



Vocento Mobile

Vocento Mobile is...

- **14 headers** with a specific **website** for **mobile** browsers
- **13 headers** with **iPhone** apps
- **ABC** application specially designed for **iPad**
- **Advanced PDF** version, integrated in **HTML5** zones of all magazines and newspapers of the group in

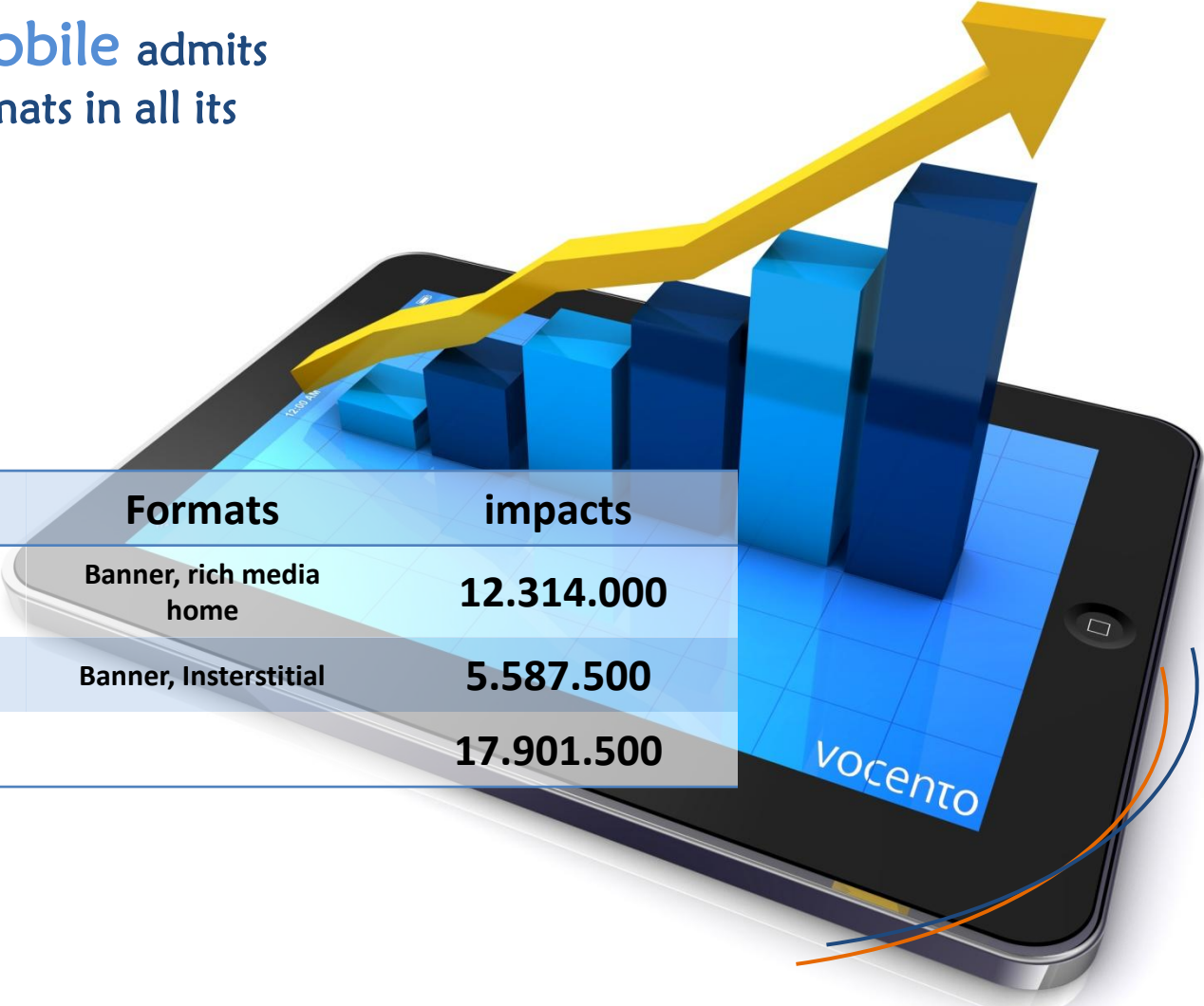
the platform **Kiosko y Más**

- More than **20 million** of possibilities to integrate **advertising** in content for mobile devices



Vocento Mobile in figures

Vocento Mobile admits advertising formats in all its mobile devices:



Device	Formats	impacts
Web Mobile	Banner, rich media home	12.314.000
Apps Apple	Banner, Insterstitial	5.587.500
TOTAL		17.901.500

Formats **Vocento** Mobile

Banner

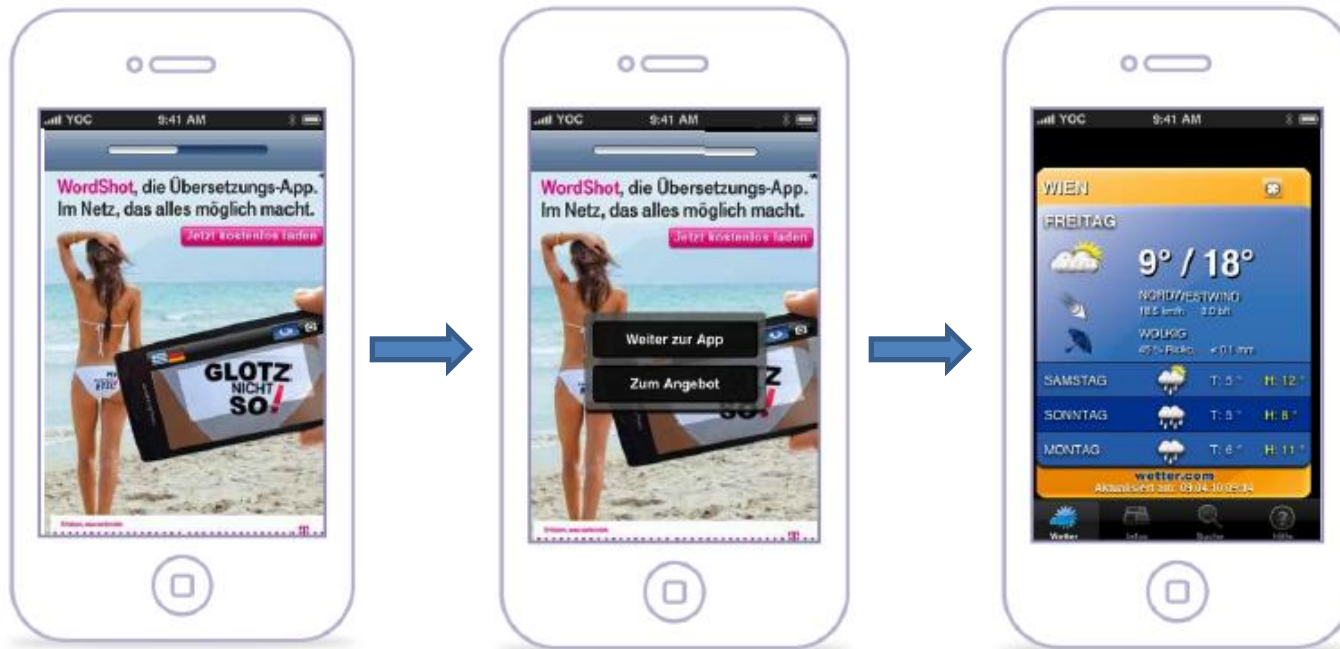


Product	Format	Dimensions	Weight	Ratio
Android/iPhone Banner	GIF static or animated/ JPEG, PNG static	480x80px	20kb	6;1
Big Banner	GIF static or animated/ JPEG, PNG static	360x60px	15kb	6;1
Medium Banner	GIF static or animated/ JPEG, PNG static	320x53px	12kb	6;1
Small Banner	GIF static or animated/ JPEG, PNG static	216x36px	9kb	6;1

Formats **Vocento** Mobile

Interstitial

Appears for a few seconds. Clickable. Closing tab.

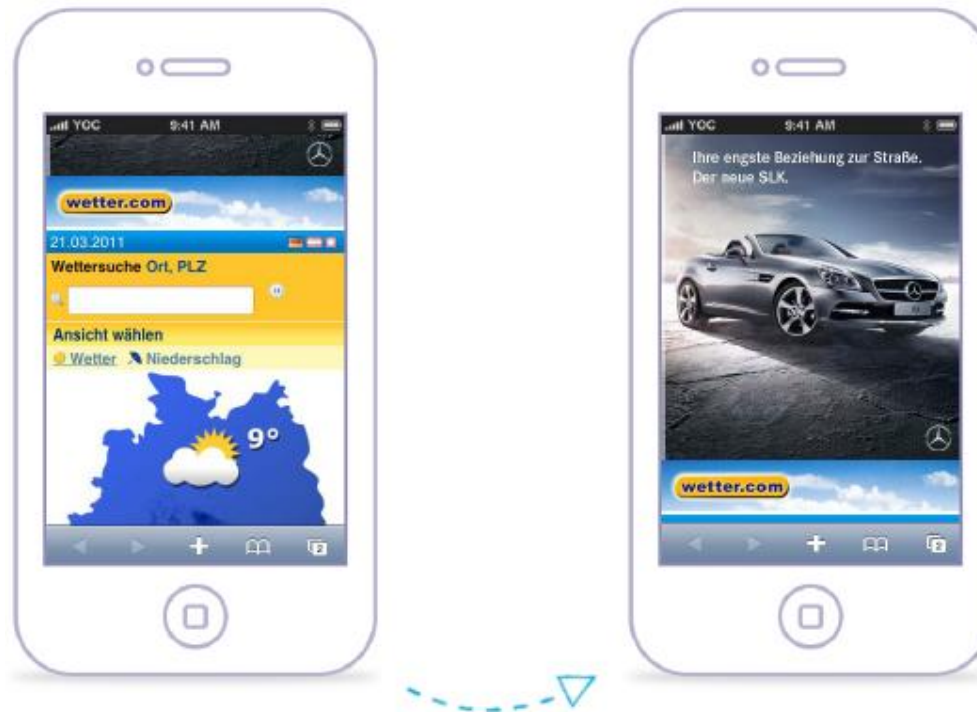


Format	Image	Dimensions	Weight	Platform
Interstitial	PNG, GIF, JPEG, static	320x480px or 640x960px	Max 30kb	iPhone App/Android App

Formats **Vocento** Mobile

Reveal

Special Interstitial – it moves the content



Format	Image	Dimensions	Weight	Platform
Reveal	PNG, GIF, JPEG, static	320x416px Recommended + banner 6;1	Max 30kb	Mobile Web (iOS, Android)

Formats **Vocento** Mobile

Gallery of Images

Interstitial. When clicking the banner, an images display appears, sliding and clickable



Format	Image	Dimensions	Weight	Platform
Gallery of images	PNG, GIF, JPEG, static for slides	Slides 300x240px	Max 30kb	Mobile Web (iOS)

Formats **Vocento** Mobile

Video Banner

The upload does not interfere the web. Once downloaded the video, it appears over the content. Can be closed.



Format	Image	Dimensions	Weight	Video Length	Platform
Video Banner	MP4	Min 320x240px	Max 2MB	Recommended 15/30s	Mobile Web (iOS, Android)

Formats **Vocento** Mobile

Mystery Ad

Interactive layer over the content. The user has to interact.



Format	Image	Dimensions	Weight	Platform
Mystery Ad	Develop in HTML5	Max 320x416px HTML5	3 MB	Mobile Web (iOS, Android)

RatesVocento Mobile

Advertising Format	Positioning	CPM
Mobile Advertising - Banner	Inside	17,00 €
Mobile Advertising - Banner	Front cover	22,00 €
Mobile Advertising - Richmedia 1*	Front cover	25,30 €
Mobile Advertising - Richmedia 2**	Front cover	29,10 €
CPC - Banner	RON segmentation per channel	0,40 €

***Richmedia 1 Formats: Interstitials and expandable banners**

***Richmedia 2 Formats: Video Banners, Georeference and interactive formats**

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multiplicamos tus ideas

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