



DISPLAY Postitial

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

Recommended to generate momentum with a customer, for instance providing him with a commercial offer related to the app he just closed.



AVERAGE CTR: 2%

BUYING MODEL: CPC/CPM

DAILY MINIMUM: 10.000 impressions or 300 clicks

FINAL DIMENSION OF THE CONTENT:

- Smartphone: 320x480px, 320x568px, 480x320px, 568x320px
- Tablet: 768x1024px, 800x1280px, 1024x768px, 1280x800px

SPECS:

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

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

- Format: .JPG, .PNG or .GIF
- Weight: 200kb max.



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