

Expandable

Full screen ad that expands when clicking on a standard banner. Once expanded, this format allows the display of interactive videos, a photo gallery, microsites, and even mini-games. Recommended to generate impact and high interaction.

Format dimensions

- Contracted: 320x50 px - Extended: 384x615 px.

Requirements

- Indicate materials to be used in both the contracted and extended banners.

Specs for Logans development

- KV editable in .PSD or .AI format with links or embedded images preferably vertically larger than 384x615 px.
- Fonts used.
- High quality images, videos and logos.
- Animation reference on links or HTMLS.

LOGAN
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Average CTR

0,3%



IR

0,5%



Purchase Mode

CPM



Daily Min

10.000
Impressions