

Sky Media Ad Specifications

Status	June 2023
Delivery Address	SMNads@sky.de
Handling Time	5 working days in advance

Social Media

Please note that texts are formulated according to the respective channel. The integrations are subject to the approval of the social media editors.

Facebook Post

- Your Facebook Account name
- Headline text: 25 characters
- Link Description text: 30 characters
- Link of destination
- Image:
 - File type: jpg or png
 - Image ratio: 1,91:1 to 1:1
 - Recommended resolution: mind. 1.080 x 1.080 Pixel
 - Minimum resolution: 600x600px
- Video:
 - File type: MP4 - H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+
 - Video ratio: 4:5 - other formats are also supported but may be adapted
 - Recommended resolution: Upload the highest resolution video available that meets file size and ratio limits
 - Video File Size: 4GB Max
 - Video Length Minimum: 1 second
 - Video Length Maximum: 241 minutes
 - Video Captions: Optional but recommended
 - Video Sound: Optional but recommended
 - Vertical videos (with aspect ratio taller than 2:3) may be masked to 2:3
 - Videos with subtitles preferred

Instagram Story Post

- Your Instagram Account name
- Swipe-Up link and Sticker link possible. Sticker needs to fit into the image.
- Image:
 - File type: jpg or png
 - Image ratio: 9:16
 - resolution: 1080x1920px
- Video:
 - File type: MP4 - H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+
 - Video ratio: 9:16
 - Recommended resolution: Upload the highest resolution video available that meets file size and ratio limits
 - Video File Size: 4GB Max
 - Maximum Video Duration in Seconds : 2 minutes

Sponsoring Post – Facebook & Instagram

Second Card needs to be delivered by advertiser/agency. Second Card includes the advertiser's logo and presented by subtitle.

Sky Media Ad Specifications

Status	June 2022
Delivery Address	SMNads@sky.de
Handling Time	4 working days in advance

Social Media

Please note that texts are formulated according to the respective channel. The integrations are subject to the approval of the social media editors.

Instagram Post

- Your Instagram Account name
- Max. File size: 30 MB
- Image:
 - File type: jpg or png
 - Image ratio: 1:1
 - Minimum image ratio : 4:5
 - Maximum image ratio : 1.91:1
- Maximum text length : 125 - longer is cut off
- Maximum number of hashtags in text : 30
- Video:
 - File type: MP4 - H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+
 - Video ratio: 4:5
 - Recommended resolution: Upload the highest resolution video available that meets file size and ratio limits
 - Maximum Video Duration in Seconds : 120
 - Videos with subtitles preferred

Twitter Post

- Headline text: 280 characters. Each link used reduces character count by 23 characters, leaving 257 characters for Twitter copy. Link: URL will be altered to 23 characters
- Image:
 - File type: jpg, png, GIF (animated)
 - Image ratio: 16:9
 - Recommended resolution: 1200x675px
 - Minimum resolution: 600x335 px
 - Image File Size: 3 MB