



VIDEO

Interstitial Video

Full screen ad that includes a video player. The content can be hosted in any compatible video platform like Youtube and Vimeo. The views impact the Youtube channel metrics.

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

AVERAGE CTR: 1,5%

VR: 40%

BUYING MODEL: CPM

DAILY MINIMUM: 10.000 impressions

FINAL DIMENSION OF THE CONTENT:

- Smartphone: 320x480px
- Tablet: 728x1024px

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

