

FACEBOOK

Marketplace

9 specs · 1:1 · 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
≥ 1080×1080 · ≤ 30 fps

- AUDIO

AAC
128kbps+

- FILE

MP4 · MOV · GIF
4GB

- TIMING

1 second to 241 minutes
Duration

VIDEO

☐ Aspect ratio	1:1 16:9 to 9:16 are also supported but may be truncated to 1:1
☐ 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
-----------------------------------	--------------------------------

