

IVO Ad Specs: IAB Flexible

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User experience: IAB Flexible describes responsive or ratio-based ad creatives designed to fill ad placements that do not have a fixed width and height.

Good to know: IAB Flexible ads are perfect for websites with responsive ad placements.

Pro tip! Make use of IVO's capability to stretch the creative whilst maintaining its aspect ratio.

Dimensions

Ratio	Dimensions	Notes
4x1	900x225px 1800x450px	Dimensions are IVO recommendations; check with publisher to confirm
1x1	300x300px 450x450px	
6x1 ratio	300x50px 450x75px	
8x1 ratio	600x75px 1200x150px	
1x2 ratio	300x600px 450x900px	
1x4 ratio	160x640px 240x960px	

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/>

