

# Product Specs

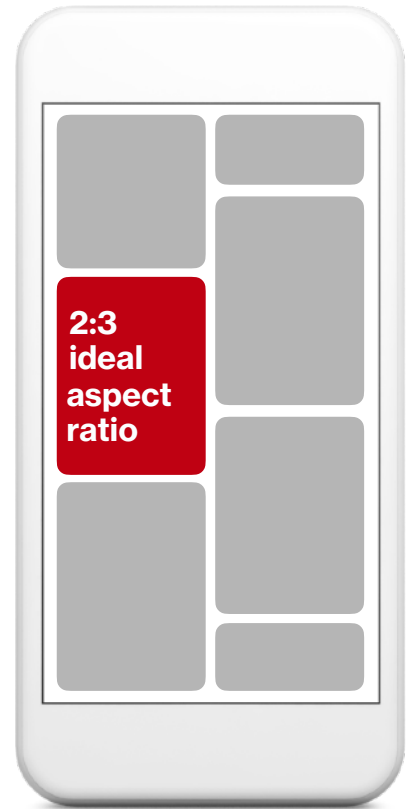
## Promoted Pins

### Images must be:

- File type: **PNG and JPEG**
- Max file size: **10 MB**

### We recommend:

- Aspect ratio: **2:3** (e.g. 1000 pixels wide by 1500 pixels tall). Any Pin that has a taller aspect ratio greater than 2:3, may be cut off at the bottom when it's shown.
- Description copy: Up to **500 characters**. Prioritize first 1-2 sentences, which are most likely to show up in feed)



## Promoted Video

### Videos must be:

- File type: **.mp4 or .mov**
- Encoding: **H.264**
- Max file size: **Under 2GB**
- Video length: **Minimum 4 sec, maximum 30 min**
- Aspect ratio: **Shorter than 1:2 (w:h), taller than 1.91:1**

### We recommend:

- Aspect ratio:
  - Promoted Video at standard width: **Square (1:1) or Vertical (2:3, 9:16)**
  - Promoted Video at max. width: **Square (1:1) or widescreen (16:9)**. Note: Max. width videos cannot exceed the height of a 1:1 aspect ratio.
- Description copy: Up to **500 characters**. Prioritize first 1-2 sentences, which are most likely to show up in feed)

