

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

9:16

≥ 500×888 · Fixed fram...

• AUDIO

AAC

128 kbps+ stereo

• FILE

MP4 · MOV

4 GB

• TIMING

0 seconds to 15 minutes

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
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