

IVO Ad Specs: IAB Masthead

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User experience: Masthead is a high impact responsive creative designed to fill the full width of the page.

Good to know: Masthead ads can run in any full width ad slot in a web page, (not just at the top).

Pro tip! Create additional artboards to provide bespoke user experiences

Dimensions

Screen	Dimensions	Notes
X-small	400x300px	Dimensions are IVO recommendations; check with publisher to confirm
Small	768x300px	
Medium	1024x300px	
Large	1400x300px	
X-large	1900x300px	

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/>

