



RICH MEDIA

# Hole in the Wall

As the user scrolls the content, this ad reveals a background image through a window that appears between text and media.

Recommended for creating impact when launching a new product.

**AVERAGE CTR:** 1,5%

**BUYING MODEL:** CPM

**DAILY MINIMUM:** 10.000 impressions

**FINAL DIMENSION OF THE CONTENT:**

- Smartphone  
Front: 320x250px  
Background: 320x416px
- Tablet  
Front: 1280x400px  
Background: 1280x600px

**SPECS:**

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

**REQUIREMENTS:**

- Front: logo + cta + title
- Background: gif / image (JPG, PNG or GIF)

If the **client designs** the banners, send us:

- Tag Javascript MRAID compliant

