



VIDEO Rewards

Instream or outstream video ad with an added layer of interactivity transforming the traditional way of viewing from a monologue into a dialogue. While the user watches de video, he can engage with animated assets to obtain more information, make a direct purchase or play.

Recommended to achieve further engagement with your content experiences.



AVERAGE CTR: 3%

VR: 95%

BUYING MODEL: CPM/CPCV

DAILY MINIMUM:

10.000 impressions/10.000 full views

FINAL DIMENSION OF THE CONTENT:

- Smartphone: 320x480px
- Tablet: 768x1024px

SPECS:

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

VIDEO:

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

REQUIREMENTS:

Lenght: 15, 20 or 30 seconds.

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

- Tag Javascript MRAID compliant

