

Ad Specs: Video Background Scroller

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User experience

A Video Background Scroller ad appears as the user scrolls through page content, delivering an intuitive and engaging experience.

Video fills the full background of the ad, with the option to overlay graphics and messaging using HTML5 animation.

[Click for demo](#)



Specs for pre-designed assets

Requirement	Dimensions (in pixels @2x)	File type	File size
Video Background	687x1080px @1080p (420x660px actual size)	MP4	Up to 100mb (source file will be encoded to file size suitable for ad delivery by IVO platform)
Overlay Graphics: Adobe Photoshop file with each creative element on separate layer	840x1320 @2x retina (420x660px actual size)	PSD	100mb (recommended 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	1080p (preferred) .mp4	687x1080px (portrait)
Copy / text elements Font(s)	Word doc (or similar) .doc Font(s) .ttf	N/A