

Our Media Desktop Skin Template Guide



Skin with video billboard

- Please design and supply your desktop skin using the Photoshop template supplied.
- In the template file you will see 7 artboards. This creates 3 different skin size options for different desktop displays. The billboard stays the same across all views, with either small, medium and large banners serving on each side. You will need to adapt your design for each of these sizes.
- Keep important information within the navy blue content safezones.
- Keep any key imagery within the light blue safezone.
- Ensure that you fill the entire artboard with your image, pattern or background colour.
- Place your billboard in the centre-skin artboard.
- Please do not rename any of the artboards or delete the yellow highlighted clickthrough layers as these are read by our ad platform.
- When finished, please return your designed Photoshop file to us. We will upload this directly to our ad platform. **There is no need for you to export your designs.**
- Ensure you add **@2x** to the end of your file name - this ensures that our ad platform will read your file correctly.
- Please ensure that your finished file is **under 100mb**. We recommend rasterizing all image layers before sending to us. The smaller the file the better the load times for your ad will be.
- You will need to separately supply your video billboard to the following specs:
Video billboard: **970 x 250px, max 15 seconds, max 5mb**

Please see the below examples showing how the skin banners will sit once live. These are preview links only using the template you have been supplied to demonstrate how they will sit.

Small skin: <https://go.ivo.io/build/ads/31757/preview?custom/video-billboard-small>

Medium skin: <https://go.ivo.io/build/ads/31757/preview?custom/video-billboard-medium>

Large skin: <https://go.ivo.io/build/ads/31757/preview?custom/video-billboard-large>

If you have any questions please contact your Project Manager or Ad Ops Exec.