

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