

Standard Ads

More traditional advertisement that guarantees coverage and visibility on all types of devices. It reaches a large volume even in specific segmentations. Recommended to complement any media plan with campaigns that seek great coverage in precise segmentations.

DEVELOPMENT

Specs for Logan’s development:

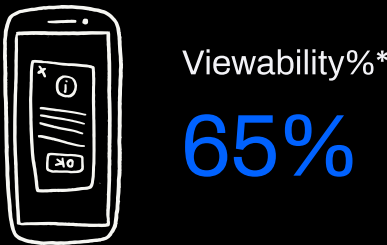
- Editable KVs in .PSD or .AI format with links or embedded images, preferably larger than 320x480 px or 480x320 px. Fonts used.
- High-resolution images, videos, logos. Animation references: links or HTML files.

IMPLEMENTATION in the DSP

- Tipo de archivo: .JPG, .GIF, .PNG
- Mobile: 320x50px, 320x100px, 300x250px
Desktop/Tablet: 300x250px, 300x600px, 970x250px, 160x600px, 728x90px
- (Consult other sizes.

PMP®

Benchmarks



*Viewability% depending on the measurement system and DSP configuration.