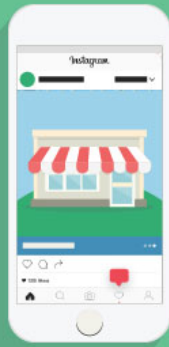
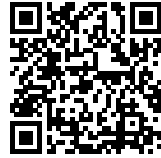


## 7 TYPES OF INSTAGRAM ADS



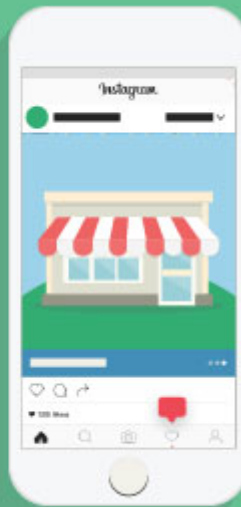
# 7 TYPES OF INSTAGRAM ADS

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## 7 TYPES OF INSTAGRAM ADS



Have you ever done advertising on Instagram? If you have, either you realize it or not, there are 7 types of Instagram Ads that you can choose from. In this blog, we will tell you what those 7 types are and their specification to make the most out of your ads.

## 1. Single Image

The first one is a Single Image Ads. This type of ads is the main type of Instagram Ads. This Ads consist of an image, and a CTA button. The specification that you will need for this Ads include:

- Caption up to 125 characters
- Media type: Image

- Image Size: 1080x1080 px or 1200x628 px
- Image Ext.: JPG or PNG
- Maximum file size: 30 Mb

## 2. Single Video

Single video ads type is like the single image ads type, the only different is this Instagram Ads use video or GIF as the marketing media. Video can be used to explain your product better than image. Moreover, people are usually more attracted to moving image. The specification for using this Ads are:

- Caption up to 125 characters
- Media type: video or GIF
- Image size: 600x600 or 600x315 px
- Maximum resolution: 1080x1080 px
- Duration: 3 to 60 seconds
- Maximum size: 4Gb
- Frame Rate: 30 FPS
- Video type: fixed frame rate, square pixel, or high profile video
- Audio: Stereo AAC

## 3. Carousel Ads

This type of ads is a bit trickier than the single image or single video ads type. Because it takes a great storytelling skill to get the maximum results. The specification for carousel Ads is the same as Single image or Single video with the minimum requirement of 2 media and the maximum is 10.

## 4. Slideshow Ads

Do not be confused between carousel and slideshow. Even though both has the same model, but there is a slight difference between them. With slideshow ads, you can use up to 10 images and music to create a looping slide. You can also choose the transition between each image. The specification you need for this ads are:

- Caption up to 125 characters
- Media Type: Image and Sountrack
- Duration: up to 500 secs with the max of 50 secs per image
- Size: 600x600 to 1080x1080 px (Square)
- Soundtrack file type: WAV, MP3, OGG
- 2 to 10 images with 1 soundtrack file

## 5. Lead Ads

Instagram Lead Ads is an ads that helps user to fill data without leaving Instagram platform. This type of Ads also helps marketer to get their data faster and easier. The specification you need for this ads are:

- Caption 125 characters
- Media type: Image
- Size: 1080x1080 or 1200x628 px
- File format: JPG or PNG
- File Size: 30 Mb
- And an additional privacy policy for your lead

## 6. Instagram Stories: Image

Since launching, Instagram stories have taken a special place in the heart of its users. And it become a perfect tool for advertising. The plus side of Instagram stories is, it can show a larger image and get more attention. The specification for this ads are:

- Resolution: 1080x1920 px
- Min Resolution: 600x1067
- Media type: JPG or PNG
- Max file size: 30 Mb

## 7. Instagram Stories : Video

Other than putting image, you can also throw video file into Instagram stories. This type of ads is one of the most influential for marketer among the other ads. The specification you will need for this ads include:

- Resolution: 1080x1920 px
- Minimum Resolution: 600x1067 px
- Media type: Mp4 or Mov
- File Size: 4 Gb
- Duration: 15 Secs Max.