

RICH MEDIA GPS Ads

Full screen ads that feature a map embedded in the design. The user can see on the GPS map his current location along with the points the advertiser wants to highlight, showing ways to get there and travelling distance.

Recommended for geolocation and drive-to-store campaigns.
Recommended for geolocated campaigns that seek to bring traffic to the point of sale.

AVERAGE CTR: 1,5%

BUYING MODEL: CPM

DAILY MINIMUM: 10.000 impressions

FINAL DIMENSION OF THE CONTENT:

- Smartphone: 320x480px
- Tablet: 768x1024px

SPECS:

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

REQUIREMENTS:

- Spreadsheet with required fields complete to place locations on the map: name, adress, city, zip code, state, country (required).

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

- Tag Javascript MRAID compliant
- Banner: 320x100px
- Format: JPG, PNG or GIF
- Weight: máximo 200kb
- Directions and zip code or coordinates of the points that will be included in the map.

