

AD FORMATS

Banner

Banners can be animated and include video. When tapped, any kind of external service or site can be opened (Tweet, call, share app, download, landing page).



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Expandable

Expandable consists of two ad units, a banner unit and an expanded unit. When a banner unit is tapped, the banner jumps or animates to the expanded unit. Expandables support multiple ad features and pages and offer interaction rates and engagement metrics.



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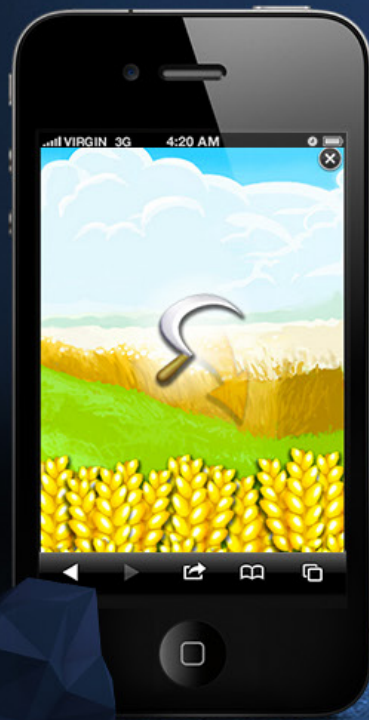
Interstitial

Interstitials are full-screen ad panels for smartphones and tablets that appear before, after, or in-between content pages. Interstitials offer a full canvas to incorporate engaging features, while capturing key metrics such as engagement and interaction rates.



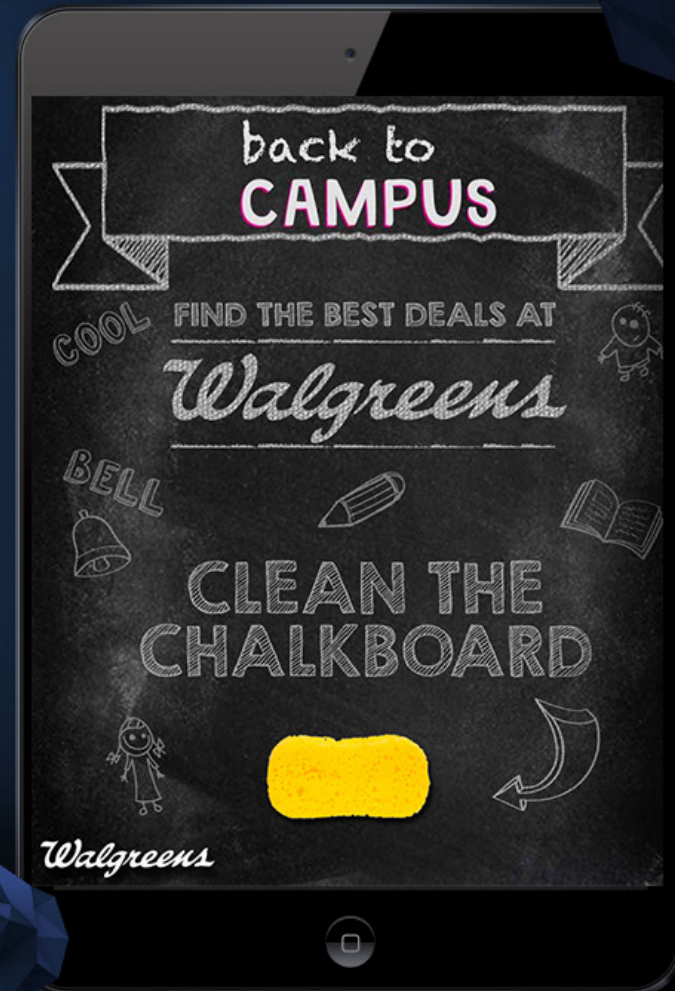
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Hay Day



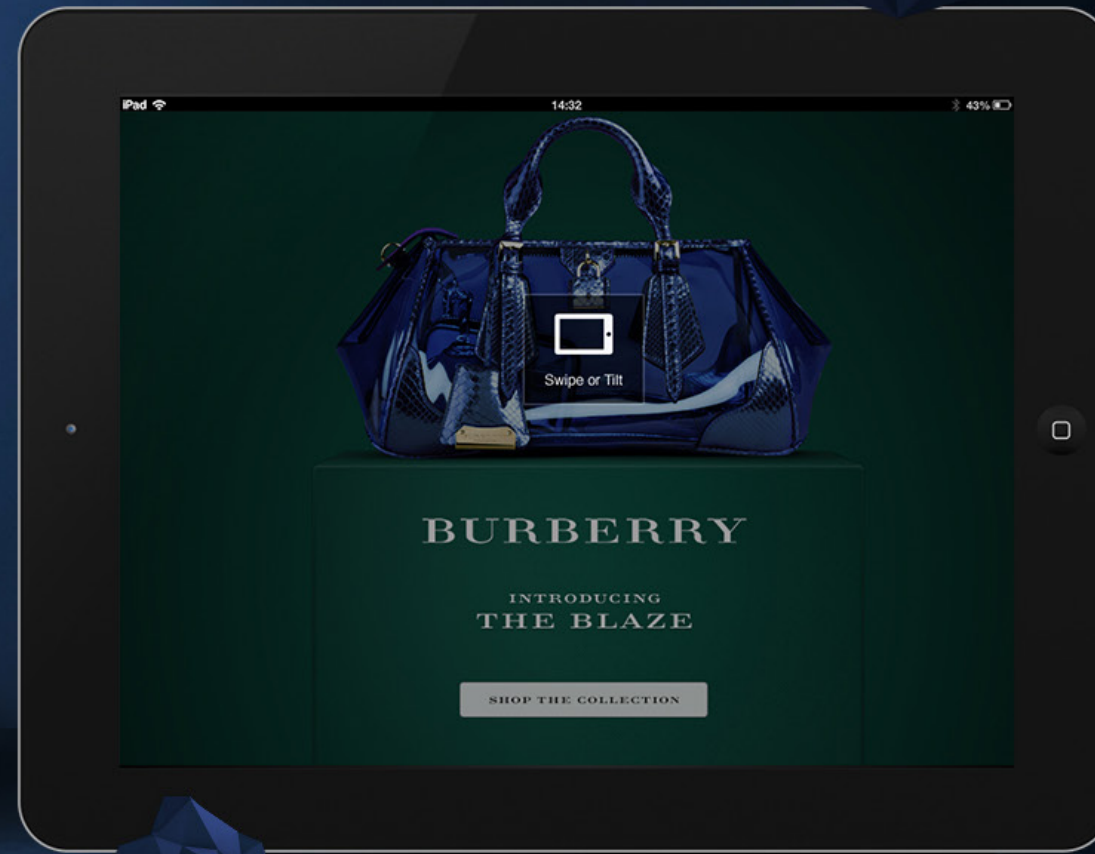
RICH MEDIA ADS

Walgreens



RICH MEDIA ADS

Burberry



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More at www.celtra.com