

Hole in the Wall Video

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

***Formato disponível unicamente para Web Browser.**

Format dimensions

- 600x500 px.

Requirements

- Send horizontal video 16:9 ratio. Recommended: 1920x1080 px
- Video format: .MP4

Specifications for development in Logan

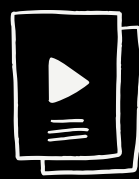
- Editable KV in .PSD or .AI format with links or images embedded, preferably larger than 384x615 px and vertically.
- Typography used.
- High resolution images and logos.
- Links or reference HTML.

LOGAN
ADS®



Average CTR

0,5%



VR

40%



Purchase Mode

CPM



Daily Min

10.000
Impressions