INSTAGRAM

Explore

9 specs · 4:5 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

Not yet verified against the platform's source. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
4:5	AAC	MP4 · MOV · or GIF	1 second to 60 minutes
≥ 1080×1080 · Fixed fra...	128 kbps+ stereo	4 GB	Max duration

VIDEO

Aspect ratio	**4:5** 1% tolerance
Resolution	**1080×1080 px minimum** 500px absolute minimum width
Frame rate	**Fixed frame rate** Progressive scan; no specific fps requirement stated
Codec	**H.264** Square pixels, progressive scan · Same for every Instagram format

AUDIO

Audio codec	**AAC** Same for every Instagram format
Audio bitrate	**128 kbps+ stereo**

FILE

File format	**MP4, MOV, or GIF**
Max file size	**4 GB** Same for every Instagram format

TIMING

Max duration	**1 second to 60 minutes**

INSTAGRAM

Feed

9 specs · 1:1 or 4:5 or 16:9 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
1:1 · 4:5 · 16:9	AAC	MP4 · MOV	60 seconds
1080×1080 · 23.976, ...	128 kbps stereo	4 GB	Max duration

VIDEO

Aspect ratio	1:1, 4:5, or 16:9
Resolution	1080×1080 (1:1) or 1080×1350 (4:5)
Frame rate	23.976, 24, 25, or 30 fps
Codec	H.264 Same for every Instagram format

AUDIO

Audio codec	AAC Same for every Instagram format
Audio bitrate	128 kbps stereo

FILE

File format	MP4 or MOV
Max file size	4 GB Same for every Instagram format

TIMING

Max duration	60 seconds

INSTAGRAM

Profile Reels

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
9:16	AAC	MP4 · MOV	0 seconds to 15 minutes
≥ 500×888 · Fixed fram...	128 kbps+ stereo	4 GB	Max duration

VIDEO

Aspect ratio	9:16
Resolution	500×888 px minimum
Frame rate	Fixed frame rate Progressive scan
Codec	H.264 Square pixels, progressive scan · Same for every Instagram format

AUDIO

Audio codec	AAC Same for every Instagram format
Audio bitrate	128 kbps+ stereo

FILE

File format	MP4 or MOV
Max file size	4 GB Same for every Instagram format

TIMING

Max duration	0 seconds to 15 minutes



Specs change. Scan for the live sheet.

specstash.com/platforms/instagram/profile-reels

INSTAGRAM

Reels

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
9:16	AAC	MP4 · MOV	90 seconds
≥ 1080×1920 · 23.976...	128 kbps stereo	4 GB	Max duration

VIDEO

Aspect ratio	9:16
Resolution	1080×1920 minimum
Frame rate	23.976, 24, 25, or 30 fps
Codec	H.264 Same for every Instagram format

AUDIO

Audio codec	AAC Same for every Instagram format
Audio bitrate	128 kbps stereo

FILE

File format	MP4 or MOV
Max file size	4 GB Same for every Instagram format

TIMING

Max duration	90 seconds



Specs change. Scan for the live sheet.
specstash.com/platforms/instagram/reels

INSTAGRAM

Shop

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
9:16	AAC	MP4 · MOV · or GIF	1 second to 2 minutes
≥ 1080×1080 · Fixed fr...	128 kbps+ stereo	4 GB	Max duration

VIDEO

Aspect ratio	9:16
Resolution	1080×1080 px minimum
Frame rate	Fixed frame rate Progressive scan; captions not supported
Codec	H.264 Square pixels, progressive scan · Same for every Instagram format

AUDIO

Audio codec	AAC Same for every Instagram format
Audio bitrate	128 kbps+ stereo

FILE

File format	MP4, MOV, or GIF
Max file size	4 GB Same for every Instagram format

TIMING

Max duration	1 second to 2 minutes

Specs change. Scan for the live sheet.
specstash.com/platforms/instagram/shop

INSTAGRAM

Stories

9 specs · 9:16 · Source: facebook.com/business/ads-guide/update/video/instagram-profile-feed

⚠ Not yet verified against the platform's source. Check the live sheet before delivery.

VIDEO	AUDIO	FILE	TIMING
9:16	AAC	MP4 · MOV	15 seconds
1080×1920 · 23.976, ...	128 kbps stereo	4 GB	Max duration

VIDEO

Aspect ratio	9:16
Resolution	1080×1920 recommended
Frame rate	23.976, 24, 25, or 30 fps
Codec	H.264 Same for every Instagram format

AUDIO

Audio codec	AAC Same for every Instagram format
Audio bitrate	128 kbps stereo

FILE

File format	MP4 or MOV
Max file size	4 GB Same for every Instagram format

TIMING

Max duration	15 seconds

Specs change. Scan for the live sheet.
specstash.com/platforms/instagram/stories