



VIDEO

Hole in the Wall Video

As the user scrolls the content, this ad reveals a background video through a window that appears between text and media.

Recommended for creating impact when launching a new product.

AVERAGE CTR: 1,5%

VR: 40%

BUYING MODEL: CPM/CPV

DAILY MINIMUM: 10.000 impressions/8.000 views

FINAL DIMENSION OF THE CONTENT:

- Smartphone: 320x250px (front), 320x416px (background)
- Tablet: 1280x400px (front), 1280x600px (background)

SPECS:

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

REQUIREMENTS:

- Front: logotype + cta + title
- Background: video: Compression: .MPG, .MP4, .WMV, H.264, .DIVX or YouTube Link or Vimeo Link

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

- Tag Javascript MRAID compliant

