

FACEBOOK

Ads on Facebook Reels

8 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video

⚠ Last verified 2026-03-27, 187 days before export. Check the live sheet before delivery.

● VIDEO

9:16

≥ 500×800 · ≤ 30 fps

● AUDIO

AAC

128kbps+

● FILE

MP4 · MOV

4GB

● VIDEO

- | | | |
|--------------------------|--------------|--|
| ☐ | Aspect ratio | 9:16
4:5 to 191:100 supported |
| ☐ | Resolution | at least 500 x 800 |
| ☐ | Frame rate | ≤ 30 fps
fixed frame rate · Same for every Facebook format |
| ☐ | Codec | H.264
Same for every Facebook format |

● AUDIO

- | | | |
|--------------------------|---------------|---|
| ☐ | Audio codec | AAC
Same for every Facebook format |
| ☐ | Audio bitrate | 128kbps+
Same for every Facebook format |

● FILE

- | | | |
|--------------------------|---------------|--|
| ☐ | File format | MP4, MOV |
| ☐ | Max file size | 4GB
Same for every Facebook format |



Specs change. Scan for the live sheet.

specstash.com/platforms/facebook/ads-on-facebook-reels

FACEBOOK

Business Explore

9 specs · 1:1 or 4:5 · Source: facebook.com/business/ads-guide/update/video

⚠ Last verified 2026-03-27, 187 days before export. Check the live sheet before delivery.

● VIDEO

1:1 · 4:5
≥ 1080×1080 · ≤ 30 fps

● AUDIO

AAC
128kbps+

● FILE

MP4 · MOV · GIF
4GB

● TIMING

241 minutes
Max duration

● VIDEO

- | | |
|---------------------------------------|--|
| ☐ Aspect ratio | 1:1 for desktop or mobile, 4:5 for mobile only |
| ☐ Resolution | at least 1080 x 1080 |
| ☐ Frame rate | ≤ 30 fps
fixed frame rate · Same for every Facebook format |
| ☐ Codec | H.264
Same for every Facebook format |

● AUDIO

- | | |
|--|---|
| ☐ Audio codec | AAC
stereo · Same for every Facebook format |
| ☐ Audio bitrate | 128kbps+
Same for every Facebook format |

● FILE

- | | |
|--|--|
| ☐ File format | MP4, MOV, GIF |
| ☐ Max file size | 4GB
Same for every Facebook format |

● TIMING

- | | |
|---------------------------------------|---|
| ☐ Max duration | 241 minutes
1 second to 241 minutes |
|---------------------------------------|---|



Specs change. Scan for the live sheet.

specstash.com/platforms/facebook/business-explore

FACEBOOK

Feed

9 specs · 1:1 or 4:5 · Source: facebook.com/business/ads-guide/update/video

 Last verified 2026-03-27, 187 days before export. Check the live sheet before delivery.

• VIDEO

1:1 · 4:5

1440×1440 · ≤ 30 fps

• AUDIO

AAC

128kbps+

• FILE

MP4 · MOV · GIF

4GB

• TIMING

241 minutes

Max duration

• VIDEO

- | | |
|---------------------------------------|--|
| ☐ Aspect ratio | 1:1 or 4:5
1:1 for desktop or mobile, 4:5 for mobile only |
| ☐ Resolution | 1440 x 1440 (1:1) or 1440 x 1800 (4:5)
There is no maximum resolution as long as you meet the ratio requirements |
| ☐ Frame rate | ≤ 30 fps
fixed frame rate · Same for every Facebook format |
| ☐ Codec | H.264
Same for every Facebook format |

• AUDIO

- | | |
|--|---|
| ☐ Audio codec | AAC
Stereo · Same for every Facebook format |
| ☐ Audio bitrate | 128kbps+
Same for every Facebook format |

• FILE

- | | |
|--|--|
| ☐ File format | MP4, MOV, GIF |
| ☐ Max file size | 4GB
Same for every Facebook format |

• TIMING

- | | |
|---------------------------------------|---|
| ☐ Max duration | 241 minutes
1 second to 241 minutes |
|---------------------------------------|---|



Specs change. Scan for the live sheet.

specstash.com/platforms/facebook/feed

FACEBOOK

In-Stream Video

10 specs · 16:9 or 1:1 · Source: facebook.com/business/ads-guide/update/video

⚠ Last verified 2026-03-27, 187 days before export. Check the live sheet before delivery.

● VIDEO

16:9 · 1:1
≥ 1080×1080 · ≤ 30 fps

● AUDIO

AAC
128kbps+

● FILE

MP4 · MOV · GIF
4GB

● TIMING

5 seconds to 15 seconds
5 seconds to 10 minutes

● VIDEO

☐	Aspect ratio	16:9 or 1:1 ratios from 16:9 or 9:16 are supported
☐	Resolution	at least 1080 x 1080
☐	Frame rate	≤ 30 fps fixed frame rate · Same for every Facebook format
☐	Codec	H.264 Same for every Facebook format

● AUDIO

☐	Audio codec	AAC stereo · Same for every Facebook format
☐	Audio bitrate	128kbps+ Same for every Facebook format

● FILE

☐	File format	MP4, MOV, GIF
☐	Max file size	4GB Same for every Facebook format

● TIMING

☐	Duration (desktop)	5 seconds to 15 seconds
☐	Duration (mobile)	5 seconds to 10 minutes



FACEBOOK

Marketplace

9 specs · 1:1 · Source: facebook.com/business/ads-guide/update/video

⚠ Last verified 2026-03-27, 187 days before export. Check the live sheet before delivery.

• VIDEO

1:1

≥ 1080×1080 · ≤ 30 fps

• AUDIO

AAC

128kbps+

• FILE

MP4 · MOV · GIF

4GB

• TIMING

1 second to 241 minutes

Duration

• VIDEO

- | | |
|---------------------------------------|---|
| ☐ Aspect ratio | 1:1
16:9 to 9:16 are also supported but may be truncated to 1:1 |
| ☐ Resolution | at least 1080 x 1080
no maximum resolution |
| ☐ Frame rate | ≤ 30 fps
fixed frame rate · Same for every Facebook format |
| ☐ Codec | H.264
Same for every Facebook format |

• AUDIO

- | | |
|--|---|
| ☐ Audio codec | AAC
stereo · Same for every Facebook format |
| ☐ Audio bitrate | 128kbps+
Same for every Facebook format |

• FILE

- | | |
|--|--|
| ☐ File format | MP4, MOV, GIF |
| ☐ Max file size | 4GB
Same for every Facebook format |

• TIMING

- | | |
|-----------------------------------|--------------------------------|
| ☐ Duration | 1 second to 241 minutes |
|-----------------------------------|--------------------------------|



Specs change. Scan for the live sheet.

specstash.com/platforms/facebook/marketplace

FACEBOOK

Reels

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video

⚠ Last verified 2026-03-27, 187 days before export. Check the live sheet before delivery.

● VIDEO

9:16

1440×2560 · ≤ 30 fps

● AUDIO

AAC

128kbps+

● FILE

MP4 · MOV · GIF

4GB

● TIMING

No maximum limit

Max duration

● VIDEO

- ☐ Aspect ratio **9:16**
ratios from 4:5 to 191:100 also supported
- ☐ Resolution **1440 x 2560**
- ☐ Frame rate **≤ 30 fps**
fixed frame rate · Same for every Facebook format
- ☐ Codec **H.264**
Same for every Facebook format

● AUDIO

- ☐ Audio codec **AAC**
stereo · Same for every Facebook format
- ☐ Audio bitrate **128kbps+**
Same for every Facebook format

● FILE

- ☐ File format **MP4, MOV, GIF**
- ☐ Max file size **4GB**
Same for every Facebook format

● TIMING

- ☐ Max duration **No maximum limit**



Specs change. Scan for the live sheet.
specstash.com/platforms/facebook/reels

FACEBOOK

Search Results

9 specs · 1:1 · Source: facebook.com/business/ads-guide/update/video

⚠ Last verified 2026-03-27, 187 days before export. Check the live sheet before delivery.

● VIDEO

1:1

≥ 1080×1080 · ≤ 30 fps

● AUDIO

AAC

128kbps+

● FILE

MP4 · MOV · GIF

4GB

● TIMING

241 minutes

Max duration

● VIDEO

- | | |
|---------------------------------------|--|
| ☐ Aspect ratio | 1:1
16:9 to 9:16 are supported but may be based to 1:1 |
| ☐ Resolution | at least 1080 x 1080 |
| ☐ Frame rate | ≤ 30 fps
fixed frame rate · Same for every Facebook format |
| ☐ Codec | H.264
Same for every Facebook format |

● AUDIO

- | | |
|--|---|
| ☐ Audio codec | AAC
Same for every Facebook format |
| ☐ Audio bitrate | 128kbps+
Same for every Facebook format |

● FILE

- | | |
|--|--|
| ☐ File format | MP4, MOV, GIF |
| ☐ Max file size | 4GB
Same for every Facebook format |

● TIMING

- | | |
|---------------------------------------|--------------------|
| ☐ Max duration | 241 minutes |
|---------------------------------------|--------------------|



Specs change. Scan for the live sheet.

specstash.com/platforms/facebook/search-results

FACEBOOK

Stories

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video

 Last verified 2026-03-27, 187 days before export. Check the live sheet before delivery.

• VIDEO

9:16

1440×2560 · ≤ 30 fps

• AUDIO

AAC

128kbps+

• FILE

MP4 · MOV · GIF

4GB

• TIMING

16 seconds

Max duration

• VIDEO

- | | | |
|--------------------------|--------------|--|
| ☐ | Aspect ratio | 9:16 |
| ☐ | Resolution | 1440 x 2560
there is no maximum resolution |
| ☐ | Frame rate | ≤ 30 fps
fixed frame rate · Same for every Facebook format |
| ☐ | Codec | H.264
Same for every Facebook format |

• AUDIO

- | | | |
|--------------------------|---------------|---|
| ☐ | Audio codec | AAC
stereo · Same for every Facebook format |
| ☐ | Audio bitrate | 128kbps+
Same for every Facebook format |

• FILE

- | | | |
|--------------------------|---------------|--|
| ☐ | File format | MP4, MOV, GIF
Other video types also supported |
| ☐ | Max file size | 4GB
Same for every Facebook format |

• TIMING

- | | | |
|--------------------------|--------------|-------------------|
| ☐ | Max duration | 16 seconds |
|--------------------------|--------------|-------------------|



Specs change. Scan for the live sheet.

specstash.com/platforms/facebook/stories

FACEBOOK

Video Feeds Ads

9 specs · 4:5 · Source: facebook.com/business/ads-guide/update/video

⚠ Last verified 2026-03-27, 187 days before export. Check the live sheet before delivery.

● VIDEO

4:5

≥ 1080×1080 · ≤ 30 fps

● AUDIO

AAC

128kbps+

● FILE

MP4 · MOV · GIF

4GB

● TIMING

241 minutes

Max duration

● VIDEO

- | | |
|---------------------------------------|--|
| ☐ Aspect ratio | 4:5
16:9 to 9:16 supported but may be masked to 4:5 |
| ☐ Resolution | at least 1080 x 1080 |
| ☐ Frame rate | ≤ 30 fps
fixed frame rate · Same for every Facebook format |
| ☐ Codec | H.264
Same for every Facebook format |

● AUDIO

- | | |
|--|---|
| ☐ Audio codec | AAC
stereo · Same for every Facebook format |
| ☐ Audio bitrate | 128kbps+
Same for every Facebook format |

● FILE

- | | |
|--|--|
| ☐ File format | MP4, MOV, GIF |
| ☐ Max file size | 4GB
Same for every Facebook format |

● TIMING

- | | |
|---------------------------------------|--------------------|
| ☐ Max duration | 241 minutes |
|---------------------------------------|--------------------|



Specs change. Scan for the live sheet.

specstash.com/platforms/facebook/video-feeds-ads