

LinkedIn Sponsored Content Ad Size Spec Template

Single Image Ad

Element	Specification
Image Size	
Aspect Ratio	
Max File Size	
File Types	
Ad Text Length	
Headline Length	

Video Ad

Element	Specification
Video Size	
Aspect Ratio	
File Types	
Duration	
Max File Size	
Ad Text Length	
Headline Length	

Carousel Ad

Element	Specification
Image Size per Card	
Aspect Ratio	
Cards per Carousel	
File Types	
Max File Size per Image	
Max Character per Card Headline	
Ad Text Length	

