



## RICH MEDIA Push Down

Ad that expands until 50% of the smartphone's or tablet's screen is filled. Once expanded, it allows to showcase videos and HTML5 creatives.

**Recommended for rich media campaigns, mainly for luxury products.**



**AVERAGE CTR:** 0,3%

**BUYING MODEL:** CPM

**DAILY MINIMUM:** 10.000 impressions

**FINAL DIMENSION OF THE CONTENT:**

- Smartphone  
Contracted: 320x50px  
Expanded: 320x250px
- Tablet  
Contracted: 728x90  
Expanded: 768x250px

**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

