Text policy for Ad Images in News Feed

Facebook

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Text policy

 Policy: Ads and sponsored stories in News Feed may not include images comprised of more than 20% text.

Details:

- Text in product shots does not count towards the 20% limit for an image.
- This policy applies to all ad units in News Feed, including photo page post ads, link page post ads, video page post ads, offers, mobile app install ads and page like ads.
- Helpful links for more information:
 - Ad Guidelines: https://www.facebook.com/ad_guidelines.php
 - Help Center: https://www.facebook.com/help/468870969814641/

What are "product shots"?

- Real photos of products in real situations (e.g., the can of Red Bull on the dashboard)
- Images of product shots created in a studio or superimposed on alternate backgrounds (e.g., the three cans of Red Bull with the white background)
- Photo of a product where the image is zoomed in just to promote the logo or brand or is not a clear product shot must meet the 20% rule

How are we enforcing?

- We have created a new grid-based text detection tool that is the standard for determining the percentage of text that appears in any image. This tool should ensure consistent and objective enforcement of the policy.
- The tool is a 5x5 grid with a total of 25 boxes (see below).
 To meet the 20% test, text may appear in a maximum of five boxes (5/25 = 20%). If the image has text in six or more boxes, it is not eligible for an ad in News Feed.
- In the following image examples with text, we've included a screenshot of the tool with the appropriate number of boxes selected to help you gauge our review system.





Acceptable – Very engaging creative conveys brand personality, no text



Acceptable – Very engaging creative conveys brand personality, text in the Red Bull sign in the background does not count towards the 20% limit





Acceptable – Engaging creative set in context, text in Red Bull can doesn't apply towards 20%

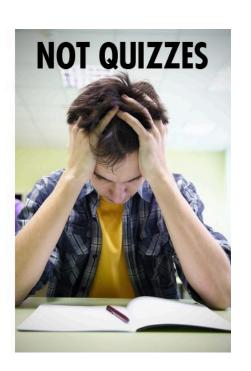




Acceptable – Standard product shot, text in Red Bull cans do not apply towards 20%









Acceptable – Text in Red Bull can doesn't apply towards 20% limit; text overlay counts but is only 4/25 boxes = 16%







Acceptable – Logos and text on clothing don't count because it's a real photo of a real situation; Text overlay counts but is only 5/25 boxes = 20%



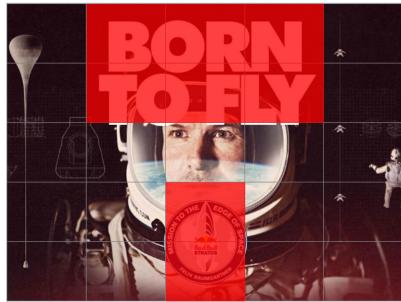




Unacceptable – Logos and text on clothing don't count because it's a real photo of a real situation; but text overlay counts and is 8/25 boxes = 32%







Unacceptable – Text in the logo counts towards the 20% limit because it's not part of a product shot, text overlay also counts and total is 8/25 boxes = 32%