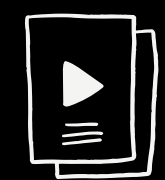


Save the Date CTV

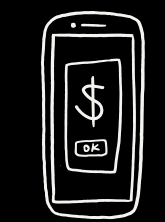
Video ads that are displayed on Connected TV while the user consumes content and that, using a QR code, allow you to save a reminder in your calendar, sending an alert when the event approaches. Recommended for launches and special dates.





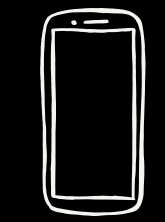
VR

80%



Purchase Mode

CPCV/CPM



Daily Min

10.000 Impressions or

5.000 Full Views

Format dimensions

- Video aspect ratio: 16:9/1:1. Recommended: 1920x1080 px / 1080x1080 px

Requirements

- Send video in .mp4 format.
- Recommended duration: 30 seconds
- Send event start date: dd/mm/yy, hh/mm.
- End date: dd/mm/yy, hh/mm
- Event name: maximum 40 characters.
- Location: maximum 60 characters.
- Description: maximum 250 characters.

Specs for Logans development

- Editable KV files in .PSD or .AI format with embedded links or images preferably vertically larger than 1920x1080 px.
- Fonts used.
- High images, logos.
- Animation reference links or HTMLS.