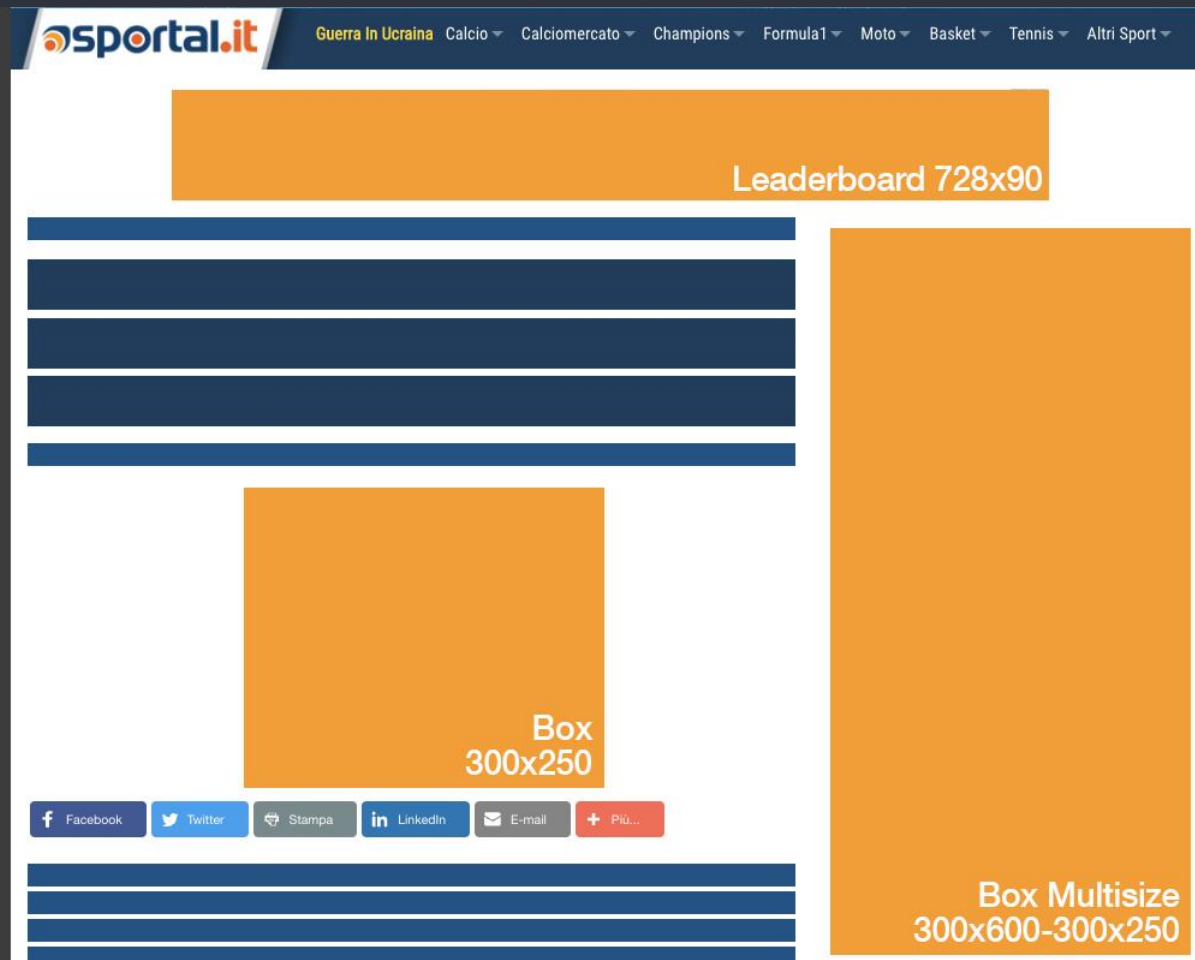


# Desktop

## Standard IAB



### Leaderboard

728x90

solo DESKtop

### Medium Rectangle (Box In-text)

300x250

anche MOBILE

### Medium Rectangle (Box) + Half Page Ad

300x250 + 300x600

solo DESKtop

### Click-through Rate

Display Desktop

0,18%

### Viewability

Display Desktop

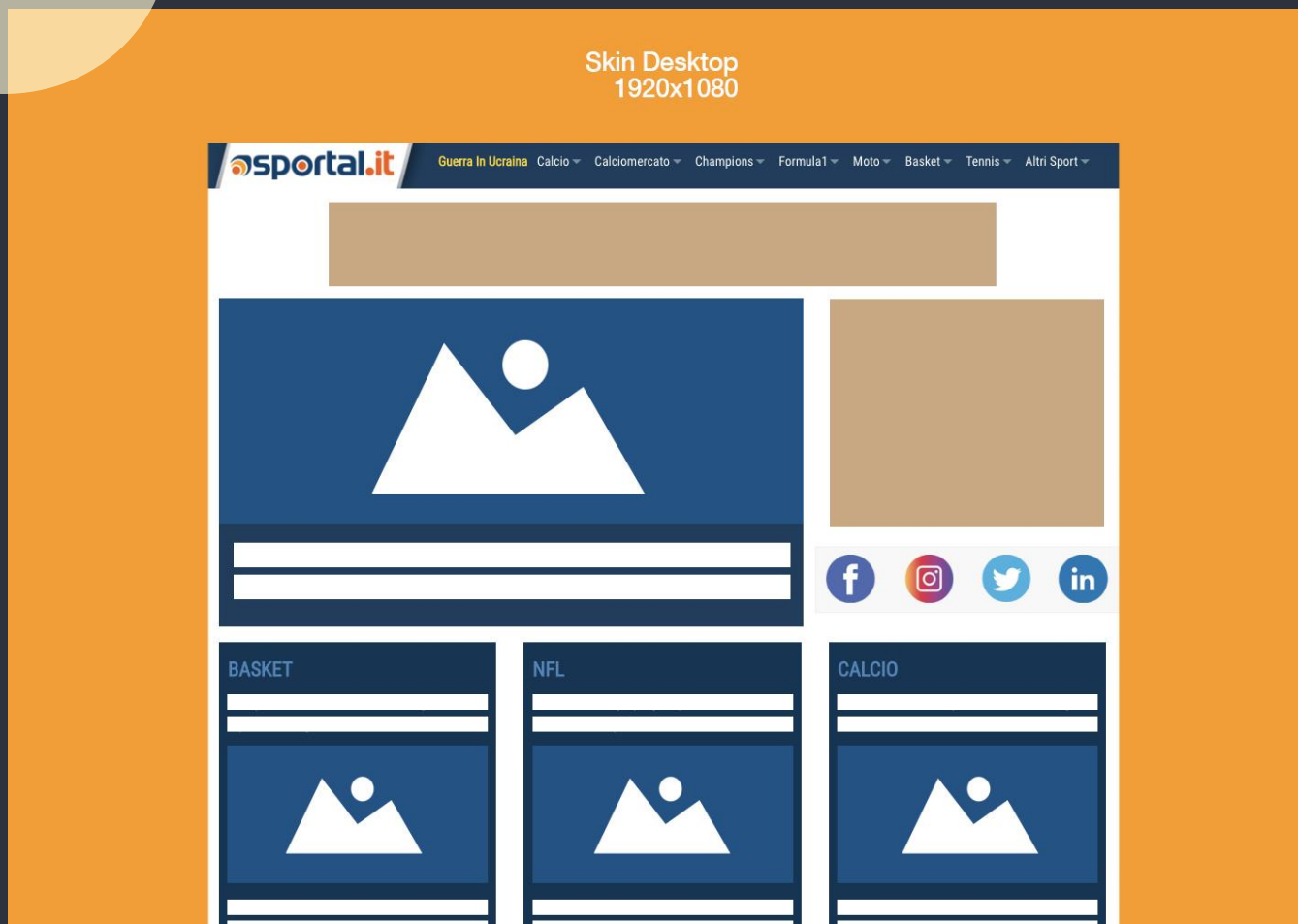
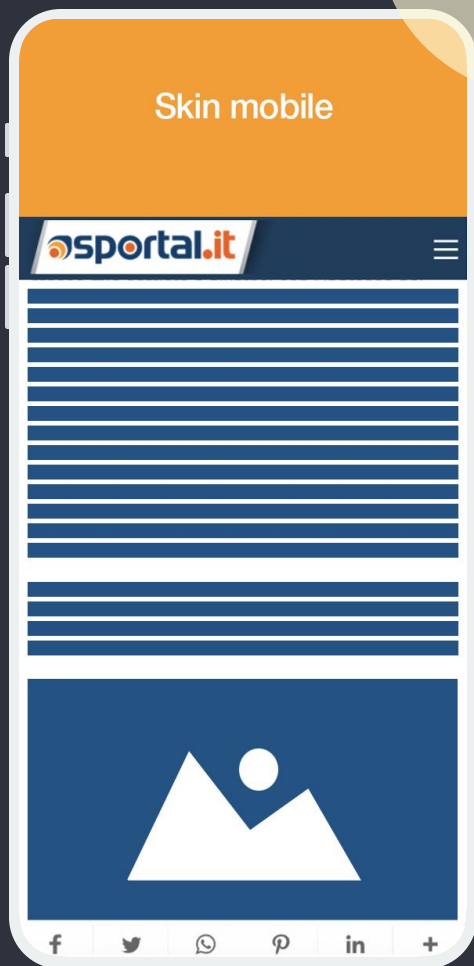
74%



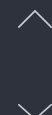
CTR%  
> 1%

Skin Mobile - 300x250

Skin Desktop - 1920 x 1080

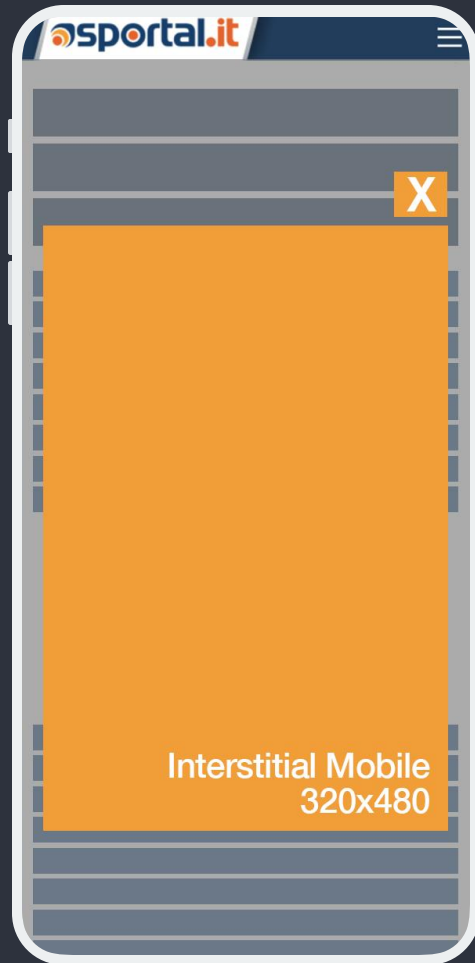


Template certificato da fornitori terzi al fine di garantire la gestione degli asset creativi del formato secondo standard.



# Mobile

Interstitial – 320x480



## Interstitial

Click-through Rate  
Interstitial Mobile  
1,40%

Masthead – 320x100



Medium Rectangle (Box) – 300x250

## Standard IAB

Click-through Rate  
Display Mobile  
0,24%

Viewability  
Display Mobile  
74%



# Video

## Segmento In-stream

Soluzione full-stack

Contenuto fornito in partnership con Italtpress ed aggiornato su base quotidiana tutti i giorni feriali

- TG Sport
- TG Motori

## Viewability

Video Pre-roll  
66%

## Completion Rate

Video Pre-roll  
65%

## Click-through Rate

Video Pre-roll  
0,18%

