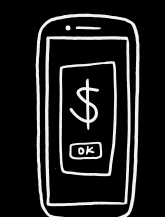# Notification Ads

Very efficient ad in terms of reach, price and performance, achieving the highest average CTRs and interacting more intimately with the user, since he receives a text ad in the notification tray of his device. Available for android smartphones and tablets. Recommended for live events and always on or launch campaigns.
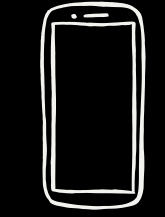
LOGAN ADS®

Average CTR

1 %

Purchase Mode

CPM/CPD/ CPC

Daily Min

10.000
Impressions or

300
clicks

Big Picture Notification ads
- Format: PNG/JPG
- Dimensions: 300x250
- Maximum weight: 150 kb

Big Picture Icon
- Format: PNG/JPG
- Dimensions: 96x96
- Maximum weight: 50 kb

Text Notification
- Format: PNG/JPG
- Dimensions: 72x72 px
- Maximum weight: 50 kb
- Title: Maximum 25 characters
- Text: Maximum 40 characters

Banner Notification Ads
- Format: PNG/JPG
- Dimensions: 728x90 px and 320x50 px
- Maximum weight: 50 kb

Specs
- Editable KV files in .PSD or .AI format with embedded links or images preferably larger than 728x90 px.
- Fonts used.
- High images, videos, logos.