





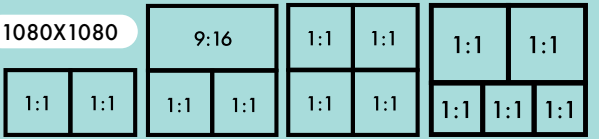


# nmco digital deliverable specification guide 2025

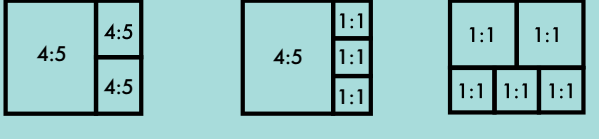
	IGTV <b>1920X1080</b>	GRID & NEWSFEED <b>1080X1350</b>	STORIES & REELS <b>1080X1920</b>	# OF POSTS IN A CAROUSEL <b>20</b>	REELS SAFE ZONE <b>250PX</b> TOP <b>350PX</b> BOTTOM <b>193PX</b> RIGHT-HAND SIDE	STORIES SAFE ZONE <b>250PX</b> TOP & BOTTOM	<ul style="list-style-type: none"> <li>videos can be no larger than 4GB</li> <li>reels should be 7-15 sec long</li> </ul>
	COVER PHOTO <b>851X315</b>	GRID & NEWSFEED 2-10 POSTS <b>1200X1200</b>	STORIES & REELS <b>1080X1920</b>	# OF POSTS IN A CAROUSEL <b>NO LIMIT</b>	REELS SAFE ZONE <b>250PX</b> TOP <b>350PX</b> BOTTOM <b>193PX</b> RIGHT-HAND SIDE	STORIES SAFE ZONE <b>250PX</b> TOP & BOTTOM	<ul style="list-style-type: none"> <li>file formats: JPEG, BMP, PNG, GIF, TIFF</li> <li>best results: JPG, RGB, less than 15MB</li> </ul>
	COMPANY LOGO <b>300X300</b>	1-2 IMAGES <b>1080X1080</b> 3+ IMAGES <b>1200X628</b>	SQUARE LOGO <b>60X60</b>	# OF POSTS IN A CAROUSEL <b>20</b>	PAGE COVER <b>1128X191</b>	VIDEO FILE SIZE <b>75KB-5GB</b>	<ul style="list-style-type: none"> <li>accepted frame rates: 10 &amp; 60fps</li> <li>photo file size: less than 8MB</li> </ul>
	PROFILE PICTURE <b>400X400</b>	GRID & NEWSFEED <b>1080X1080</b>	VIDEOS <b>1920X1080</b>	# OF POSTS IN A CAROUSEL <b>4</b>	HEADER PHOTO <b>1500X1500</b>	VIDEO FILE SIZE <b>8GB</b>	<ul style="list-style-type: none"> <li>image file size: 5MB</li> <li>file formats: GIF, JPG, PNG</li> </ul>
	COVER PHOTO <b>1080X608</b>	POST IMAGE <b>1080X608</b>	VIDEOS <b>1920X1080</b>	# OF POSTS ALLOWED TO UPLOAD <b>100</b>	PHOTO FILE SIZE <b>10KB-5MB</b>	VIDEO FILE SIZE <b>100MB</b>	<ul style="list-style-type: none"> <li>videos no longer than 30 seconds</li> <li>photo file size: 10MB PNG or JPG</li> </ul>
	PROFILE PHOTO <b>800X800</b>	VIDEOS <b>1920X1080</b>	RENDER 2K (2560X1440) OR 4K (3840X2160)	FRAMES PER SECOND <b>24-60</b>	IMAGE FILE TYPE <b>PNG, GIF</b>	COVER FILE SIZE <b>6MB</b>	AUDIO <b>FLAC</b> <b>48000HZ</b> <b>24 BIT</b>
	COVER PHOTO <b>2560X1440</b>	YOUTUBE SHORTS <b>1080X1920</b>		THUMBNAILS <b>1920X1080</b>	VIDEO FILE SIZE <b>256GB</b>	PROFILE FILE SIZE <b>4MB</b>	

### FACEBOOK:

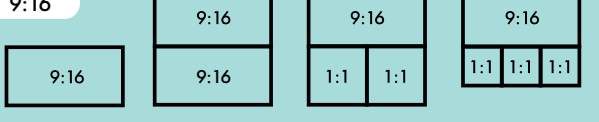
**1080X1080**



**1080X1350**




**9:16**

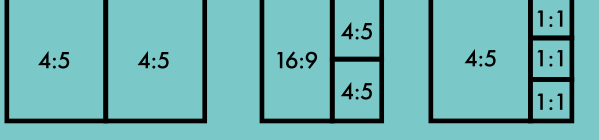


### LINKEDIN:

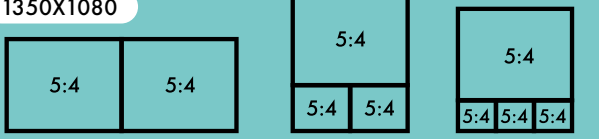
**1080X1080**




**1080X1350**



**1350X1080**






**9:16**



# nmco digital deliverable specification guide 2025



<b>KOBR TV8</b> MP4 1920X1080 DIMENSIONS H.264 COMPRESSION 16BIT 8 MB AUDIO	MPG 1920X1080 DIMENSIONS DV25 COMPRESSION 16BIT 8 MB AUDIO	DV 1920X1080 DIMENSIONS MPEG-4 COMPRESSION 16BIT 8 MB AUDIO	QUICKTIME 1920X1080 DIMENSIONS CODEC MPEG4	MPEG4 VIDEO COMPRESSION 16BIT 8 MB AUDIO					
<b>COMCAST</b> RESOLUTION 1280 X720	ASPECT RATIO <b>16:9</b>	FRAME RATE 23.976 (1080P)	AUDIO TYPE MPEG LPCM	CLOSED CAPTION EIA-608 EIA-708	FORMAT .MOV .MP4 MPG				
<b>HULU/ DISNEY+</b> RESOLUTION 1280X720	ASPECT RATIO <b>16:9</b>	FRAME RATE 23.98, 24, 25, 29.97, 30	FILE WEIGHT <b>10GB</b> <b>250MB</b>	LETTERBOXING IS NOT ALLOWED PILLARBOXING IS NOT ALLOWED	QR CODES SUBJECT TO REVIEW URLS & HASHTAGS ACCEPTED	CONSTANT BITRATE <b>10-40MBPS</b> 4:2:2 COLOR SPACE	AUDIO REQUIRED 2-CHANNELS 192KBPS MIN <small>16 OR 24 BIT ONLY</small> 48KHZ	CODEC <b>PCM</b> <b>AAC</b>	CTA BUTTONS NOT ALLOWED
 CAROUSEL IMAGE <b>600X600</b>	FEED IMAGE <b>1080X1080</b>	STORIES <b>1080X1080</b>	CAROUSEL VIDEO <b>120X120</b>	MARKET PLACE IMAGE <b>600X600</b>	MARKET PLACE VIDEO <b>120X120</b>	<ul style="list-style-type: none"> <li>● file size: 30MB</li> <li>● video size: 4GB</li> <li>● video length: 240 min</li> <li>● file formats: PNG, JPG</li> <li>● video file formats: MP4, MOV, GIF</li> </ul>			
 LOGO <b>1200X300</b>	LOGO <b>1200X1200</b>	HORIZONTAL <b>1200X628</b>	SQUARE <b>1200X1200</b>	VIDEO <b>1080X1080</b> SQUARE <b>1920X1080</b> HORIZONTAL <b>1080X1920</b> VERTICAL	VERTICAL <b>960X1200</b>	<ul style="list-style-type: none"> <li>● performance max is a goal-based campaign that utilizes Google's channels like Youtube, Display, Search, Discover, Gmail, &amp; Maps</li> <li>● BEFORE creating ads review Google ads policies and rules</li> <li>● videos must be longer than 10 sec and uploaded to YouTube</li> <li>● file size: 5MB</li> <li>● file formats: JPG, PNG</li> </ul>			
 LOGO <b>250X100</b> LOGO <b>100X100</b>	THUMBNAIL <b>150X150</b> FAV <b>32X32</b>	LIGHTBOX <b>1600X900</b> HERO IMAGE <b>1280X720</b>	BKGD IMAGE <b>1920X1080</b> SOCIAL ICONS <b>100X100</b>	BANNER <b>250X250</b> BLOG IMAGE <b>1024X768</b>	FEATURED IMAGE <b>1200X628</b>	<ul style="list-style-type: none"> <li>● JPG: used for photos with loads of colors and crisp lines are essential</li> <li>● PNG: used when needing transparency, raster-based images</li> <li>● SVG: vector based, icons, logos, flat fine line</li> <li>● file size: be sure to keep images below 300kb</li> <li>● videos: always use a vimeo or YouTube link</li> </ul>			