CHEAT SHEET · 2026

Video Thumbnail Sizes for every platform

Upload size, aspect ratio and the largest copy you can download

PLATFORM	UPLOAD	RATIO	DOWNLOAD
YouTube JPG or PNG, up to 50 MB (desktop)	3840 × 2160	16:9	1280 × 720
YouTube Shorts Set from a frame or custom image	2160 × 3840	9:16	Original frame
Vimeo Any size via the image URL	1920 × 1080	16:9 match video	1920 × 1080
Dailymotion Sizes: 1080p, 720p, 480p, 360p	1920 × 1080	16:9 match video	1080p
Rumble Custom thumbnail on upload	1920 × 1080	16:9	1280 × 720
TikTok Cover picked from the video	1080 × 1920	9:16	Video size

Quick tips

- Design at 16:9 and keep text inside the center safe area
- Check your thumbnail at 320 × 180, the size most viewers see first
- Use JPG for photos, PNG for sharp text and logos