# What happens when my ad gets stuck or denied?

## FAQ

### How long will my ad be in review?

It is normal for ad review to take up to 24 hours though ads can be approved in as little as 30 minutes.  In rare cases an ad may get stuck in review for days.
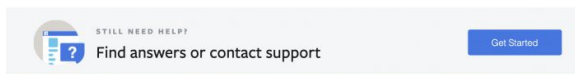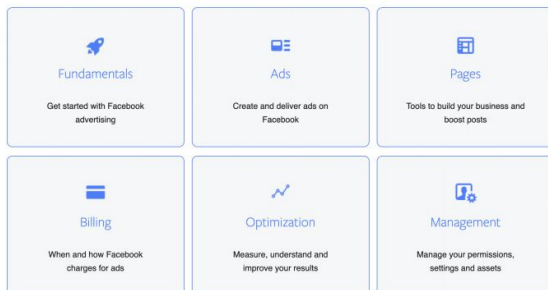
### What do I do if my ad is stuck in review?

An ad can get stuck in review for days.  If you are wanting to run an ad by a certain date this can present a problem.
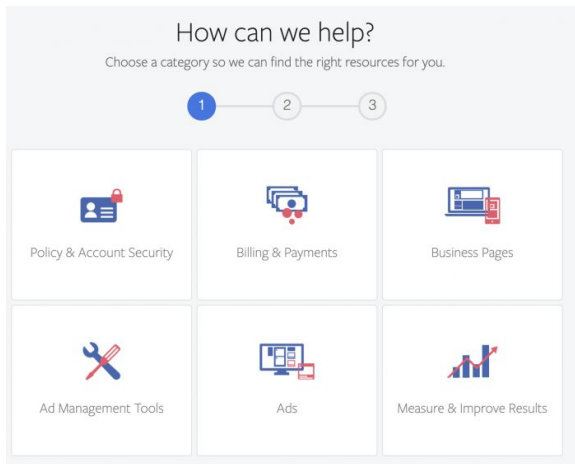
### Option 1: Facebook Chat support

https://www.facebook.com/business/help?ref=fbb_ens
You will see the help center menu.  You may find answers there or you may need to look below the help center menu and contact support.
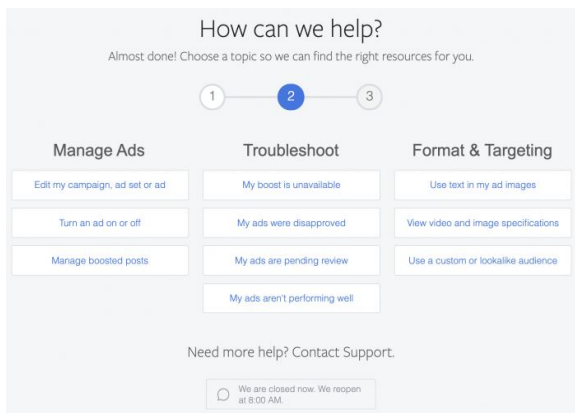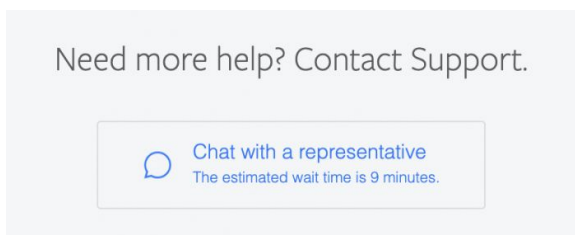


Click "Get Started."

Next click "Ads" since that is what you need help with.



You can now go through the wizard but if there is a rep available then a chat option will appear at the bottom.



## Option 2: The 24-Hour Rule

You can force review of any ad that has been in review for more than 24-hours. Be aware that the clock restarts every time you make a change to the ad or ad set. You can ask a support rep to do this or you can do it yourself by completing a form in the help center.

**Ads Pending Review more than 24 hrs**

Please provide as much detailed information as possible to assist us in resolving your issue.

**Ad ID**
Please provide AD ID - you can find this in the URL when looking at the ad in Ads Manager.

**Case number**

**Please describe the pending ads issue.**
You can also include any other information that you think would be helpful

[Send]

You can find this form at:
https://www.facebook.com/help/contact/186912391909649?hc_location=ufi

Note: An Ad ID is different from a Post ID.

To find your ad ID you can create a custom column within Ads Manager.  To do this select your ad, click the drop-down customize column.  Next click "Object Names and IDs" under settings and select "Ad ID."  Now you will see a new column in your report with the Ad ID.

The next box on the form is a "Case Number."  Since you don't have one yet buy "N/A."

Click "Send" and Facebook should respond soon to the request.  Remember not to make any edits to the ad or the 24-hour clock will reset.

## Why did my ad get rejected and what can I do?

An ad gets rejected when it doesn't meet Facebooks' policies.  If an ad gets rejected you will receive an email explaining the reason.  Remember that Facebook wants its users to have a positive ad experience so stay away from negative text and imagery.  Some images can be graphic, for example Jesus crucified or human trafficking awareness, and that can result in an being rejected.  Other common reasons may be landing page content not matching the ad or a landing page with errors and dead links.

If an ad does get rejected for whatever reason, you have a couple of options.  Step 1 is to edit the ad and resubmit for review.  If you feel the ad was rejected by mistake you can navigate to Account Quality to request a review.  Here is the link for that:
https://www.facebook.com/accountquality.  If you are unable to edit the ad then Step 2 is to create a new ad.

For a complete list of prohibited content see the Policies page from Facebook:
https://www.facebook.com/policies/ads

## Facebook has disabled my ad account, what now?

If your ad account has been disabled by mistake or you were notified about unusual activity, you need to contact Facebook.  Here is the Facebook link to help you do that:
https://www.facebook.com/business/help/968402779873601

In Ads Manager, you can also follow the instructions in the red box to solve the problem.