DISPLAY
Native Ads

Ads which don't appear to be since they adapt to the design of each app where they are showing. So, consumers see the native ads as if they were part of the editorial content, allowing advertisers to lead the users without being considered intrusive.

Recommended for performance campaigns.

AVERAGE CTR: 1,5%

BUYING MODEL: CPC

DAILY MINIMUM: 300 clicks

FINAL DIMENSION OF THE CONTENT:
- Icon: 75x75px, 150x150px, 300x300px
- Smartphone: 250x300px, 320x480px, 320x568px, 300x250px, 480x320px, 568x320px, 320x50px
- Tablet: 640x960px, 640x1136px, 800x1200px, 720x1280px, 600x313px, 728x90px, 960x640px, 1136x640px, 1200x627px, 1280x800px, 1280x720px

SPECS:
- Editable Files .PSD or .AI
- Texts
- Logotypes
- Typographies
- Images, videos, HTML or reference links
- Avoid .FLA, .SWF and .ID files

If the **client designs** the banners, send us:
- Format: .JPG or .PNG
- Weight: 40kb max.
- Title: maximum of 25 characters
- Description: maximum of 100 characters
- Call to action: maximum of 10 characters

Logan