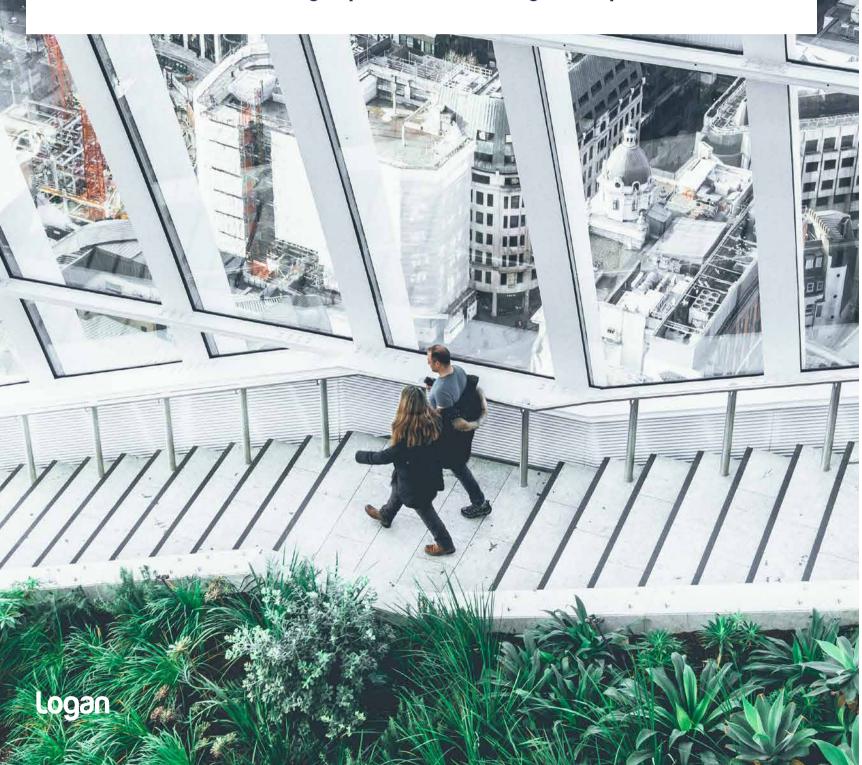


As the user scrolls the content, this ad reveals a background image through a window that appears between text and media.

Recommended for creating impact when launching a new product.



AVERAGE CTR: 1,5%

BUYING MODEL: CPM

DAILY MINIMUM: 10.000 impressions

FINAL DIMENSION OF THE CONTENT:

• Smartphone

Front: 320x250px

Background: 320x416px

Tablet

Front: 1280x400px

Background: 1280x600px

SPECS:

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

REQUIREMENTS:

- Front: logo + cta + title
- Background: gif / image (JPG, PNG or GIF)

If the client designs the banners, send us:

• Tag Javascript MRAID compliant

