

Destination Plus

FACEBOOK ADVERTISING UNITS – LEAD GENERATION

For Lead Generation campaigns, you must upload the following assets:

- Headline
- Link description
- Body text
- One image
- URL

Additional details on requirements below.

Headline:

Maximum 25 characters, including spaces

Body:

- Maximum 125 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:

- 1080 x 1080 pixels
- Image ratio (1:1)
- File Type: jpg or png
- Your image should include minimal text

Link Description:

Maximum 30 characters, including spaces



Ohio. Find It Here. Sponsored - ✨

#ad Summer isn't complete without a trip to the lake where the kids (and you) can relax and play unplugged in Southeast Ohio.

Order a Free Travel Guide
Fun things to do in Southeast Ohio. [Learn More](#)

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FACEBOOK ADVERTISING UNITS – EVENT PROMOTION

For Events Promotion campaigns, you must upload the following assets:

- Headline
- Link description
- Body text
- URL

Additional details on requirements below.

Headline:

Post will use the title of the event

Body:

Maximum 125 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

Event Link:

- Must provide link to already-created event on Facebook
- Please note: The image used in the event will be the image in the post


Link Description:

Maximum 30 characters, including spaces



Ohio. Find It Here. — with Destination Mansfield - Richland County. Sponsored · ✳

#ad Return to Shawshank! Join fans from around the world for events, tours, & celebrity appearances August 16-18 in Mansfield, Ohio.



August 16-18, 2019 on the Shawshank Trail

SHAWSHANK 25TH ANNIVERSARY
The Shawshank Trail

SAT, AUG 17 9 AM – 12 PM	SUN, AUG 18 9 AM – 12 PM
☆ INTERESTED	☆ INT

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FACEBOOK ADVERTISING UNITS – LINK ADS (single image)

For Single Image campaigns, you must upload the following assets:

- Headline
- Link description
- Body text
- One image
- URL

Additional details on requirements below.

Headline:

Maximum 25 characters, including spaces

Body:

Maximum 125 characters, including spaces

Include strong CTA and ensure the photos are in alignment

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

Facebook Image Requirements:

- 1080 x 1080 pixels
- Image ratio (1.91:1 to 4:5)
- File Type: jpg or png
- 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:

Maximum 30 characters, including spaces



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FACEBOOK ADVERTISING UNITS – CAROUSEL ADS (3-5 images)

For Carousel campaigns, you must upload the following assets:

- Headline
- Link description
- Body text
- 3-5 images
- URL

Additional details on requirements below.

Headline:

- Maximum 25 characters, including spaces
- Option to include a different headline for each image

Body:

- Maximum 125 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

Facebook Image Requirements:

- 1080 x 1080 pixels
- Image ratio (1:1)
- Include 3-5 images
- Images must have less than 20% text or they will not be able to run on the Facebook platform

Link Description:

Maximum 20 characters, including spaces

