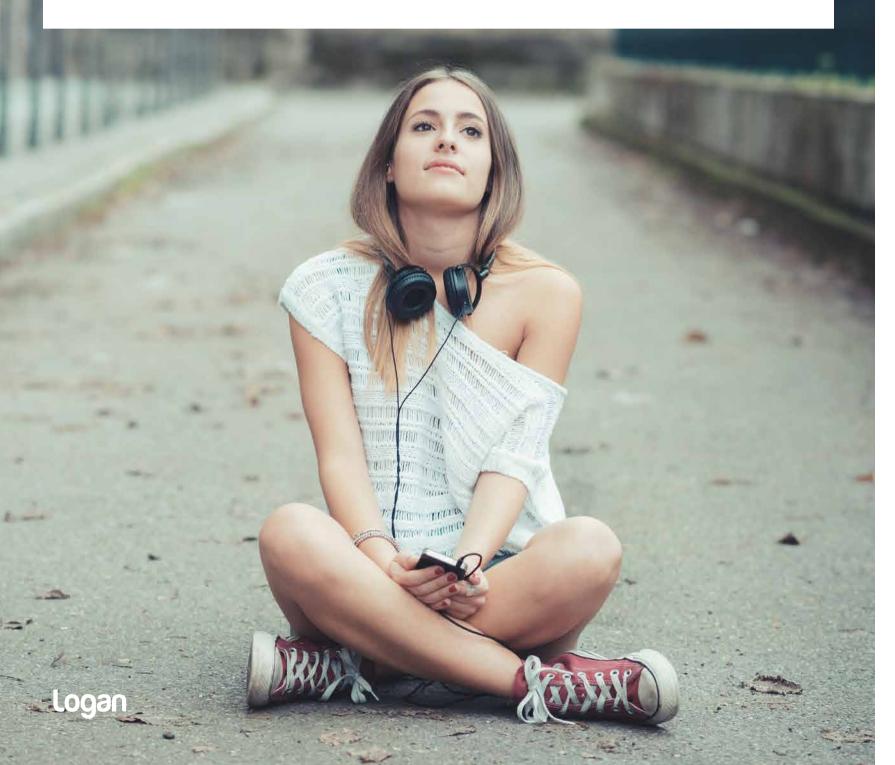


This ad appears at the inferior part of the screen, showing a video player that the user can pause, fast forward, or mute without interrupting what they are doing in the app itself.

Recommended to create impact and awareness.



**AVERAGE CTR:** 1,5%

**VR:** 40%

**BUYING MODEL: CPM/CPV** 

DAILY MINIMUM: 10.000 impressions/8.000 views

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

## **VIDEO**

• Format MP4, max 50mb, 150s (recommended 30 seconds or less) or 3rd party tags alone VAST. VPAID not allowed.

## **CONTENT BAR (optional)**

- Title: maximum of 25 characters
- Description: maximum of 40 characters
- Button: 10 characters.
- Final URL

If the client designs the banners, send us:

• Tag Javascript MRAID compliant

