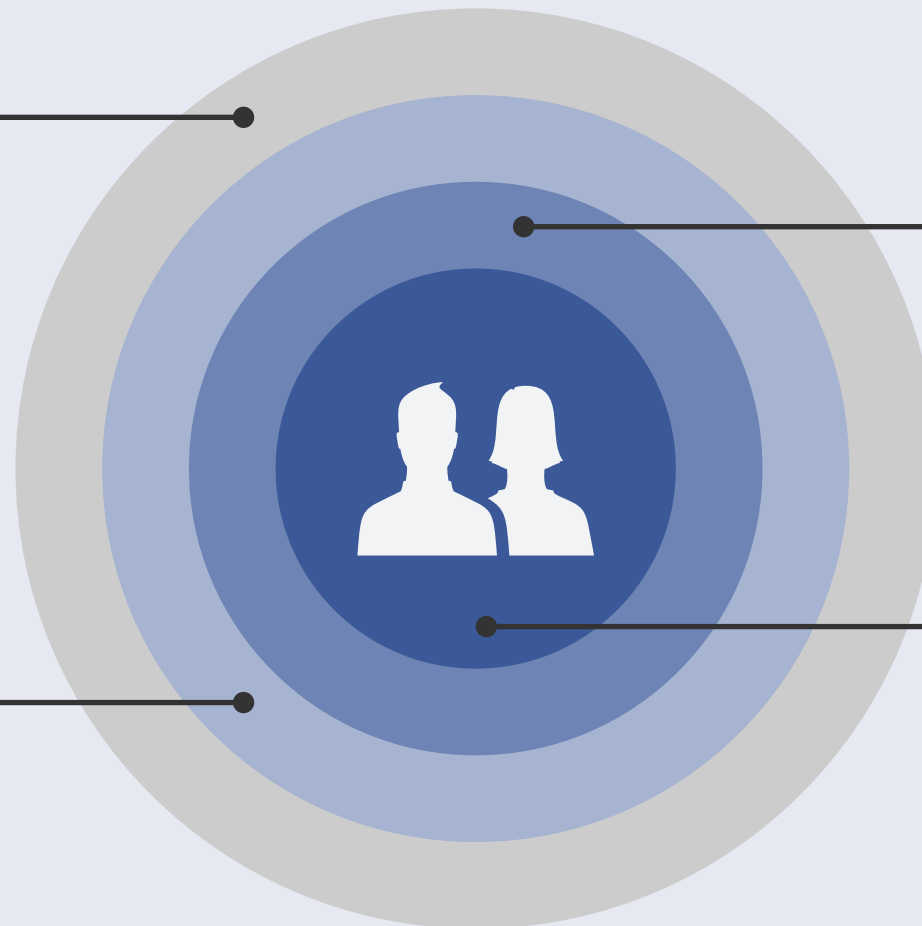
Appendix

Ad formats - RHS of homepage

Page post text ad

Text: 90 characters, remainder truncated

Page post photo ad

Text: 90 characters, remainder truncated

Photo: 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.)

Page post question ad

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

Page post video ad

Text: 90 characters, remainder truncated

Video thumbnail: 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

Page post link ad

Text: 90 characters, remainder truncated

Image: 75x75 px thumbnail

Page post event ad

Text: 90 characters, remainder truncated

Image: 75x75 px thumbnail

Page post offer ad

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)

Offsite ad

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

Ad formats - RHS of Facebook

Page post text ad

Text: 90 characters, remainder truncated

Page post photo ad

Text: 90 characters, remainder truncated

Photo: 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.)

Page post question ad

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

Page post video ad

Text: 90 characters, remainder truncated

Video thumbnail: 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

Page post link ad

Text: 90 characters, remainder truncated

Image: 75x75 px thumbnail

Page post event ad

Text: 90 characters, remainder truncated

Image: 100x72 px

Page post offer ad

Text: 90 character limit
Terms and conditions: 900 characters (we recommend no more than 700 for optimal user experience)

Image: 50x50 (RHS of Facebook)

Offsite ad

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

Page like ad

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

Ad formats - News feed desktop

Page post text ad

Text: 500 characters, remainder truncated

Page post photo ad

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

Page post question ad

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.

Page post video ad

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

Image 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.

Page post link ad

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: 90x90 px

Page post event ad

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

Image: Page's profile photo

Page post offer ad

Text: 90 characters, remainder truncated

Image: 90x90 px
Terms and conditions: 900 characters (we recommend no more than 700 for optimal user experience)

Ad formats - News feed mobile

Page post text ad

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

Page post photo ad

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.

Page post question ad

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

Page post video ad

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

Image 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.
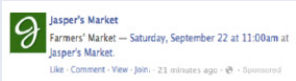
Page post link ad

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.

Page post event ad

Text: Page name and event title

Image: Page's profile photo
Map with location of event

Page post offer ad

Text: 90 characters, remainder truncated

Image: 100x100 px

Ad formats - Log-Out Experience

Page post photo ad

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

Page post link ad

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