

# IVO Ad Specs: Pushdown

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**User experience:** Pushdown ads slide the page down to provide a large creative canvas at the top.

**Good to know:** Pushdown ads allow a consistent engaging user experience across desktop, tablet and mobile.

**Pro tip!** Make sure the large area of the ad has a clear [x] close button.

## Dimensions

Screen	Dimensions	Notes
Desktop	970x200px > 970x350px 1200x200px > 1200x350px	Dimensions are IVO recommendations; check with publisher to confirm
Tablet	768x125 > 768x350px	
Mobile	320x75px > 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/>

