VIDEO
Hammer

Mid-screen video ad that plays with one or several elements in a hammer-like animation generating the illusion of weight.

Recommended to generate high impact and brand awareness.

AVERAGE CTR: 1%

VR: 40%

BUYING MODEL: CPM

DAILY MINIMUM: 10.000 impressions

FINAL DIMENSION OF THE CONTENT: 300x250px

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

REQUIREMENTS:
- A brief detailing the elements that will either make the ad go up or down.

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

Logan

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