

# Best Practices for Aspect Ratios

18,118 views



When you create ads for mobile, images and videos should cover as much screen as possible to grab attention. Choose an [aspect ratio](#) that best suits different placements and formats ([see what the placements look like](#)) and remember to check [which placements support which aspect ratios](#). Below are some recommended aspect ratios for different placements and formats:

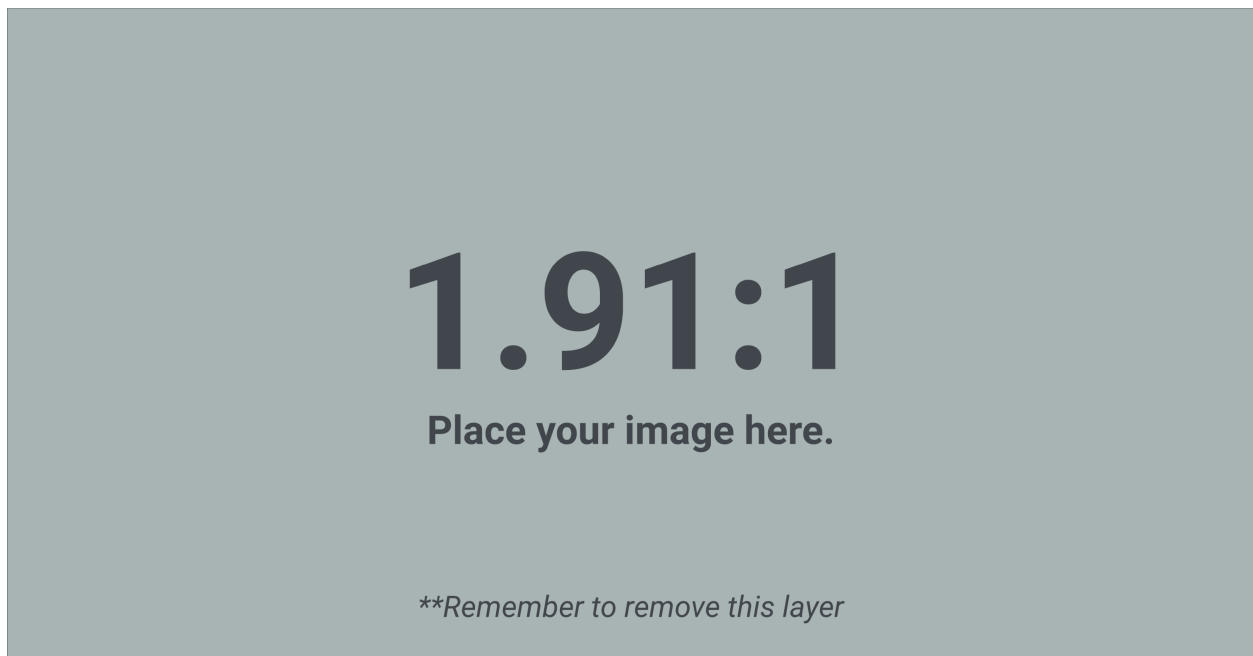
- **For feed placements:** We recommend square 1:1 for images and vertical 4:5 for videos.
- **For stories placements:** Most people hold their phones vertically so we recommend 9:16 to capture the whole screen.
- **For video carousel format:** We recommend square 1:1 and consistent ratios for all videos in a carousel.

- **For in-stream video:** We recommend horizontal 16:9 to fit the videos the ads are in.
- **Audience Network placements:** We recommend vertical 9:16.
- **For Instagram Shop:** We recommend square 1:1.

**Note:** Apple has announced new iOS 14 policy requirements that may affect where your ad will display. [Learn more.](#)

## Download our templates

Adjust your image aspect ratio using these .pdf design templates:



# 16:9

Place your image here.

*\*\*Remember to remove this layer*

# 1:1

Place your image here.

*\*\*Remember to remove this layer*

# 4:5

**Place your image here.**

*\*\*Remember to remove this layer*

# 9:16

**Place your image here.**

*\*\*Remember to remove this layer*