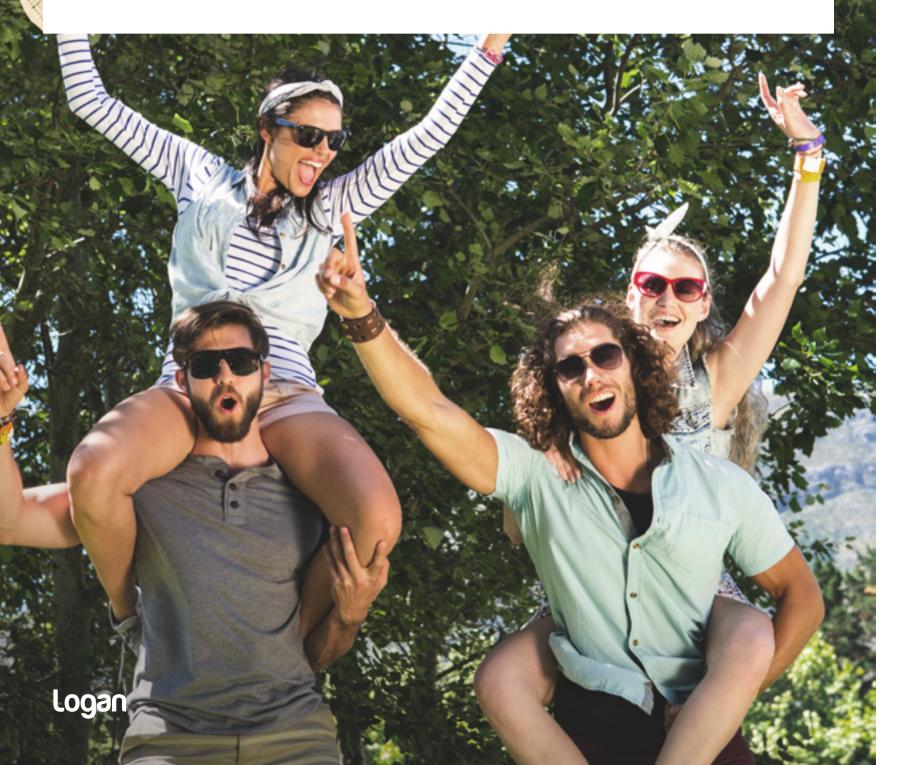


Full screen Videos and interactive videos executed from Facebook and/or Twitter Apps. By clicking on the traditional format a new banner expands containing these videos.

Recommended to generate impact on social media.



**AVERAGE CTR: 8%** 

**BUYING MODEL: CPM** 

**SPECS:** 

## **FACEBOOK POST**

- Title: maximum of 70 characters
- Description: maximum of 200 characters
- Recommended image resolution 560x292px

## VIDEO SOCIAL RICH MEDIA

- Allowed maximum weight: 200kb
- Allowed image formats: JPG, PNG and GIF

## **REQUERIMENTOS**

- Admin access to Facebook's profile
- Hosted video in Youtuve or Vimeo
- Implementation in 24 hours after having all the creativities

**DAILY MINIMUM:** 10.000 impressions

