

Single-Image Ad Specifications & Information



MEDIA GROUP

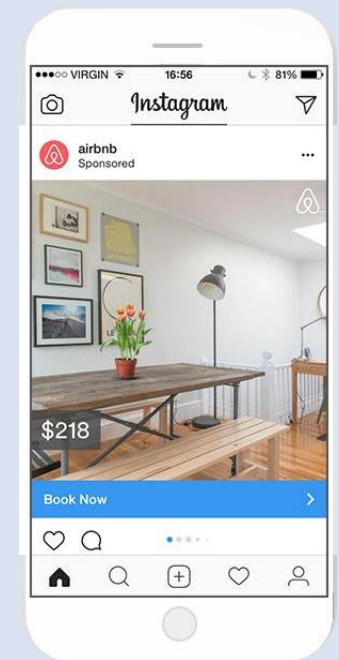
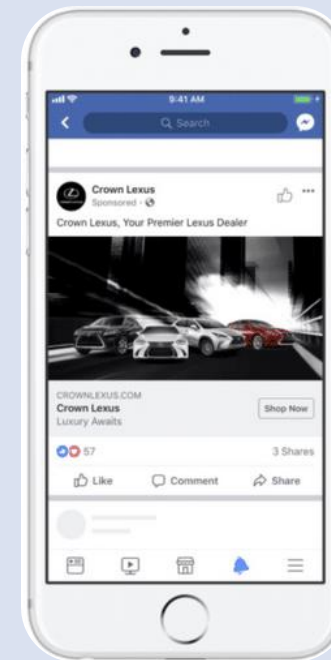
FB & IG

Why choose a single image ad?

If you have a specific product to promote or want to drive people to your website, a single-image ad is a great place to stand out in feed. In a study carried out by Facebook, a series of photo-only ads outperformed other ad formats in driving unique traffic.

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 ratios**
 - 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](#)