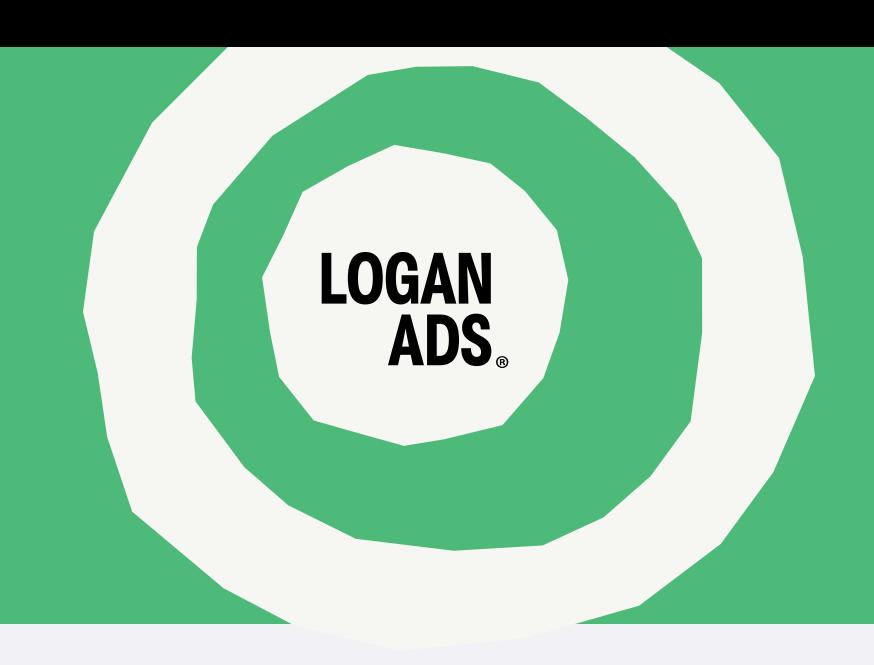# In Game Ads

Reach users in a non-intrusive way and without interrupting their gaming experience. Recommended for reaching users wherever no other format can reach them.

LOGAN ADS®

Purchase Mode
CPM

Daily Min
700.000
Impressions

Format dimensions
Long Format (pc/console)
- Typography size: 300 px to 400 px or more.
- Maximum: 8 words - ideal is to be less.
- Disclosure statement: 100 px or more.

Short Format (mobile)
- Typography size: 400 px or more.
- Maximum: 4 words - ideal 2 or less.
- Disclosure statement: minimum 100 px or more.

Format
- JPG/PNG.
- Maximum weight: 5 MB per Ad Unit.

Sizes
- 300x250 px, 480x320 px, 320x480 px, 320x50 px, 728x90 px, 1024x768 px e 768x1024 px.

Specs for Logans development
- Editable KV in .PSD or .AI format with embedded links or images, preferably larger than 768x1024 px for vertical and larger than 1024x768 px for horizontal formats.
- Fonts used.
- High quality images, videos and logos.
- Animation reference on links or HTMLS.