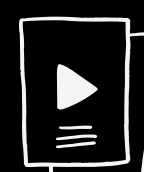
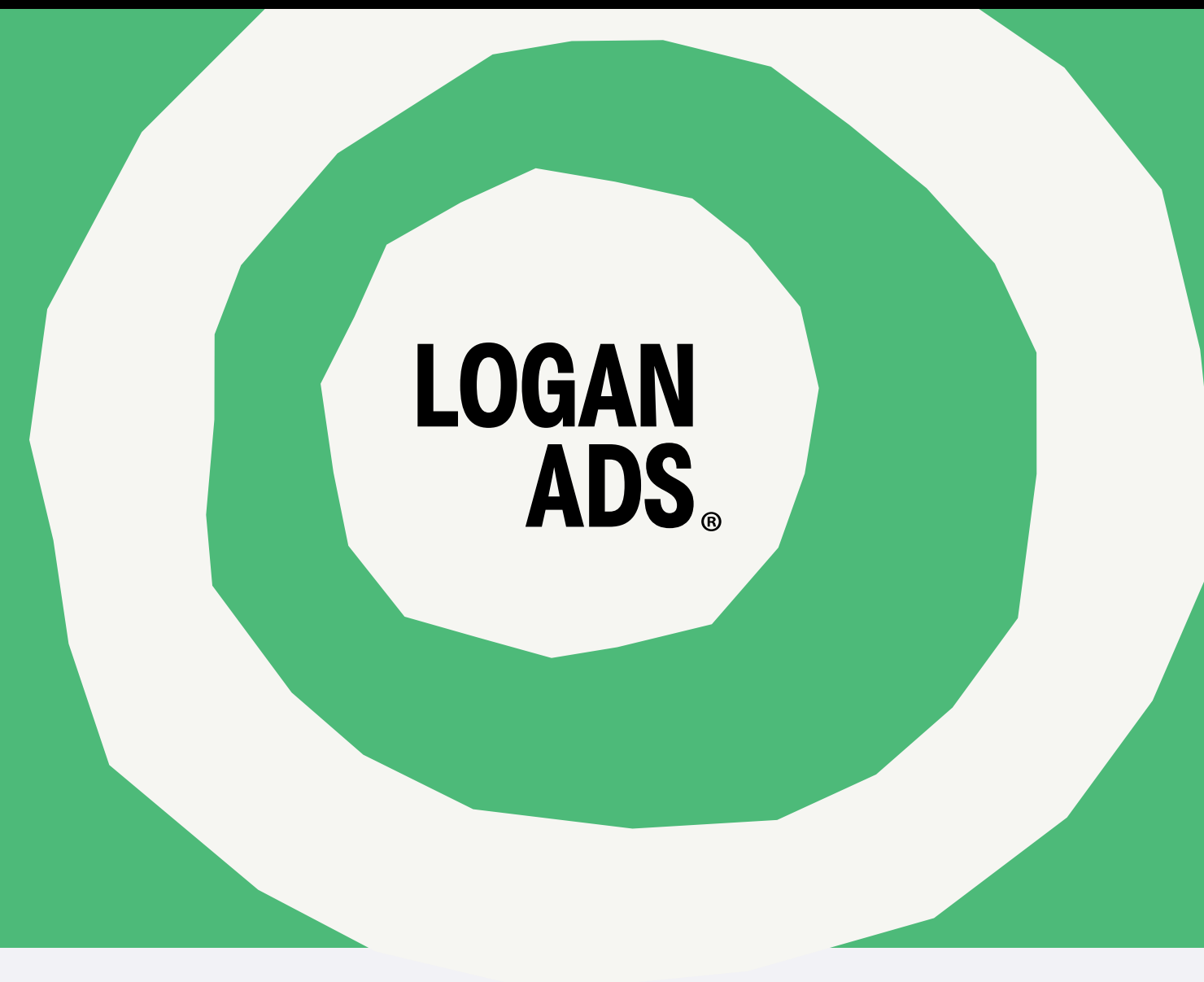


Standard Motion CTV

Connected TV format that enhances the impact of the main video by incorporating a horizontal animated banner with highlighted information, promotions, or key messages. An integrated visual experience that amplifies communication without interrupting the audiovisual content.



VR

80%



Buying Model

CPCV/CPM



Daily Minimum

10.000

Impressions or

5.000

Full Views

Format Dimensions

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

Requirements

- Submit a 15-second MP4 in 1920x1080 px. Avoid placing text or important elements in the top and bottom areas, as they will be covered by the format animation
- Submit editable KV in 728x90 px
- Submit an MP3 file up to 15 seconds if audio is required
- Submit trackers or destination URL to generate the QR code

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