Carousel Ad Specifications & Information
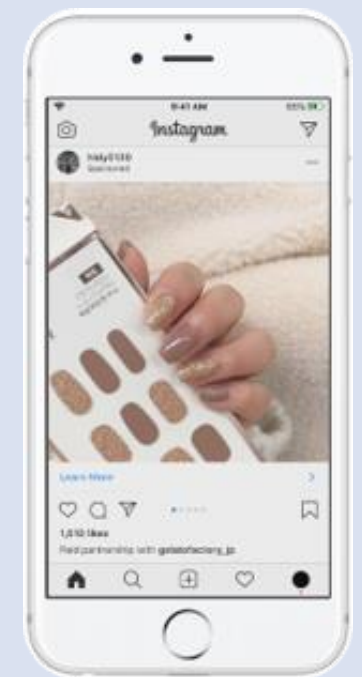
BAUER

FB & IG

Why choose a carousel ad?

With a carousel ad, you can showcase multiple products, or multiple features of one product, that link to different landing pages. Carousels allow you to tell a story or explain a process.

Carousel Ad Specs

•**Headline**: 40 Characters max

•**Description**: optimal 125 characters (max 500, including spaces and punctuation)

•**URL**: link to your website (this can be different for each carousel card)

•**Call to action**: Choose from Learn More, Apply Now, Book Now, Contact Us, Download, Get Offer, Get Quote, Shop Now, Sign Up, Subscribe

•**File format**: JPG or PNG for images, MP4 for video

•**Ratio**: MUST be 1:1 aspect ratio for video and images, SQUARE only.

•**Image resolution**: 1080x1080 min

•**File size**: 200MB max for images, 50mb max for video

•**Number of cards**: Maximum of 10 carousel cards, so 10 images max

•**Image Text**: Little to no text in image frame (Images that consist of more than 20% text may experience reduced delivery).

*Most engagements/web clicks tend to stem from the first few slides in the carousel.

How-To: Branded Content Tag

Follow the link below and select the relevant guide. Following the steps in the guide will ensure that Bauer brands are able to tag your Facebook/Instagram account in your booked social adverts.

Tagging Approval Guide