

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

9:16

≥ 1080×1920 · 23.976...

● AUDIO

AAC

128 kbps stereo

● FILE

MP4 · MOV

4 GB

● TIMING

90 seconds

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