

Ad Specs: Video Skins

Ad Specs: Video Skins

User experience

Video (or videos) form a creative element within the ad, usually within the billboard at standard 16x9 ratio, or 1x1 ratio.

It can be partially masked by creative/design elements for visual engagement.

When the ad is displayed, video is autoplay and sound off by default.

Buttons can be added as part of the design, or default buttons are available (see demos).

[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 (x7)	1940x500px Centre 280x3200px Left/Right (small) 600x3200px Left/Right (medium) 1000x3200px Left/Right (large)	JPEG	120kb 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)
Video asset	Ratio: 16x9, 1x1	MP4	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

