



## RICH MEDIA Discovery

Full screen ad that reveals itself as the user scrolls the content.

**Recommended to create impact and improve awareness.**

**AVERAGE CTR:** 1,5%

**BUYING MODEL:** CPM

**DAILY MINIMUM:** 10.000 impressions

**FINAL DIMENSION OF THE CONTENT:**

### 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:

- Tag Javascript MRAID compliant

