

Appendix 1 - 2020 Video Specs

Please see Video Marketing Specifications for more information



Platform	Video Type	File Size	Ratios			Length		Dimensions	
			9:16	1:1	4:5	16:9	Min. length	Max. length	Min. width
Facebook	Shared Video Post	4GB	Y			Y		600px	
	Paid In-feed	4GB	Y			Y		120px	120px
	Paid In-Stream	4GB	Y			Y - Recommended	5 seconds		
	Paid Stories	4GB	Y			Y		500px	
	Paid Video Feed	4GB	Y			Y		120px	120px
Instagram	Shared Video Post	4GB		Y		Y		600px	315px
	Paid Stories	4GB	Y		Y			500px	
	Paid In-feed							500px	
Google	Google Business Post	100mb						1280px	720px
	Shared Video	125GB				Y		426px	240px
Youtube	Paid Skippable Ad	125GB				Y	12 seconds	426px	240px
	Paid Non-Skippable Ad	125GB				Y		426px	240px
	Paid Bumper Ad	125GB				Y		426px	240px
LinkedIn	Shared Video	5GB							
	Paid In-feed	200 MB							

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