



# Guide to LinkedIn Ad Types

Marketing on LinkedIn helps you engage with a community of more than **850 million** professionals.

Use these tips to choose the LinkedIn ad products, and get the most from your next campaign.

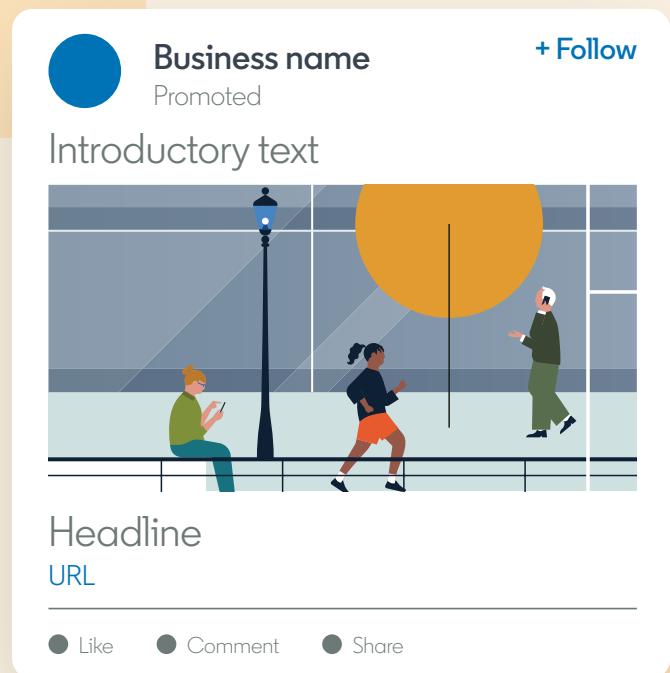
# Single Image Ad

Promote your message directly in the LinkedIn feed. Single Image Ads can be targeted to a specific audience across desktop and mobile.

**Introductory text:** up to 150 characters

**Headline:** up to 70 characters

**Image:** 1200 x 627px



A mockup of a LinkedIn Single Image Ad. At the top left is a blue circular profile picture. To its right is the text "Business name" in bold, with "Promoted" underneath. Further right is a "+ Follow" button. Below this is the "Introductory text" section. The main image area shows an illustration of three people in a city setting: one sitting on a bench, one walking, and one standing. Below the image is the "Headline" section, followed by a "URL" link. At the bottom are three interaction buttons: "Like", "Comment", and "Share", each with a grey dot icon.

# Document Ad

Promote both gated and ungated documents directly in member's feed where they can read and download content without leaving the platform.

**Introductory text:** up to 150 characters

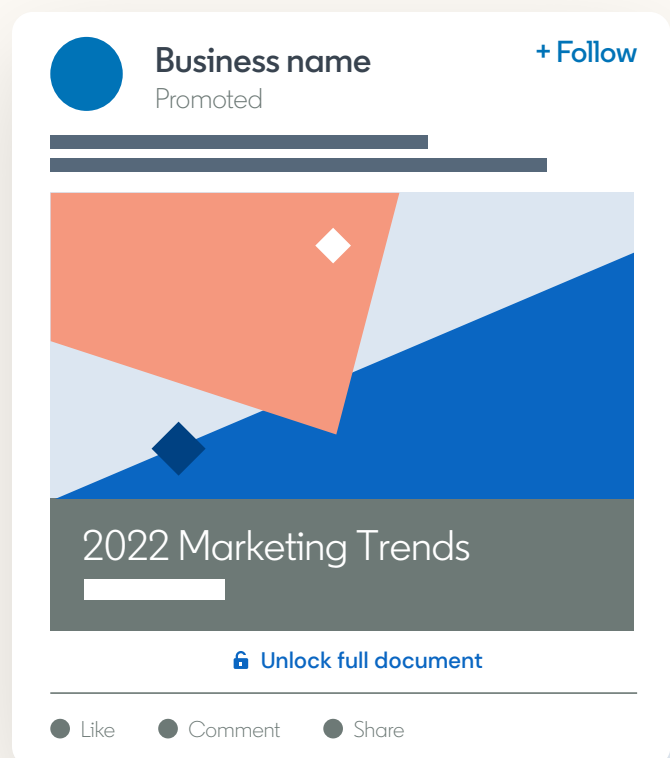
**Headline:** up to 30 characters

**File type:** PDF, DOCX, DOC, PPT, PPTX

**Limits:** 300 pages or 1 million words

**Aspect ratio:** vertical, horizontal, square

**Size:** 100MB



A mockup of a LinkedIn Document Ad. At the top left is a blue circular profile picture. To its right is the text "Business name" in bold, with "Promoted" underneath. Further right is a "+ Follow" button. Below this is the "Introductory text" section, represented by two horizontal bars. The main image area shows a document cover with a blue and orange geometric design and the text "2022 Marketing Trends". Below the image is a "Unlock full document" button with a lock icon. At the bottom are three interaction buttons: "Like", "Comment", and "Share", each with a grey dot icon.

# Carousel Image Ad

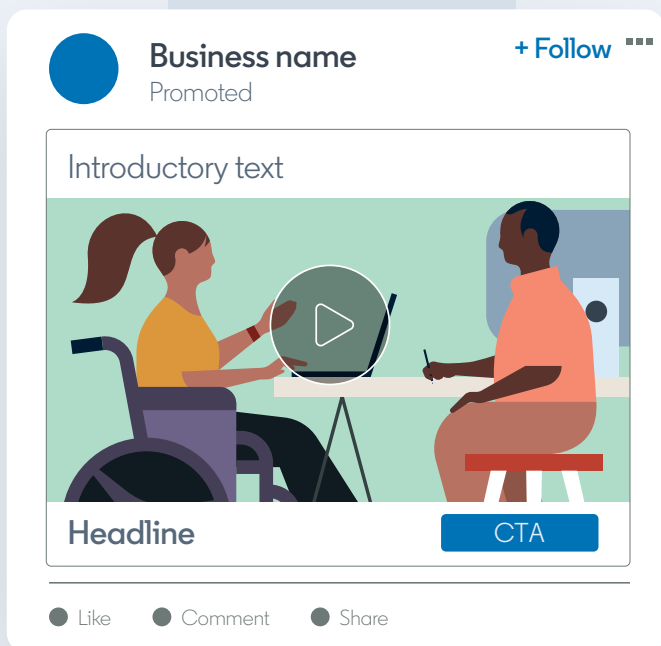
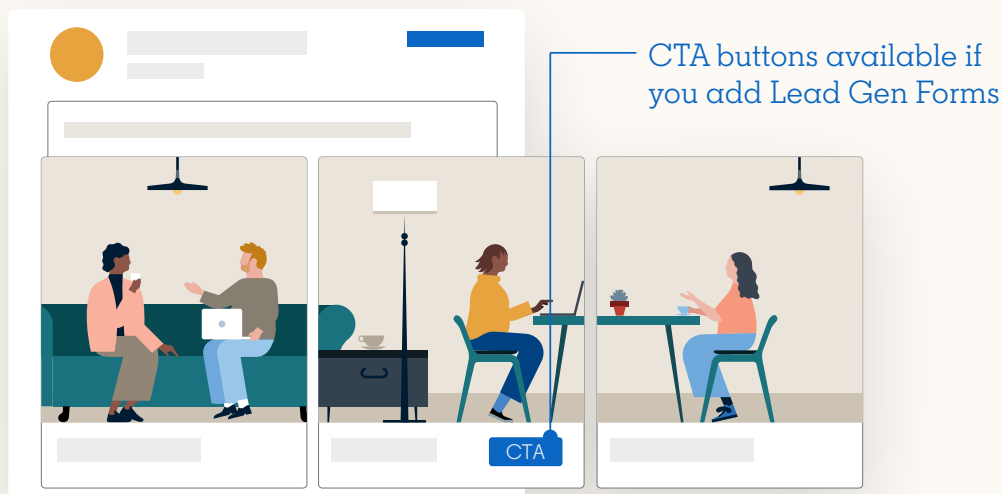
Tell an interactive story with a swipeable series of cards in the LinkedIn feed. You can customize the content and landing URL for each card.

**Introductory text:** up to 255 characters

**Images:** 1080 x 1080px, 2 to 10 cards

**Headline:**

- Up to 45 characters when directing to a landing page
- Up to 30 characters for Lead Gen Form CTA



# Video Ad

Engage your audience with interactive content directly in their LinkedIn feed, across desktop and mobile.

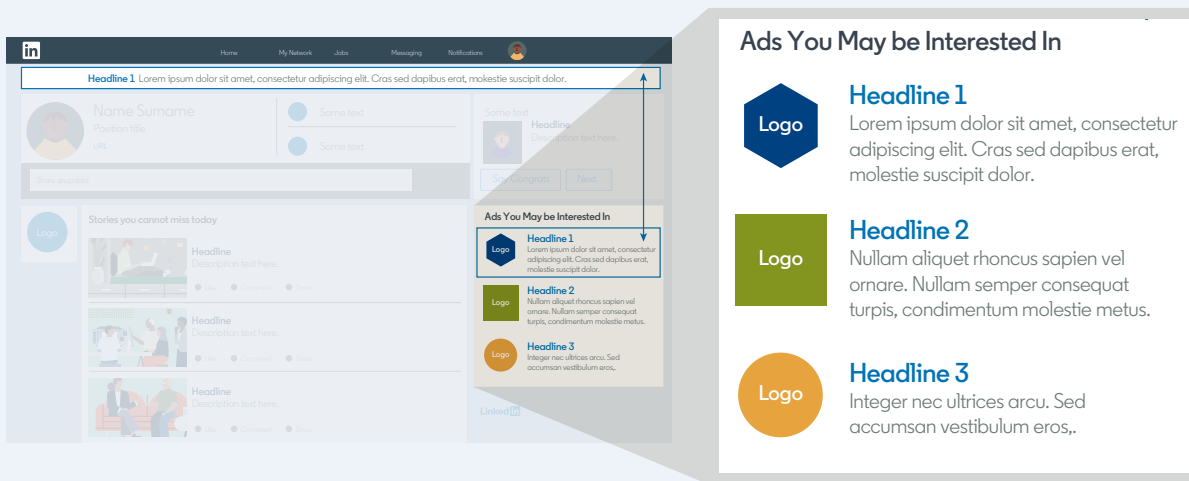
**Introductory text:** up to 150 characters

**Headline:** up to 70 characters

**Duration:** 3 seconds to 30 minutes (most successful video ads are <15 seconds)

**File format:** MP4

# Text Ad



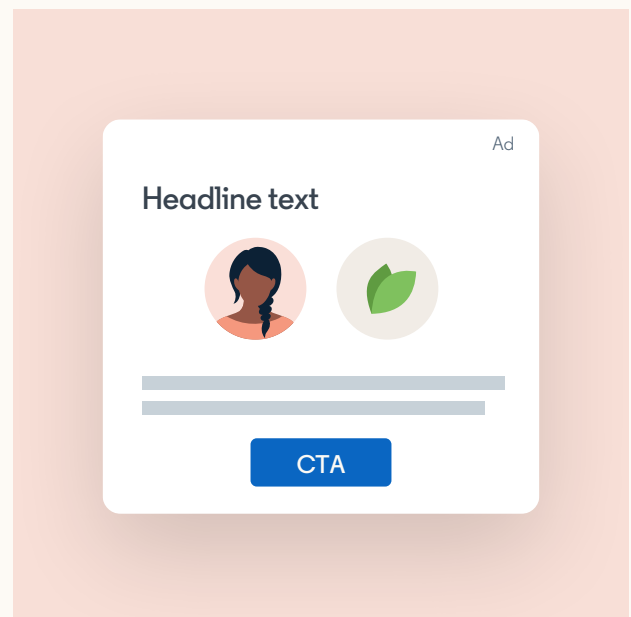
Add a compelling headline, brief description, and even an optional image. Text Ads appear at the top of the page or in the right column of desktop view. Easy setup means you can start reaching your target audience in minutes.

**Headline:** up to 25 characters  
**Description:** up to 75 characters  
**Images (optional):** 100 x 100px

# Dynamic Ad

Boost conversion rates with these ads automatically personalized to each member based on LinkedIn profile data. Dynamic Ads appear in the right column of desktop view.

**Headline:** up to 50 characters  
**Call to action (CTA) text:** up to 18 characters  
**Company logo:** 100 x 100px



# Sponsored Messaging

Engage your prospects in LinkedIn Messaging, where professional conversations happen. Sponsored Messaging is now available in two formats: Message Ad and Conversation Ad.

Ads are delivered in LinkedIn messenger only when members are active to ensure higher conversion.

## Message Ad

Send direct messages to spark immediate action. Deliver a targeted message with a single call-to-action.

**Sender:**  
up to 30 characters

**Message text:**  
up to 1,500 characters

**Subject line:**  
up to 60 characters

**Image size:**  
300 x 250px

## Conversation Ad

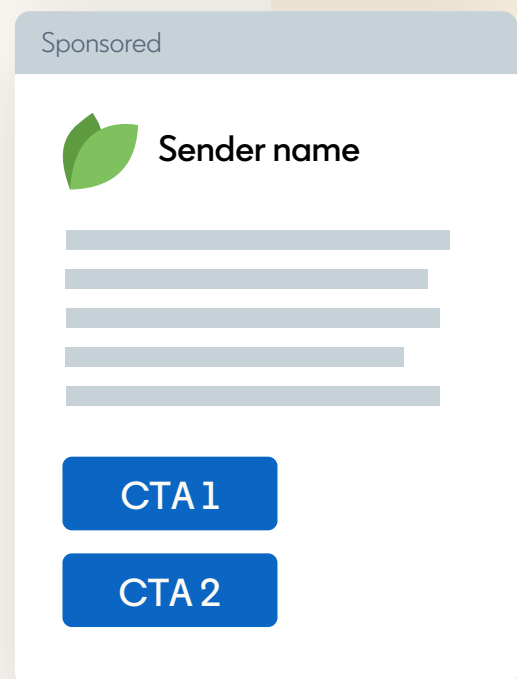
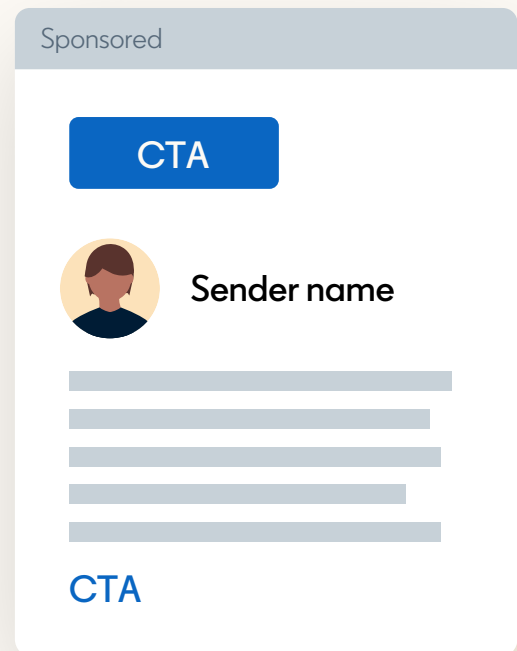
Start quality conversations with your audience through a choose-your-own-path experience.

**CTA buttons:**  
up to 5

**Message text:**  
up to 500 characters

**CTA text:**  
up to 25 characters

**Image size:**  
300 x 250px



# Summary of objectives

Objective	Marketing goal	Supporting ad formats
 Brand awareness	“I want more people to learn about my business.”	<ul style="list-style-type: none"><li>• Single Image Ad</li><li>• Document Ads</li><li>• Carousel Ad</li><li>• Video Ad</li><li>• Text Ad</li><li>• Dynamic Ad</li></ul>
 Website visits	“I want people to visit a website destination off LinkedIn.”	<ul style="list-style-type: none"><li>• Single Image Ad</li><li>• Carousel Ad</li><li>• Video Ad</li><li>• Text Ad</li><li>• Dynamic Ad</li><li>• Sponsored Messaging</li></ul>
 Engagement	“I want more people to engage with my content posts.”	<ul style="list-style-type: none"><li>• Single Image Ad</li><li>• Document Ads</li><li>• Carousel Ad</li><li>• Video Ad</li><li>• Dynamic Ad</li></ul>
 Video views	“I want more people to watch my videos.”	<ul style="list-style-type: none"><li>• Video Ad</li></ul>
 Lead generation	“I want more quality leads on LinkedIn.”	<ul style="list-style-type: none"><li>• Single Image Ad</li><li>• Document Ads</li><li>• Carousel Ad</li><li>• Video Ad</li><li>• Dynamic Ad</li><li>• Sponsored Messaging</li></ul>
 Website conversions	“I want to more purchases, registrations or downloads.”	<ul style="list-style-type: none"><li>• Single Image Ad</li><li>• Carousel Ad</li><li>• Video Ad</li><li>• Text Ad</li><li>• Dynamic Ad</li><li>• Sponsored Messaging</li></ul>
 Job seekers	“I want to promote job opportunities at my company.”	<ul style="list-style-type: none"><li>• Single Image Ad</li><li>• Dynamic Ad</li></ul>

**Pro tip:** Only engagement campaigns have the “Follow Company” button.

Get started with your first ad today.

[Go to Campaign Manager](#)

**LinkedIn**