

Premium and Marketplace Products Specifications and Best Use Cases

PREMIUM PRODUCTS

Premium ads and sponsored stories from Page posts	2
Premium sponsored stories (voice of friend)	4
Premium ads	6

MARKETPLACE PRODUCTS

Marketplace ads and sponsored stories from Page posts	7
Marketplace sponsored stories (voice of friend)	9
Marketplace ads	11



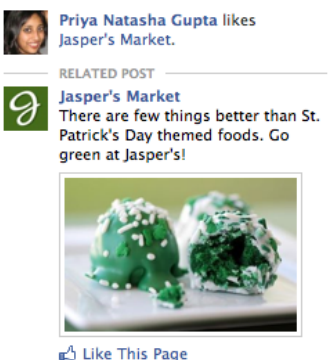
PREMIUM PRODUCTS

Premium ads and sponsored stories from Page posts




Placement: homepage (right side), news feed

Purchase: CPM via an IO

Your stories are most effective when they start from Page posts. Premium ads and sponsored stories from Page posts put your Page's voice in the most prominent placements on Facebook, on the homepage. A user not connected to your business will see an **ad**, which appears on the right-hand side of their homepage and gives them the option to like your page. Fans of your business or their friends see a **sponsored story**, which appears either on the right-hand side or in the news feed (on both desktop and mobile) and gives them the option to like the Page (if they are a friend of a fan) or like the post and comment (if they're a fan) on the Page post. When they appear on the right hand side, sponsored stories expand to show a friend's profile photo and names of friends connected to your brand alongside your message, all in one. This social context appears at no additional cost to you.

Screenshot	Ad/SS Type	Specifications	Best Use Cases
	Page Post (Text)	Body copy: 150 characters, remainder truncated*	Drive engagement
	Page Post (Video)	Body copy: 90 characters, remainder truncated* Video thumbnail: 185x104 px Note: Alternative video image sizes will be reformatted to fit these dimensions with their aspect ratios preserved. Video thumbnail will be pulled from video/post.	Launch a product Drive awareness Drive video consumption
	Page Post (Photo)	Body copy: 90 characters, remainder truncated* Photo: 168x128 px (Note: posting a 4:3 photo is recommended, as they will be resized to a 4:3 ratio/168x128 px. Larger images will be resized to fit.)	Launch a product Drive engagement

*Note: Clicking the truncation will open up the full post

Screenshot	Ad/SS Type	Specifications	Best Use Cases
	Page Post (Question)	<p>Up to 3 answers plus “See More” option, or 4 if there are exactly 4</p> <p>Question/Answer character limit: Variable (dependent on how many capital letters vs. lowercase letters are used)</p>	Drive engagement
	Page Post (Link)	<p>Link image: 75x75 px thumbnail</p> <p>Body copy: 90 characters, remainder truncated*</p>	<p>Drive offsite</p> <p>Drive sales</p>
	Page Post (Event)	<p>Event image: 75x75 px thumbnail</p> <p>Body Copy: 90 characters, remainder truncated*</p> <p>Note: Event created by Page and then resulting post turned into ad; both Image and body copy pulled directly from Event</p>	Drive to an event







*Note: Clicking the truncation will open up the full post





Premium sponsored stories (voice of friend)

Placement: homepage (right side) and news feed

Purchase: CPM via an IO

Premium sponsored stories also include stories shown to users about their friend's interaction with your brand on Facebook. These "voice of friend" sponsored stories also put your brand in the most prominent placements on Facebook, on the right-hand side of the homepage or in news feed (on both desktop and mobile). These stories **always** show the friend's profile photo and name.

Screenshot	SS Type	Specifications	Best Use Cases
 <p>Priya Natasha Gupta likes Jasper's Market.</p> <p>Jasper's Market Like</p>	Page Like Sponsored Story	Thumbnail of Page's profile picture and Like button Primary action view can take: Like Page	Drive fan growth
 <p>Priya Natasha Gupta likes Jasper's Market's status.</p> <p>Come to Jasper's to get the best chevre with truffles from Goat Hill now!</p> <p>Like This Page</p>	Page Post Like Sponsored Story	Portion of the Page's post and friend's action on top Primary action: see more	Drive engagement
 <p>Priya Natasha Gupta commented on Jasper's Market's photo.</p> <p>Looks delicious!</p>  <p>Like This Page</p>	Page Post Comment Sponsored Story	Thumbnail of video and link to the post Primary action: View post content, comment on post	Drive engagement
 <p>Priya Natasha Gupta used Jasper's Recipe Maker.</p> <p>Jasper's Recipe Maker</p> <p>1 4 · Share</p>	App Used / Game Played Sponsored Story	Thumbnail of app, option to play, and friend's action on top Primary action: interact with app	Drive app engagement
 <p>Priya Natasha Gupta is ready to win a 2-day getaway while supporting a great cause!</p> <p>Eventbrite - Jasper's Market's Annual Cooking Contest (New York City) Eventbrite</p> <p>Get Tickets</p>	App Shared Sponsored Story	Thumbnail of shared story from Page tab app and friend's action on top Primary action: open ended, dependent on app	Drive app engagement

Screenshot	SS Type	Specifications	Best Use Cases
 <p>Priya Natasha Gupta Trying some delicious new goodies here! Strawberry and nutella crepes. — at Jasper's Market.</p> <p>Jasper's Market Like</p> <p>1 Like 1 Comment</p>	Check In Sponsored Story	Thumbnail of business, option to Like it, and friend's check-in on top Primary action: Like Page	Drive awareness
 <p>Priya Natasha Gupta These look so yummy. I can't wait to try some this weekend.</p> <p>Jasper's spotlight: quick and easy Springtime recipes</p> <p>1 Like 4 Shares</p>	Domain Sponsored Story	Thumbnail of item and link to offsite destination Primary action: click offsite	Drive traffic to your site
 <p>Priya Natasha Gupta answered Jasper's Market's question What is your all-time favorite dessert? with Bananas Foster.</p> <p><input type="checkbox"/> Bananas Foster</p> <p><input type="checkbox"/> Tiramisu</p> <p><input type="checkbox"/> Creme brulee</p> <p>4 More...</p>	Question Vote Sponsored Story	Thumbnail of Page's profile picture and questions Primary action: vote/answer question	Drive engagement
 <p>Priya Natasha Gupta is going to Jasper's Market Annual Cooking Contest — Saturday, May 12 at 11:00am in New York, New York.</p> <p>Jasper's Market Come participate in our contest and win a cooking getaway for 2!</p> <p>Join</p>	Event RSVP Sponsored Story	Thumbnail of Event's image and link to event Primary action: Join Event	Drive to an event



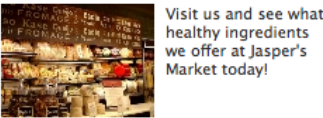

Premium ads

Placement: homepage (right side), not news feed eligible

Purchase: CPM via an IO

Note: Premium ads can also show social context if offsite link is also associated with a Page

Premium ads appear in the most prominent placement on Facebook, on the right-hand side of homepage. They do not show the faces of friends, though they may show the names of friends. They drive users to view a video, to an app, or offsite. They do not give users the opportunity to like the Page, nor do they allow fans to comment.

Screenshot	Ad Type	Specifications	Best Use Cases
<p>Jasper's Recipe Maker</p> 	App Ad	<p>Title: App name</p> <p>Body copy: 90 characters</p> <p>Image: 110x80 px</p>	Drive app engagement
<p>Jasper's Recipe Maker</p> 	Video App Ad	<p>Title: Application name</p> <p>Body copy: 90 characters</p> <p>Image: 110x80 px</p> <p>Video length (<3 min)</p>	Drive app engagement
<p>New Grocery Shopping</p> 	Standard Ad	<p>Title: 25 characters</p> <p>Body copy: 90 characters</p> <p>Image: 110x80 px</p>	<p>Drive offsite</p> <p>Generate sales</p>
<p>Make a Delicious Meal</p> 	Video Standard Ad	<p>Title: 25 characters</p> <p>Body copy: 90 characters (must adhere, no truncation allowed)</p> <p>Image: 110x80 px</p> <p>Video length (<3 min)</p>	<p>Drive offsite</p> <p>Drive sales</p> <p>Drive video consumption</p>

MARKETPLACE PRODUCTS





Marketplace ads and sponsored stories from Page posts

Placement: across the site



Purchase: CPC or CPM (CPC recommended when goal is conversion)

Note: As a reminder, ads with a body copy longer than 90 characters created before 3/31 will still run.

Your stories are most effective when they start from Page posts. Marketplace ads and sponsored stories from Page posts can appear anywhere on Facebook. A user not connected to your business will see an **ad**, which gives them the option to like your page. Fans of your business or their friends see a **sponsored story**, which gives them the option to like the Page (if they are a friend of a fan). When they appear on the right hand side, sponsored stories expand to show a friend's profile photo and names of friends connected to your brand alongside your message, all in one. This social context appears at no additional cost to you.

Screenshot	Ad/SS Type	Specifications	Best Use Cases
	Page Post (Text)	Body copy: 120 characters shown, remainder truncated*	Drive engagement
	Page Post (Video)	Body Copy: 90 characters shown, remainder truncated* Video thumbnail: 128x72 px, Video thumbnail will be pulled from video/post.	Launch a product Drive awareness Drive video consumption
	Page Post (Photo)	Body Copy: 90 characters shown, remainder truncated* Image: 118x90 px	Launch a product Drive engagement
	Page Post (Question)	Up to 2 answers plus "See More" option, or 3 if there are exactly 3 Question/Answer character limit: Variable (dependent on how many capital letters vs. lowercase letters are used)	Drive engagement

*Note: Clicking the truncation will open up the full post

Screenshot	Ad/SS Type	Specifications	Best Use Cases
	Page Post (Link)	Link listed, thumbnail from destination shown, remainder truncated*	Drive offsite Drive sales
	Page Post (Event)	Body copy: 90 characters shown, remainder truncated* Image: 50x50 px Note: Event created by Page and then resulting post turned into ad; both Image and body copy pulled directly from Event	Drive to an event






*Note: Clicking the truncation will open up the full post





Marketplace sponsored stories (voice of friend)

Placement: across the site and news feed

Purchase: CPC or CPM (CPC recommended when goal is conversion)

Marketplace sponsored stories also include stories shown to users about their friend's interaction with your brand on Facebook. These "voice of friend" sponsored stories can appear anywhere on Facebook. These stories **always** show the friend's profile photo and name.

Screenshot	SS Type	Specifications	Best Use Cases
	Page Like Sponsored Story	Thumbnail of Page's profile picture and Like button Primary action view can take: Like Page	Drive fan growth
	Page Post Like Sponsored Story	Portion of the Page's post and friend's action on top Primary action: see more	Drive engagement
	Page Post Comment Sponsored Story	Thumbnail of video and link to the post Primary action: View post content, comment on post	Drive engagement
	App Used / Game Played Sponsored Story	Thumbnail of app, option to play, and friend's action on top Primary action: interact with app	Drive app engagement
	App Shared Sponsored Story	Thumbnail of shared story from Page tab app and friend's action on top Primary action: open ended, dependent on app	Drive app engagement

Screenshot	SS Type	Specifications	Best Use Cases
	Check In Sponsored Story	Thumbnail of business, option to Like it, and friend's check-in on top Primary action: Like Page	Drive awareness
	Domain Sponsored Story	Thumbnail of item and link to offsite destination Primary action: click offsite	Drive traffic to your site
	Question Vote Sponsored Story	Thumbnail of Page's profile picture and questions Primary action: vote/answer question	Drive engagement
	Event RSVP Sponsored Story	Thumbnail of Event's image and link to event Primary action: Join Event	Drive to an event





Marketplace ads

Placement: across the site (not news feed eligible)

Purchase: CPC or CPM (CPC recommended when goal is conversion)

Note: As a reminder, ads with a body copy longer than 90 characters created before 3/31 will still run.

Marketplace ads appear anywhere on Facebook. They do not show the faces of friends, though they may show the names of friends. They may give the user the opportunity to like the Page, join an event or drive to an app or offsite.

Screenshot	Ad Type	Specifications	Best Use Cases
<p>Jasper's Market</p>  <p>Come to Jasper's Market to get the best chèvre with truffles from Goat Hill now!</p> <p>Like · 25 people like this.</p>	Like Ad	<p>Title: Page name (up to 35 characters)</p> <p>Body copy: 90 characters Image: 99x72 px</p>	Drive to Facebook Page
<p>Jasper's Recipe Maker</p>  <p>Jasper's Recipe Maker allows you to make yummy entrees in just minutes! Get access now</p> <p>5 people used this.</p>	App Ad	<p>Title: App name (up to 35 characters)</p> <p>Body copy: 90 characters</p> <p>Image: 99x72 px</p>	Drive to app engagement
<p>Jasper's Market Annual Cookoff</p>  <p>Come participate in Jasper's Market's Annual Cooking Contest and win a cooking getaway for 2!</p> <p>Join</p>	Event Ad	<p>Title: Event name (up to 35 characters)</p> <p>Body copy: 90 characters</p> <p>Image: 99x72 px</p>	Drive to an event
<p>New Grocery Shopping</p>  <p>Visit us and see what healthy ingredients we offer at Jasper's Market today!</p>	Standard Ad	<p>Title: 25 characters</p> <p>Body copy: 90 characters</p> <p>Image: 99x72 px</p>	<p>Drive offsite</p> <p>Generate sales</p>