

Discovery

Full-screen ad that is revealed as users scroll through the content.
Recommended to generate impact and awareness.

DEVELOPMENT

Requirements

- Send the logo in high or the element that is going to uncover.

Specs for Logan’s development

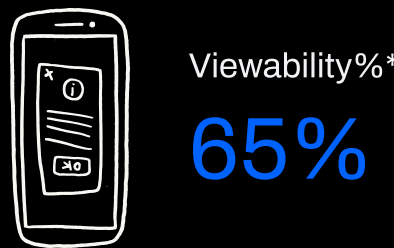
- Editable KVs in .PSD or .AI format with embedded links or images, preferably in vertical orientation larger than 384x615 px.
- Fonts used.
- High-quality images, videos, logos.
- Links or HTML references for animation.

IMPLEMENTATION in the DSP

- Tag HTML5
Mobile: 320x480px,
Tablet: 768x1024px

PMP®

Benchmarks



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