

Reddit Image Ad Specifications (Condensed PDF)

Text

Field	Limit / Notes
Headline	300 characters (Recommended ≤ 100 ; Safer ≤ 80)
Destination URL	268 characters
Display URL	100 characters (Must match destination domain)
Call to Action	Choose from options

Image

Property	Specification
File type	JPG, PNG, or GIF
Maximum file size	3 MB
Aspect ratio note	Any ratio accepted, but may cause black bars. Follow recommendations to limit

Cross-device (Recommended)

Ratio	Resolution
Landscape 4:3	1440 x 1080 px

Mobile

Ratio	Resolution
Square 1:1	1080 x 1080 px
Portrait 4:5	1080 x 1350 px
Landscape 4:3	1440 x 1080 px
Landscape 16:9	1920 x 1080 px

Desktop

Ratio	Resolution
Landscape 4:3	1440 x 1080 px
Landscape 16:9	1920 x 1080 px

Thumbnail

Property	Specification
File type	JPG, PNG, or GIF (converted to still image)
Maximum file size	500 KB

Thumbnail Recommended Resolutions

Ratio	Resolution
Landscape 4:3	400 x 300 px

Acceptable Thumbnail Suggestions (May cause formatting issues)

Ratio	Resolution
Square 1:1	300 x 300 px
Landscape 16:9	400 x 225 px

Things to Know

- Combine feed and conversation placements to maximize performance.
- Use the highest resolution that meets ratio requirements for best quality.
- Any aspect ratio may work but can cause formatting issues like black bars.
- Headlines may be truncated; limit to 100 characters (or 80 to be safer).
- Use crop tools during ad setup to adjust ratio and framing.
- Experiment with different ad types to learn what resonates most.
- Thumbnails are auto-generated for most ad types; you can replace them with uploads.