

IVO Ad Specs: Skins

Including:

Static & Animated Skins

Video Skin & Video Wallpaper

Reactive & Reveal Skins

IVO Ad Specs: Skins

User experience: Skins utilise the space around and above page content, filling the browser window to deliver high impact.

Good to know: Skins are available with numerous interactive options to increase engagement. Creative examples are available [here](#).

Pro tip! Keep messaging in the safe areas adjacent to page content

Dimensions

Screen	Dimensions	Notes
Desktop	970x250px Centre 140x1200px Left/Right (small) 300x1200px Left/Right (medium) 500x1200px Left/Right (large)	IVO's responsive technology automatically displays the best suited Skin creative (small/medium/large) based on the user's screen resolution.
Mobile	420x100px Centre 10x800px Left/Right	
Tablet	970x250px Centre 50x1200px Left/Right	

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/>

