Pinterest Creative Specs

Capture attention with vibrant visuals and compelling copy in a single scroll-worthy line that ignites curiosity and drives engagement.

Standard Image Ads

Elevate your brand with Search ads: targeted, strategic, and primed to connect you with eager customers actively seeking what we are offering.

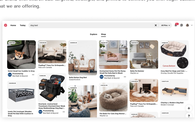

Image Specs For Promoted And Standard Pins

File type	PNG or .JPEG
Max file size	Desktop 20 MB, In-app 32 MB
Aspect ratio	We recommend using a 2:3 aspect ratio, or 1000 x 1500 pixels. Pins with an aspect ratio greater than 2:3 might get cut off in people's feeds.

Character Counts

Title	Enter up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds.
Description	Enter up to 500 characters. Descriptions do not appear when viewing the Pin in the home feed or search feed.

Standard Width Video Ads

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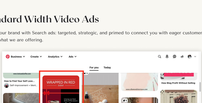

Videos

File type	MP4, .MOV or .M4V
Encoding	H.264 or H.265
Max file size	Up to 2GB
Video length	Minimum 4 seconds, maximum 15 minutes
Aspect ratio	Shorter than 1:2 (width/height), taller than 1.91:1. We recommend making your videos square (1:1) or vertical (2:3, 4:5, or 9:16).

Character Counts

Title	Enter up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds.
Description	Enter up to 500 characters. Descriptions do not appear when viewing the Pin in the home feed or search feed.

Max. Width Video Ads

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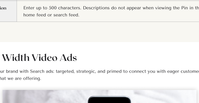

Videos

File type	MP4, .MOV or .M4V
Encoding	H.264 or H.265
Max file size	Up to 2GB
Video length	Minimum 4 seconds, maximum 15 minutes
Aspect ratio	Max. width videos cannot exceed the height of a 1:1 aspect ratio

Character Counts

Title	Enter up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds.
Description	Enter up to 500 characters. Descriptions do not appear when viewing the ad in the home feed, search feed, or up close.

Carousel Ads

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Image

File type	PNG or .JPEG
Max file size	20 MB per image
Creative quantity	2 to 5 images per carousel
Aspect ratio	1:1 or 2:3

Character Counts

Title	Enter up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds.
Description	Enter up to 500 characters. Descriptions do not appear when viewing the Pin in the home feed or search feed.

Shopping Ads

Shopping ads feature one image at a time and allow people to purchase products they find on Pinterest. Shopping ads follow the same specs as standard image ads.

Collections Ads

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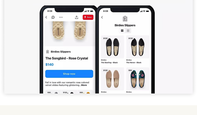

Static Image Hero Creative And Secondary Creatives

File type	PNG or .JPEG
Max file size	10MB
Creative quantity	Must have 1 hero creative. Minimum of 3 secondary creatives recommended. Maximum of 24 secondary creatives.
Aspect ratio	1:1 or 2:3

Video Hero Creative

File type	MP4, .MOV or .M4V
Encoding	H.264 or H.265
Max file size	Up to 2GB
Video length	Minimum 4 seconds, maximum 15 minutes
Aspect ratio	Shorter than 1:2 (width/height), taller than 1.91:1. We recommend making your videos square (1:1) or vertical (2:3 or 9:16).

Character Counts

Title	Enter up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds.
Description	Enter up to 500 characters. Descriptions will only appear for organic collections Pins when viewed up close.

Idea Ads

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Images And Videos

File type	Image: (.BMP, .JPEG, .PNG, .TIFF, .WEBP.) Video: MP4, .MOV, and .M2V files are available on iOS and Android only
File size	1 GB recommended
Video encoding	H.264 or H.265
Max file size	Android and iOS: 2GB max Web: 100MB max
Video length	The maximum duration is 3 minutes.
Resolution	We recommend using 1080x1920 pixel size (9:16 ratio)
Aspect ratio	Aspect ratio is 9:16, but there are no restrictions for image or video
Character length	Title: 100 characters max On page: 250 characters max
Safe zones	Top: 270 px Left: 63 px Right: 155 px Bottom: 790 px

Quiz Ads

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Images And Videos

File type	Image: .BMP, .JPEG, .PNG, .TIFF, .WEBP Video: MP4, .MOV, or .M4V files are available on iOS and Android only.
File size	Up to 32MB
Video length	Videos should be between 3-60 seconds
Resolution	1000 x 1000 pixel size
Aspect ratio	Title Pin: 2:3 ratio Results Pin: 2:3 ratio
Creative quantity	Up to three results Pins with one title Pin.
Safe zones	342 x 376 pixels
Character length	Title: 100 characters max. Text overlay: Limited to no more than 10 words. Questions and answers: Questions can be up to 96 characters, including spaces. Results: 100 characters max in title and 300 characters max for description.