FACEBOOK

Video Feeds Ads

9 specs · 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
4:5	AAC	MP4 · MOV · GIF	241 minutes
≥ 1080×1080 · ≤ 30 fps	128kbps+	4GB	Max duration

VIDEO

Aspect ratio	**4:5** 16:9 to 9:16 supported but may be masked to 4:5
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**

Specs change. Scan for the live sheet.
specstash.com/platforms/facebook/video-feeds-ads