

Destination Plus

INSTAGRAM ADVERTISING UNITS – LINK ADS (single image or video)

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

- Body text
- One image or video
- URL(s)

Additional details on requirements below.

Instagram Image Requirements:

- Square image size 1080 x 1080 pixels
- Maximum file size: 30MB
- File Type: jpg or png
- Text limit: 2200 characters (125 is recommended)

Instagram Video Requirements:

- 1080 x 1920
- Ratios: 9:16 and 4:5 to 1.91:1
- Max duration: 15 secs
- Max file size: 250MB
- File types: .mp4, .mov
- Sound: Optional
- Captions: Not available; subtitles or captions must be part of video file

Body:

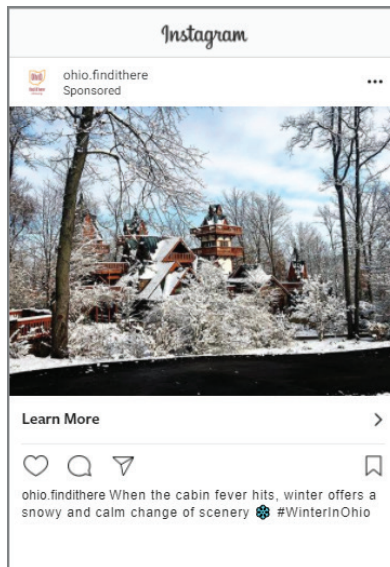
- Maximum 125 characters, including spaces
- Include strong CTA and ensure that photo is in alignment with the CTA

CTA:

- Shop Now
- Book Now
- Learn More
- Check Availability
- Watch More
- Call Now
- Sign Up
- Listen Now
- See Menu
- Get Showtimes
- Get Quote

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



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

For Carousel campaigns, you must upload the following assets:

- Body text
- 3-5 images
- URL

Additional details on requirements below.

Instagram Image Requirements:

- 1080 x 1080 pixels
- Image ratio should be 1:1 (square)
- File Type: jpg or png
- Instagram’s rule used to be that an image must have less than 20% text or it will not run on the Instagram platform. Even though they no longer require the “less than 20% text” rule, it is still a best practice to have minimal text. We recommend **no** text or graphics at all on images.

Body:

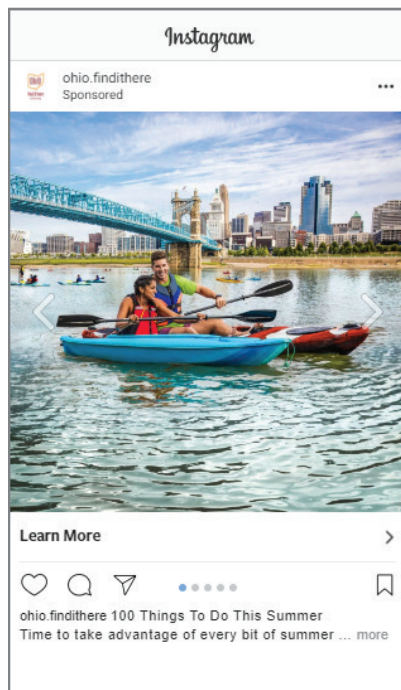
- Maximum 125 characters, including spaces
- Include strong CTA and ensure that photo is in alignment with the CTA

CTA:

- Shop Now
- Book Now
- Learn More
- Check Availability
- Watch More
- Call Now
- Sign Up
- Listen Now
- See Menu
- Get Showtimes
- Get Quote

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



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INSTAGRAM ADVERTISING UNITS – STORIES (up to 5 images OR one video)

For Instagram Story campaigns, you must upload the following assets:

- Up to 5 images OR one video

Additional details on requirements below.

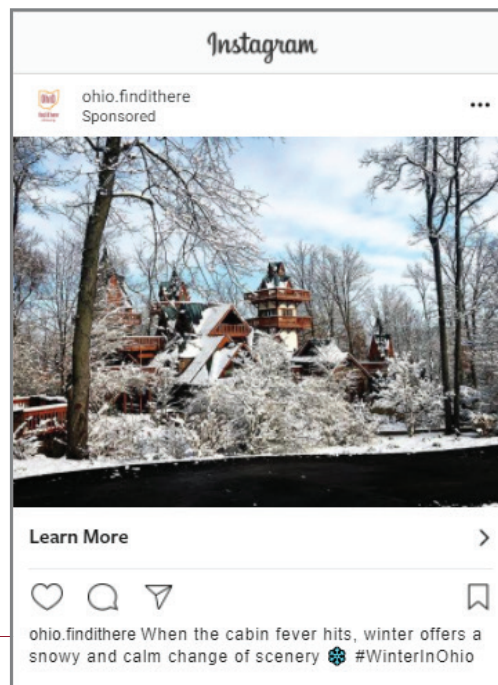
Instagram Image Requirements:

- 1080 x 1920 pixels
- Image ratio should be 9:16 and 4:5 to 1.91:1
- File Type: jpg or png

Instagram Video Requirements:

- 1080 x 1920 pixels
- Image ratio should be 9:16 and 4:5 to 1.91:1
- Length: 15 seconds
- File Type: mp4 or mov
- Sound: optional
- Captions: not available; subtitles or captions must be part of video file

Anatomy of an Instagram Ad



Body text appears below the image and CTA

Call to action (CTA) appears below the image