VIDEO
Interactive Video

Instream or outstream video ad with an added layer of interactivity transforming the traditional way of viewing from a monologue into a dialogue. While the user watches de video, he can engage with animated assets to obtain more information, make a direct purchase or play.

Recommended to achieve further engagement with your content experiences.

AVERAGE CTR:
In-stream: 3%
Outstream: 3%

VR: 40%

BUYING MODEL: CPM

DAILY MINIMUM:
In-stream: 1.000 impressions
Outstream: 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

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

REQUIREMENTS:
Brief that details:
- Video moments where additional content should be displayed
- What content should be displayed (Ex. images, videos, text, links)
- What products/services should be included in the video's end card

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

Pelota
TELSTAR 18

$ 2.699
COMPRAR AHORA

Logan