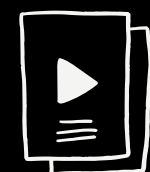


# Vertical CTV

Format specifically designed to bring vertical content into the Connected TV experience, accompanied by complementary on-screen information. Perfect for brands looking to repurpose mobile-first assets and adapt them to a premium large-format environment.



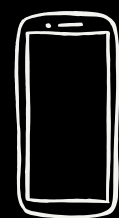
VR

80%



Buying Model

CPCV/CPM



Daily Minimum

10.000

Impressions or

5.000

Full Views

## Format Dimensions

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

## Requirements

- Submit a vertical .MP4 video in 1080x1920 px, up to 15 seconds
- 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