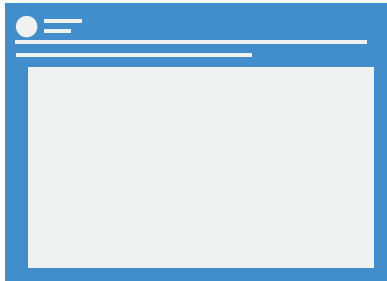


SINGLE IMAGE ADS

File Type: jpg, png, or gif
File Size: 5 MB



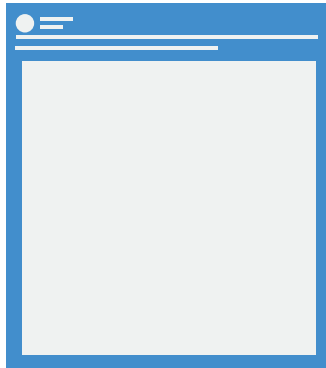
Horizontal / Landscape

**Horizontal images will deliver to both desktop and mobile

Minimum: 640 x 360 pixels

Maximum: 7680 x 4320 pixels

Recommended: 1.91:1 - 1200 x 628 pixels



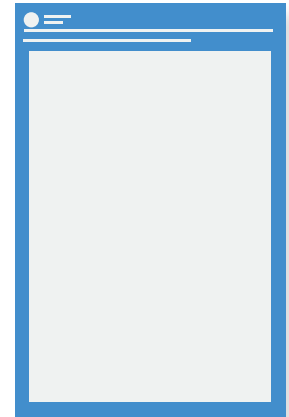
Square

**LinkedIn recommends this aspect ratio for delivery across both desktop and mobile

Minimum: 360 x 360 pixels

Maximum: 4320 x 4320 pixels

Recommended: 1:1 - 1200 x 1200 pixels



Vertical

**LinkedIn recommends this aspect ratio for best performance on CTR on mobile (vertical images do not deliver to desktop)

Minimum: 360 x 640 pixels

Maximum: 2430 x 4320 pixels

Recommended: 1:1.91 - 628 x 1200 pixels

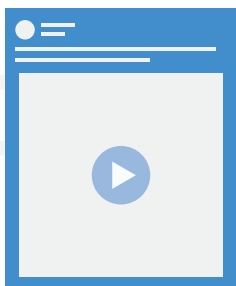
2:3 - 600 x 900 pixels |

4:5 - 720 x 900 pixels

VIDEO ADS

Video File Type: MP4
Video Sound Format: AAC or MPEG4
Recommended frame rate: 30 frames per second

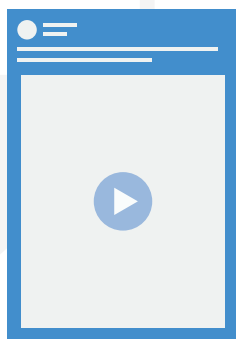
Thumbnail File Format: JPG or PNG
Max File Size: 2 MB Video
Aspect Ratio: Match video



Vertical (4:5)

Minimum: 360 x 450 pixels

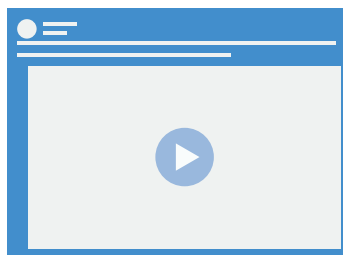
Maximum: 1536 x 1920 pixels



Vertical (4:5)

Minimum: 360 x 450 pixels

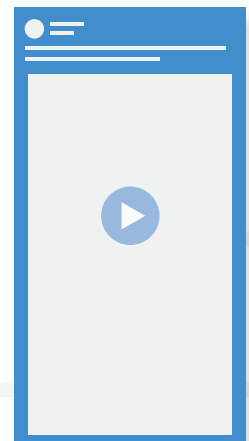
Maximum: 1536 x 1920 pixels



Vertical (4:5)

Minimum: 360 x 450 pixels

Maximum: 1536 x 1920 pixels



Vertical (4:5)

Minimum: 360 x 450 pixels

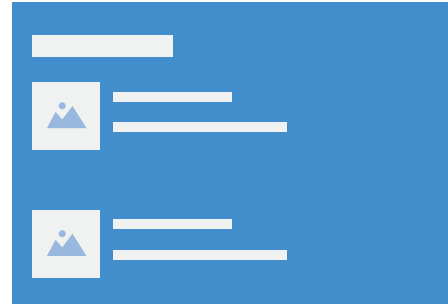
Maximum: 1536 x 1920 pixels

Carousel Ads



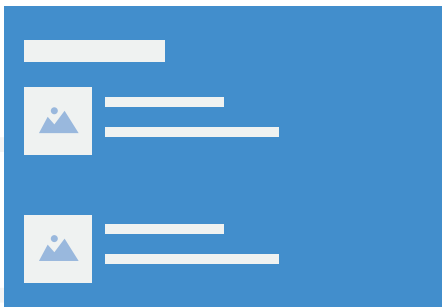
File Type: jpg or png
Ratio: 1:1
Recommended Resolution: 1080 x 1080 pixels
Number of Carousel Cards: 2-10
Maximum File Size: 10 MB

Spotlight Ads Logo Size



Size: 100 x 100 pixels
File Type: jpg or png
File Size: 2 MB
Background Image File Type (optional): jpg or png
Background Image Dimensions (optional): 300 x 250 pixels
Background Image File Size (optional): 2 MB

Message Ads



Banner File Type (optional): jpg or png
Banner Image Size (optional): 300 x 250 pixels
Banner Image File Size (optional): 2 MB