



**Social Media**  
Cheat Sheet '24

# Advertising

Display Banners (iab/gdn)

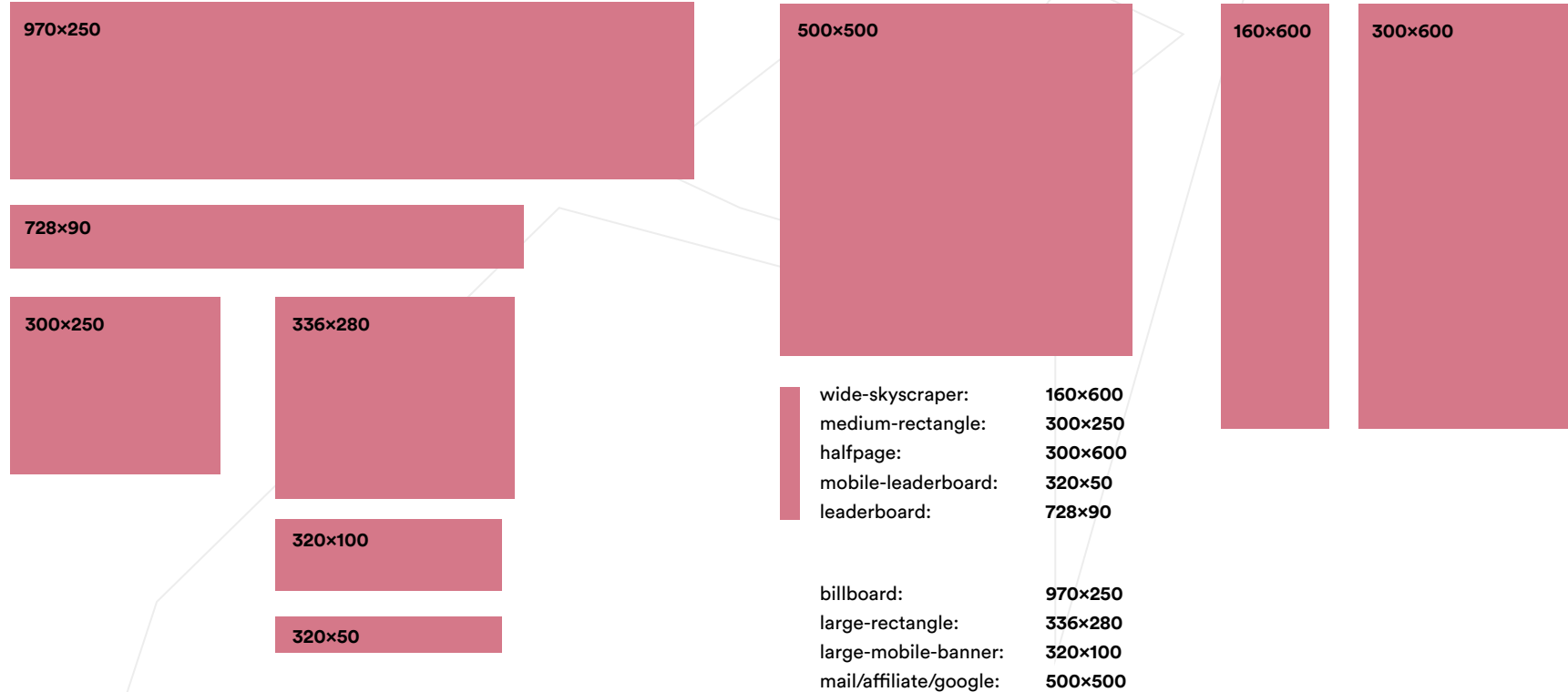
Facebook Banners

Instagram

Pinterest

# Display Banners (iab/gdn)

html5/gif



# Facebook Banners

jpg/png/mp4

## Image

highlighted image:  
1200×717

image ad:  
1200×628

story ad:  
1080×1920

carousel image:  
1080×1080

## Video

video ad:  
1080×1350

video:  
1280×720

# Instagram

jpg/png/mp4

## Video

landscape video &  
carousel video:  
1080x567

60 seconds  
(maximum)

portrait video &  
carousel video:  
1080x1350

60 seconds  
(maximum)

square video &  
carousel video:  
1080x1080

60 seconds  
(maximum)

## Image

square photo:  
1080x1080

portrait photo:  
1080x1350

landscape photo:  
1080x566

stories & reels:  
1080x1920

# Pinterest

jpg/png/mp4

## Video

widescreen video ad:

16:9



1920x1080

30 minutes (maximum)

square video ad:

1:1



1080x1080

30 minutes

(maximum)

## Image

carousel ad:

1:1

1000x1000

(2-5 images per carousel)

carousel ad:

2:3

1000x1500

(2-5 images per carousel)

Example

carousel ad 2:3



# Youtube

Full Funnel Approach

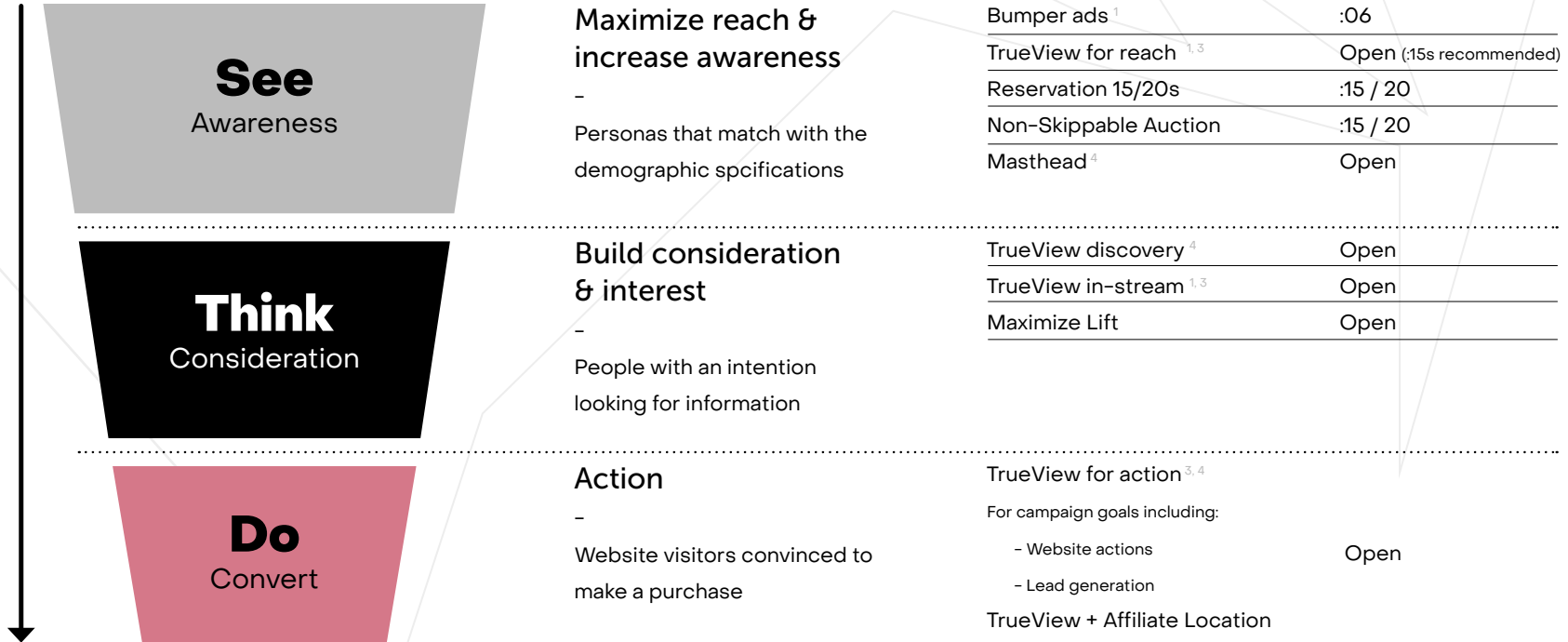
Video & Ads

Homepage Feed Ads

Bumper Ads

# Full Funnel Approach

Youtube



**Table References:**

- 1 - Locations Extensions can be applied to this format.
- 2 - Available only on Google Video Partners
- 3 - Store Visits tracking can be applied to this format.
- 4 - Not available on Google Video Partners, BLS not avail on MH



# Youtube

jpg/png/mp4

## Video

standard video:  
16:9

min. 426×240  
max. 3840×2160



## Image

display ad:  
300×250

overlay ad:  
480×60

companion  
banner ad:  
300×250



# Youtube

## Video ads



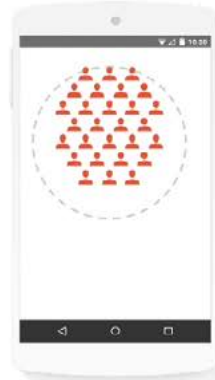
TrueView Instream

When a user is  
browsing YT



TrueView  
Discovery

When a user is  
searching  
& browsing YT  
(search and  
watch pages)



TrueView  
For Reach

Skippable in-stream  
format bought on  
target CPM



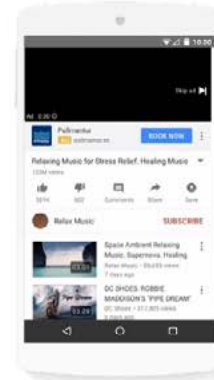
:06 sec  
Bumper Ads

:06s pre and post-roll



Home Feed Ads

Video ads in the feed  
of the Mobile  
YouTube Homepage



TrueView  
For Action

Designed for  
conversions  
("Book now,"  
"Get a quote,"  
"Learn More")

# Youtube

homepage feed ads



## Homepage Feed Ads

Be present during content selection right as users enter YouTube on the mobile homepage.

- The 'go-to' destination for users seeking to discover new content on YouTube.
- CPV auction buying enables advertisers to pay only when ads are viewed as user initiated content
- Inventory for the homepage backfill is expected to increase by 5X with the new home feed ads.

# Youtube

bumper ads



## 1. Tease

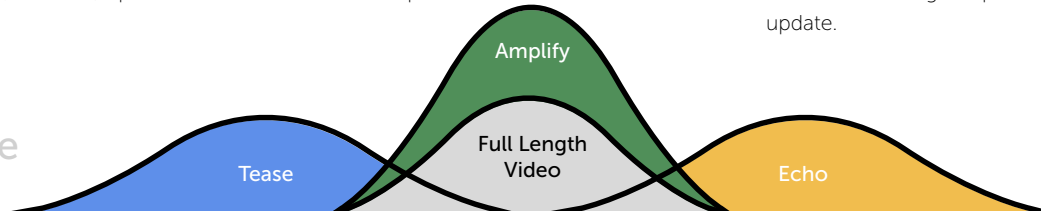
Tease a brand announcement with Bumper Ads then tell the full story with full length video (TrueView) upon launch.

## 2. Amplify

Run Bumpers and longer form videos (TrueView or GP) together for incremental reach and brand impact.

## 3. Echo

Tell the full story with full length video (TrueView) then remarket to users with Bumpers for a follow-on message or product update.





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