

IVO Ad Specs: IAB Fixed

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User experience: IAB Fixed describes ad creatives in any standard placement including Billboard, DMPU and MPU.

Good to know: IAB Fixed ads can feature engaging creative content beyond basic animation, including video, data feeds and dynamic content.

Pro tip! IAB Fixed ads should grab the user's attention with eye-catching visual content on the first frame.

Dimensions

| Screen | Dimensions | Notes |
|---------|--|---|
| Desktop | 970x250px 300x600px 300x250px 728x90px 160x600px | Dimensions are examples - IVO supports placements of any width and height |
| Mobile | 320x50px | |

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/>

