



| Ad Type | Dimension | File Size and Format | Title | Description | Call to Action |
|-------------------------|------------------------------|----------------------|----------------------|-----------------------|----------------------|
| Feed, Profile, Discover | 1200x627 px static image. | 150 kb, JPG | 22 characters max | 100 characters max | 10 characters max |
| | 88x88 px app icon | 15 kb, JPG | | | |
| Chat | 88x88 px app icon | 15 kb, JPG | 22 characters max | 100 characters max | 10 characters max |
| Video Ads | Aspect Ratio 16:9 | 2MB, MP4 | 22 characters max | 100 characters max | 10 characters max |
| | 88x88 px app icon | 15 kb, JPG | | | |
| Static Stickers | 250x250 px | 20 kb each, PNG | 22 characters max | 45 characters max | N/A |
| Animated Stickers | 250x250 px | 100 kb each, GIF | 22 characters max | 45 characters max | N/A |

* Final creative must be submitted 3 business days prior to launch.