



DIGITAL MEDIA CHEAT SHEET

Paper Format	Width × Height Millimetres	Width × Height Centimetres	Width × Height Inches	Width × Height Pica	Width × Height Points	Width × Height Pixels
A0	841 × 1189	84.1 × 118.9	33.1 × 46.8	198.7 × 280.9	2384 × 3370	n/a
A1	594 × 841	59.4 × 84.1	23.4 × 33.1	140.3 × 198.7	1684 × 2384	n/a
A2	420 × 594	42 × 59.4	16.5 × 23.4	99.2 × 140.3	1191 × 1684	n/a
A3	297 × 420	29.7 × 42	11.7 × 16.5	70.2 × 99.2	842 × 1191	n/a
A4	210 × 297	21 × 29.7	8.3 × 11.7	49.6 × 70.2	595 × 842	n/a
A5	148 × 210	14.8 × 21	5.8 × 8.3	35.0 × 49.6	420 × 595	n/a
A6	105 × 148	10.5 × 14.8	4.1 × 5.8	24.8 × 35.0	298 × 420	n/a
A7	74 × 105	7.4 × 10.5	2.9 × 4.1	17.5 × 24.8	210 × 298	n/a
A8	52 × 74	5.2 × 7.4	2.0 × 2.9	12.3 × 17.5	147 × 210	n/a
A9	37 × 52	3.7 × 5.2	1.5 × 2.0	8.7 × 12.3	105 × 147	n/a
A10	26 × 37	2.6 × 3.7	1.0 × 1.5	6.1 × 8.7	74 × 105	n/a
Letter (US)	215.9 × 279.4	21.6 × 27.9	8.5 × 11.0	51.1 × 66.2	613.2 × 794.4	n/a
Legal (US)	216 × 356	21.6 × 35.6	8.5 × 14.0	51.2 × 84.4	614.4 × 1012.8	n/a
Business Card (UK standard)	85 × 55	8.5 × 5.5	3.3 × 2.1	20.1 × 13	241.2 × 156	n/a
Compliment Slip (UK standard)	210 × 99	21 × 9.9	8.2 × 3.8	49.7 × 23.4	596.4 × 280.8	n/a

Social Media Format	Accepted file formats	Maximum File size (megabytes)	Width × Height Pixels (minimum)	Width × Height Pixels (max)	Width × Height Pixels (recommended)
Facebook; Cover Image	PNG, JPG, GIF	n/a	n/a	n/a	851 × 315
Facebook: Profile Image	PNG, JPG, GIF	n/a	180 × 180	n/a	180 × 180
Facebook: Shared Images	PNG, JPG, GIF	n/a	n/a	n/a	1200 × 630
LinkedIn: Background Image	PNG, JPG, GIF	4 MB	n/a	4,000 × 4,000	1000 × 425
LinkedIn: Profile Image	PNG, JPG, GIF	10 MB	200 × 200	20,000 × 20,000	400 × 400
LinkedIn: Standard Logo	PNG, JPG, GIF	2 MB	n/a	n/a	100 × 60
LinkedIn: Career Cover Photo	PNG, JPG, GIF	2 MB	n/a	n/a	974 × 300
YouTube: Channel Cover Photo	PNG, JPG, GIF, BMP	n/a	2560 × 423	n/a	2560 × 1440
YouTube: Video Uploads	PNG, JPG, GIF, BMP	n/a	n/a	n/a	1280 × 760
Instagram: Profile Image	PNG, JPG	n/a	n/a	2048 × 2048	110 × 110
Instagram: Photo Thumbnail	PNG, JPG	n/a	n/a	2048 × 2048	161 × 161
Instagram: Photo Size	PNG, JPG	n/a	612 × 612	2048 × 2048	1080 × 1080
Twitter: Header Photo	PNG, JPG, GIF	10 MB	n/a	n/a	1500 × 500
Twitter: Profile Photo	PNG, JPG, GIF	0.1 MB	n/a	n/a	400 × 400
Twitter: Feed Photo	PNG, JPG, GIF	5 MB	440 × 220	1024 × 512	440 × 220
Pinterest: Profile Image	PNG, JPG, GIF	10 MB	n/a	n/a	165 × 165
Pinterest: Board Display	PNG, JPG, GIF	10 MB	55 × 55	n/a	222 × 150
Pinterest: Pin Image	PNG, JPG, GIF	10 MB	scaled to 236 width	scaled to 600 width	600 × variable
Google+: Profile Image	PNG, JPG, GIF	20 MB	120 × 120	5200 × 5200	250 × 250
Google+: Cover Image	PNG, JPG, GIF	20 MB	480 × 270	2120 × 1192	1080 × 608
Google+: Shared Image	PNG, JPG, GIF	20 MB	497 × 373	2048 × 2048	497 × 373

All media sizes researched and correct to the best of our knowledge at the date of creation, March 31st 2016. Social media sizes vary over time and are subject to change.