RICH MEDIA
Viral

Full screen ad throught specially for creating viral marketing campaigns. It provides the user with the opportunity to share an event, promotion and/or information with image, video and text on all social networks including Facebook, Twitter, Instagram, Snapchat and Pinterest.

Recommended for making content go viral.

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 according to the social network they would like to use:
  - **Twitter/Facebook:** Message + Image / Message + Video from YouTube / Profile
  - **Whatsapp:** Message + Image / Message + Video from YouTube
  - **Instagram:** Profile to Add / Camera activation
  - **Snapchat:** User to Add
  - **Pinterest:** Image to pin

If the **client designs** the banners, send us:
- Tag Javascript MRAID compliant

Logan