

Quicksheet: Standard Collateral Sizes

Print Collateral

- Flyer (Letter): 8.5" × 11"
- Half-Sheet Flyer/Handout: 5.5" × 8.5"
- Rack Card: 4" × 9"
- Postcard (Direct Mail):
 - o Small: 4" × 6"
 - o Standard: 5" × 7"
 - o Oversized: 6" × 9" or 6" × 11"
- Poster:
 - o Small: 11" × 17"
 - o Medium: 18" × 24"
 - o Large: 24" × 36"
- Business Card: 3.5" × 2"
- Brochure (Tri-Fold): 8.5" × 11" folded into thirds
- Brochure (Bi-Fold): 11" × 17" folded in half

Digital Collateral – Social Media (pixels)

- Facebook
 - o Post: 1200 × 630 px
 - o Event Cover: 1920 × 1005 px
 - o Page Cover Photo: 820 × 312 px



- Instagram

- o Square Post: 1080 × 1080 px
- o Portrait Post: 1080 × 1350 px
- o Story/Reel: 1080 × 1920 px

- LinkedIn

- o Post Image: 1200 × 627 px
- o Company Cover: 1128 × 191 px
- o Event Cover: 1200 × 300 px

- Twitter/X

- o Post: 1200 × 675 px
- o Header Image: 1500 × 500 px

- YouTube

- o Channel Banner: 2560 × 1440 px
- o Video Thumbnail: 1280 × 720 px

Email & Digital Event Collateral

- Email Header/Banner: 600 × 200 px
- Eventbrite Banner: 2160 × 1080 px
- Zoom Virtual Background: 1920 × 1080 px

Other Useful Sizes

- Presentation Slides: 1920 × 1080 px (16:9 widescreen)
- Website Banner/Hero Image: 1920 × 1080 px
- Profile Headshot: 400 × 400 px

