

ShortStack

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### New Photo Guidelines for Facebook Pages

No more than 20% of an image can be text - this applies to Page Post ads, Sponsored Stories, Promoted Posts and Cover Photos.\*

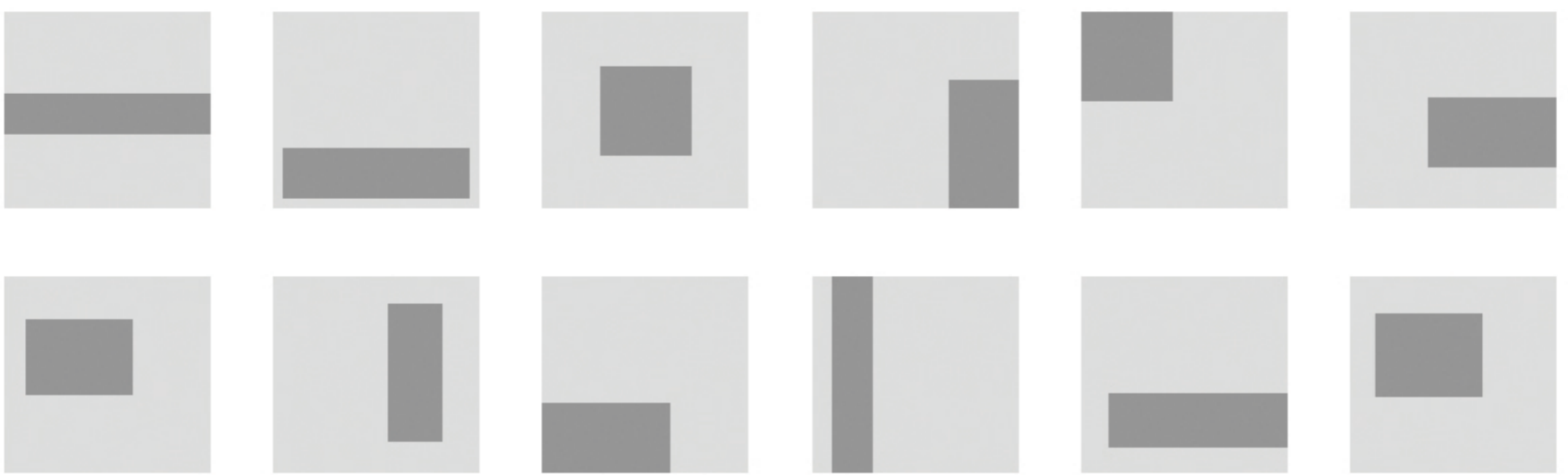
\*As of January 15<sup>th</sup>, 2013



More Helpful Examples - **20% of Cover Photos** (851 pixels x 315 pixels)



More Helpful Examples - **20% of Promoted Posts** - featured in the News Feed and on a brand's Timeline (max of 403 pixels x 403 pixels)



More Helpful Examples - **20% of Sponsored Stories and Page Post ads** - all ads created in the Ads Manager (100 pixels x 72 pixels) \*These ads are featured on the right hand column of Facebook's homepage



For more templates and other helpful resources check out our blog at [sociallystacked.com](http://sociallystacked.com)