CON-GEN MEDIA · FREE RESOURCE

EXPORT PRESET

Crisp on Instagram, every time.

The exact settings we export every reel with.

congenmedia.com · @congenmedia

Premiere Pro / Media Encoder

01
Format
H.264

02
Frame size
1080 × 1920

03
Frame rate
30 fps (match source)

04
Bitrate
VBR 1-pass, target 16 Mbps, max 20 Mbps

05
Audio
AAC, 48 kHz, 320 kbps

06
Profile
High, Level 4.2

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After Effects

01
Render queue
Adobe Media Encoder queue with the settings above

02

Composition

1080 × 1920, square pixels, 30 fps

03

Colour

Rec.709, 8-bit

04

Instagram app

Settings → Media quality → Upload at highest quality: ON

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