

IVO Ad Specs: Scroller

Including:

Static & Animated Scrollers

Video Scrollers

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User experience: a Scroller ad appears as the user scrolls through page content, delivering an intuitive and engaging experience.

Good to know: Scroller can run on desktop and tablet not just mobile.

Pro tip! Make use of the Scroller parallax effect for extra engagement.

Dimensions

Screen	Dimensions	Notes
Portrait / Mobile	420px Width 595px Viewport Height 770px Background Height (guide)	Viewport describes the height of viewable ad content; as the user scrolls there is the option to reveal more of the background of the ad. This is typically called a 'parallax' visual effect and why Background Height is quoted as a guide figure.
Landscape / Desktop & Tablet	750px Width 250px Viewport Height 500px Background Height (guide)	
Landscape XL / High res desktop (Optional)	1220px Width 250px Viewport Height 500px Background Height (guide)	

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/>

