

Ad Specs: Reveal Skin

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User experience

As the user moves their cursor horizontally across the page, from side to side of the browser window, the entire creative changes between two designs.

[Click for demo](#)

[Click for demo](#)

[Click for psd template](#)

For more demos please contact support@ivo.io

Specs for pre-designed assets

Requirement	Dimensions (in pixels @2x)	File type	File size
Images (x6)	2880x3200px (small) x2 3200x3200px (medium) x2 4000x3200px (large) x2	JPEG	200kb each 300kb each 400kb each
Alternative (recommended): Adobe Photoshop file with each creative element on separate layer	Use provided .psd template	PSD	100mb (max)

Specs for separate assets and design by Reach

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

Reach

