

# Home Screen CTV

Connected TV format that integrates brand communication directly into the TV home screen. Combines a hero image with logo, title, description, and a call-to-action button. Ideal for branding campaigns, product launches, and featured content.

\*Format available only in Argentina and Brazil



Buying Model

CPM



Daily Minimum

10.000

Impressions

### Format Dimensions

- Horizontal image: 1920x1080 px.
- Format: PNG or JPEG.
- Maximum file size: 1 MB.

### Requirements

- The image must be submitted without text, descriptions, or logos.
- The main focus of the image must be positioned outside the areas occupied by the TV interface.
- Logo in PNG format. Maximum file size: 100 KB.
- Title: maximum 30 characters.
- Description: maximum 120 characters.
- CTA: maximum 20 characters.
- Destination URL: YouTube link.

### Specs for Development at Logan

- Editable KVs in .PSD/.AI/.Fig format with linked or embedded images in 1920x1080 px.
- Fonts used
- High-resolution images and logos