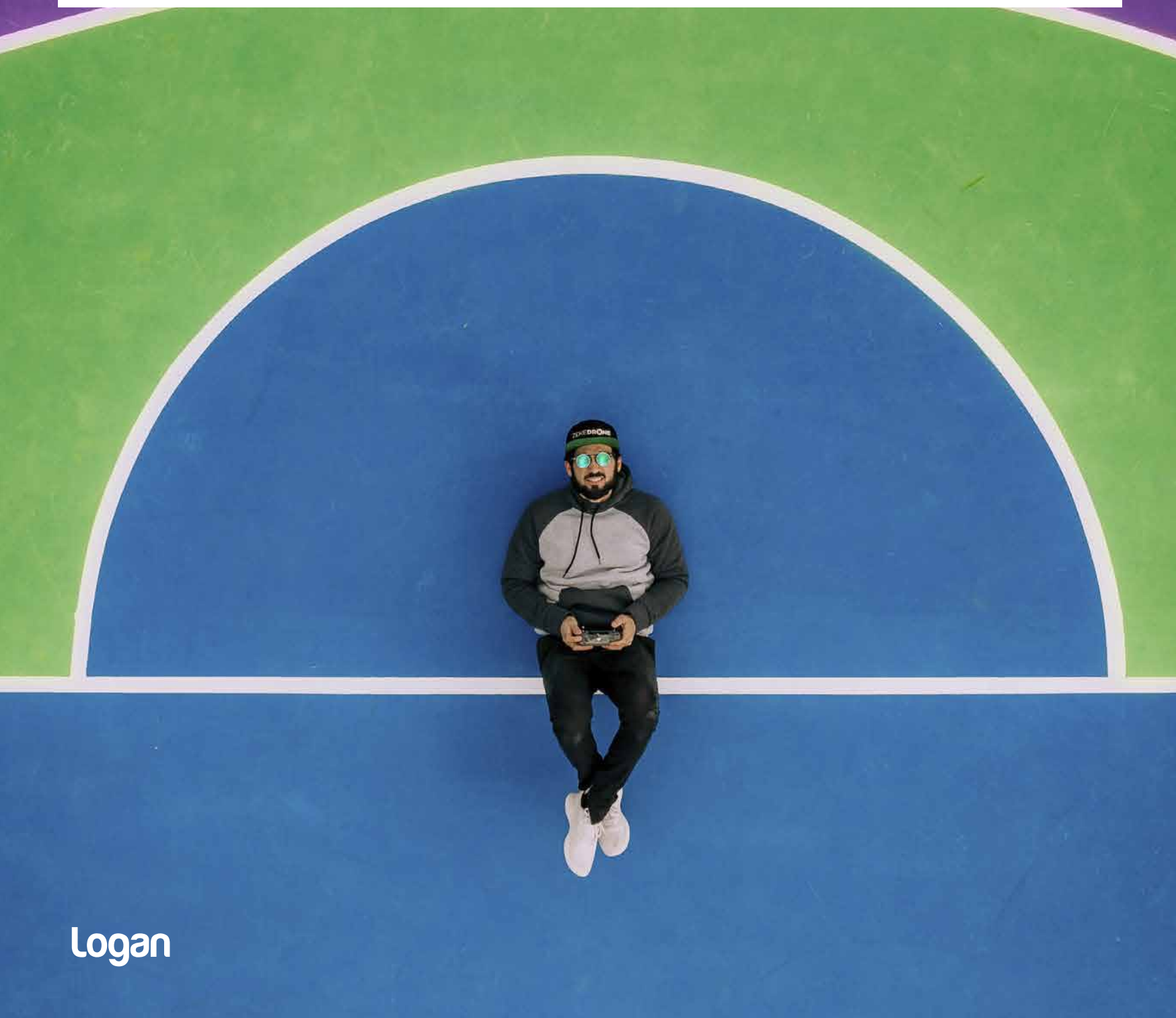




Through user interaction the ad is expanded from a draw-attention bubble to a full screen ad.

Recommended to generate high impact and visibility.



AVERAGE CTR: 1%

BUYING MODEL: CPM

DAILY MINIMUM: 10.000 impressions

FINAL DIMENSION OF THE CONTENT:

- Smartphone:
Collapsed: 72x72px
Expanded: 320x480px
- Tablet:
Collapsed: 150x150px
Expanded: 768x1024px

SPECS:

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

REQUIREMENTS:

- HQ Logo or element that will be expanded (Mandatory).

If the client designs the banners, send us:

- Tag Javascript MRAID compliant

