

Every TikTok ad format. One spec sheet.

8
formats

Video &
image

Source-
cited

Every figure below comes straight from TikTok's own Business Help Center.

Video Ad Formats

In-Feed (Auction)

RATIO	9:16, 1:1, 16:9
FILE TYPE	.mp4, .mov, .mpeg, .3gp, .avi
RESOLUTION	≥540×960 (use 1080×1920)
MAX SIZE	≤500 MB
DURATION	Policy caps ads at 5–60s

Spark Ads

RATIO	No restriction
FILE TYPE	.mp4, .mov
RESOLUTION	No restriction
MAX SIZE	No restriction
DURATION	Up to 10 min

Reservation In-Feed

RATIO	9:16, 1:1, 16:9
FILE TYPE	.mp4, .mov, .mpeg, .3gp
RESOLUTION	≥540×960 / ≥960×540
MAX SIZE	≤500 MB
DURATION	5–60s (9–15s rec.)

TopView

RATIO	9:16 only
FILE TYPE	.mp4, .mov, .mpeg, .3gp
RESOLUTION	≥540×960
MAX SIZE	≤500 MB
DURATION	5–60s (9–15s rec.)

Image, Carousel & Hybrid Format

Carousel Ads

RATIO	16:9, 1:1, 9:16
FILE TYPE	.jpg, .jpeg, .png
RESOLUTION	1200×628 / 640×640 / 720×1280
MAX SIZE	≤100 KB / image
COUNT	2–35 images

Image Ads (GAB/Pangle)

RATIO	9:16, 16:9, 1:1
FILE TYPE	.jpg, .jpeg, .png
RESOLUTION	≥720×1280 / ≥1280×720
MAX SIZE	≤100 MB
DURATION	n/a

Search Ads

RATIO	Inherits in-feed
FILE TYPE	Spark video + carousel img
RESOLUTION	Inherits in-feed
MAX SIZE	Inherits in-feed
DURATION	Inherits in-feed

Branded Mission

RATIO	9:16 only
FILE TYPE	.mp4, .mpeg, .3gp, .avi, .mov
RESOLUTION	≥720×1280
MAX SIZE	≤100 MB
DURATION	12–15s recommended

Bitrate isn't one number

≥516 kbps

Auction in-feed ads

≥2,500 kbps

TopView, reservation &
Branded Mission

Sources

1. [Auction In-Feed Ads](#)
2. [TopView ad specifications](#)
3. [Specifications for Carousel Ads](#)
4. [About Spark Ads](#)

TikTok changes these specs without notice.

This sheet is a starting point, not gospel!

Always double-check against TikTok's own Business Help Center before you hit publish.