

IVO Ad Specs: Expand

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User experience: Expand ads create a larger creative canvas from a standard ad size when a user interacts.

Good to know: Expand ads work for portrait ad placements e.g. DMPU and Skyscraper as well as Leaderboards/Billboards and landscape formats.

Pro tip! Make sure the expanded area has a clear [x] close button.

Dimensions

Screen	Dimensions	Notes
Desktop	970x250px > 970x450px 300x600px > 600x600px 728x90px > 728x300px	Dimensions are IVO recommendations; check with publisher to confirm
Mobile	320x50px > 320x480px	

Assets

Asset type	Accepted Formats	Recommended dimensions
Logos / icons or graphics	Vector (scales without distortion) .psd .png .eps .ai .svg	N/A
Images / photography	Hi resolution (preferred) .jpeg	1600x2300px 72dpi (portrait) 2300x1600px 72dpi (landscape)
Videos	720p (preferred) .mp4	1280x720px (landscape)
Copy / text elements Font(s)	Word doc (or similar) .doc Font(s) .ttf	N/A

Note: a Photoshop template is available <https://adspecs.ivo.io/>

