

Things to know the size of photos, advertising photos on Facebook

As we all know, Facebook is a social network, virtual environment is very crowded. And it is also a fertile land for application developers, product advertising, marketing online sales ... But how many people know exactly about the rate, image size posted on Facebook, Fanpage ... to rely on that to achieve maximum efficiency when doing advertising campaigns?

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This information is shared from Jon Loomer's Infographic.

Size of cover photo, Cover Photo, number of text, photo event . need to be clear when creating ads on Facebook:

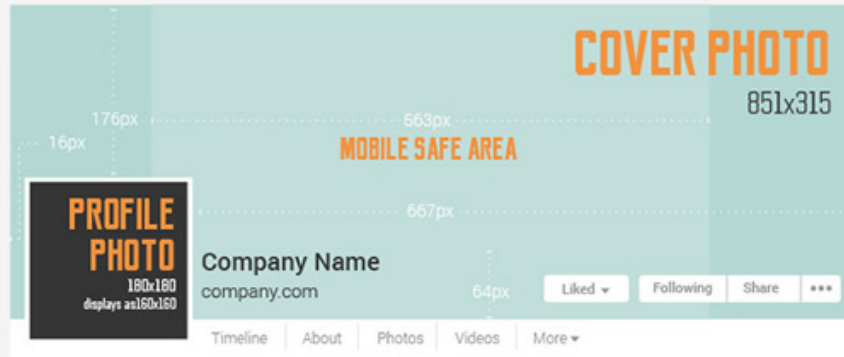
Note: the image is very long, please take the time to scroll to read it all.

1. Refer to the article on how to capture a full screen Web page

FACEBOOK IMAGE DIMENSIONS

A QUICK REFERENCE GUIDE FOR FACEBOOK IMAGES AND ADS

presented by **Jon Loomer**



CLICKS TO WEBSITE: LINKS/WEBSITE CONVERSIONS

DESIGN SPECS:

Image size: 1,200 x 628 pixels
Image ratio: 1.9:1
Text: 90 characters

Headline: 25 characters
Link description: 30 characters

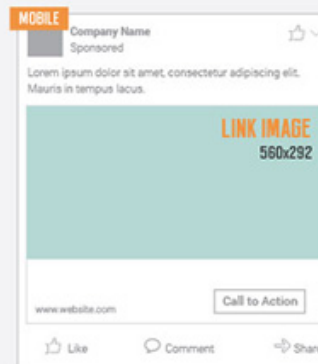
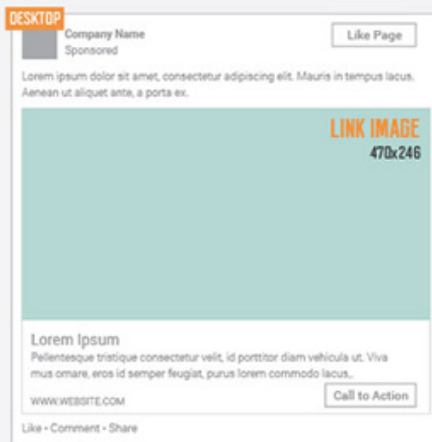
Your image may not include more than 20% text

DISPLAY SPECS:

Desktop News Feed
Image: 470 x 246 pixels
Text: 500 characters
Headline: 1-2 lines
Link description: 2-3 lines

Mobile News Feed
On mobile devices with a screen size of 1,136 x 640 pixels:
Image: 560 x 292 pixels
Text: 110 characters
Headline: 1-2 lines
Link description: 1 line

Right Column
Image: 254 x 133 pixels
Text: 90 characters
Headline: 25 characters



Good luck!

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