

CHEAT SHEET: VIDEO AD SPECS 2026

Ratio, resolution, length, file and safe zones for Meta, TikTok, YouTube and LinkedIn, with the official source for every spec

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Checked on 27 September 2026 on the platforms' official pages; the number refers to the source at the bottom. Platforms adjust their specs regularly: check the source before you export.

META: FACEBOOK AND INSTAGRAM

Video ads on Meta per placement (checked 27 September 2026)

PLACEMENT	RATIO	RESOLUTION	LENGTH	ZONE TO KEEP CLEAR
Instagram Reels	9:16	1440 × 2560	up to 15 min	14% top, 35% bottom, 6% sides ^[1]
Facebook Reels	9:16	1440 × 2560	no maximum	14% top, 35% bottom, 6% sides ^[2]
Instagram Stories	9:16	1440 × 2560	1 s to 60 min; under 16 s in one piece	14% top, 35% bottom, 6% sides ^[3]
Facebook Stories	9:16	1440 × 2560	1 s to 3 min; up to 15 s in one piece	14% top, 20% bottom ^[4]
Instagram feed	9:16	1080 × 1920	1 s to 60 min	same as Reels ^{[5][6]}
Facebook feed	4:5	1440 × 1800	1 s to 241 min	not specified ^[7]

- **Everywhere:** MP4 or MOV up to 4 GB, H.264, fixed frame rate, stereo AAC of at least 128 kbps ^{[1][7]}.
- **Disclaimers in a Reels ad:** keep the bottom 40% clear ^[6].
- **Instagram Reels ads:** no licensed music, GIFs or product tags ^[1].
- **Subtitles:** automatic in English only, so supply Dutch and French yourself ^[8].

TIKTOK IN-FEED

- **Ratio:** 9:16 recommended, at least 540 × 960; also 16:9 (at least 960 × 540) and 1:1 (at least 640 × 640) ^[9].
- **File:** .mp4, .mov, .mpeg, .3gp or .avi, at most 500 MB, bitrate at least 516 kbps; video up to 10 minutes ^[9].
- **Text:** no clickable links, @ or hashtags in the ad text; display name at most 20 characters ^[9].
- **Safe zone:** templates on the spec page, last updated June 2026 ^[9]. The basics according to TikTok: sound, 9:16, at least 720p and 5 to 10 words per second on screen ^[10].

YOUTUBE

Ratios 16:9, 9:16, 1:1, 4:3, 2:3 and 4:5; 1080p recommended, at least 720p; files up to 256 GB ^[11]. Upload as MP4 with H.264 and AAC-LC, 8 Mbps for 1080p ^[12].

FORMAT	LENGTH	NOTE
Skippable in-stream	no maximum, under 3 min recommended	skippable after 5 seconds ^[13]
Non-skippable in-stream	15 to 60 s, depending on campaign type	connected TV in Video Reach: 16 to 30 s, horizontal ^{[13][14]}
Bumper	at most 6 s	not skippable ^[13]
Shorts	up to 3 min, first 60 s in the feed	under 60 s recommended; horizontal gets blurred bars; call to action after 3 or 10 s ^[15]
Demand Gen	at least 5 s, longer than 15 s recommended	under 10 s not shown in in-stream ^[16]

A campaign with only vertical videos may not run: always add 16:9 ^[17].

LINKEDIN

Resolutions for LinkedIn video ads ^[18]

RATIO	RECOMMENDED	MINIMUM	MAXIMUM
16:9	1920 × 1080 or 1200 × 675	640 × 360	1920 × 1080
1:1	not specified	360 × 360	1920 × 1920
4:5 (recommended)	720 × 900	360 × 450	1080 × 1350
9:16	720 × 1280	360 × 640	1080 × 1920

3 seconds to 30 minutes, 15 to 30 seconds recommended; MP4 of 75 KB to 500 MB, H.264 or VP8, less than 30 fps, audio under 64 kHz, subtitles as SRT, intro text up to 150 characters ^[18].

REELS AND INSTAGRAM STORIES SAFE ZONE IN PIXELS

Our own calculation based on Meta's percentages ^{[1][3]}

RESOLUTION	TOP (14%)	BOTTOM (35%)	SIDES (6%)	USABLE FOR TEXT
1080 × 1920	269 px	672 px	65 px	950 × 979 px (y 269 to 1248)
1440 × 2560	358 px	896 px	86 px	1268 × 1306 px (y 358 to 1664)

EXPORT THAT WORKS EVERYWHERE

- ☐ MP4 with H.264, stereo AAC of at least 128 kbps, 48 kHz ^{[1][9][12][18]}
- ☐ Fixed frame rate of 24 or 25 fps ^{[1][18]}
- ☐ 9:16 in 1080 × 1920; 1440 × 2560 only for Meta ^{[1][18]}
- ☐ Under 500 MB, bitrate well above 516 kbps ^{[9][18]}
- ☐ A 4:5 version for the feed and a 16:9 version for YouTube and LinkedIn ^{[7][17]}

SOURCES

1. Instagram Reels: video ads [Ads Guide] [Meta]
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17. About vertical video ads [Google Ads Help]
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