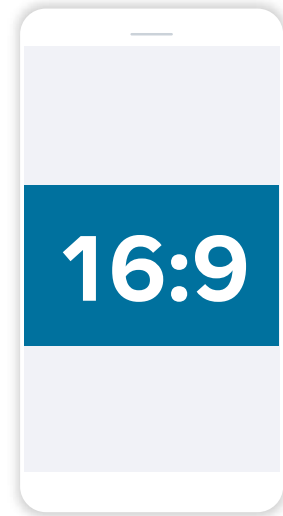
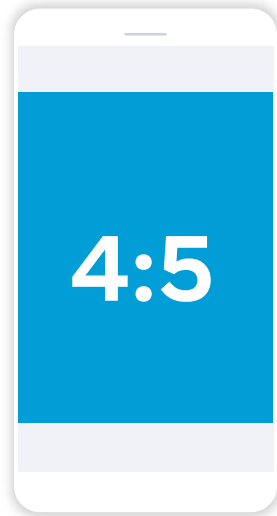
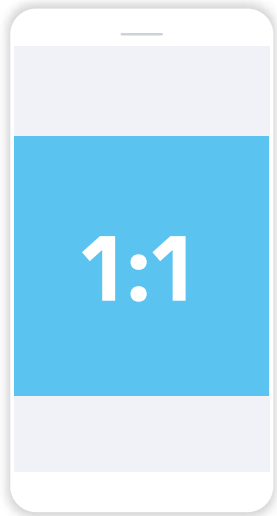


# Aspect Ratios



## SIMPLEST

### Square 1:1

Facebook and Instagram feed  
Video carousel  
Facebook and Instagram  
Collections  
Facebook Marketplace  
Instant Experiences  
Slideshow

## BEST FOR PERFORMANCE

### Vertical 4:5

Facebook and Instagram feed

## BEST FOR STORIES

### Vertical 9:16

Facebook and Instagram Stories  
Facebook feed

## BEST FOR IN-STREAM

### Landscape 16:9

Facebook and Audience Network  
In-stream video  
Messenger Home  
Instant Experience

FACEBOOK  
Business Partners