



Dashboard

Insights

Automation

Ads Manager

Creatives

My Creatives

+ New Ad

+ New Ad Campaign

Media Settings

+ New Ad

- ✓ Choose Ad format
- ✓ Attach Instant Form
- ✓ Form Type
- ✓ Intro
- ✓ Custom Questions
- ✓ Privacy Policy
- ✓ Thank You Screen

☐ Set Creative Assets

☐ Set Media Crop for Placement

☐ Add Primary Text and Creative Elements

☐ Identity and Branding

☐ Review and Save

Set Assets

- ☐ Upload from computer
- ☒ Media library selection
- ☐ Generate with AI

Images

Videos

Search by file name

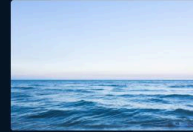


Clear selection

Click on image to select it



beach.jpg
1920×1024



ocean-morning.jpg
1280×800



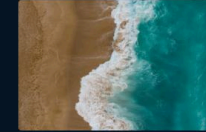
under...
480×1...



girls-a...
400×8...



beach-party-2.jpg
1920×1024



ocean-top-view.png
1280×800



transpar...
400×800



sunset-1024px.jpg
1920×1024



bw-summer-part...
1280×800



celebrating-event...
1920×1024



party-...
480×1...



bw-cocktail-party.jpeg
1280×800



transparent-water.jpg
1920×1024



sunset-1...
480×1024



bw-summer-party
1920×1024



celebrating-event...
1280×800



bw-cocktail-party...
1920×1024

Back

Next



Dashboard

Insights

Automation

Ads Manager

Creatives

My Creatives

+ New Ad

+ New Ad Campaign

Media Settings

+ New Ad

- ✓ Choose Ad format
- ✓ Attach Instant Form
- ✓ Form Type
- ✓ Intro
- ✓ Custom Questions
- ✓ Privacy Policy
- ✓ Thank You Screen

☐ Set Creative Assets

☐ Set Media Crop for Placement

☐ Add Primary Text and Creative Elements

☐ Identity and Branding

☐ Review and Save

Set Assets

- ☐ Upload from computer
- ☒ Media library selection
- ☐ Generate with AI

Images

Videos

Search by file name

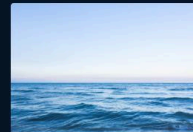


Clear selection

Click on image to select it



beach.jpg
1920×1024



ocean-morning.jpg
1280×800



under...
480×1...



girls-a...
400×8...



transpar...
400×800



sunset-1024px.jpg
1920×1024



bw-summer-part...
1280×800



celebrating...
1920×1024



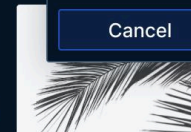
transparent-water.jpg
1920×1024



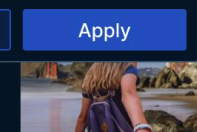
sunset-1...
480×1024



bw-summer-party
1920×1024



celebrating-event...
1280×800



bw-cocktail-party...
1920×1024

Aspect Ratio

- ☒ Square (1:1)
- ☒ Vertical (9:16)
- ☒ Horizontal (1.91:1)

Height

- ☐ 600 pixels or more
- ☐ 1,080 pixels or more

Width

- ☐ 600 pixels or more
- ☐ 1,080 pixels or more

Cancel

Apply

Back

Next



Dashboard

Insights

Automation

Ads Manager

Creatives

My Creatives

+ New Ad

+ New Ad Campaign

Media Settings

+ New Ad

✓ Choose Ad Format

✓ Attach Instant Form

✓ Form Type

✓ Intro

✓ Custom Questions

✓ Privacy Policy

✓ Thank You Screen

☐ Set Creative Assets

☐ Set Media Crop for Placement

☐ Add Primary Text and Creative Elements

☐ Identity and Branding

☐ Review and Save

Carousel Cards

4 of 10 cards added. Drag and drop to change order.



2236-creative-v2-1.png

Enter headline and description



2236-creative-v2-1.mp4

Enter headline and description



Headline

✓ Apply to All Cards

Write a short headline

Description ⓘ

✓ Apply to All Cards

Include additional details

Image Alt Text ⓘ

Alt text describes your image for people with visual impairments who use assistive technology. The alt text that you include will be applied to this image on each supported placement. [Learn more](#)

Include alternative text

0/800



2236-creative-v2-2.png

Enter headline and description



2236-creative-v2-3.png

Enter headline and description



+ Add Cards

Back

Next



Dashboard

Insights

Automation

Ads Manager

Creatives

My Creatives

+ New Ad

+ New Ad Campaign

Media Settings

+ New Ad

✓ Choose Ad Format

✓ Attach Instant Form

✓ Form Type

✓ Intro

✓ Custom Questions

✓ Privacy Policy

✓ Thank You Screen

☐ Set Creative Assets

☐ Set Media Crop for Placement

☐ Add Primary Text and Creative Elements

☐ Identity and Branding

☐ Review and Save

Carousel Cards

4 of 10 cards added. Drag and drop to change order.



2236-creative-v2-1.png

Turn Moments Into Memories. Watch your dream destinations come alive



2236-creative-v2-1.mp4

Escape to Paradise. Book your dream getaway with Sunny Travels



Edit video thumbnail

Headline

✓ Apply to All Cards

Escape to Paradise

Description ⓘ

✓ Apply to All Cards

Book your dream getaway with Sunny Travels

Image Alt Text ⓘ

Alt text describes your image for people with visual impairments who use assistive technology. The alt text that you include will be applied to this image on each supported placement. [Learn more](#)

A picture of tropical beach at sunset with palm trees, soft waves, and warm golden light — promoting Sunny Travels vacation packages. 129/800



2236-creative-v2-2.png

Wander Without Limits. From hidden gems to world wonders — unlock new adventures



2236-creative-v2-3.png

Your Escape. Your Story. Whether it's a romantic retreat or a wild adventure.

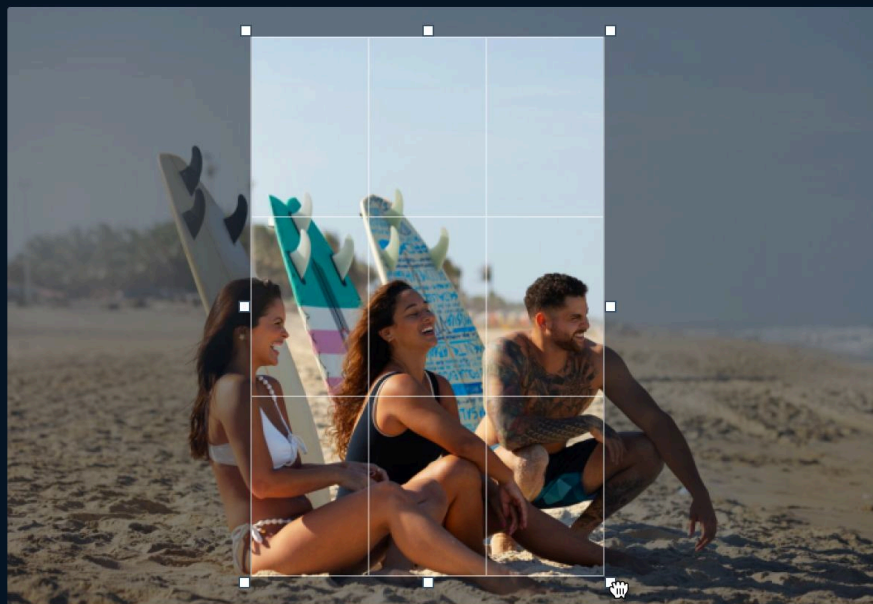


+ Add Cards

Back

Next

Crop Image



Custom ratio



Cancel

Save



Dashboard

Insights

Automation

Ads Manager

Creatives

My Creatives

+ New Ad

+ New Ad Campaign

Media Settings

+ New Ad

- ☒ Choose Ad Format
- ☒ Attach Instant Form
- ☒ Form Type
- ☒ Intro
- ☒ Custom Questions
- ☒ Privacy Policy
- ☒ Thank You Screen
- ☒ Set Creative Assets
- ☒ Set Media Crop for Placement
- ☒ Add Primary Text and Creative Elements
- ☐ Identity and Branding
- ☐ Review and Save

Add multiple text options and we'll show the one that we predict will perform best when your ad is delivered.

Primary Text (2 of 5)

Sun & Surf Awaits



Suggested by AI

Craving sunshine and waves? Explore our top-rated tours and start packing for your next beach adventure.

Step into a world of turquoise waters and peaceful shores. Discover premium tours made for ultimate relaxation.

Wake up to sea breezes and sunsets — find the coastal hideaway you've always dreamed of.

Explore the world's most stunning beaches with guided tours crafted for unforgettable escapes.

Don't wait for summer. Your perfect beach escape is ready — let's make it happen.

Dreaming of a carefree beach escape? We'll find the perfect tour to bring you sun, sea, and total relaxation.



Need a break from the everyday? Let us guide you to golden sands, ocean breeze, and pure peace of mind.



+ Add Option

Call To Action ⓘ

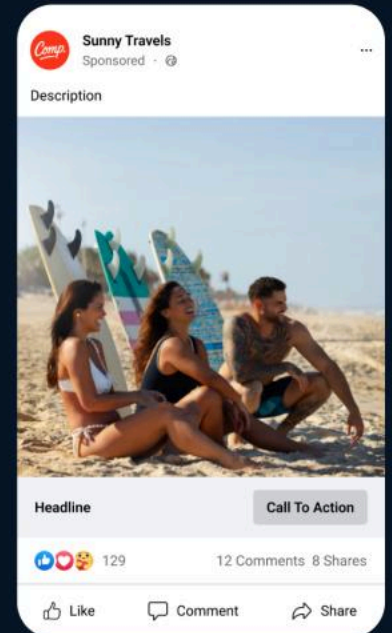
Book Now



Destination URL

<https://sunnytravels.com/sun-and-surf-tours>

Display Link Optional





Recommendations

- **Keep ad copy short:** Primary text should span 1-3 lines at most.
- **Communicate what you want people to do:** Communicating what you want people to do at a glance is the most important goal of your ad. All of your text should be developed with this goal in mind. A range of call-to-action buttons are available, depending on your business goals.
- Text in your ad may be truncated if it exceeds the character limitation. The recommended text length for most placements is 125 characters for the Primary text field, 40 characters for the Headline field and 25 characters for the Description field. However, your text may be further truncated across various placements and devices. We recommend keeping your text as short as possible to limit truncation.

Back

Next



Dashboard

Insights

Automation

Ads Manager

Creatives

My Creatives

+ New Ad

+ New Ad Campaign

Media Settings

+ New Ad

- ✓ Choose Ad Format
- ✓ Attach Instant Form
- ✓ Form Type
- ✓ Intro
- ✓ Custom Questions
- ✓ Privacy Policy
- ✓ Thank You Screen
- ✓ Set Creative Assets
- ✓ Set Media Crop for Placement
- ✓ Add Primary Text and Creative Elements
- ✓ Identity and Branding
- ☐ Review and Save

✓ Square



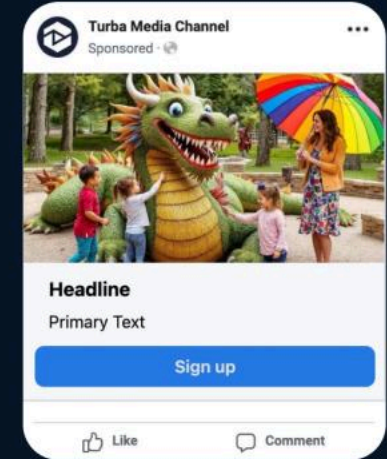
Feeds, In-Stream Ads For Videos And Reels

✓ Vertical



Stories And Reels, Search Results, Apps And Sites

⚠ Horizontal



Facebook Search Results

⚠ Image resolution is too low

Advanced Preview

Name

Sun & Surf Awaits Ad 01

Tags Optional

Tours × Seasonal ×

Add to Folder Optional

Summer 2025 Season

Add to Campaign Optional

Summer 2025 Campaign



Back

Save