

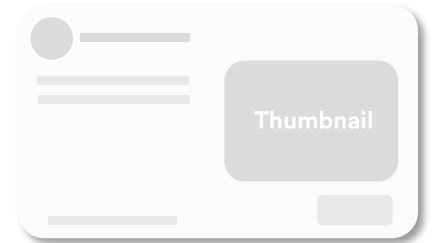
Social Asset Guide

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Reddit

All ad types require a thumbnail image:

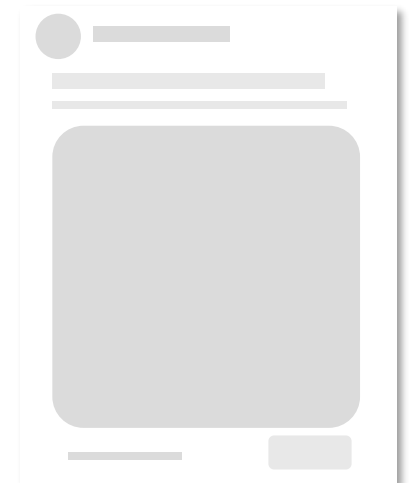
Placement	Ratio	Pixels	File size
In-Feed thumbnail	4:3	Min 400x300	Max 500KB



Image

Required size:

Placement	Ratio	Pixels	File size
In-Feed	1:1 or 4:5	1080x1080, or 1080x1350	Max 3MB



Recommendations:

- Product/service should be focal point of asset.
- Should be clear what you are promoting without needing to explain the ad.
- Include overlay text in image.
- Ensure visuals and content are tailored for mobile.

Video

Required size:

Placement	Ratio	Pixels	File size
In-Feed	1:1 or 4:5	1080x1080, or 1080x1350	Max 1GB



Recommendations:

- 15 & 30s recommended.
- 4:5 recommended for largest real estate.

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- Capture user attention within first 3 seconds.
- Subtitles recommended.
- Include a call to action at the end of the video.

Optional: Carousel

Required size:

Placement	Ratio	Pixels	File size
In-Feed	1:1	1080x1080	Max 20 MB each

Recommendations:

- 3-6 cards.
- Static images.
- Same headline and destination for all cards.
- Consider telling a sequential story.
- Include overlay text in images.



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