

Ad Specs: Pushdown Skins

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User experience

Pushdown Skins provide a high impact brand experience. The central billboard element expands on user interaction, sliding the page down to reveal additional ad content. The pushdown element is surrounded with ad content to the left and right of the page, completely filling the browser window.

[Click for demo 1](#)

[Click for demo 2](#)

[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)	1940x1128px Centre 280x3200px Left/Right (small) 600x3200px Left/Right (medium) 1000x3200px Left/Right (large)	JPEG	120kb 200kb each 300kb each 400kb each
Alternative: 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

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