

VIDEO Pre Roll

Video ads that appear before the user begins watching videos in an app of our media. We work exclusively with media created to view video on both smartphones and tablets.

Recommended to generate impact and awareness.

AVERAGE CTR: 2%

VR: 60%

BUYING MODEL: CPM / CPCV

DAILY MINIMUM:

- 5.000 impressions /3.00 full views

FINAL DIMENSION OF THE CONTENT:

- Up to 640x960px
- (16:9 aspect ratio)

SPECS:

- Duration of 30 seconds maximum (longer durations must be discussed)
- Format: MP4
- 3rd Party Tags: only VAST tags. VPAID not allowed.
- Compression: MPEG-4, H.264
Audio Codec MP4 – AAC
- Maximum size: 5mb

