



VIDEO

# Push Down Video

Video ad that expands until 50% of the smartphone's or tablet's screen is filled. Once expanded, it can broadcast both interactive and standard videos.

**Recommended for high visibility campaigns.**

**AVERAGE CTR:** 0,3%

**VR:** 30%

**BUYING MODEL:** CPM

**DAILY MINIMUM:** 10.000 impressions

**FINAL DIMENSION OF THE CONTENT:**

- Smartphone  
Collapsed: 320x50px  
Expanded: 320x250px
- Tablet  
Collapsed: 728x90px  
Expanded: 768x250px

**SPECS:**

- Archivos editables .PSD o .AI
- Textos
- Logos
- Tipografías
- Imágenes en alta, videos, HTML o links de referencia
- Evitar archivos .FLA, .SWF e .ID

**VIDEO:**

- Format: video .MP4
- Compression: MPEG-5, H.264 Audio Codec .MP4 - AAC or YouTube/Vimeo Link

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

- Tag Javascript MRAID compliant

