



This format interacts with cellphone cameras, simulating a photography app from the banner. It has the ability to include filters, frames and animations on photos. Once the picture is taken, users may share it on social networks.

Recommended for viral marketing campaigns and high-impact.



AVERAGE CTR: 1,0%

BUYING MODEL: CPM

SPECS:

If **Logan designs**, a banner, we need:

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

If the **client designs** the banners, send us:

- Format: .JPG, .PNG or .GIF
- Weight: 200kb max

FINAL DIMENSION OF THE CONTENT:

	SMARTPHONES	TABLETS
PORTRAIT	320x480px	728x1024px
LANDSCAPE	480x320px	1024x728px

DAILY MINIMUM: 10.000 impressions

