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