


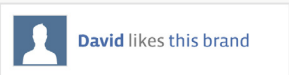
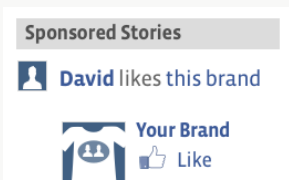
# Sponsored Stories on Facebook



*The best form of recommendation is one you get from a friend. Sponsored Stories allow you to surface word-of-mouth recommendations about your brand that exist organically in the Facebook News Feed. Sponsored Stories are different from ads, and including them in your Facebook Premium Ad campaign amplifies the actions your target audience takes with your Premium Ads during a Target Block or Sustained Media. No matter how many fans you have, they are only a portion of the people you can reach on Facebook. Sponsored Stories broadens your reach by allowing your*

*fans to help their friends discover your brand and connect with your campaign objectives. The types of organic stories that can be surfaced in Sponsored Stories include: Page Likes, Application interactions, Place check-ins and Page posts. Like Facebook Ads, Sponsored Stories are non-disruptive and respect people's privacy settings.*

## How Sponsored Stories work:

- 1 A person likes your Page, interacts with your application or checks-in to one of your locations 
- 2 Normally, a story about this activity can be generated on their friends' News Feeds, which their friends may or may not see due to the dynamic nature of News Feed 
- 3 By including Sponsored Stories with your Facebook Ads campaign, this user's friends can also see the story appear in the right-hand. Just like Premium Ads, Premium Sponsored Stories are served on a targeted user's Home Page and Profile pages with 100% share of voice. 

Sponsored Stories also support the content that your Facebook Page publishes to the people who like your Page. The dynamic nature and unique algorithm behind each person's News Feed means that each person's experience is different on Facebook. For Page owners, this means that some of the people who like your Page do not see your valuable Page posts (status updates, videos, photos) in their News Feed. Sponsored Stories for Page Posts allows Page owners to ensure your fans see the content that your Page publishes.

# 1. Sponsored Stories - Page Likes Product Specifications

## News Feed Story



## Sponsored Story



**Total size of Sponsored Story**  
240px wide, variable height

**Page Name**  
Full name of Page is preserved  
(up to 70 characters)

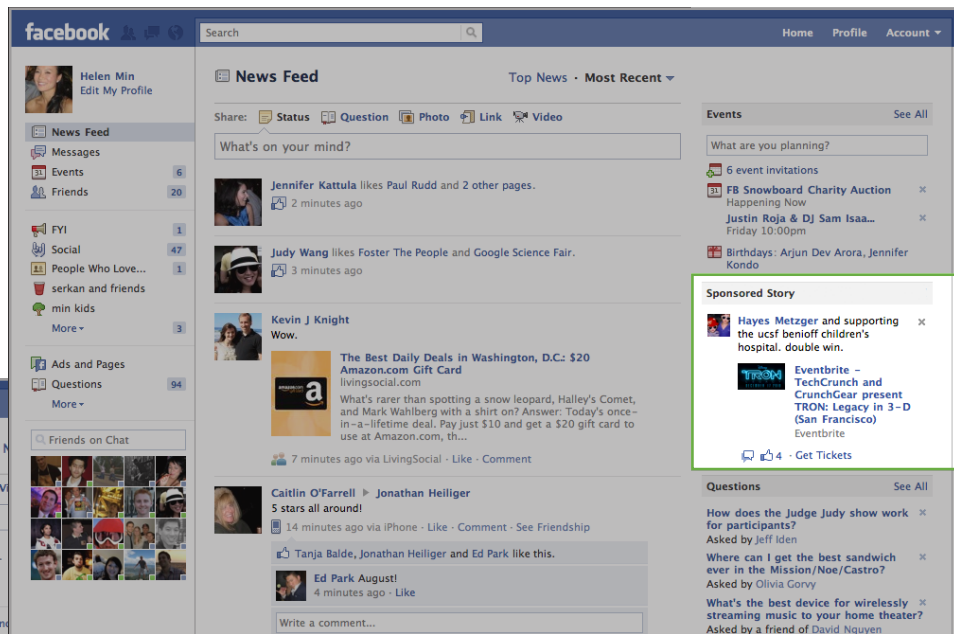
**Page Image Thumbnail**  
50px wide, 50px high (same as  
thumbnail managed by Page; aspect  
ratio is preserved)

**Creative requirements**  
None

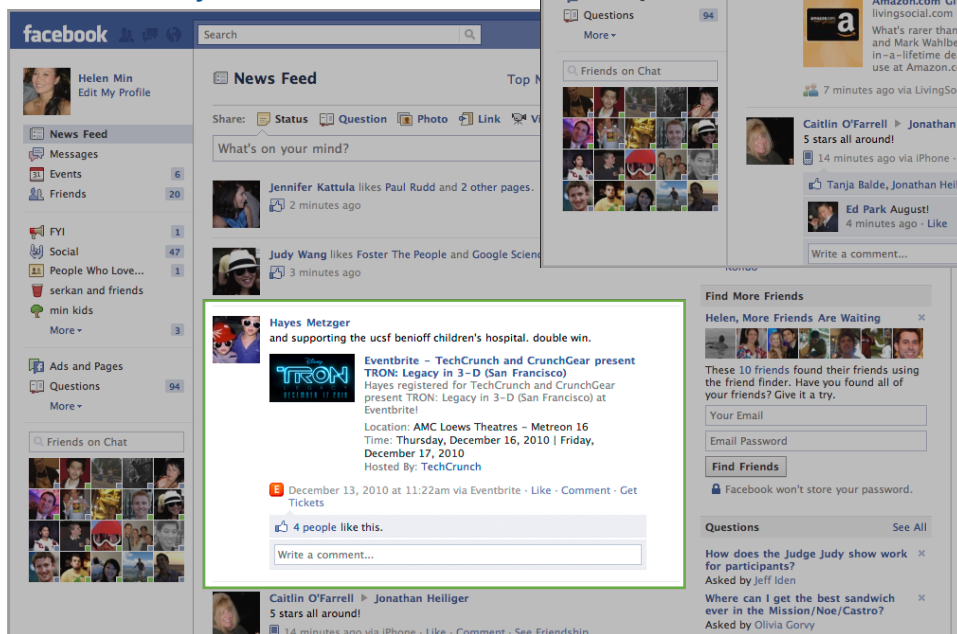
**Audience**  
Only friends of the person(s) in  
the Sponsored Story

## 2. Sponsored Stories - Application Interactions Product Specifications

### Sponsored Story



### News Feed Story



**Total size of Sponsored Story**  
240px wide, variable height

**Application Name**  
Full title of application story is preserved (up to 70 characters)

**Application Image Thumbnail**  
50px wide, 50px high (same as thumbnail managed by Application; aspect ratio is preserved)

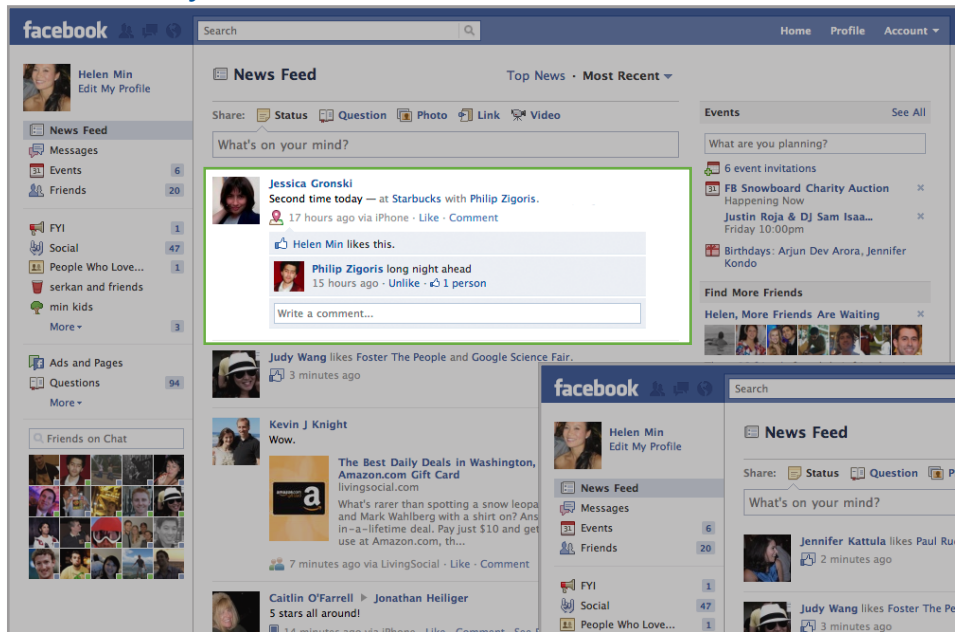
**Comment by Friend (if applicable)**  
100 character maximum (followed by ellipses)

**Creative requirements**  
None

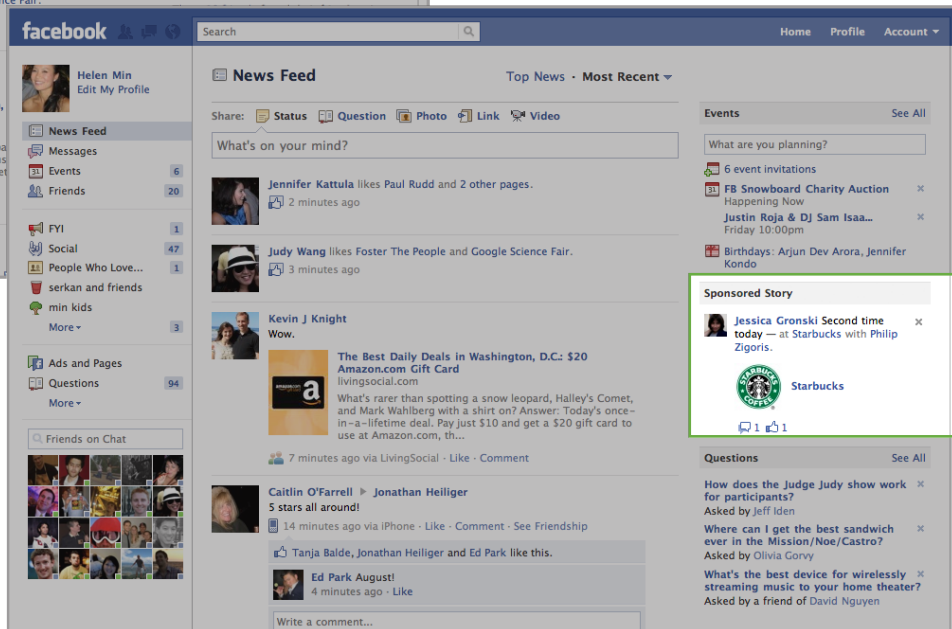
**Audience**  
Only friends of the person(s) in the Sponsored Story

### 3. Sponsored Stories - Place Check-ins Product Specifications

#### News Feed Story



#### Sponsored Story



**Total size of Sponsored Story**  
240px wide, variable height

#### Place Name

Full name of Place is preserved (up to 70 characters)

#### Place Image Thumbnail

50px wide, 50px high (same as thumbnail managed by Place Page; aspect ratio is preserved)

#### Comment by Friend (if applicable)

100 character maximum (followed by ellipses)

#### Creative requirements

None

#### Audience

Only friends of the person(s) in the Sponsored Story

## 4. Sponsored Stories - Page Posts Product Specifications

### Sponsored Story

The image shows a Facebook News Feed with a sponsored story highlighted. The sponsored story is for CNN Heroes and features a photo of a woman. The text of the story is: "CNN Heroes This week's CNN Hero uses the internet to redefine 'family' for teens who've lost many adults to AIDS. Look for her later tonight at <http://CNNHeroes.com/>". Below the text is a small image of a woman and the text "CNN Heroes 2011 - Everyday People Changing the World CNNHeroes.com". The story has 24 likes and a share button. The background shows a typical Facebook News Feed with other posts and navigation elements.

**Total size of Sponsored Story**  
240px wide, variable height

**Page Name**  
Full name of Page is preserved (up to 70 characters)

**If Page post is an image alone**  
max dimensions are 90px wide, 90px high (aspect ratio is preserved); 70 character maximum for photo title

**If Page post is an image with comment**  
50 px wide, 50px high (aspect ratio is preserved); 70 character maximum for photo title; 100 character maximum (followed by ellipses) for comment

**If Page post is a video alone**  
90px wide, 90px high (aspect ratio is preserved); 70 character maximum for video title

**If Page post is a video with comment**  
50px wide, 50px high (aspect ratio is preserved); 70 character maximum for video title; 100 character maximum (followed by ellipses) for comment

**If Page post is a status update**  
100 character maximum (followed by ellipses)

**Creative requirements**  
None. Just the Page post.

**Audience**  
All of the people who have liked your Page. \*Note: Sponsored Stories do not support location/language targeting publishing at this time.

### How to get started

Ask your Facebook Sales Representative how to incorporate Sponsored Stories in your next Facebook Ads campaign to engage and build deeper, long lasting relationships with people on Facebook.