

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.



Common TV screen ad
16:9 = 1920x1080.



Carousel social media ad – many images to tell a story.
1080x1080.

