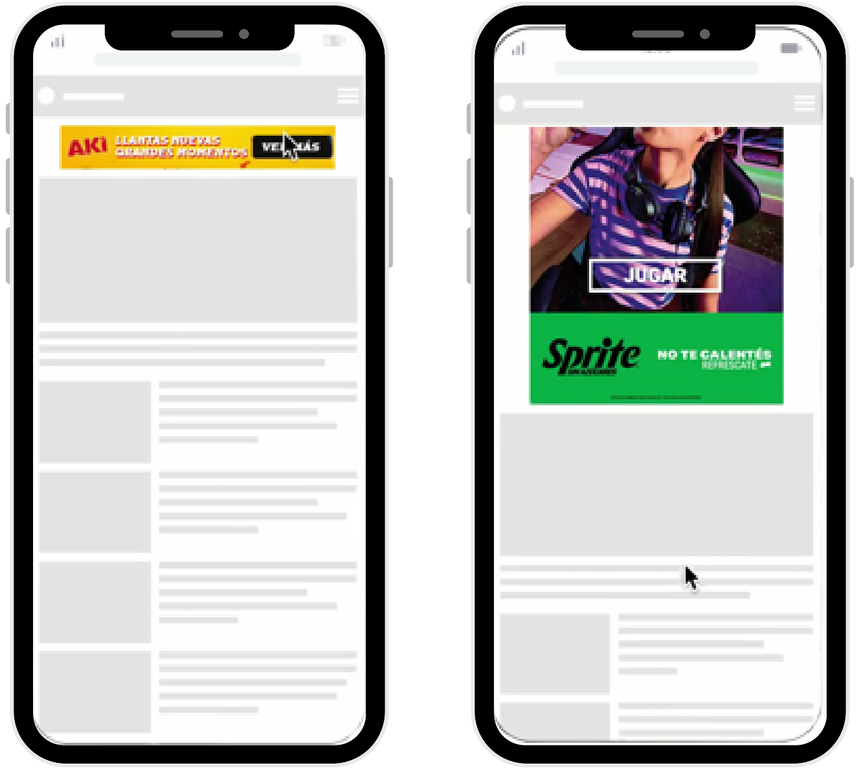
Media Kit 2025

eplmedia.

Display

Display



This format is ideal when the objective is reach, as it's the default accepted by all publishers, allowing access to a higher volume of unique users.

Sizes:

Desktop & Mobile:

300x250
336x280
468x60
160x600

Mobile:

320x50
320x100
320x480

Desktop:

728x90
970x90
800x600
extras:
300x600
120x600

Rich Media

An advanced digital ad format that integrates interactive elements like videos, animations, or dynamic content to better capture user attention.

Interstitial

High-impact format with excellent metrics.

- Asset type: JPG, PNG, GIF, HTML5, MRAID
- Max file size: 2 MB
- Publisher approval required
- Web & App compatible

Sizes:

Mobile:
320x480

Desktop:
800x600

VW
90%

CTR
minimun:
1,10%

Adhesion

A format that remains constantly visible on the site/app, following the user's movement.

VW
83%

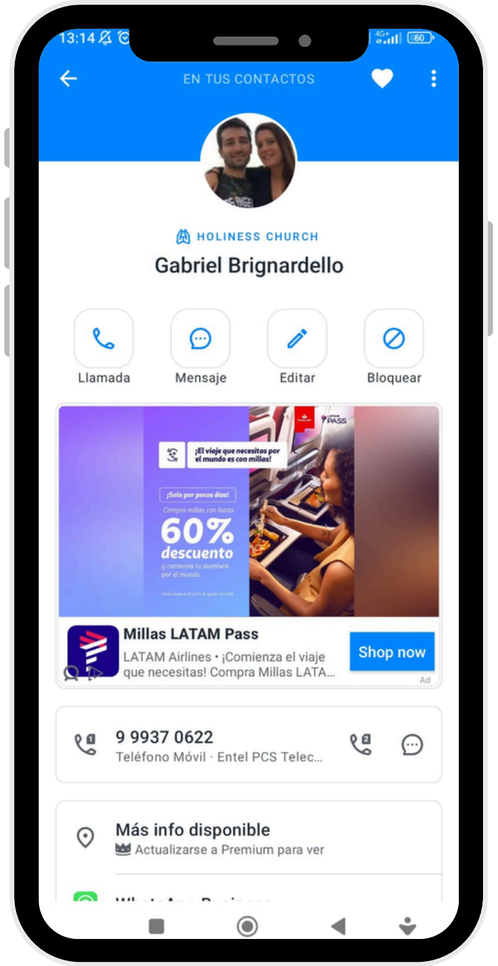
Sizes:

Mobile:
320x50

Desktop:
728x90

- Asset type: JPG, PNG, GIF, HTML5, MRAID
- Max file size: 2 MB
- No publisher approval required
- Web & App compatible

In App



CTR
0,8%

Display ad that runs within apps.

Sizes:

320x250
320x480
320x50
320x100

Slide

CTR
minimun:
1,10%

VW
85%

A format that highlights the difference between two products or situations by allowing users to compare them through a slider.

Drag

Displays various on-screen elements that users can interact with by dragging.

CTR
minimum:
1,10%

VW
85%

Choose

CTR
minimun:
1,10%

VW
85%

This format lets you choose between different product options to view them in detail.

Interactive Video

VTR
80%

This format features an embedded video within the banner, along with the animation typically found in an interstitial.

Interactive Game

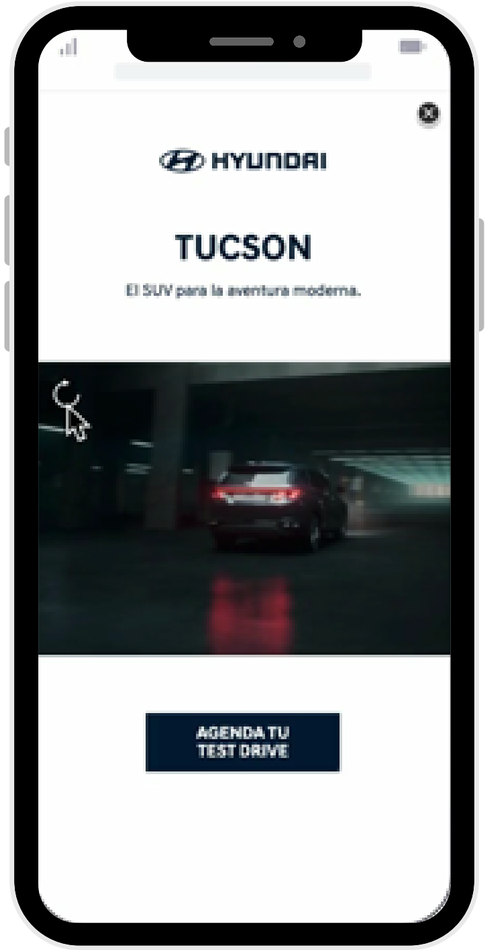
CTR
mínimo:
1,10%

VW
85%

A format with multiple interactive features inspired by games of chance — like picking a card, spinning a roulette wheel, or betting on an outcome — all designed to boost user engagement.

Video Form

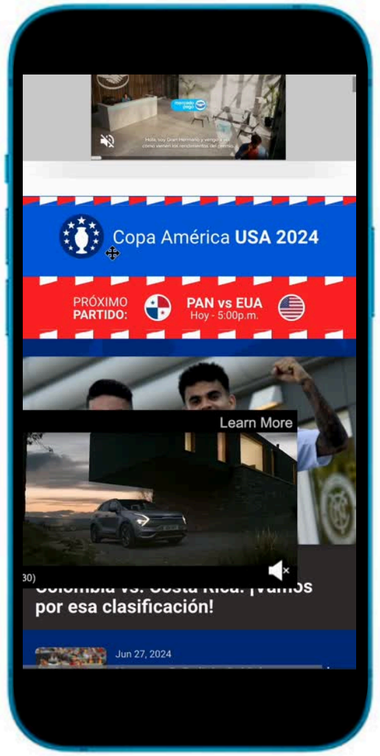
VTR
80%



Creative with a built-in form that allows users to submit their information to request more details or sign up for a service.

Video

Outstream



Video format that runs outside a traditional video player.

Sizes:

Dimensions

1920×1080

1280×720

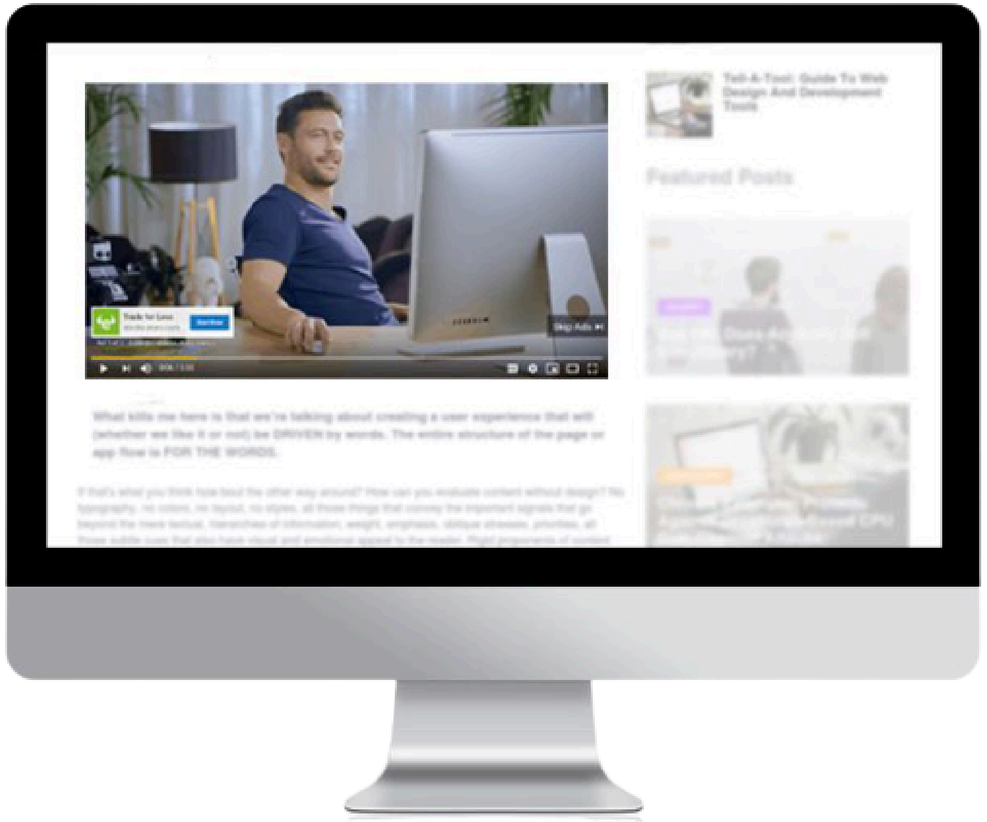
1440×1080

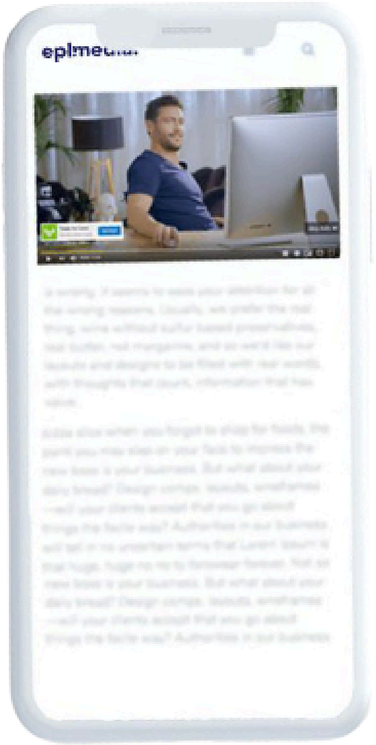
Aspect Ratio

16:9

4:3

Instream





Video format that runs **inside** a traditional video player.

Tamaños:

Dimensions

1920×1080

1280×720

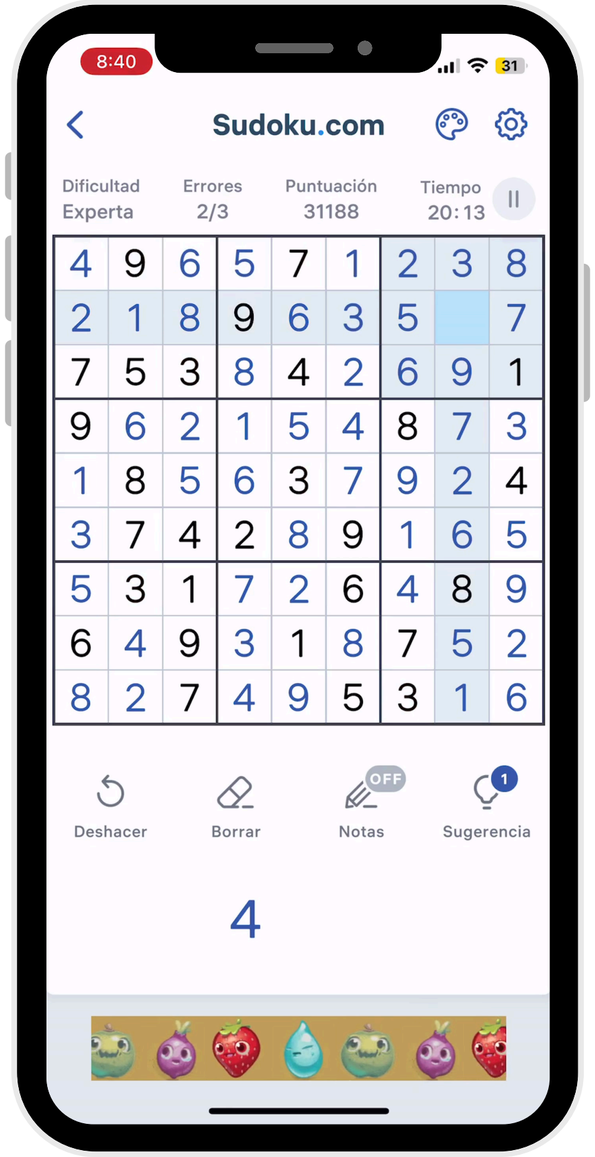
1440×1080

Aspect Ratio

16:9

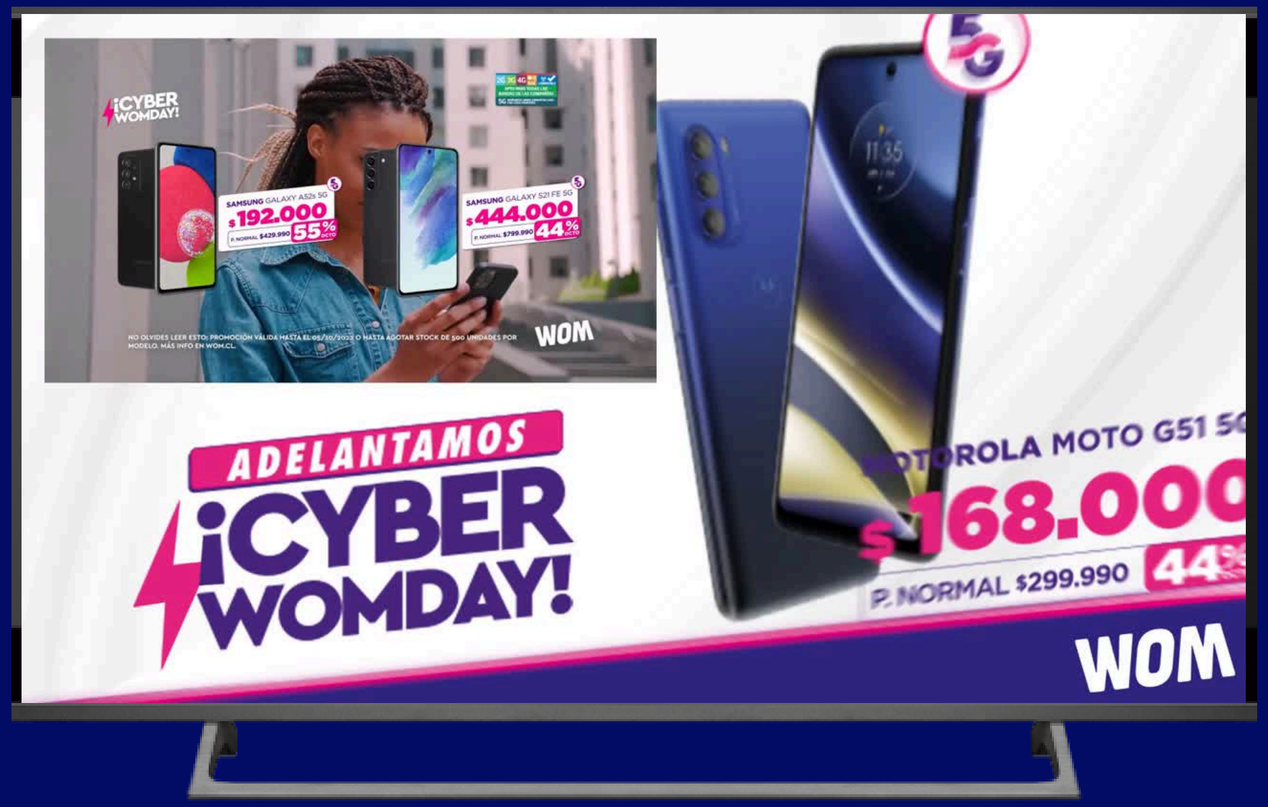
4:3

Video reward



Video format that rewards users for watching the full content — offering coins, lives, or other in-app/game benefits in return.

Connected TV



Size:
1920×1080

+ 95%
VTR

Ad Creative Specs

Display:

Supported file formats:
.jpg, .jpeg, .gif, .png

Recommended sizes:
Desktop & Mobile:
300×250 px
336×280 px
468×60 px
160×600 px
Mobile:
320×50 px
320×100 px
320×480 px
Desktop:
728×90 px
970×90 px
800×600 px

Video:

Supported file formats:
.avi, .mov, .mp4, .m4v, .mpeg, .mpg, .webm, .wmv

Maximum duration:
30 seconds

Accepted resolutions:
1920×1080 px
1280×720 px
1440×1080 px

Supported aspect ratios:
16:9
4:3

ConnectedTV:

Supported file formats:
.mp4, VAST

Accepted durations:
15 o 30 seconds (non-skippable ads)

Standart resolution:
1920×1080 px

VAST compatibility:
Versions 2.0, 3.0, and 4.0 are supported.

Audio:

Supported file formats:
.mp3, .wav, .wma, .ogg

Ad duration:
Between 15 and 60 seconds. (The most common durations are 15 and 30 seconds.)

Recommended audio quality:
Bitrate: at least 128 kbps

Sample rate: 44.1 kHz

This presentation is in PDF format.

If you'd like to view the interactive formats (such as the videos included in each ad unit), please visit the following link:

https://www.canva.com/design/DAGiYADKfmM/OsSBcmjzHYsJFm0GfN3SJA/edit?utm_content=DAGiYADKfmM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Thank you!

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