

# Facebook Ads Guide

Get the design recommendations and technical requirements for ads on Facebook, Instagram, Messenger and Audience Network.

[About](#)[Image](#)[Video](#)[Carousel](#)[Collection](#)

## Advertise with Confidence

Help people discover your brand across Facebook products. Design your ad using various formats, placements and objectives to meet your business goals.

The Facebook Ads Guide provides design specifications and technical requirements across each format and placement. You'll find information on dimensions, file sizes, character limits and more.

[Create an ad >](#)

### Image Ads

Drive people to destination websites or apps through high-quality and engaging visuals. Use your own images or create an ad with stock photos to tell your story.

[Get image ad specifications >](#)[Learn more about image ads >](#)

### Video Ads

Show off product features and draw people in with sound and motion. Upload a video you created or create one in Ads Manager using the Video Creation Kit.

[Get video ad specifications >](#)[Learn more about video ads >](#)

## FACEBOOK for Business



## Carousel Ads

Display up to ten images or videos within a single ad, each with its own link. Use carousel ads to show different images of the same product, or create one long photo that people can swipe.

[Get carousel ad specifications >](#)

[Learn more about carousel ads >](#)



## Collection Ads

Encourage shopping by displaying items from your product catalog—customized for each individual. Use our dynamic options to showcase your products in various ways.

[Get collection ad specifications >](#)

[Learn more about collection ads >](#)

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