Single-Image Ad Specifications & Information

FB & IG

Single Image Ad Specs

- **Headline**: 40 Characters max
- **Description**: optimal 125 characters, max 500 (spaces and punctuation included.)
- **URL**: link to your website
- **Call to Action**: Choose from Learn More, Apply Now, Book Now, Contact Us, Download, Get Offer, Get Quote, Shop Now, Sign Up, Subscribe
- **Image file format**: JPG or PNG file
- **Image ratio**s
  - Facebook – 1.91:1 to 1:1
  - Instagram 1:1 **only**
- **Image resolution**: 1080x1080 min
- **Image file size**: 200MB max
- **Image Text**: Little to no text in image frame (Images that consist of more than 20% text may experience reduced delivery).
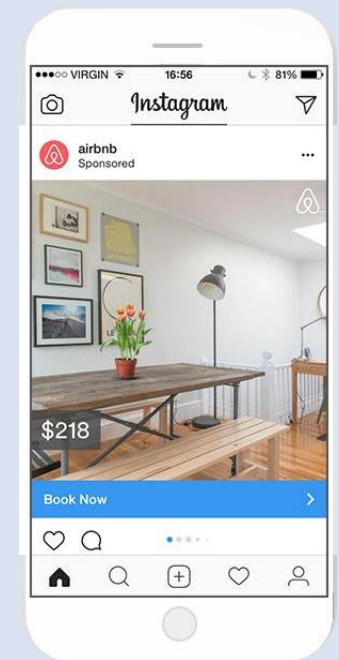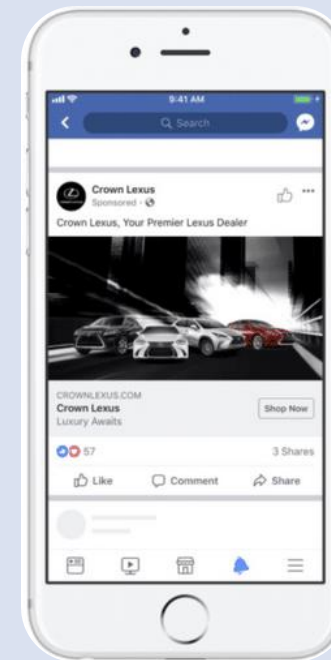
How-To: Branded Content Tag

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