

# Ad Specs: First in Break

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User experience:  
Ad unit is placed under the 2nd paragraph within the article page.  
Contents within can hold animation, video, shoppable or dynamic elements.

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## Specs for pre-designed assets

Requirement	Dimensions (in pixels @2x)	File type	File size
Image 1	1160x860px	JPEG	120kb
Alternative: Adobe Photoshop file with each creative element on separate layer	1160x860px	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