



RICH MEDIA

Rich Media Interstitial

Is the 'Rich Media' ad by choice. This full screen ad appears in app between two content screens. It can be used to display microsites, interactive videos, mini games or other HTML5 creatives.

Recommended to generate high-impact and interaction.

AVERAGE CTR: 1,5%

BUYING MODEL: CPM

DAILY MINIMUM: 10.000 impressions

FINAL DIMENSION OF THE CONTENT:

- Smartphone: 320x480px
- Tablet: 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

