



Guide to Facebook Ad Specs



Image Ads

1200 x 628 px
9:16 to 16:9
JPG & PNG

Collection Ads

1:1
1080 x 1080 px
JPG/PNG/MP4/MOV

Carousel Ads

1:1
1080 x 1080 px
JPG/PNG/
MP4/MOV

Lead Form Ads

1:1
1080 x 1080 px
JPG & PNG



Square Video Ads

1:1
1080 x 1080 px
MP4 & MOV



Story Ads

9:16
1080 x 1920 px
JPG/PNG/MP4/MOV



Horizontal Video Ads

Min. 600 x 315 px
1.91:1
MP4 & MOV



Facebook Ads Guide

Rafikul Islam



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Table of Contents Facebook Ads Guide

1. Understanding the eBook Facebook Ads Guide
 - The Rise of Digital Reading Facebook Ads Guide
 - Advantages of eBooks Over Traditional Books
2. Identifying Facebook Ads Guide
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Facebook Ads Guide
 - User-Friendly Interface
4. Exploring eBook Recommendations from Facebook Ads Guide
 - Personalized Recommendations
 - Facebook Ads Guide User Reviews and Ratings
 - Facebook Ads Guide and Bestseller Lists
5. Accessing Facebook Ads Guide Free and Paid eBooks
 - Facebook Ads Guide Public Domain eBooks
 - Facebook Ads Guide eBook Subscription Services

- Facebook Ads Guide Budget-Friendly Options
- 6. Navigating Facebook Ads Guide eBook Formats
 - ePub, PDF, MOBI, and More
 - Facebook Ads Guide Compatibility with Devices
 - Facebook Ads Guide Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Facebook Ads Guide
 - Highlighting and Note-Taking Facebook Ads Guide
 - Interactive Elements Facebook Ads Guide
- 8. Staying Engaged with Facebook Ads Guide
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Facebook Ads Guide
- 9. Balancing eBooks and Physical Books Facebook Ads Guide
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Facebook Ads Guide
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Facebook Ads Guide
 - Setting Reading Goals Facebook Ads Guide
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Facebook Ads Guide
 - Fact-Checking eBook Content of Facebook Ads Guide
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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