Inspiration ad creative guidelines

Use these guidelines when adding creative assets to your recipe ad.

Ad guidelines

Creative guidelines

These guidelines apply to the recipe ad format, which includes an image or video, logo, and tagline, and showcases up to 3 UPCs on mobile and 5 UPCs on desktop.

Inspiration ads click out to Recipe pages. Learn more about setting up a Recipe page.

Images

File format	JPG or PNG
Size	Maximum: 1 MB
Ratio	- Mobile: 16:9 - Desktop: 16:9
Dimensions	- Minimum: 1067x600px - Maximum: 1600x900px
Image requirements For the best performance, make sure your images are focused, contextualized, and not text heavy.	**Image Focus**: Use images with a single focus area. **Image Context**: Use an image that highlights your product's benefits. This may include functional or emotional benefits, examples of how to use it in real life, or common pairings with other items. **Image to Text ratio**: Images should have minimal text displayed.
Ad copy	22 characters max - Taglines can include brand names, slogans, value propositions, or seasonal language
Tagline	29 characters max

Videos

File format	.MP4 or .MOV
Time	**Minimum**: 3 seconds **Maximum**: 30 seconds
Ratio	**Mobile**: 16:9 **Desktop**: 16:9
Resolution	**Maximum**: 500 MB
Frames per second (FPS)	**Minimum**: 15 FPS
Thumbnail image (shown to your target audience before the video plays)	- Use the built-in cropping tool to adjust the width and height of your image. - Minimum dimensions: 1067x600 px wide - Maximum dimensions: 1600x900 px wide - Maximum size: 10MB - Ratio: 16:9 - JPG or PNG file
Tagline	**Maximum**: 29 characters

Logos

File format	JPG or PNG
Size	**Maximum**: 0.5 MB
Dimensions Note: Logos are cropped into circles.	**Mobile**: 120x120px **Desktop**: 120x120px
Ratio	**Mobile**: 1:1 **Desktop**: 1:1
Resolution	**Minimum**: 72x72px **Maximum**: 120x120px

Our team reviews all assets and campaigns to make sure they adhere to our ad policies. Campaign review decisions are sent via email and viewable in Ads Manager. Learn more about Instacart Ad policies.

Reach out to ads-help@instacart.com if you have more questions about your ad group status.