

Destination Builder Plus

FACEBOOK ADVERTISING UNITS – LEAD GENERATION

Headline:

40 characters, including spaces

Body:

- 90 characters, including spaces
- Strong CTA, clear image, little text (e.g., Order your free guide)

Not Acceptable:

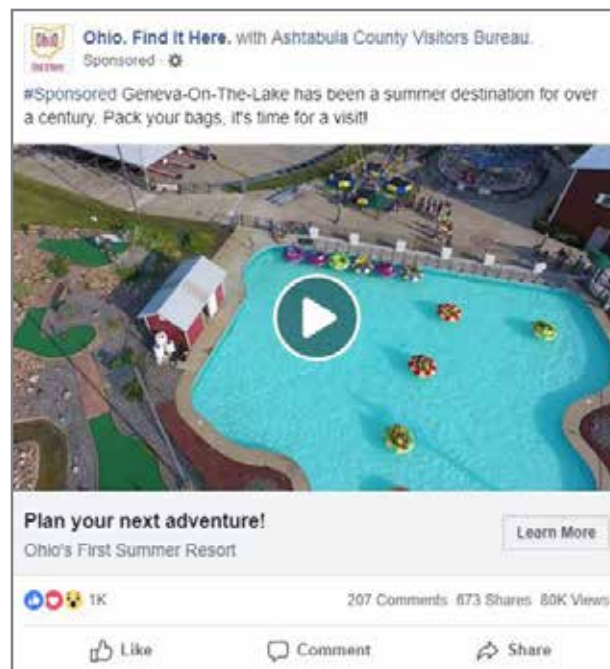
- Cannot contain two punctuation symbols in a row (e.g., "Buy now!!" or "Save 20%.")
- Cannot start with punctuation, be all capital letters or contain special characters

Accepted Facebook Image Size:

- 1200 x 628 pixels
- Image ratio (1.91:1)
- Your image should include minimal text

Link Description:

30 characters, including spaces



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FACEBOOK ADVERTISING UNITS – EVENT PROMOTION

<p>Title: Post will use the title of the event</p>	<p>Body: 140 characters, including spaces</p>
<p>Not Acceptable:</p> <ul style="list-style-type: none"> • Cannot contain two punctuation symbols in a row (e.g., “Buy now!!” or “Save 20%.”) • Cannot start with punctuation, be all capital letters or contain special characters 	<p>Event Link:</p> <ul style="list-style-type: none"> • Must provide link to already-created event on Facebook • Please note: The image used in the event will be the image in the post
<p>Link Description: 20 characters, including spaces</p>	



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FACEBOOK ADVERTISING UNITS – LINK ADS (single image)

Headline:

25 characters, including spaces

Body:

90 characters, including spaces

Not Acceptable:

- Cannot contain two punctuation symbols in a row (e.g., "Buy now!!" or "Save 20%.")
- Cannot start with punctuation, be all capital letters or contain special characters

Accepted Facebook Image Size:

- 1200 x 628 pixels
- Image ratio (1.91:1)
- Your image should include minimal text
- Image must have less than 20% text or it will not be able to run on the Facebook platform
- * If participating in Facebook offering, you must have a Facebook Page for your business/destination

Link Description:

30 characters, including spaces



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FACEBOOK ADVERTISING UNITS – CAROUSEL ADS (up to 10 images)

Headline:

40 characters, including spaces

Body:

- 90 characters, including spaces
- Include strong CTA and ensure that photo is in alignment with the CTA

Not Acceptable:

- Cannot contain two punctuation symbols in a row (e.g., "Buy now!!" or "Save 20%.")
- Cannot start with punctuation, be all capital letters or contain special characters

Accepted Facebook Image Size:

- 1200 x 628 pixels
- Image ratio (1.91:1)
- Your image should include minimal text

Link Description:

30 characters, including spaces

