

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 **50-60 characters**, which are most likely to show up in feed.

Promoted Carousel

- Minimum 2, maximum 5 images
- File type: **PNG and JPEG**
- Max file size: **10 MB**
- Aspect ratio: **1:1 or 2:3**
- Title: Up to 100 characters limit, prioritize first **30-35 characters** that will show up in feed.
- Description: Up to 500 characters. Note that descriptions will only show up on organic carousel Pins in closeup.

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 **50-60 characters**, which are most likely to show up in feed.

