



AN ADVERTISER'S GUIDE

NAVIGATING FACEBOOK POSTS



UPDATED JAN 2015

Article 1. Newsfeed Ad

Appears on all platforms (Desktop, Mobile, Tablet)



CHOOSE CTA BUTTON

- Shop Now
- Sign Up
- Book Now
- Download
- Learn More

COPY 90 Characters Max.

PROMOTED IMAGE

Recommended Size: 1200x627 pixels
Restrictions: Less than 20% text
Use FB Grid Tool for testing
www.facebook.com/ads/tools/text_overlay

HEADLINE 25 Characters Max.

COPY 200 Characters

WEBSITE Only if promoting website

Article 2. Tile Ad

Appears only on Desktop



PROMOTED IMAGE

Recommended Size: 1200x627 pixels
Restrictions: Less than 20% text
Use FB Grid Tool for testing
www.facebook.com/ads/tools/text_overlay

HEADLINE 25 Characters Max.

WEBSITE Only if promoting website

COPY 90 Characters Max.

▶ Article 3. Promoted Video

Appears on all platforms (Desktop, Mobile, Tablet)



CHOOSE CTA BUTTON

- Shop Now
- Sign Up
- Book Now
- Download
- Learn More
- Watch More

COPY 90 Characters Max.

PROMOTED VIDEO