

Facebook Campaign Requirements

Image

Recommended 1080x1080 pixels
File type: jpg or png
Minimum width and height: 600 pixels
Image ratio: 1.91:1 to 4:5
Recommended minimal or no text in image (less than 20%)

Text

In college? Earn up to...
Text accompanying the image and headline should explain the offer.
Recommended 125 characters.
Text over 125 single byte characters is allowed, but may be truncated.

Website URL

info.coastguard.com/goCSPI
The link to which traffic is directed.

Display URL

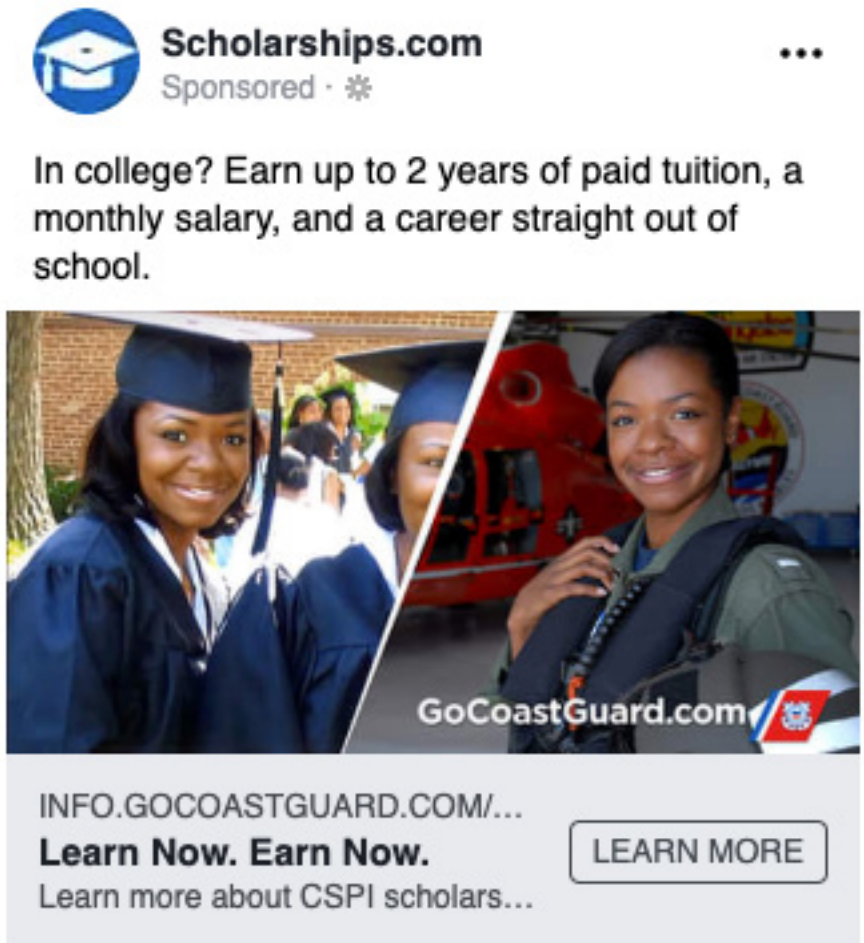
info.coastguard.com/...
The link that displays on the ad, which may differ from the destination URL.
Helps users anticipate the content of the landing page.


Headline

Learn Now. Earn Now.
Recommended 25 characters.
Text over 25 single byte characters is allowed, but may be truncated.
Located next to the ad's call-to-action button.

News Feed Link Description

Learn more about CSPI scholars...
Additional information about the link's destination.
Displays beneath the call-to-action button.
Limit 30 characters



 **Scholarships.com**
Sponsored · ✳

In college? Earn up to 2 years of paid tuition, a monthly salary, and a career straight out of school.

GoCoastGuard.com

INFO.GOCOASTGUARD.COM/...
Learn Now. Earn Now. [LEARN MORE](#)
Learn more about CSPI scholars...

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