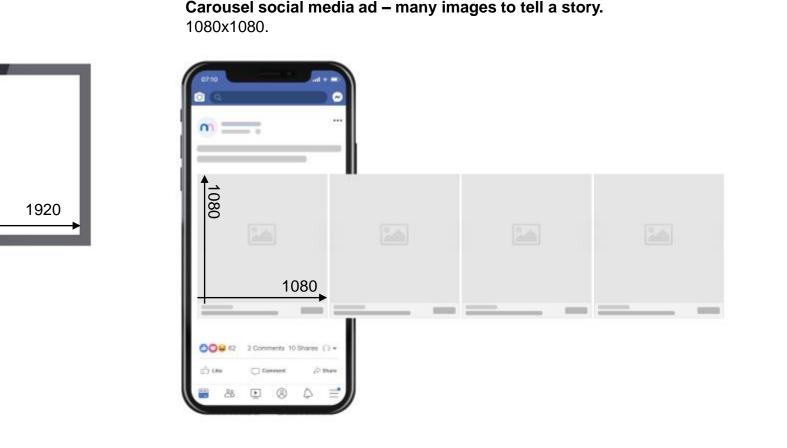
Why have different formats of photos?

Each size is used for a slightly different format be that on a TV, in Facebook or Instagram. If you supply a 1920x1080 image, it is suited to a single ad format on social media or is good for your TV screen. By supplying photos in 1080x1080 formats, it lets you make a "carousel" style ad, where you can have 2 or more images that slide through to tell a story.



Single social media ad. 1920x1080.

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Common TV screen ad 16:9 = 1920x1080.

1080