

IVO Ad Specs: In-article

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User experience: In-article ad creatives appear in page content, usually after the second paragraph in a body of text.

Good to know: In-article ads (also called 'Outstream') can be a simple video file or a more sophisticated creative.

Pro tip! Include a replay button at the end of an In-article ad using the Hide/Show action.

Dimensions

Screen	Dimensions	Notes
Standard	420x300px	Dimensions are examples - Medium and Large sizes are optional but recommended to deliver best user experience on higher resolution screens
Medium	750x300px	
Large	1024x300	

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/>

