

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