

# FACEBOOK CHEAT SHEET - DIMENSIONS AND SIZES



FACEBOOK ADS

## PICTURE IN THE AD

Width: 100px  
Height: 72px  
Size: 5MB

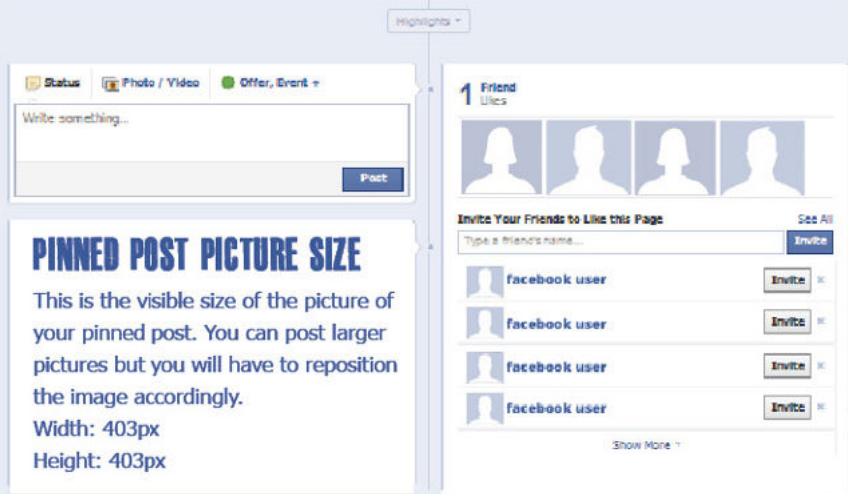
## HEADLINE TEXT

90 characters  
Terms and conditions text:  
900 characters

FACEBOOK OFFERS

## OFFER IMAGE SIZE

90 x 90 px  
Text in ad Header: 25 characters  
Body copy: 90 characters



## PINNED POST PICTURE SIZE

This is the visible size of the picture of your pinned post. You can post larger pictures but you will have to reposition the image accordingly.

Width: 403px  
Height: 403px

## FACEBOOK HIGHLIGHTED POST

Width: 843 px  
Height: 403 px

Feature on Timeline

## PICTURES

The maximum size of an image as shown in slide show or album.

Width: 960px  
Height: 720px

## VIDEO

The maximum size of video

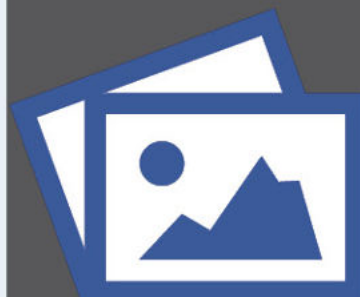
you can upload is:  
Size: 1024MB  
Length: 20 Minutes



## PICTURES DISPLAYED IN FACEBOOK

This is the maximum size of the image as shown in slide show or album.

Width: 960px  
Height: 720px



## FACEBOOK STATUS UPDATE

Status update length:  
420 characters including spaces  
Comment length: unlimited

## FACEBOOK MILESTONE

Width: 843 px  
Height: 403 px