

LinkedIn is committed to supporting our members and customers during COVID-19. [Learn More.](#)

Search for helpful articles



## Video Ads - Advertising Specifications

Video ads are a Sponsored Content ad format that appear in the LinkedIn feed.

Below are the specifications required for video ads:

- **Name this ad (optional):** Use up to 255 characters to name your video ad.
- **Introductory text (optional):** Use up to 600 characters for your intro text.
- **Length:** Three seconds to 30 minutes (**Tip:** most successful video ads are less than 15 seconds long)
- **File size:** Between 75 KB and 200 MB
- **File format:** MP4
- **Frame rate:** Less than 30 FPS (frames per second)
- **Pixel and aspect ratio requirements:**
  - Landscape 16:9 aspect ratio (1.78):
    - Minimum: 640 x 360px
    - Maximum: 1920 x 1080px
  - Square 1:1 aspect ratio (1):
    - Minimum: 360 x 360px
    - Maximum: 1920 x 1920px
  - Vertical 9:16 aspect ratio (0.5652):
    - Minimum: 360 x 640px
    - Maximum: 1080 x 1920px
- **Note:** Vertical aspect ratio videos will **only** be served to mobile devices that support a vertical video player, specifically app versions higher than Android 0.406.59 or iOS 9.14.268.
- **Audio format:** AAC or MPEG4
- **Audio size:** Less than 64KHz
- **Video captions:** must be in SRT format
- **Video thumbnail (optional):**
  - File format: JPG or PNG
  - Maximum file size: 2 MB
  - **Tip:** the aspect ratio and resolution of the video thumbnail and video should match
- **Video headline:** Use up to 70 characters to avoid truncation on most devices (200 max characters).
- **Destination URL:** All URLs must have the http:// or https:// prefix. Use up to 2,000 characters for the destination link.
  - If you add URL parameters for third-party tracking, do not use quotation mark characters within the parameter settings to avoid technical errors with reaching your destination URL.
  - Some special characters (for example: < > # % { } [ ] and others) cause errors when they're included in the query string at the end of the URL. Even if unsafe characters are accepted, they may not be supported in all browsers. If your URL generates an error, copy everything after the question mark into the URL and paste it into a URL encoder like this one: <http://meyerweb.com/eric/tools/dencoder/>. Then, copy your results and replace the original query string in the URL. This should resolve the issue.
- **Call-to-action (CTA):** Choose from available CTAs.

### Important guidelines:

- If a member unmutes the video in their desktop feed and scrolls down immediately (in less than two seconds), the video will continue playing even if less than 50% of the video is visible on screen.
- To create ads with embedded video links from third-party sites (like YouTube or Vimeo), you'll want to use the single image ad format. Video ads must contain a video file uploaded directly to LinkedIn. Learn more about the [advertising specs for single image ads](#).
- Upload a maximum of 25 videos within 24 hours in Campaign Manager.
- You can only upload videos from a desktop computer, not from your mobile device.
- Ads can be rejected if they do not meet our [advertising guidelines](#).

Learn how to [create video ads](#), [edit video ad creatives](#), and more about [video metrics in Campaign Manager](#).

Last updated: 4 months ago

Was this answer helpful?

Yes

No

### RECENTLY VIEWED

[Payment Methods and Billing Cycle](#)



Contact us

English (English)

[About](#) [Safety Center](#) [Privacy and Terms](#) ▼ [LinkedIn Corporation © 2020](#)