

Hammer Video

Medium screen video ad that plays with the weight of one or more elements that make up the creative. Recommended to generate high impact and brand recall.

Format dimensions

- 300x250 px.

Requirements

- Send brief that details: The instances of the video where the ad ascends or descends.
- Send 1920x1080 px horizontal video.

Specifications for development in Logan

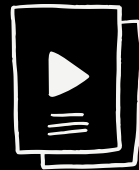
- KV editable in .PSD or .AI format with links or embedded images preferably vertically larger than 300x250 px.
- Fonts used.
- High quality images, videos and logos.
- Animation reference on links or HTMLS.

LOGAN
ADS.®



Average CTR

0,5%



VR

40%



Purchase Mode

CPM



Daily Min

10.000
Impressions