Instagram Story ad checklist

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- ☐ Build at 1440 x 2560 pixels (9:16), at least 1080 x 1920.
- ☐ Keep text and logos out of the top 14%.
- ☐ Keep the offer and date out of the bottom 35%.
- ☐ Image: shows for 5 seconds or more; one clear message.
- ☐ Video: under 16 seconds plays in full.
- ☐ Carousel: 2 to 10 cards, cards 1 to 3 play by themselves.
- ☐ Add sound or captions; many watch with sound on.
- ☐ Put the offer in the first 2 seconds.
- ☐ Run the free checker on the final file.
- ☐ Test two versions, keep the winner, repeat.

Free to print and share. Questions? Apply at malta-digital.com/meta-ads-malta/