

## 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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