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