

# Sticky Theatre Video

An ad displayed at the bottom of the screen, displaying a video player that the user can pause, fast forward, or mute without interrupting what they are doing within an app. Recommended to generate impact and awareness

**Format dimensions**

- 300x250 px.


**Requirements**

- Send video: .MP4 / .MOV or YouTube/Vimeo/Website link in horizontal format 1920x1080 px. Ratio 16:9


**Specs for Logans development**

- Logos
- Fonts used

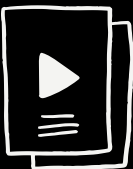
LOGAN  
ADS.®




Average CTR  
**0,5%**




IR  
**1,5 %**



VR  
**40%**



Purchase Mode  
**CPM**



Daily Min  
**10.000**  
Impressions