

IVO Ad Specs: Lightbox

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User experience: Lightbox ads feature a large creative panel, appearing over a website when a user interacts with a standard ad.

Good to know: Lightbox ads can be launched from any ad placement e.g. Billboard, DMPU, MPU, Skyscraper, etc.

Pro tip! Include a clear and informative call to action in the standard ad that launches the Lightbox (e.g. Click to Expand)

Dimensions

| Screen | Dimensions | Notes |
|---------|--|---|
| Desktop | 970x250px > 1024x768px 300x600px > 1024x768px 300x250px > 1024x768px | A single Lightbox panel can be launched from separate standard ads. |
| Mobile | 320x50px > 320x480px 300x250 > 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/>

