

LinkedIn Video Aspect Ratios

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).

