



RICH MEDIA Expandable

Full-screen ads that expand after clicking on a standard banner. Once expanded, this format has the ability to show videos, interactive videos, photo galleries, microsites and even mini games.

Recommended to generate high-impact and interaction.

AVERAGE CTR: 0,3%

BUYING MODEL: CPM

DAILY MINIMUM: 10.000 impressions

FINAL DIMENSION OF THE CONTENT:

- Smartphone
Collapsed: 320x50px
Expanded: 320x480px
- Tablet
Collapsed: 728x90px
Expanded: 768x1024px

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:

- Tag Javascript MRAID compliant

