



VIDEO Sticky Theatre

This ad appears at the inferior part of the screen, showing a video player that the user can pause, fast forward, or mute without interrupting what they are doing in the app itself.

Recommended to create impact and awareness.



AVERAGE CTR: 1,5%

VR: 40%

BUYING MODEL: CPM/CPV

DAILY MINIMUM: 10.000 impressions/8.000 views

FINAL DIMENSION OF THE CONTENT: 300x250px

SPECS:

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

VIDEO

- Format MP4, max 50mb, 150s (recommended 30 seconds or less) or 3rd party tags alone VAST. VPAID not allowed.

CONTENT BAR (optional)

- Title: maximum of 25 characters
- Description: maximum of 40 characters
- Button: 10 characters.
- Final URL

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

- Tag Javascript MRAID compliant

