

Hole in the Wall

As the user scrolls through the content, this format reveals a background image through a screen-width window that is displayed between the content and the media. Recommended to generate impact when launching a new product.

***Format only available for Web Browser**

Format dimensions

- Front: 320x250 px - Background: 320x416 px.

Requirements

- The design of both screens must be sent:
Front: logo + CTA + copy.
Background: gif / image (JPG, PNG or GIF) or editable.

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
ADS®



Average CTR

1%



IR

1%



Purchase Mode

CPM



Daily Min

10.000 Impressions