

Instagram Video Aspect Ratios

Almost all of the information found in this document has been taken from Facebook for Business.
We recommend searching for the most up to date information here - <https://www.facebook.com/business/ads-guide>

Abunai provides this guide to help our clients find information faster.

This document is constantly being updated. The latest version can be found at - <https://abunai.com.au/video-specs>

Best Practices for Aspect Ratios

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 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.

Note: Apple has announced new iOS 14 policy requirements that may affect where your ad will display.



1.91:1



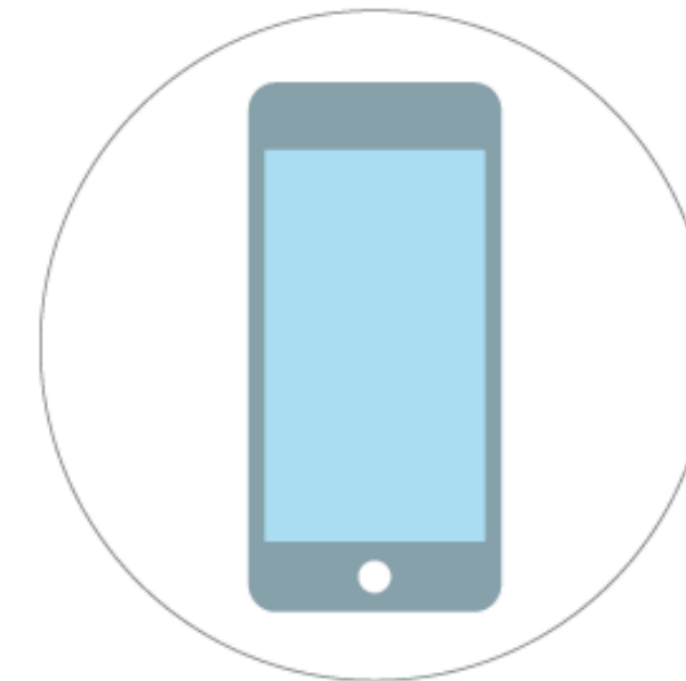
16:9



1:1



4:5



9:16

Instagram Feed

Instagram Feed is the constantly updating list of photos and videos that appears when you open the Instagram app. The Instagram Feed displays photos and videos from accounts that people follow and from advertisers.

You can use the video format in Instagram Feed to show off your product, service or brand in new ways. Include movement and sound to capture attention quickly and show unique features of a product or tell your brand story.

Design Recommendations

- File Type: MP4, MOV or GIF
- Ratio: 4:5 (Ratios from 1.91:1 to 4:5 are supported)
- Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: At least 1080 x 1080 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

Videos should not contain edit lists or special boxes in file containers.

Text Recommendations

- Primary Text: 125 characters
- Maximum Number of Hashtags: 30

Technical Requirements

- Video Duration: 1 second to 2 minutes
- Maximum File Size: 30MB
- Minimum Width: 500 pixels
- Aspect Ratio Tolerance: 1%



Instagram Explore

Instagram Explore is a discovery surface where Instagram sources content from across the platform based on a given person's interest. It appears on the same page as the search function and shows posts from accounts that the user does not yet follow. Ads in Instagram Explore appear between organic content.

You can use the video format in Instagram Explore to show off your product, service or brand in new ways. Include movement and sound to capture attention quickly and show unique features of a product or tell your brand story. Your ads in Instagram Explore will appear on in the same format as your ads in Instagram Feed.

Design Recommendations

- File Type: MP4, MOV or GIF
- Ratio: 4:5 (Ratios from 1.91:1 to 4:5 are supported)
- Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: At least 1080 x 1080 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

Videos should not contain edit lists or special boxes in file containers.

Text Recommendations

- Primary Text: 125 characters

Technical Requirements

- Video Duration: 1 second to 2 minutes
- Maximum File Size: 30MB
- Minimum Width: 500 pixels
- Aspect Ratio Tolerance: 1%



Instagram Stories

Instagram Stories can bring your business to life in an immersive format, with options to add stickers, emojis and other creative elements. These fullscreen vertical ads appear to viewers between organic Instagram Stories.

You can use the video format in Instagram Stories to show off your product, service or brand in new ways. Include movement and sound to capture attention quickly and show unique features of a product or tell your brand story.

Instagram Stories will play video ads that are 15 seconds or less for the full duration of the video. Video ads that are longer than 15 seconds will be split into separate Stories cards. Instagram will display either 1, 2, or 3 cards automatically before giving viewers the option to tap Keep Watching to see the remainder of the video. By default, the number of cards automatically displayed before prompting viewers to tap Keep Watching is tailored to each viewer.

Design Recommendations

- File Type: MP4, MOV or GIF
- Ratio: 9:16 (Ratios from 16:9 to 4:5 and 9:16 are supported. Dynamic ads in Stories does not accept the 9:16 ratio and should instead use the 1.91:1 ratio)
- Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: At least 1080 x 1080 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

Videos should not contain edit lists or special boxes in file containers.

Consider leaving roughly 14% (250 pixels) of the top and bottom of the video free from text, logos, or other key creative elements to avoid covering them with the profile icon or call-to-action.

Text Recommendations

- Primary Text: 125 characters

Technical Requirements

- Video Duration: 1 second to 2 minutes
- Maximum File Size: 30MB
- Minimum Width: 500 pixels
- Aspect Ratio Tolerance: 1%

