

# Accordion

Interactive medium screen ad showing three different product categories that collapse and expand by enlarging their details.

**Format dimensions**

- If horizontal: 300x250 px / If vertical: 300x600 px.

**Requirements**

- Send brief detailing the three product categories with their respective images and destination links.

**Specs for Logans development**

- KV editable in .PSD or .AI format with links or embedded images preferably vertically larger than 300x250 px.
- Fonts used.
- High quality images, videos and logos.
- Animation reference on links or HTMLS.

LOGAN  
ADS®



Average CTR  
**1%**



IR  
**1,5%**



Purchase Mode  
**CPM**



Daily Min  
**10.000**  
Impressions