



## DISPLAY Standard Ads

Traditional ad that ensures coverage and visibility across all devices. Even with specific segmentations reaches a broad range of volume.

**Recommended to complement any media plan with campaigns that search for great coverage in precise segmentations.**

**AVERAGE CTR:** 1%

**BUYING MODEL:** CPC/CPM

**DAILY MINIMUM:** 300 clicks

**FINAL DIMENSION OF THE CONTENT:**

- Smartphone: 216x36px, 300x50px, 300x250px, 320x50px
- Tablet: 468x60px, 768x90px

**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, PNG or GIF
- Weight: 200kb max.
- Text: total included characters, 40 spaces.

