



RICH MEDIA

# Whatsapp Chat Chat

Full or half screen ad that includes videos, images, text or all of the above where the users can share the content with their Whatsapp contacts or groups.

**Recommended for big impact and viral campaigns.**

**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 message, URL, image and/or video to share on WhatsApp.

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

- Tag Javascript MRAID compliant

