

Meta Necessities

Headline: No more than 40 characters

Primary Text: No more than 125 characters

Click Through URL

Call to Action

Other Formats are available in Meta. Please contact Zack for more information if you believe these formats do not suit your campaign.

Supplying Information

Final Information should be supplied 3 days prior to the campaign live date

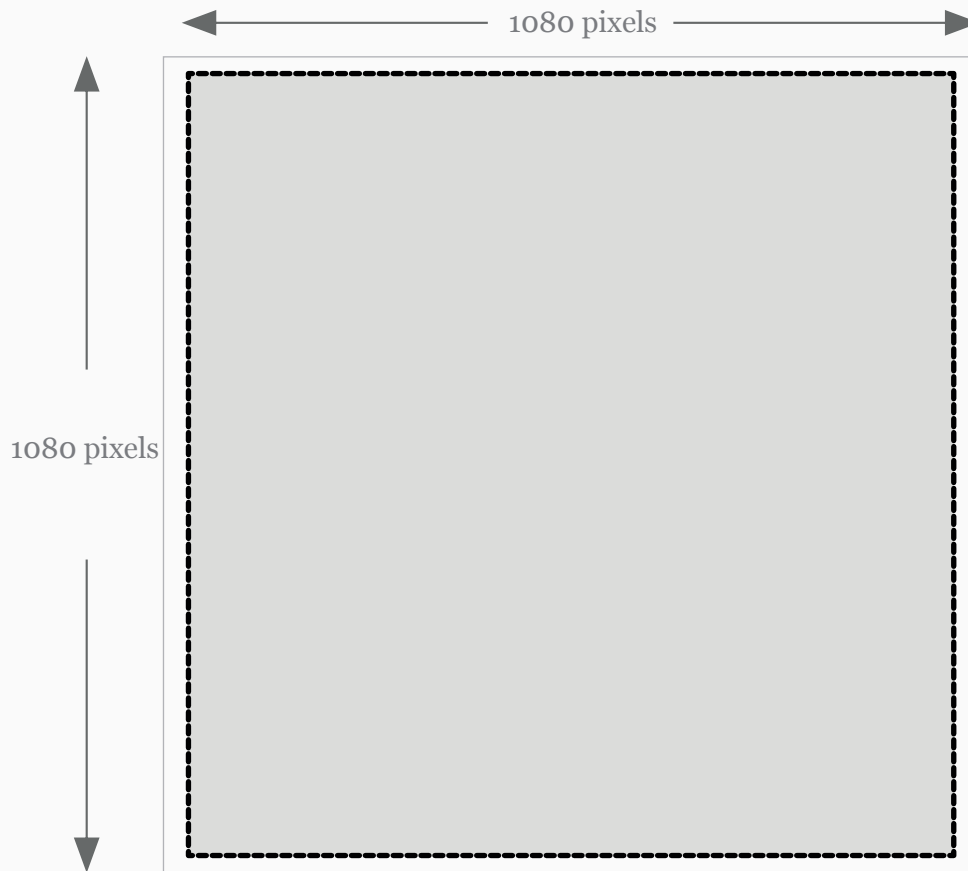
Please send information to zack@springboardda.com

Digital Delivery

For any artwork delivery questions or general queries, please contact:

zack@springboardda.com

Facebook & Instagram Feed Images



Artwork Specifications

Resolution:

1080 x 1080 pixels

Supported Format:

JPEG or PNG

File Size:

Max 30MB

Note:

If image is not square it will be cropped.

For a carousel ad upto 10 square images can be added.

Supplying Artwork

Final artwork should be supplied 3 days prior to the campaign live date

The artwork needs to be supplied with the correct file name (format/campaign name/campaign date)

Please send artwork to zack@springboardda.com

Files larger than 10mb should be sent through an online transfer service such as wettransfer.com

Compliance & Approvals

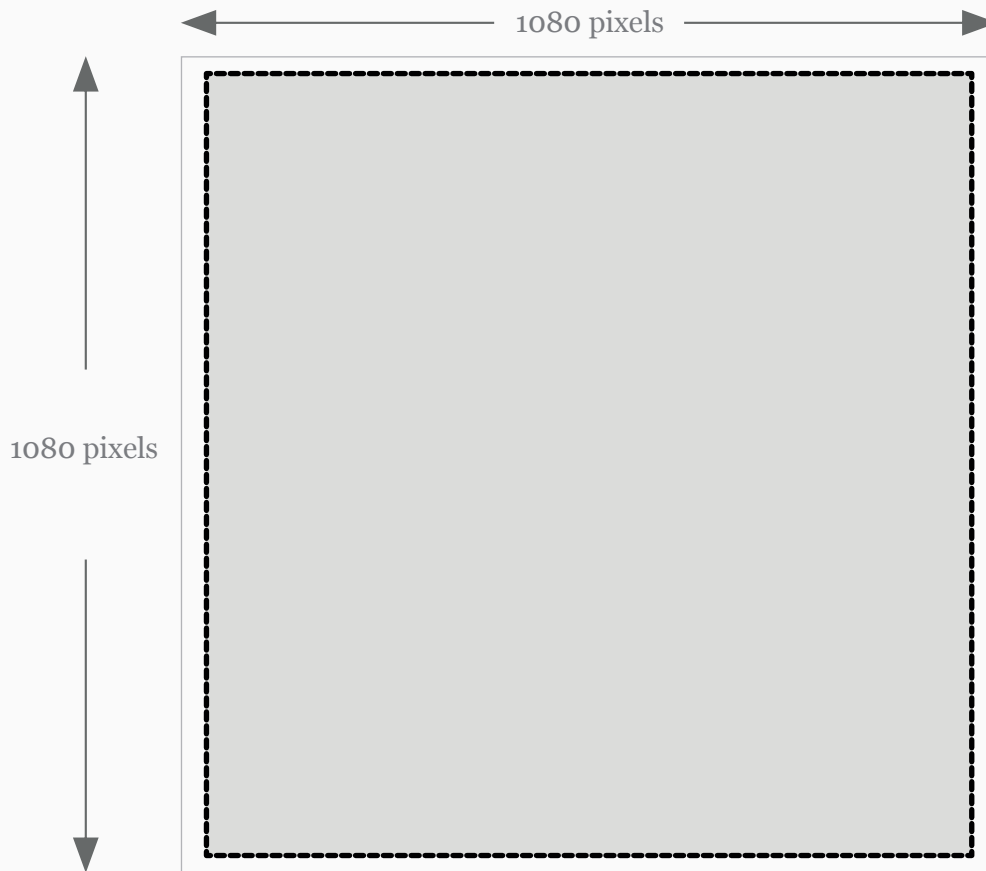
All artwork is subject to approval

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Facebook & Instagram Feed Video



Artwork Specifications

Resolution:

1080 x 1080 pixels

Supported Format:

MP4, MOV

File Size:

Max 4GB

Video Length:

5 - 60 seconds

Note:

If image is not square it will be cropped. For horizontal 16 x 9, it will have bars above and below and show the whole image

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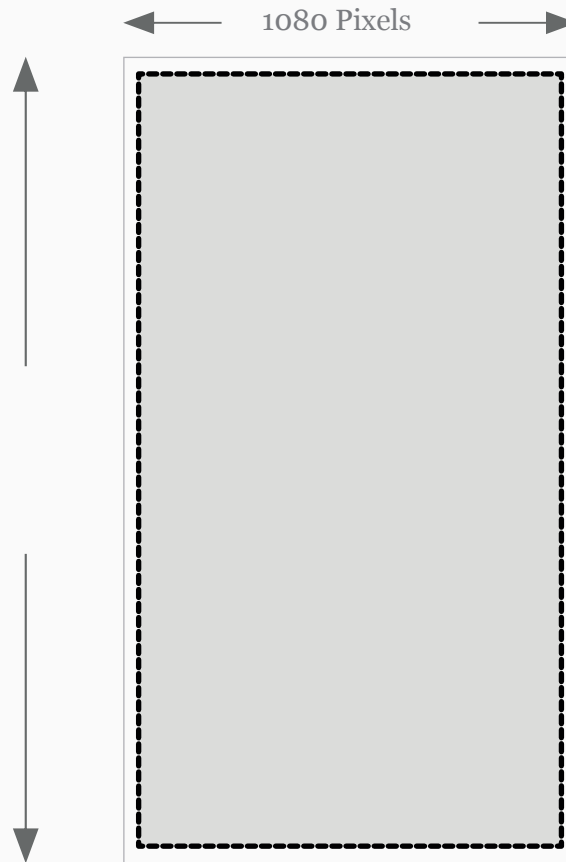
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Facebook & Instagram Stories Images



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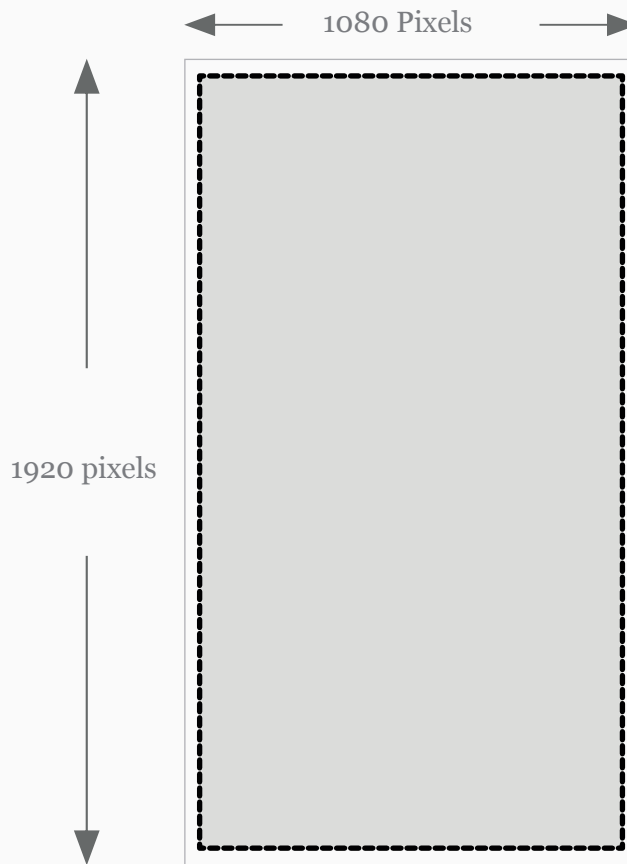
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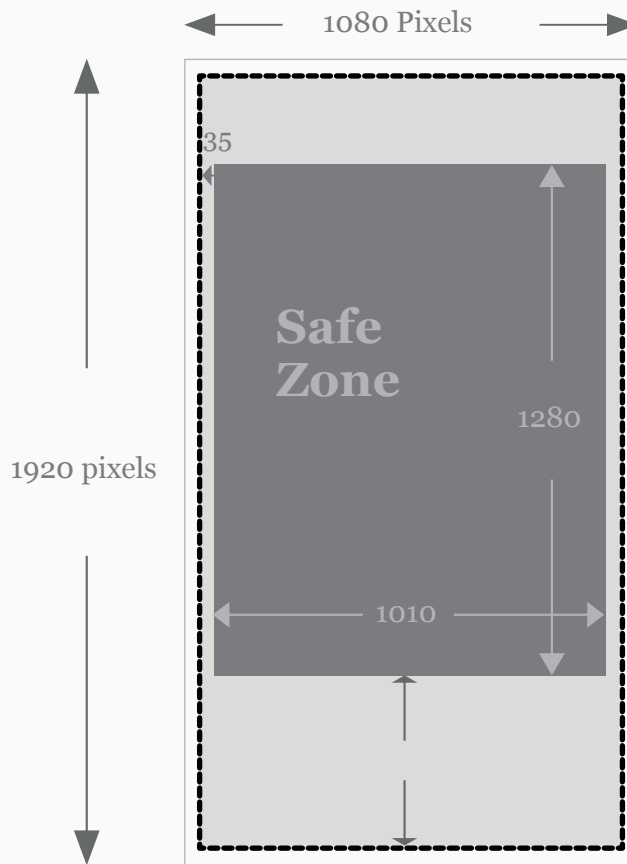
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Facebook & Instagram Reels Images



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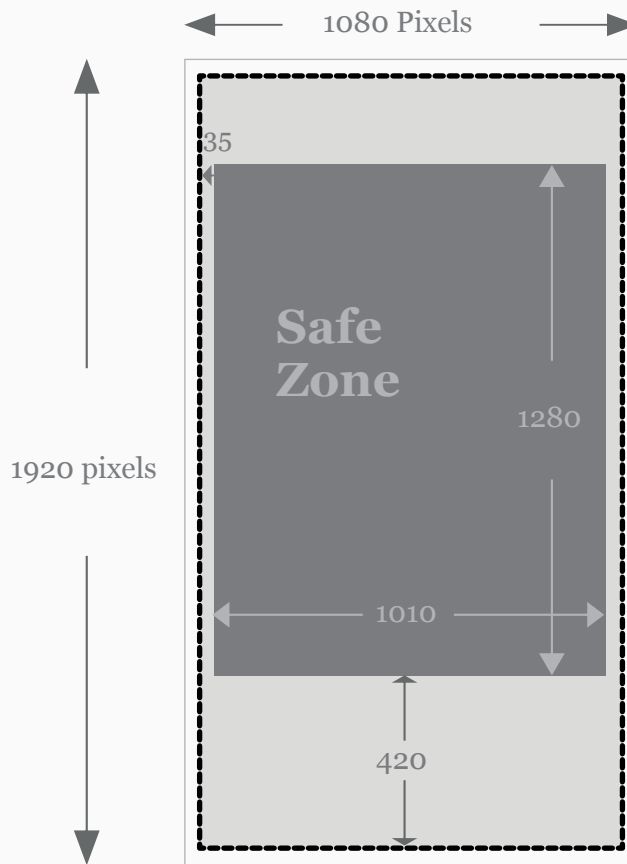
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