

SOCIAL BUNDLE VIDEO - META

Advertising Specifications

Asset Due Date: 2 weeks prior

Creative Requirements

Social Ads



Ad Specifications

Dimensions:	1x1 AND 9x16, may provide up to four videos
Run length:	Up to 241 minutes – recommend no longer than :60
Resolution:	At least 1080x1080 pixels
File Types Accepted:	MP4, MOV or GIF
Maximum File Size:	30MB
Video Settings:	H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbs+
Video Captions:	Recommend - provide SRT file if not included in actual video
Text Requirements:	Primary Text: 125 characters Headline: 27 characters Description:27 characters

Submit Creative

- > We advise that all creative assets are submitted by the stated asset due date to avoid any delays and incurring any additional associated program fees.
- > Email files to: SocialMedia@VISITFLORIDA.org

For file specs, material extension and creative questions contact:
SocialMedia@VISITFLORIDA.org

SOCIAL BUNDLE VIDEO - YOUTUBE

Advertising Specifications

Asset Due Date: 2 weeks prior

Creative Requirements
Social Ads



Ad Specifications

Dimensions:	16x9
Resolution:	1920x1080px recommended
File Types Accepted:	.WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265)
Maximum File Size:	≤256 GB
Text Requirements:	Headline: ≤15 characters Call To Action: ≤ 10 characters
Additional Notes:	Video length recommended 15-30s

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