FACEBOOK

Ads on Facebook Reels

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

⚠ Last verified 2026-03-27, 240 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

FACEBOOK

Business Explore

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

⚠ Last verified 2026-03-27, 240 days before export. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
1:1 · 4:5	AAC	MP4 · MOV · GIF	241 minutes
≥ 1080×1080 · ≤ 30 fps	128kbps+	4GB	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, 240 days before export. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
1:1 · 4:5	AAC	MP4 · MOV · GIF	241 minutes
1440×1440 · ≤ 30 fps	128kbps+	4GB	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 × 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, 240 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, 240 days before export. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
1:1	AAC	MP4 · MOV · GIF	1 second to 241 minutes
≥ 1080×1080 · ≤ 30 fps	128kbps+	4GB	Duration

VIDEO

☐	Aspect ratio	1:1 16:9 to 9:16 are also supported but may be truncated to 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, 240 days before export. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
9:16	AAC	MP4 · MOV · GIF	No maximum limit
1440×2560 · ≤ 30 fps	128kbps+	4GB	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**

FACEBOOK

Search Results

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

⚠ Last verified 2026-03-27, 240 days before export. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
1:1	AAC	MP4 · MOV · GIF	241 minutes
≥ 1080×1080 · ≤ 30 fps	128kbps+	4GB	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**

FACEBOOK

Stories

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

⚠ Last verified 2026-03-27, 240 days before export. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
9:16	AAC	MP4 · MOV · GIF	16 seconds
1440×2560 · ≤ 30 fps	128kbps+	4GB	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, 240 days before export. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
4:5	AAC	MP4 · MOV · GIF	241 minutes
≥ 1080×1080 · ≤ 30 fps	128kbps+	4GB	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**