

## LinkedIn Video Aspect Ratios

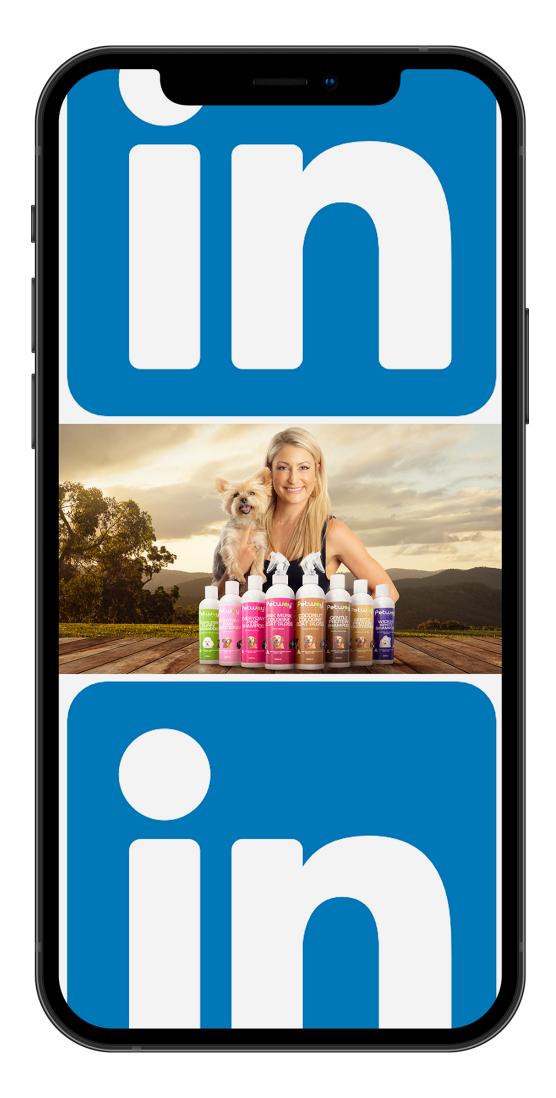
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## LinkedIn Video Ads

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

Below are the specifications required for video ads:

- 1. Name this ad (optional): Use up to 255 characters to name your video ad.
- 2. Introductory text (optional): Use up to 600 characters for your intro text.
- 3. Length: Three seconds to 30 minutes (Tip: most successful video ads are less than 15 seconds long)
- 4. File size: Between 75 KB and 200 MB
- **5. File format**: MP4
- **6. Frame rate**: Less than 30 FPS (frames per second)
- 7. Pixel and aspect ratio requirements:
  - 1. Videos must meet height and width specifications, as well as aspect ratio specifications. You can calculate an aspect ratio by dividing the video width by height.
    - 1. Width: Between 640 and 1920 pixels
    - 2. Height: Between 360 and 1920 pixels.
    - 3. Aspect ratio: Between 1.778 and 0.5652.
  - **2.** Example video sizes include:
    - **1.** Horizontal: 1920 x 1080
    - **2.** Horizontal: 1200 x 675
    - **3.** Vertical: 720 x 920
- 8. 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.
- **9. Audio format**: AAC or MPEG4
- 10. Audio size: Less than 64KHz
- 11. Video captions: must be in SRT format
- 12. Video thumbnail (optional):
  - 1. File format: JPG or PNG
  - 2. Maximum file size: 2 MB
  - 3. Tip: the aspect ratio and resolution of the video thumbnail and video should match
- 13. Video headline: Use up to 70 characters to avoid truncation on most devices (200 max characters).



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