

# Interstitial

The Rich Media format par excellence. is full-screen ad appears in an app between two screens of content. It can be used to display microsites, interactive videos, small video games and any other development created in HTML5.

**Format dimensions**

- Bigger than 384x615 px

**Especificações**

- 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%



Purchase Mode

CPM



Daily Min

10.000  
Impressions