

Ad Specs: Dynamic Pre-Roll

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User experience

Dynamic preroll delivers a location-specific ad with a map visual, helping audiences see exactly where the featured brand or offer is nearby. Dynamic text is driven by a custom feed supplied by the client, either from an API or by completing a simple Google Sheet. The ad is formatted to Dynamic VAST, producing MP4 videos from a single tag for easy and fast-paced delivery.

[Click for demo](#)

[Click for template](#)

[Click for Google Sheet](#)

Specs for pre-designed assets

Requirement	Dimensions (in pixels @2x)	File type	File size
Video	16:9 ratio 1280x720px @720p	MP4	Up to 100mb (source file will be encoded to file size suitable for ad delivery by IVO platform)
Graphic elements: Adobe Photoshop file with each creative element on separate layer	1280x720px	PSD	100mb (recommended max)
Feed	N/A	API URL Link OR Completed Google Sheet	N/A

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
Data feed	Google Sheet (preferred) API key and documentation	N/A