

Single-Video Ad Specifications & Information



MEDIA GROUP

Facebook

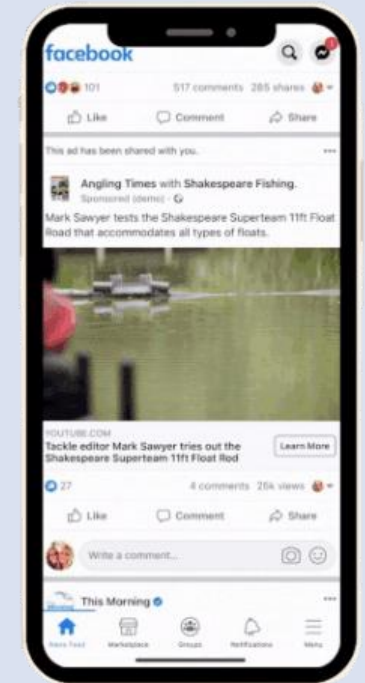
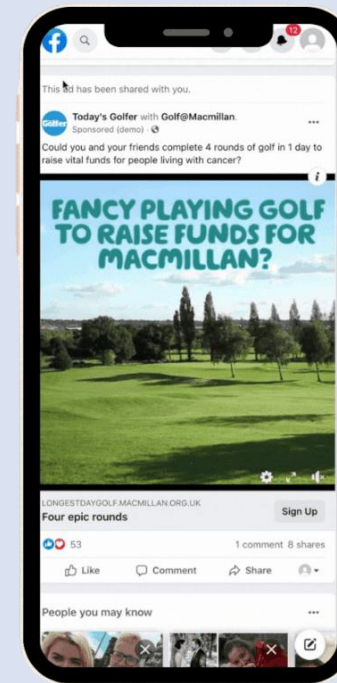
Why choose a Single-Video ad?

Video ads allow you to show off a product, service or brand and capture attention quickly. Video helps enables you to deliver a single message that makes people act after viewing the ad e.g., buying a specific product or visiting a website.

Facebook Video Ad Specs

- Headline:** 40 characters max
- Description:** 125 character optimal, max 500 (spaces 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
- Video file format :** MP4, MOV
- Video aspect ratio:** 16:9 (landscape) to 9:16 (portrait)
- Resolution:** 1280x720 min
- Video File Size:** 4GB Max
- Video minimum length:** 1 second
- Video maximum length:** 30 min or shorter for maximum delivery (Longer videos have larger file sizes and could affect the quality of the video)

*Video thumbnail 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](#)