



DISPLAY Standard Ads

This traditional format ensures coverage and visibility across all devices. It reaches a broad range of volume even with specific segmentations.

Recommended to complement the media plan of almost all campaigns that look for great coverage in reduced segmentations.

AVERAGE CTR: 1,3%

BUYING MODEL: CPC/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.
- Text: total included characters, 40 spaces.

	SIZE	MÁX. WEIGHT
SMARTPHONES	300x50px	100KB
	320x50px	100KB
	300x250px	100KB
TABLETS	728x90px	100KB
	120x600px	100KB
	468x60px	100KB
	300x250px	100KB

DAILY MINIMUM: 300 clicks

