



VIDEO

## Vertical Video

Full screen responsive vertical video ad. High quality and instant loading for 10 to 15 second videos.

**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:

- Safe area for the video: 4:5
- Safe area for the text: 2:3

### SPECS:

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

### REQUIREMENTS:

- Specify end card (ex: logo + cta)

### 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

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

- Tag Javascript MRAID compliant

