

# Facebook Specs; Single Image Ad

## AD IMAGE REQUIREMENTS

- 1200 x 628 pixels (preferred) or 600 x 315 pixels
- Minimal or no text on the image

## IMAGE TEXT CHECK

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ad may not reach its full audience.

## AD COPY REQUIREMENTS

### • TEXT ABOVE IMAGE

90 characters

### • HEADLINE

25 characters

### • LINK DESCRIPTION

30 characters

### • CLICK-THRU URL

### • CTA BUTTON

You can only choose from the following, and this button is optional:  
*Book Now, Download, Learn More, Shop Now, Sign Up, Buy Now, Call Now, Get Directions, Get Quote, Install App, Install Now, Like Page, Listen Now, Send Message, Open Link, Play Game, Subscribe, Donate Now, Apply Now, Contact Us, Sell Now.*

