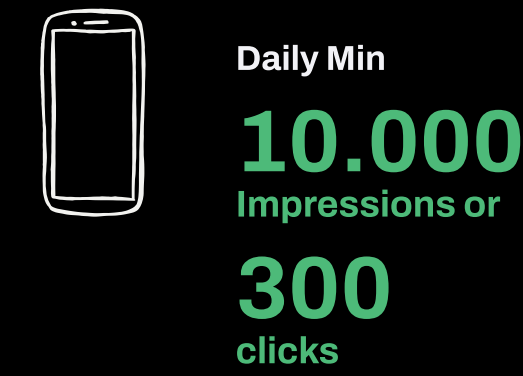


# Standard Ads

More traditional advertisement that guarantees coverage and visibility on all types of devices. It reaches a large volume even in specific segmentations. Recommended to complement any media plan with campaigns that seek great coverage in precise segmentations.



**Format dimensions**

- Smartphone: 216x36px, 300x50px, 300x250px, 320x50px.
- Tablet: 728x90px.

**Specs for Logans development**

- KV editables en formato .PSD o .AI con links o imágenes incrustadas preferentemente mayores a 320x480px o 480x320px.
- Tipografías utilizadas
- Imágenes en alta, videos, logos
- Enlaces o HTMLS de referencia

**If the client designs the banner, he must send**

- Formato: .JPG, .PNG o .GIF.
- Peso: máximo 500 kb.