

S P E C S

Logan



DISPLAY Alive

Alive is a full screen format which allows including a video player or audio content through live streaming.

It is recommended to transmit contests, shows and other live events.



AVERAGE CTR: 2%

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
- Link YouTube live, or Javascript Player or HTML5

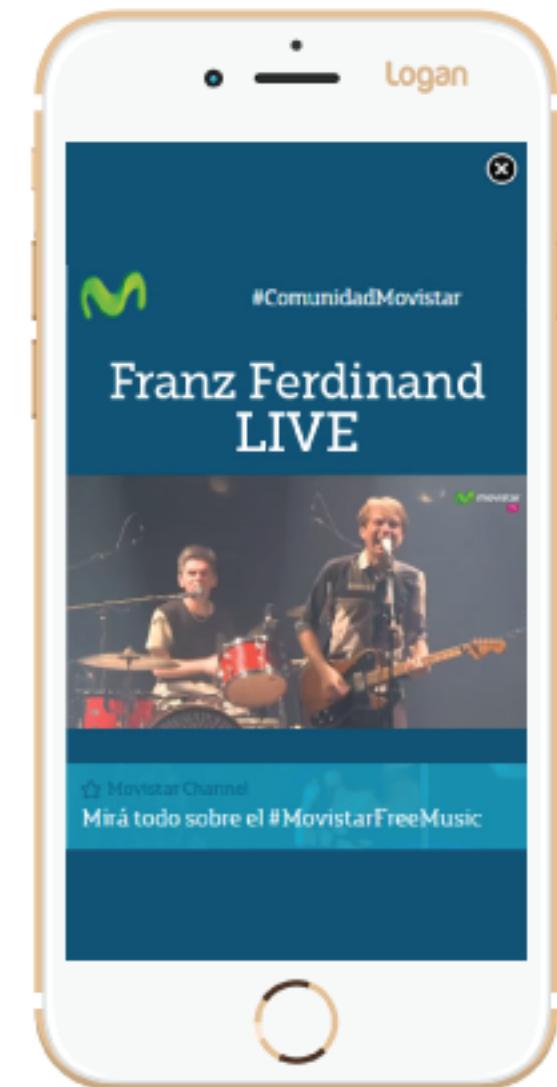
If the **client designs** the banners, send us:

- Javascript Player or HTML5
- Format: JPG, PNG or GIF
- Weight: 200kb max.
- Link YouTube live, or Javascript Player or HTML5

FINAL DIMENSION OF THE CONTENT:

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

DAILY MINIMUM: 10.000 impressions





DISPLAY Expandable

Full-screen ads that expand after clicking on a standard banner. Once expanded, this format has the ability to show videos, interactive videos, photo galleries, microsites and even mini games.

Recommended to generate high-impact and interaction.



Logan

AVERAGE CTR: 0,5%

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

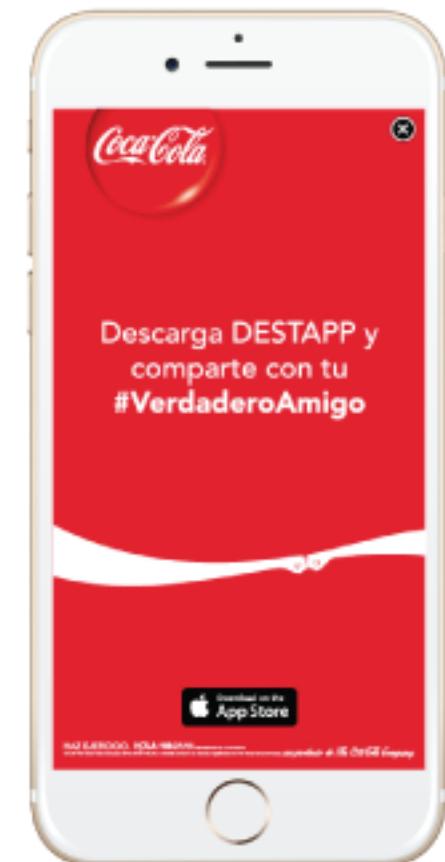
If the **client designs** the banners, send us:

- Tag Javascript MRAID Compliant

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|------------------------|-------------|------------|
| CONTRAÍDO | 320x50px | 728x90px |
| EXPANDIDO PORTRAIT | 320x416px | 1024x768px |
| EXPANDIDO LANDSCAPE | 480x320px | 768x980px |

DAILY MINIMUM: 10.000 impressions



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DISPLAY Flappy Taylor

Multiform and full screen transparent ads. Interaction and animations can be included without obstructing the content of the site itself.

Recommended to generate impact and high interaction.



AVERAGE CTR: 3%

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:

- Tag Javascript MRAID compliant

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|-----------|-------------|------------|
| PORTRAIT | 384x615px | 768x1024px |
| LANDSCAPE | 615x384px | 1024x768px |

DAILY MINIMUM: 10.000 impressions





DISPLAY Full Screen Banner

These banners fill the entire screen, ensuring the user's attention. Guarantee coverage in smartphones and tablets even in very precise segmentations.

Recommended to complement all sort of campaigns, generating impact and interaction.



Logan

AVERAGE CTR: 5%

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.

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONE | TABLET |
|-----------|------------------------|--------------------------|
| PORTRAIT | 320x480px 320x568px | 768x1024px 800x1280px |
| LANDSCAPE | 480x320px 568x320px | 1024x768px 1280x800px |

DAILY MINIMUM: 10.000 impressions or 300 clicks



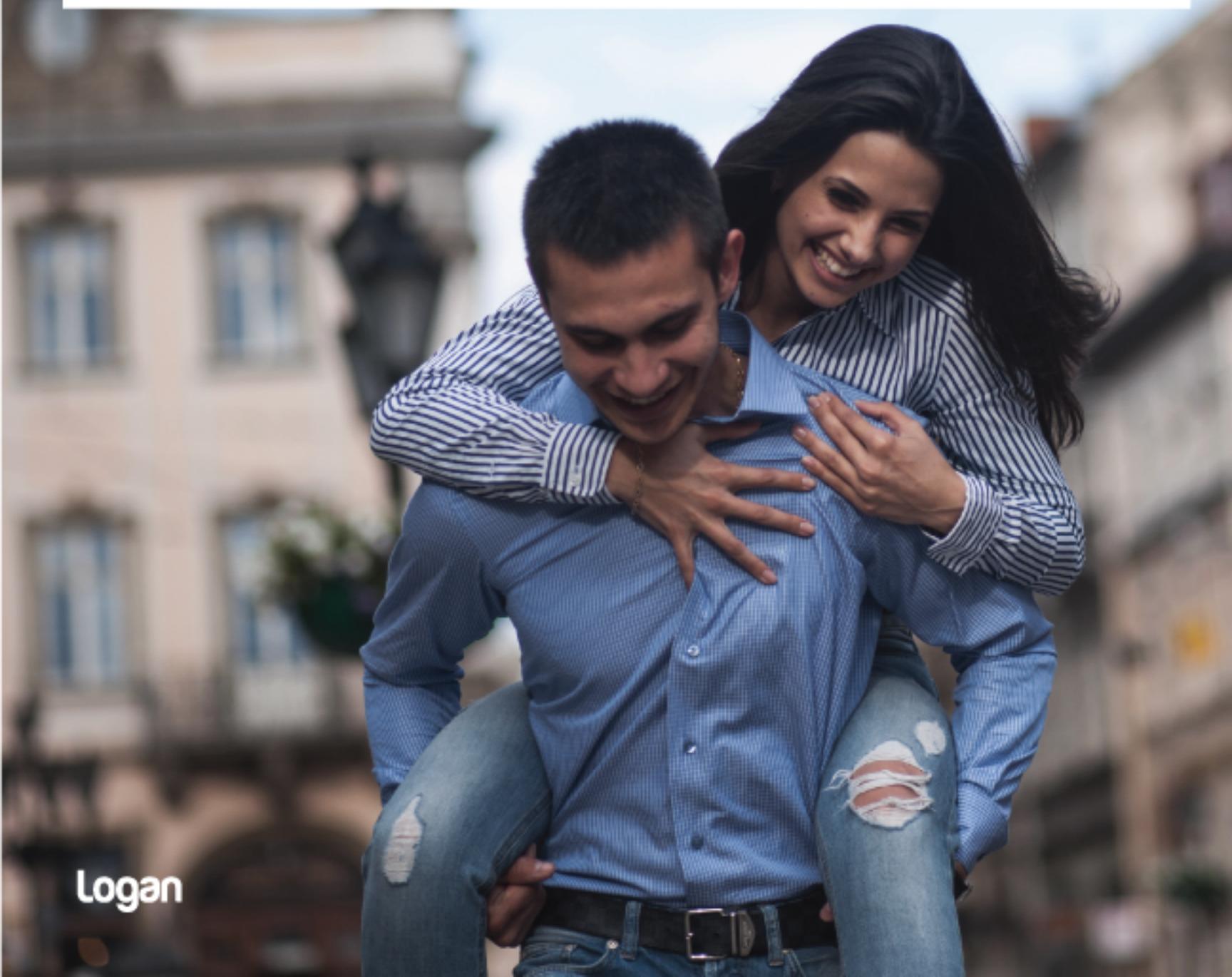
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DISPLAY GPS Ads

These are full screen ads that feature a map embedded in the design. The user can see on the GPS map your current location with the points that the advertiser wants to highlight, marking the route and distance to go.

Recommended for geolocation and drive-to-store campaigns.



AVERAGE CTR: 3,6%

BUYING MODEL: CPM

SPECS:

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

- Directions and zip code or coordinates of the spots to be included on the map
- 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:

- Banner 320x100px
- Format: JPG, PNG o GIF
- Weight: 200kb max.
- Directions and zip code or coordinates of the spots to be included on the map

DAILY MINIMUM: 10.000 impressions





DISPLAY Hole in the Wall

As the user scrolls an App, this format reveals a static background image through a window that appears between the content and media.

Recommended for special days, promotions and for product/store launches.



Logan

AVERAGE CTR: 3,8%

BUYING MODEL: CPM

SPECS:

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

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

Recommendation:

- Simple design:
 - Front: logotype + cta + title
 - Background: video/image (JPG, PNG, GIF)

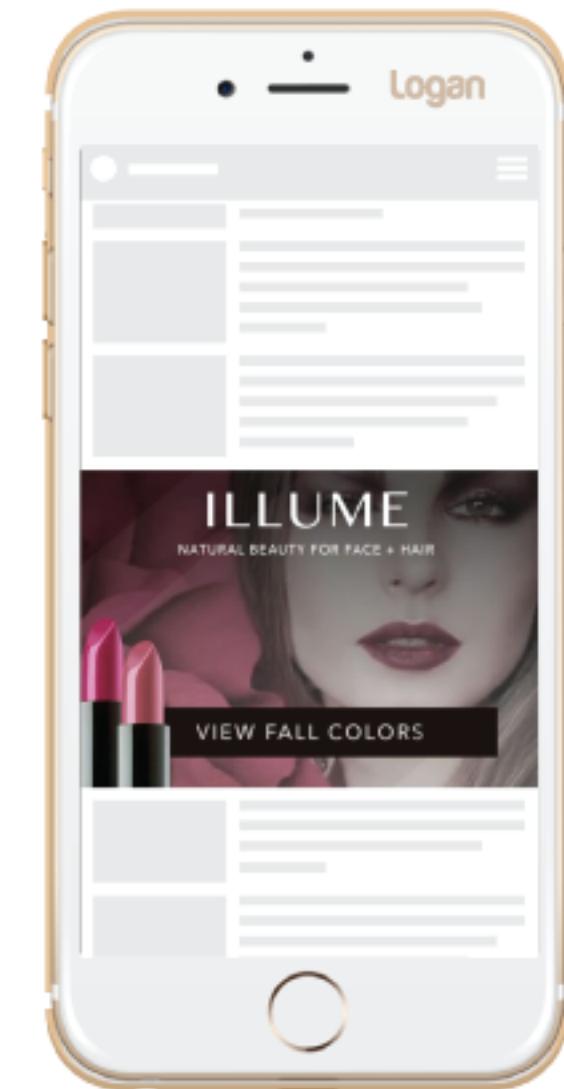
If the **client designs** the banners, send us:

- Tag Javascript MRAID compliant

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|----------|-------------|------------|
| PORTRAIT | 320x250px | 1280x400px |

DAILY MINIMUM: 10.000 impressions



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DISPLAY Native Ads

These banners do not seem like ones. As they adapt to the design of each app on which they are exposed, consumers see the native ads as if they were part of the editorial content. In this way advertisers can lead their users without being considered intrusive.

Recommended for performance campaigns.



Logan

AVERAGE CTR: 1,5%

BUYING MODEL: CPC

SPECS:

- Format: .JPG or .PNG
- Weight: 40kb max.
- Title: maximum of 25 characters
- Description: maximum of 100 characters
- Call to action: maximum of 10 characters

| UI LABEL | SUPPORTED SIZES | | |
|-----------|-----------------|----------|----------|
| | Icon | 75x75 | 150x150 |
| LANDSCAPE | | | |
| 6:5 | 300x250 | | |
| 3:2 | 480x320 | 960x640 | 1280x800 |
| 16:9 | 568x320 | 1136x640 | 1280x720 |
| (256:135) | 600x313 | 1200x627 | |
| Others | 320x50 | 728x90 | |
| PORTRAIT | | | |
| 5:6 | 250x300 | | |
| 2:3 | 320x480 | 640x960 | 800x1200 |
| 9:16 | 320x568 | 640x1136 | 720x1280 |

DAILY MINIMUM: 300 clicks



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DISPLAY On Wheels

Full screen format specially thought for the automotive industry. It combines the following functionalities: Image/video gallery, 360° view, gallery 360°, characteristics/colours, drive to store.

Recommended to promote new models and push the sales to new clients and brand lovers.



AVERAGE CTR: 4,5%

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:

- Tag Javascript MRAID compliant

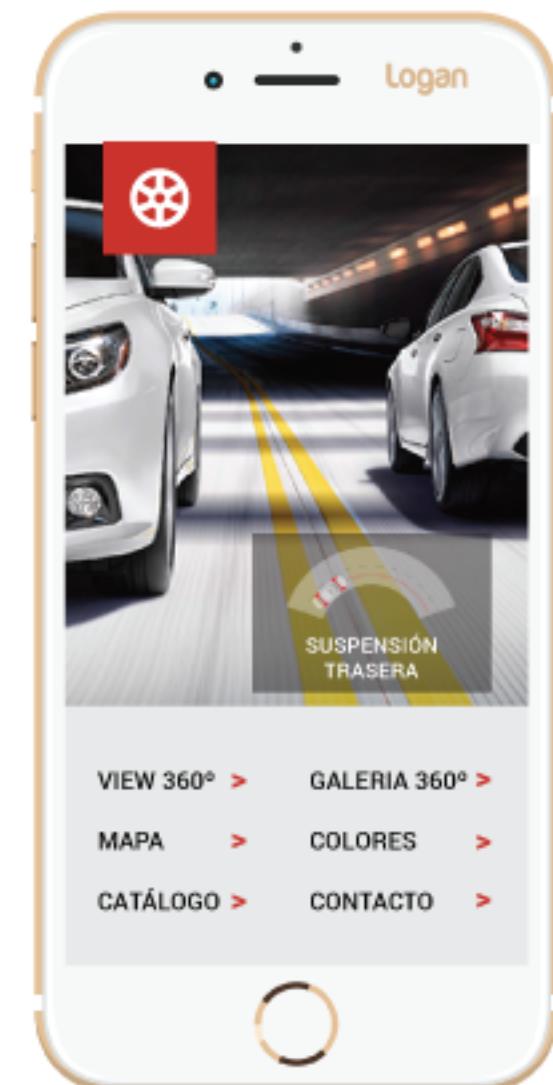
Recommendation:

- View 360° (Send image 360°)
- 360° Gallery (Send a minimum of 10 from different angles)

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONE | TABLET |
|-----------|------------------------|--------------------------|
| PORTRAIT | 320x480px 320x568px | 768x1024px 800x1280px |
| LANDSCAPE | 480x320px 568x320px | 1024x768px 1280x800px |

DAILY MINIMUM: 10.000 impressions



DISPLAY Overlay

This banner appears in the middle of the screen as a pop-up, on top of the app in which it's being displayed.

Recommended for games, apps and wide reach campaigns.



AVERAGE CTR: 5%

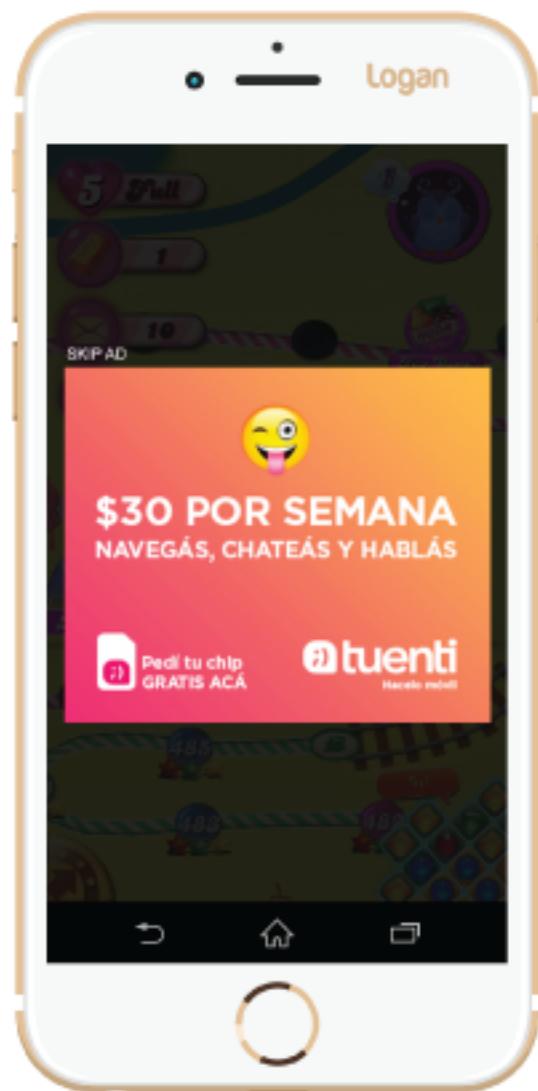
BUYING MODEL: CPC

SPECS:

- Format: JPG, PNG or GIF
- Dimensions:

| | SMARTPHONES | TABLETS |
|------------|------------------------|-----------|
| SIZE | 300x250px 320x480px | 550X480KB |
| MAX WEIGHT | 40KB | 40KB |

DAILY MINIMUM: 400 clicks





DISPLAY Position

Full screen format that runs when a user closes an application.

Recommended to generate momentum in the relationship with a client, for example bringing a commercial proposal related to the app he just closed.



Logan

AVERAGE CTR: 1,5%

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:



El usuario está usando una app



Al cerrar la app se despliega un banner full screen

| | SMARTPHONES | TABLETS |
|-----------|------------------------|--------------------------|
| PORTRAIT | 320x480px 320x568px | 728x1024px 800x1280px |
| LANDSCAPE | 480x320px 568x320px | 1024x728px 1280x800px |

DAILY MINIMUM: 10.000 impressions

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DISPLAY Push Down

This banner expands until filling 50% of smartphone's and tablet's screen. Once expanded, you may broadcast videos and HTML5 creatives.

Recommended for rich media campaigns and luxury products.



AVERAGE CTR: 0,5%

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:

- Tag Javascript MRAID compliant

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|-----------|-------------|-----------|
| COLLAPSED | 320x50px | 768x25px |
| EXPANDED | 320x250px | 768x250px |

DAILY MINIMUM: 10.000 impressions





DISPLAY Rewards

This format allows you to interact with the audience rewarding users for their achievements in games and apps. With each achievement reached, users receive coupons with special promotions from brands that decide rewarding them.

Recommended to cross the online / offline barrier inviting users to redeem their rewards in physical stores. Best solution for e-commerce campaigns and young audiences interaction.



AVERAGE CTR: 25%

BUYING MODEL: Cost per coupon

SPECS:

We need:

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

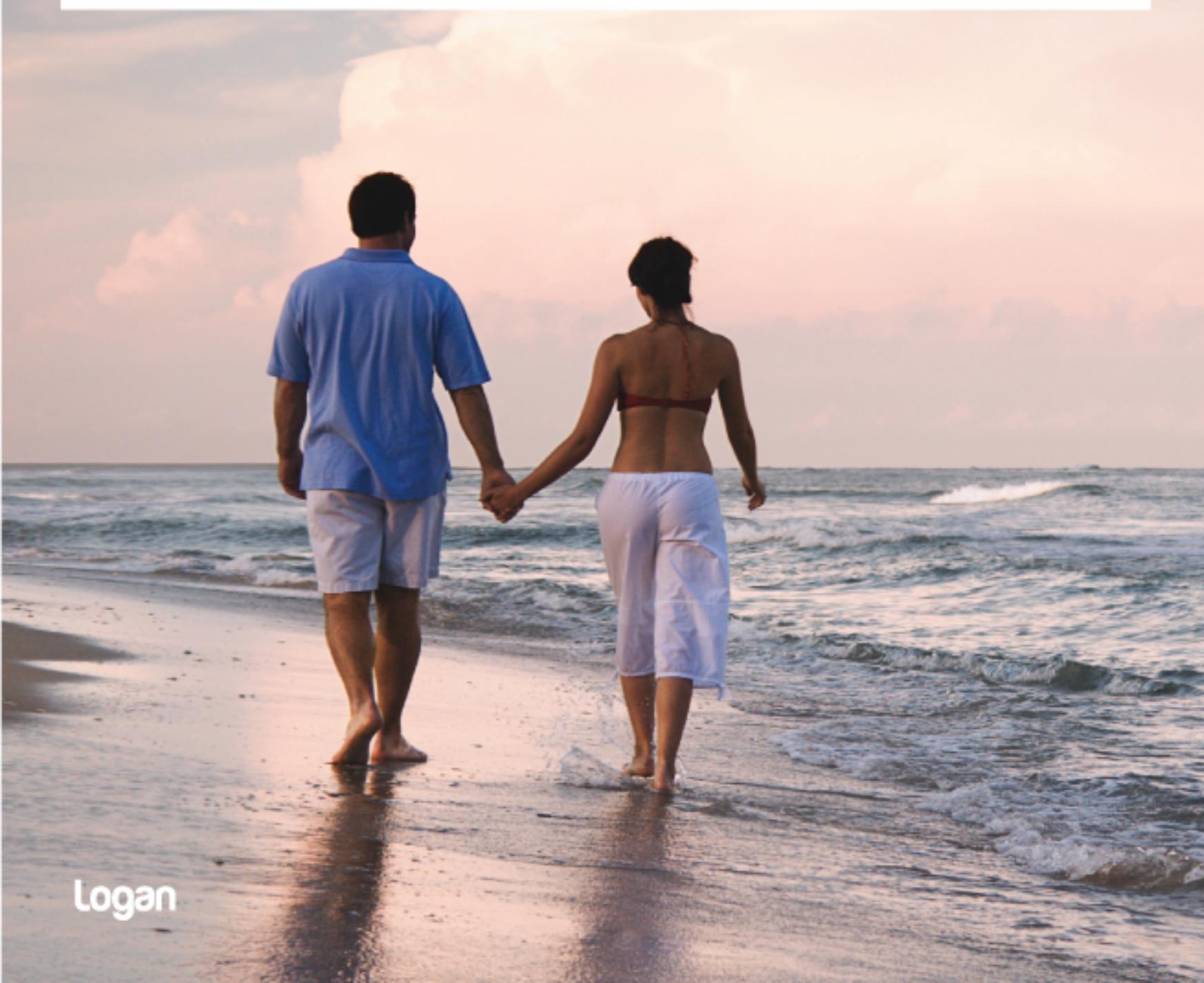




DISPLAY Rich Media Interstitial

The Interstitial is the Rich Media format by choice. This full-screen ad appears between two content screens in app. It can be used to display videos, microsites, interactive videos, games or other HTML5 creations.

Recommended to generate high-impact and interaction.



AVERAGE CTR: 5,4%

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:

- Tag Javascript MRAID compliant

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|-----------|-------------|------------|
| PORTRAIT | 384x615px | 768x1024px |
| LANDSCAPE | 615x384px | 1024x768px |

DAILY MINIMUM: 10.000 impressions





DISPLAY Run Run Run

This full-screen ad is ideal for setting up custom countdowns for events such as: movie premieres, new product launches or limited-time retail offerings.

Recommended for special days, promotions and for product/store launches.



AVERAGE CTR: 5,4%

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

Reminder:

- Time and Date of the countdown completion

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

- Tag Javascript MRAID compliant

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|-----------|-------------|------------|
| PORTRAIT | 384x615px | 768x1024px |
| LANDSCAPE | 615x384px | 1024x768px |

DAILY MINIMUM: 10.000 impressions





DISPLAY Save The Date

This full screen format that allows you to save reminders within the user's calendar, sending alerts when the event is approaching.

Recommended for launches and special dates.



AVERAGE SCHEDULING: 8%

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

Reminder:

- Title: 40 characters maximum
- Location: 60 characters maximum
- Description: 250 characters maximum
- Start date: mm/dd/yyyy, hh/mm
- End date: mm/dd/yyyy, hh/mm

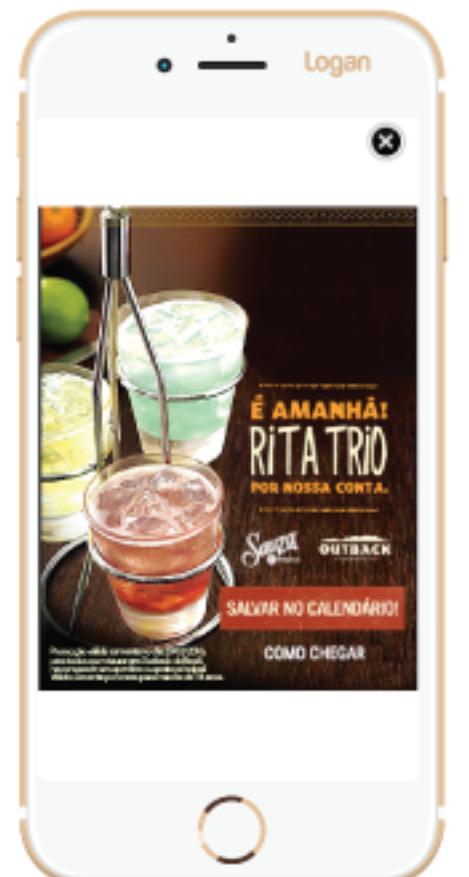
If the **client designs** the banners, send us:

- Tag Javascript MRAID compliant

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONE | TABLET |
|-----------|------------------------|--------------------------|
| PORTRAIT | 320x480px 320x568px | 768x1024px 800x1280px |
| LANDSCAPE | 480x320px 568x320px | 1024x768px 1280x800px |

DAILY MINIMUM: 10.000 impressions





DISPLAY Selfie

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





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





DISPLAY **Sticker Ads**

Traditional banners have been trapped in a box for long. Sticker Ads allow multiform animations to expand on screen including movement, videos and animated transparencies.

Recommended for campaigns looking for high-impact and viewability.



AVERAGE CTR: 4,7%

BUYING MODEL: CPC

SPECS:

We need:

- Editable Files .PSD or .AI
- Texts
- Logotypes
- Typographies
- Images, videos, HTML or reference links
- Avoid .FLA and .SWF files
- Development: 5 to 7 days

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|----------------------|-------------|-----------|
| PORTRAIT / LANDSCAPE | 300x250px | 300x250px |

DAILY MINIMUM: 300 clicks





DISPLAY Thermostat

This full screen banner varies its content according to the climate of the territory on which you are showing the ad. The message may vary according to the weather, wind or temperature conditions.

Recommended for climate-sensitive products.



AVERAGE CTR: 3,7%

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:

- Tag Javascript MRAID compliant

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|-----------|-------------|------------|
| PORTRAIT | 384x615px | 728x1024px |
| LANDSCAPE | 615x384px | 1024x728px |

DAILY MINIMUM: 10.000 impressions





DISPLAY The Show

Full screen format based on a carousel of images.

Recommended for retail and digital showrooms for products.



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AVERAGE CTR: 5,4%

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:

- Tag Javascript MRAID compliant

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|-----------|-------------|------------|
| PORTRAIT | 384x615px | 768x1024px |
| LANDSCAPE | 615x384px | 1024x768px |

DAILY MINIMUM: 10.000 impressions



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ROI ADS App Walls

They are full screen ads that present the user with a selection of apps related to his interests. The user can then choose their favorite app by clicking on it and will be redirected to the download site.

Recommended for App Download campaigns



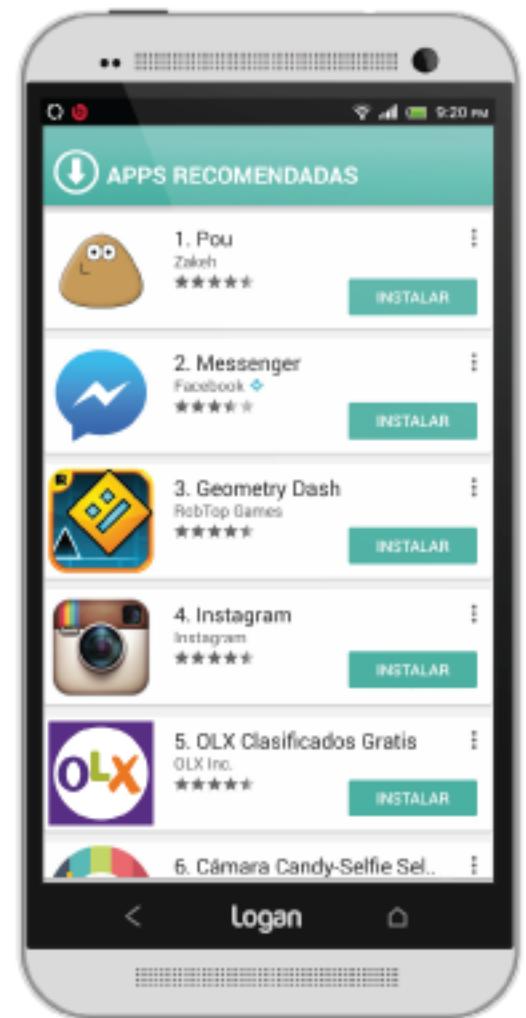
AVERAGE CTR: 2,5%

BUYING MODEL: CPC

SPECS:

- Format: PNG, JPG or JPEG
- Size: 72x72px
- Weight: 50kb max.
- Title: maximum 30 of characters
- Text: maximum 40 of characters

Available only for Android.





ROI ADS Dynamic 2.0

Our technology allow us to combine real-time data of collected user IDs in each campaign with context information (weather, location, time) to optimize the message and creativity of the banners. In this way, every impression delivered speaks in the most relevant way to each person.

Recommended for multiple product, multiple target and e-commerce campaigns.



AVERAGE CTR: 3,5%

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

Reminder:

- Time and Date of the countdown completion

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

- Tag Javascript MRAID compliant

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|-----------|-------------|------------|
| PORTRAIT | 384x615px | 768x1024px |
| LANDSCAPE | 615x384px | 1024x768px |

DAILY MINIMUM: 10.000 impressions





ROI ADS Dynamics Ads

Also known as the "Focus Group Format," these ads allow you to run different offers or creatives of the same advertiser simultaneously and identify in real time the most popular, optimizing automatically the campaigns through an automated decision motor.

Recommended for Always On campaigns, multiple product models, and performance campaigns, Mainly E-commerce.



AVERAGE CTR: 3,5%

BUYING MODEL: CPM

SPECS:

Logan must design the ads, for which we require:

- Multiple rotative images:
 - Format: .PNG, .JPG
 - Recommended size: 300x250px
- Or individual editable formats .PSD or .AI

DAILY MINIMUM: 10.000 impressions





ROI ADS Icon Ads

Icons that install onto the home screen of smartphones and by clicking on them redirect to any URL destination.

Recommended to promote Apps



Logan

AVERAGE CTR: 8,2%

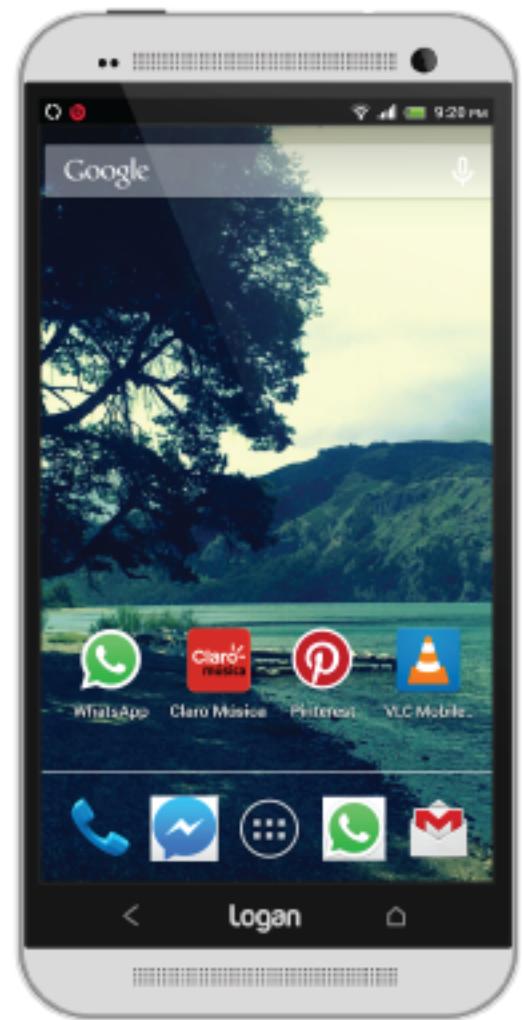
BUYING MODEL: Cost per icon installed

SPECS:

- Format: PNG, JPG
- Size: 96x96px
- Peso: máximo 50kb

DAILY MINIMUM: 800 installed icons

Available only for Android



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ROI ADS Landing Page

It's a full screen ad that shows the user a complete website inside the same app. Once the website is closed the user is directed back to they originally were.

Recommended to incentivize visits to a site or for campaigns that do not posses banners



AVERAGE CTR: 3%

BUYING MODEL: CPV

SPECS:

- It is required the URL to be shown inside the banner





ROI ADS Notification Ads

It is the most efficient format in terms of range, price and performance. Achieves higher average CTRs interacting more intimately as the user receives a text ad in the notification area of his device. Available for smartphones and Android tablets.

Recommended for always on, live events y product launching campaigns.



Logan

AVERAGE CTR: 4,5%

BUYING MODEL: CPC

SPECS:

Type of campaign PUSH
(destination URL, Click to call, click to message)

TEXT NOTIFICATION ADS

- Format: .PNG, .JPG
 - Icon: 72x72px, 50kb max
- Title: maximum 25 characters
- Text: maximum 40 characters

BANNER NOTIFICATION ADS

- Format: .PNG, .JPG
 - Banner: 320x50px, 50KB max (Smartphone)
 - Banner: 728x90px, 50KB max (Tablet)

BIG PICTURE NOTIFICATION ADS

- Format: .PNG, .JPG
 - Icon: 96x96px, 50kb max
 - Banner: 400x250px, 150kb max, with a margin of 30px around the image
- Title: maximum 25 characters
- Text: maximum 40 characters

DAILY MINIMUM: 400 daily clicks

Only available for android



BANNER NOTIFICATION ADS



TEXT NOTIFICATION ADS



BIG PICTURE NOTIFICATION ADS

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ROI ADS Question Ads

These are banners talk directly to the users, asking about their interests in order to realize a specific action. With a positive answer the banner redirects to the destination site. If the response is negative, the banner closes automatically.

Recommended for E-commerce campaigns.



Logan

AVERAGE CTR: 5,1%

MODO DE COMPROA: CPC

TIPE OF CAMPAIGN:

- Dialog URL de destino
- Dialog Click to Call
- Dialog Click to Message

SPECS:

- Title: maximum of 25 characters
- Afirmative text of the button: Maximum 10 characters

Available only for Android



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SOCIAL Profile Window

Full screen banner that imports social media content. You can produce a photo and video feed from Instagram, Facebook, or content and hashtags for Twitter. You can include a tweet button with a predefined message or send them to a specific Instagram, Facebook or Twitter account inside the native app.

Recommended for social media based campaigns.



AVERAGE CTR: 3%

BUYING MODEL: CPM

SPECS:

We can embed the following info:

TWITTER

- User timeline
- User favorites
- Twitter search

INSTAGRAM

- User feed
- Tag

FACEBOOK

- Profile

WE CAN ALSO INTERACT WITH THE INSTALLED APPS

- Open Facebook, Twitter and Instagram profiles
- Tweet: predefined message up to 140 characters

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|-----------|-------------|------------|
| PORTRAIT | 384x615px | 728x1024px |
| LANDSCAPE | 615x384px | 1024x728px |

DAILY MINIMUM: 10.000 impressions



INSTAGRAM

TWITTER

FACEBOOK



SOCIAL Whatsapp Chat Chat

Full screen banner that includes video, Photo menú, written content or a combination of all of the above. The users can share the content through Whatsapp, sending them to their contacts and groups.

Recommended for big impact and viral campaigns



AVERAGE CTR: 3%

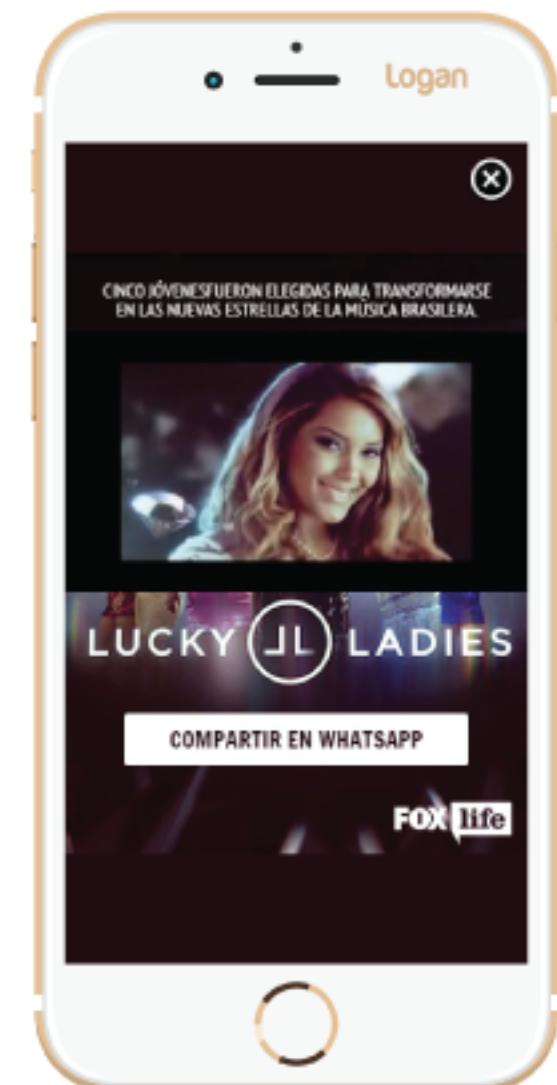
BUYING MODEL: CPM

SPECS:

- Text to be included in the message
- Editable Files .PSD or .AI
- Logotypes
- Typographies
- Images, videos, HTML or reference links
- Avoid .FLA and .SWF files

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONE | TABLET |
|-----------|------------------------|--------------------------|
| PORTRAIT | 320x480px 320x568px | 768x1024px 800x1280px |
| LANDSCAPE | 480x320px 568x320px | 1024x768px 1280x800px |



DAILY MINIMUM: 10.000 impressions



VIDEO 360 Degrees

Ad that allows an interactive experience in all possible directions of a product or place, changing the view angle by swiping or moving the mobile.

Recommended to create real and immersive interactions with the brand.



AVERAGE CTR: 4,3%

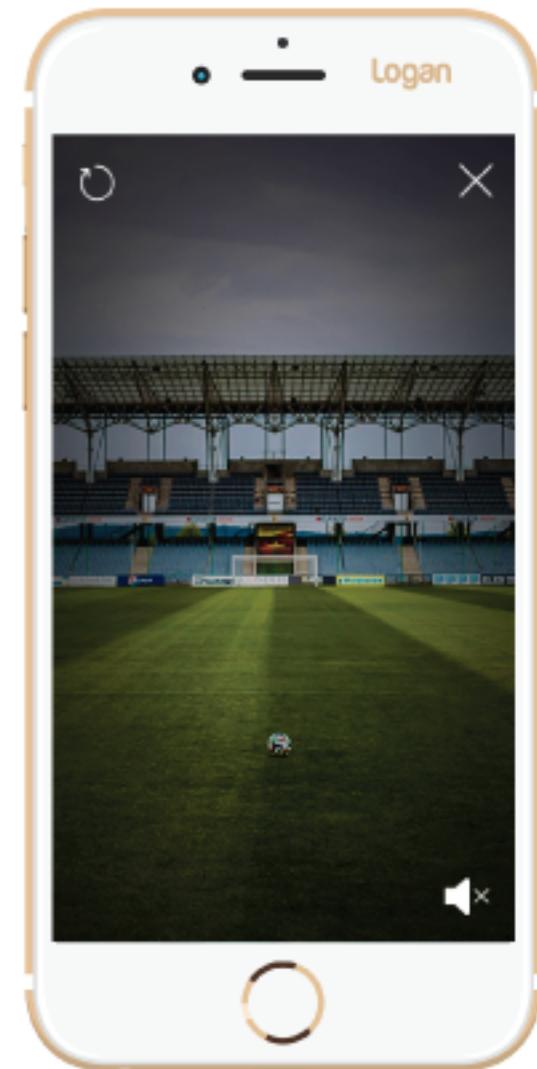
BUYING MODEL: CPM/CPV

SPECS:

- CTA: text and final URL
- Editable Files .PSD or .AI
- Logotypes
- Typographies
- Storyboard (recommended)

VIDEO

- Format: video .MOV, .AVI, .MPG, .MPEG, .M4V, .WMV, .WMA, .OGV
- Compression: .MPG, .MP4, .WMV, H.264, .DIVX
- or YouTube Link or Vimeo Link
- Frames per second: minimum 16fps
- Weight: 60mb max.
- Duration: recommended between 10 and 15 seconds maximum for a better conversion



FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES & TABLETS |
|----------|-----------------------|
| PORTRAIT | 4:3 o 16:9 |

DAILY MINIMUM: 10.000 impressions/3.000 views



VIDEO **Dynamic Video**

It's the video version of the focus group format. These allow you to run different offers or creatives of the same advertiser simultaneously and identify in real time the most popular, automatically optimizing the campaigns.

Recommended for campaigns always on, multiproduct models, performance campaigns.



Logan

AVERAGE CTR: 1%

BUYING MODEL: CPM

SPECS:

Logan must design the ads, for which we require the following elements:

- Format: video .MP4
- Compression: MPEG-5, H.264 Audio Codec MP4 - AAC
- or YouTube Link
- or Vimeo Link

DAILY MINIMUM: 10.000 impressions/3.000 views



LOGANMEDIA.MOBI



VIDEO Pre Roll

They are video ads that show just before the user begins watching a video in an app of our media club. 60% of the Latin American video traffic is consumed through mobile devices. **Logan** works exclusively with medias created to view video on both smartphones and tablets.

Recommended to generate impact and awareness.



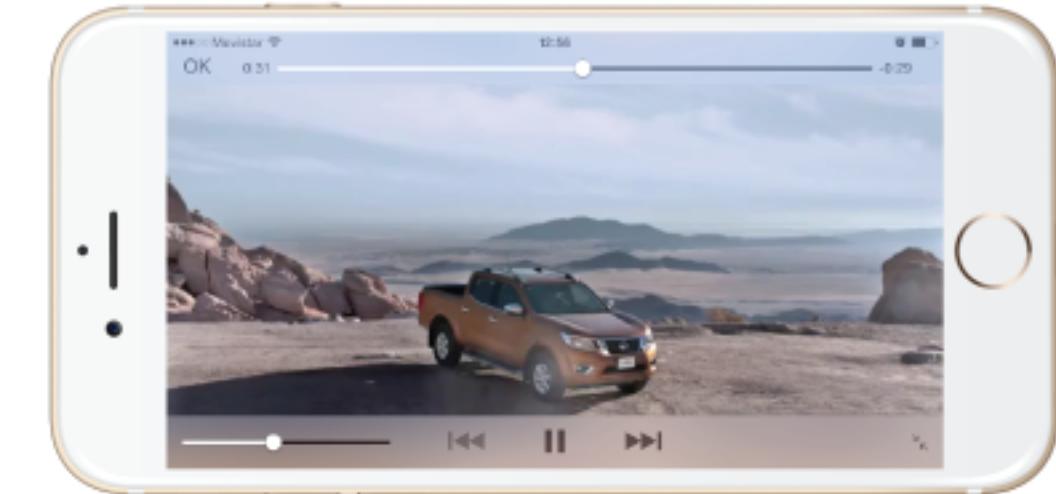
AVERAGE CTR: 11,7%

BUYING MODEL: CPCV

SPECS:

- Dimension: up to 640x960px (16:9 aspect ratio)
- 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

DAILY MINIMUM: 1.000 views





VIDEO **Sticky Theatre**

This format occupies 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 generate impact and awareness.



Logan

AVERAGE CTR: 4%

BUYING MODEL: CPM/CPV

SPECS:

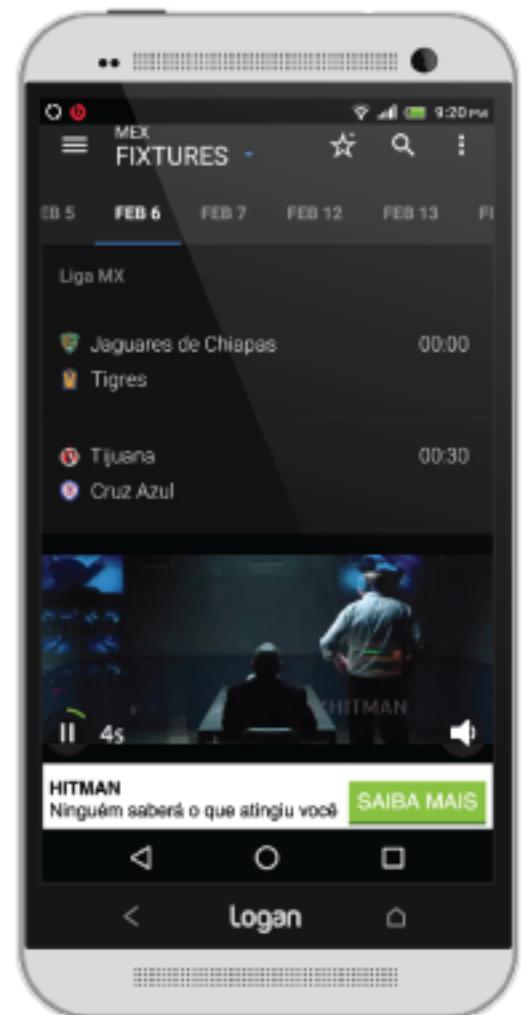
VIDEO

- 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

DAILY MINIMUM: 10.000 impressions/3.000 views



LOGANMEDIA.MOBI



VIDEO Expandable

This is a full screen video player that expands from a standard banner. These videos can be hosted on Youtube or Vimeo.

Recomended to generate awareness and drive traffic to Youtube and Vimeo Chansels



Logan

AVERAGE CTR: 0,5%

BUYING MODEL: CPM/CPV

SPECS:

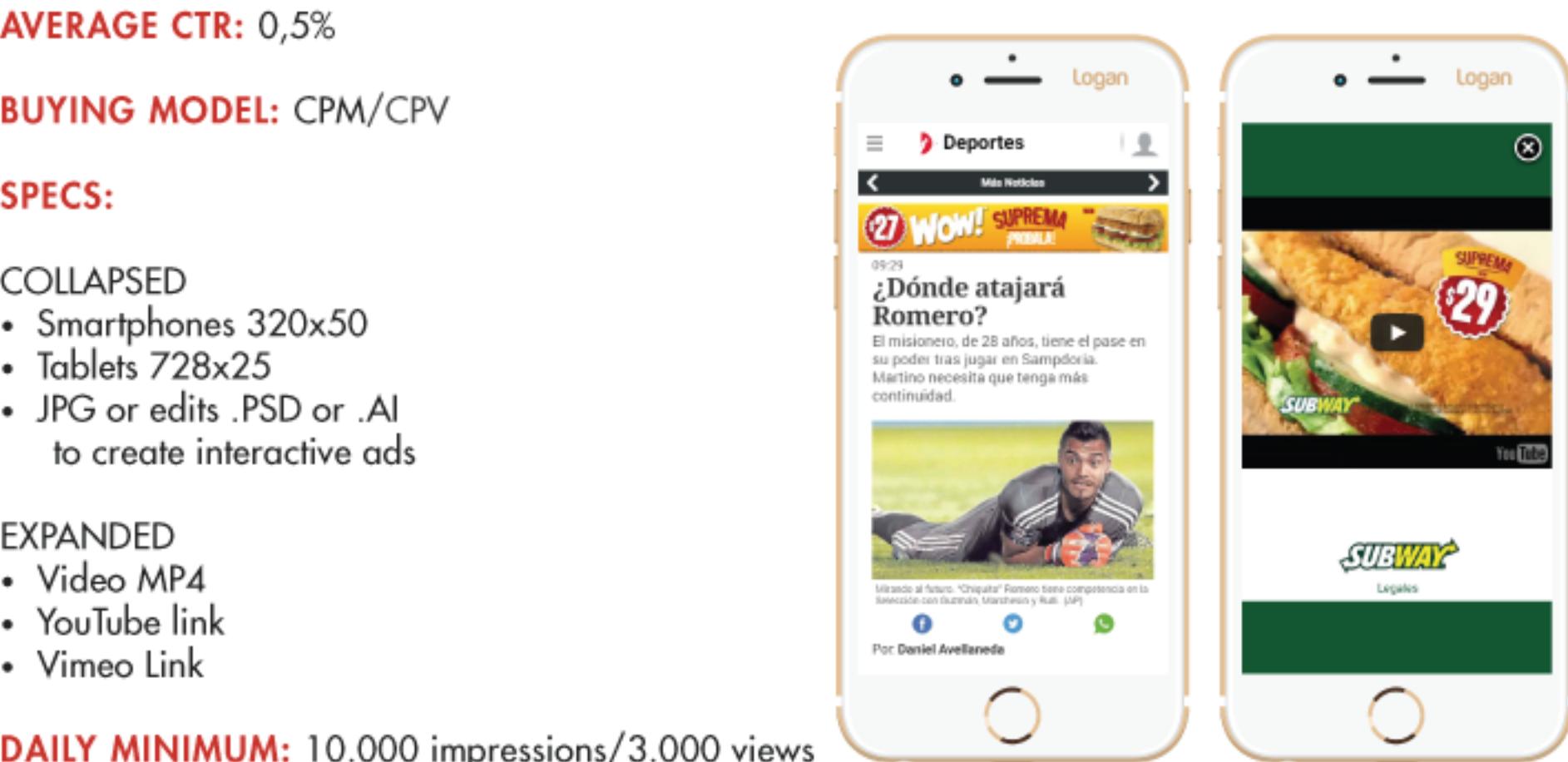
COLLAPSED

- Smartphones 320x50
- Tablets 728x25
- JPG or edits .PSD or .AI to create interactive ads

EXPANDED

- Video MP4
- YouTube link
- Vimeo Link

DAILY MINIMUM: 10.000 impressions/3.000 views



LOGANMEDIA.MOBI



VIDEO

Video Interstitial

Full page ad that includes a video player. The content can be hosted in any compatible video platform like Youtube® and Vimeo®. The reproductions impact the metrics on Youtube channels.

Recomended to generate awareness and drive traffic to Youtube and Vimeo Channels



AVERAGE CTR: 1,5%

BUYING MODEL: CPM/CPV

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

VIDEO

- Format: video MP4
- Compression: MPEG-5, H.264 Audio Codec MP4 - AAC
- or YouTube link
- or Vimeo link

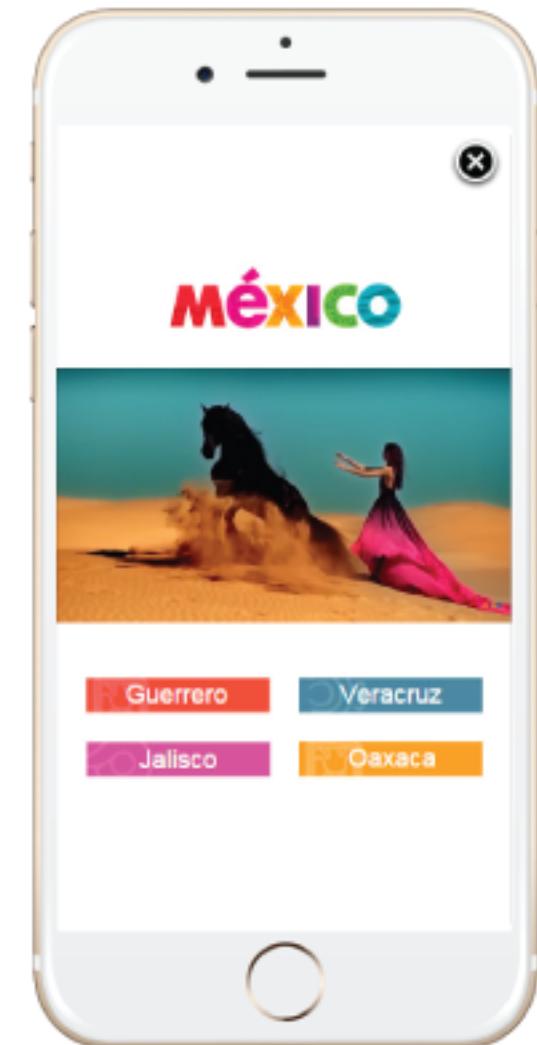
If the **client designs** the banners, send us:

- Tag Javascript MRAID compliant

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES | TABLETS |
|-----------|-------------|------------|
| PORTRAIT | 384x615px | 728x1024px |
| LANDSCAPE | 615x384px | 1024x728px |

DAILY MINIMUM: 10.000 impressions/3.000 views





VIDEO Video Menú

Full screen ads that include a menú with various options of available videos so the user can pick their favorite.

Recommended for campaigns with many available videos.



AVERAGE CTR: 3,1%

BUYING MODEL: CPM/CPV

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

VIDEO

- Format: video MP4
- Compression: MPEG-5, H.264 Audio Codec MP4 - AAC
- or YouTube link
- or Vimeo link

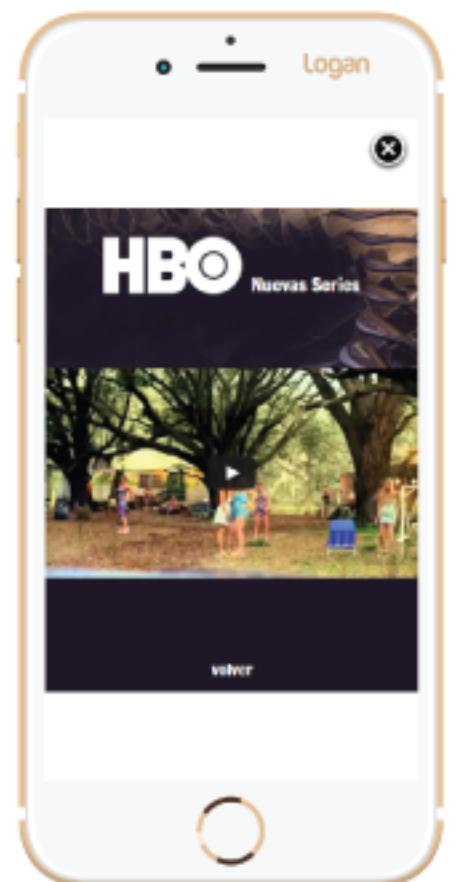
If the **client designs** the banners, send us:

- Tag Javascript MRAID compliant

FINAL DIMENSION OF THE CONTENT:

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

DAILY MINIMUM: 10.000 impressions/3.000 views





VIDEO Video Push Down

A banner that expands to occupy 50% of Smartphone and Tablet screens. Once expanded you can use this to transmit both interactive and standard videos.

Recommended for High Visibility Campaigns



AVERAGE CTR: 0,5%

BUYING MODEL: CPM/CPV

SPECS:

COLLAPSED

- Smartphones: 320x50px
- Tablets: 728x25px
- JPG or editable formats .PSD / .AI to create interactive ads

EXPANDED

- Format: video MP4
- Compression: MPEG-5, H.264 Audio Codec MP4 - AAC
- or YouTube link
- or Vimeo link

DAILY MINIMUM: 10.000 impressions/3.000 views





VIDEO Vertical Video

Full screen responsive vertical video ad. High Quality and instant load for 10 – 30 second videos.

Recommended to generate impact and awareness.



AVERAGE CTR: 10%

BUYING MODEL: CPM/CPV

SPECS:

- CTA: text and final URL
- Editable Files .PSD or .AI
- Logotypes
- Typographies
- Storyboard (recommended)

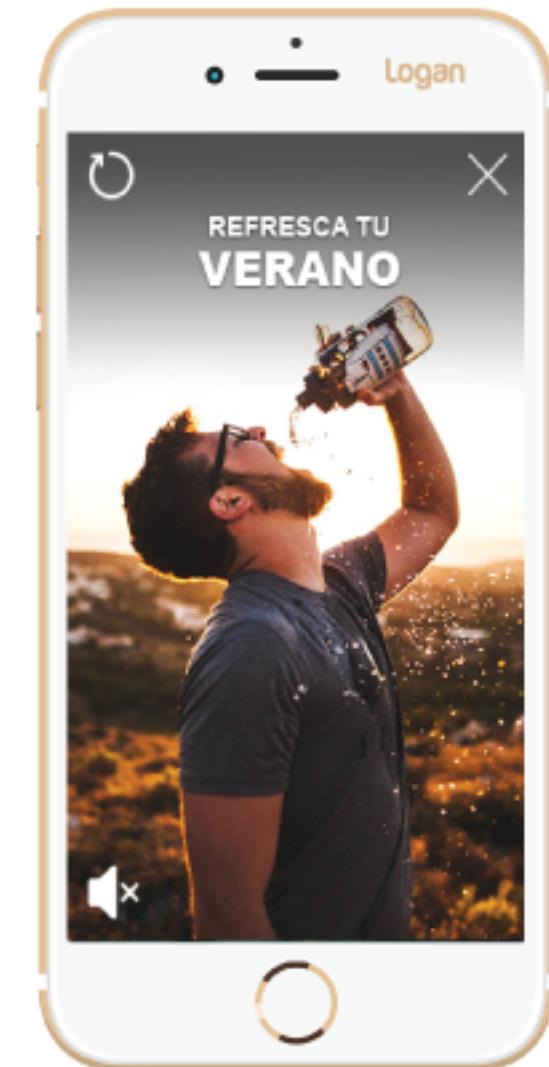
VIDEO

- Format: video .MOV, .AVI, .MPG, .MPEG, .M4V, .WMV, .WMA, .OGV
- Compression: .MPG, .MP4, .WMV, H.264, .DIVX
- or YouTube Link or Vimeo Link
- Frames per second: minimum 16fps
- Weight: 60mb max.
- Duration: recommended between 10 and 15 seconds maximum for a better conversion

FINAL DIMENSION OF THE CONTENT:

| | SMARTPHONES & TABLETS |
|----------|-----------------------|
| PORTRAIT | 9:16 |

DAILY MINIMUM: 10.000 impressions/3.000 views



GOT A CHALLENGE FOR US?



/loganmediahq



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