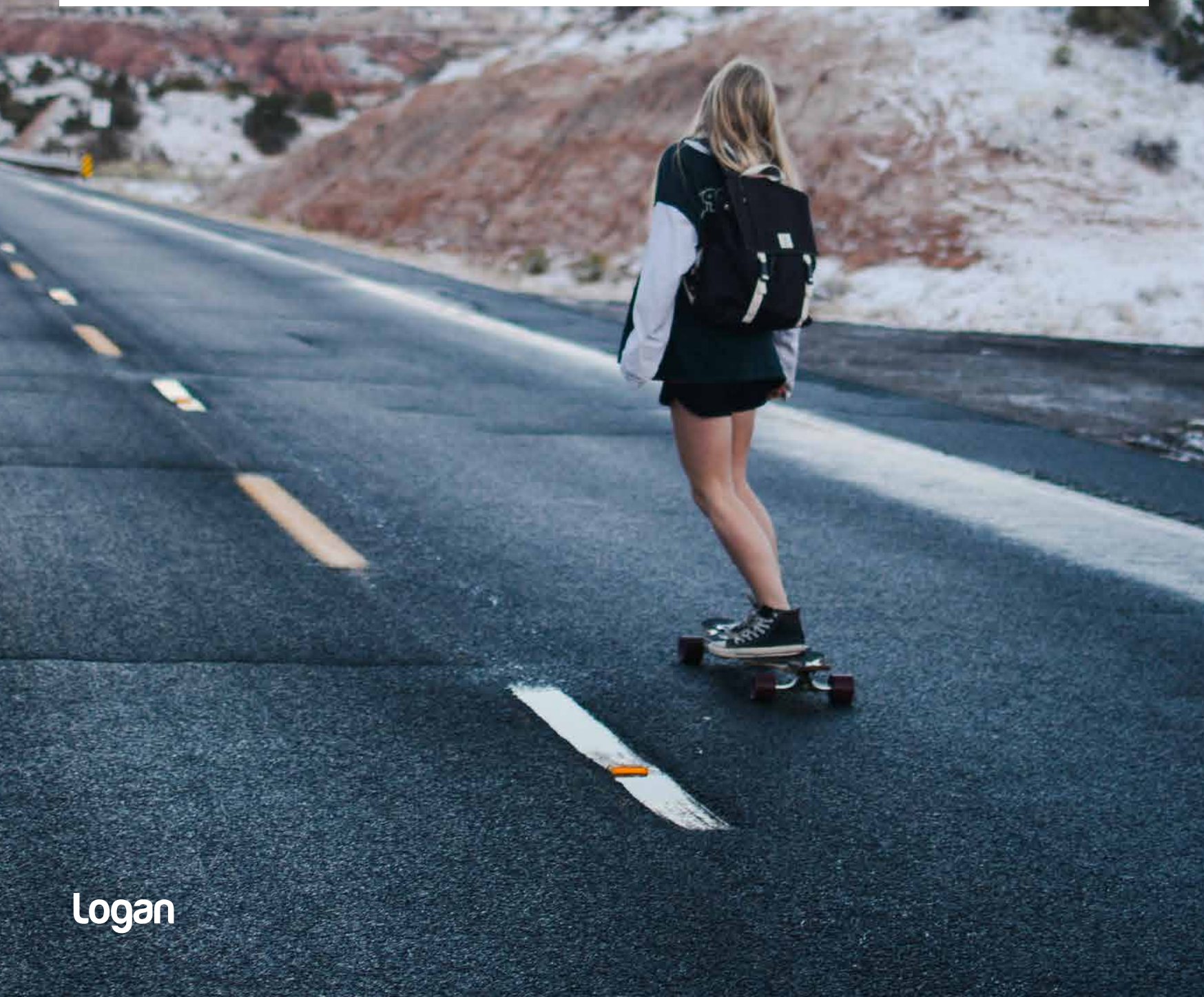


VIDEO

Discovery Video

Full screen ad that reveals itself as the user scrolls the content. The video can be shown in front of text as a "curtain" or behind it through a window as "background".

Recommended to create impact and improve awareness.



AVERAGE CTR: 1,5%

VR: 40%

BUYING MODEL: CPM/CPV 8.000 views

FINAL DIMENSION OF THE CONTENT: 9:16

SPECS:

- CTA: text and final URL
- Editable Files .PSD or .AI
- Logotypes
- Typographies
- Storyboard (recommended)

VIDEO

- Format: video .MOV, .AVI, .MPG, .MPEG, .M4V, .WMV, .WMA, .OGV
- Compression: .MPG, .MP4, .WMV, H.264, .DIVX or YouTube Link or Vimeo Link
- Frames per second: minimum 16fps
- Weight: 60mb max.
- Duration: recommended between 10 and 15 seconds maximum for a better conversion

