# Native Ads

Ads that do not appear as such since they adapt to the design of each app in which they are displayed. Consumers then view Native Ads as if they were part of editorial content, allowing advertisers to reach users without being considered intrusive. Recommended for performance campaigns.

LOGAN ADS ®

Average CTR

1,5 %

Purchase Mode

CPM/ CPC

Daily Min

10.000
Impressions
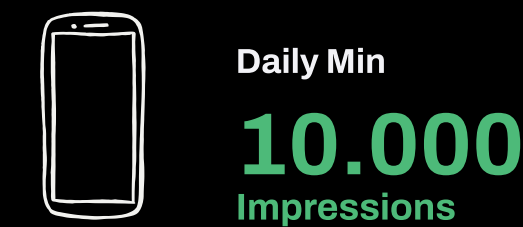
Format dimensions
- Icon: 150x150px.
- Smartphone: 320x480 px, 300x600 px, 480x320 px.
- Tablet: 768x1024, 1024x768 px.

Specs for Logans development
- KV editable in .PSD or .AI format with links or embedded images preferably vertically larger than 800x1280 or 1280x800 px..
- Fonts used.
- High quality images, videos and logos.
- Animation reference on links or HTMLS.

If the client designs the banner, he must send
- Format: .JPG, .PNG o .GIF.
- Weight: maximum 500 kb.
- Title: maximum 25 characters Description: maximum 100 characters.
- CTA: maximum 10 characters.