



# DISPLAY Thermostat

Full screen ad where the content adapts according to the climate of the place on which you are showing the piece. The message may vary depending on the weather, wind or temperature conditions.

**Recommended for climate-sensitive products.**

**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

**REQUIREMENTS:**

- Send corresponding alert to each chosen variable:  
Weather: sun/clouds/rain/snow/fog/hail  
Temperature: cold/hot/mild  
Wind: windy/not windy

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

- Tag Javascript MRAID compliant

