



VIDEO

Expandable Video

Full screen video player ad that expands after clicking on a standard banner. Videos can be hosted on Youtube or Vimeo.

Recommended for creating awareness and driving traffic to Youtube or Vimeo channels.

AVERAGE CTR: 0,3%

VR: 30%

BUYING MODEL: CPM

DAILY MINIMUM: 10.000 impressions

FINAL DIMENSION OF THE CONTENT:

- Smartphone
Collapsed: 320x50px
Expanded: 320x480px
- Tablet
Collapsed: 728x90px
Expanded: 768x1024px

SPECS:

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

VIDEO:

- Format: video .MP4
- Compression: MPEG-5, H.264 Audio Codec .MP4 - AAC or YouTube/Vimeo Link

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

- Tag Javascript MRAID compliant

