

# InGame

Reach users non-intrusively and without interrupting their gaming experience. Recommended to reach users where no other format can reach them.

## DEVELOPMENT

### Specs for Logan’s development

- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 768x1024 px for vertical formats, and larger than 1024x768 px for horizontal formats.
- Fonts used.  
High-resolution images, logos.  
Animation references: links or HTML files.

## IMPLEMENTATION in the DSP

- File type: .JPG, .GIF, .PNG, Short Video.  
Mobile:320x50px, 320x100px, 300x250px, 320x480px, 480x320px.  
  
Desktop:  
1024x768px, 640x360px, 768x1024px, 750x300px, 800x600px, 728x90px, 300x600px, 970x250px, 160x600px.

PMP®

## Benchmarks



Viewability%\*  
100%

\*Viewability% depending on the measurement system and DSP configuration.