

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

4:5

≥ 1080×1080 · Fixed fra...

• AUDIO

AAC

128 kbps+ stereo

• FILE

MP4 · MOV · or GIF

4 GB

• TIMING

1 second to 60 minutes

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