Overlay

Half or full screen translucent ad that appears as a pop-up above the app in which it is being displayed. Allows you to continue viewing the content that appears behind. Recommended for games, apps, and powerful campaigns.
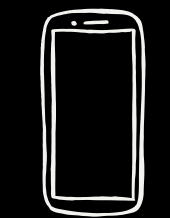
LOGAN ADS ®

Average CTR
1,5%

Purchase Mode
CPM/ CPC

Daily Min
10.000
Impressions
300
Clicks

Format dimensions
• Smartphone: 300x250px, 320x480px, 550x480px

Specs for Logans development
• KKV editable in .PSD or .AI format with links or embedded images preferably vertically larger than 320x480px or 480x320px
• 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 or .GIF
• Weight: maximum 500 kb