

Reels safe zone, *on one page.*



REELS, STORIES AND FACEBOOK REELS ADS

	1080×1920	1440×2560
Top 14%	269	358
Bottom 35%	672	896
Sides 6%	65	86
Safe area	950×979	1268×1306
Bottom 40% *	768	1024

*Reels ads with a disclaimer. Facebook Stories video ads: 14% top, 20% bottom.

■ BEFORE YOU EXPORT

- 1 Text, logos, product and faces sit inside the clear middle.
- 2 Captions sit above the bottom 35%, not in the lower third.
- 3 Nothing important near the right edge, where the buttons are.
- 4 Ask if the ad will carry a disclaimer. If so, keep the bottom 40% clear.
- 5 Cover title in the middle, so the profile grid crop keeps it.
- 6 Hide the overlay before export. Brands: check the Safe Zone guardrail in Ads Manager.