AD FORMATS

2024

We advise including as many different formats and sizes in an ad campaign as possible. CPM prices may vary depending on a campaign's geo-targeting preferences and the current traffic demand.

Cointraffic

In-page desktop

- Simplicity makes this banner type still the #1 choice for most advertisers

- Placed in most prominent positions

- Mostly placed above the fold

- Detailed reporting for each banner

- Supported formats: JPG, PNG, GIF and HTML5 (up to 300KB)

4 Banner sizes
300x250, 320x100, 728x90, 160x600

0.10%
Avg. CTR

€5
CPM from

In-page mobile

- Classy version of banner ads for mobile devices

- Placed in most visible positions across our publishers' websites

- Detailed reporting for each banner

- Supported formats: JPG, PNG, GIF and HTML5 (up to 300KB)

3 Banner sizes
300x250, 320x100, 320x50

0.20%
Avg. CTR

€5
CPM from

Sticky desktop

- Always above the fold, sticked to the bottom of the page

- Even if user is scrolling through the page, banner will be visible all the time

- Covers 100% width of the screen

- Detailed report facilities

- Supported formats: JPG, PNG, GIF and HTML5 (up to 300KB)

Banner size

1440x48

0.20%
Avg. CTR

€5.5
CPM from

Sticky mobile

- Great performance due to high CTR

- This banner remains visible all of the time, even when a user is scrolling through the page

- Covers 100% width of the screen

- Detailed reporting for each banner

- Supported formats: JPG, PNG, GIF and HTML5 (up to 300KB)

Banner size

600x75

0.85%
Avg. CTR

€5.5
CPM from

Premium header desktop

- Efficient positioning at the top of the webpage

- Great visibility

- Stretched to the entire screen width

- Detailed reporting for each banner

- Supported formats: JPG, PNG, GIF and HTML5 (up to 300KB)

Banner size
1440x90

0.25%
Avg. CTR

€6.0
CPM from

Slide desktop & mobile

- Eye-catching format

- Great performance due to high CTR

- Located on the page corner

- Detailed reporting for each banner

- Supported formats: JPG, PNG, GIF and HTML5 (up to 300KB)

Banner size
150x150

1.1%
Avg. CTR

€4.5
CPM from

Native ads: Notification
desktop & mobile

- A non-invasive format consisting of short text and an icon
- Highly effective at retaining attention

- Ease of integration:
  - **image** (192x192 pixels, PNG/JPG, up to 300KB),
  - **title** (30 characters max.)
  - **accompanying text** (60 characters max.)

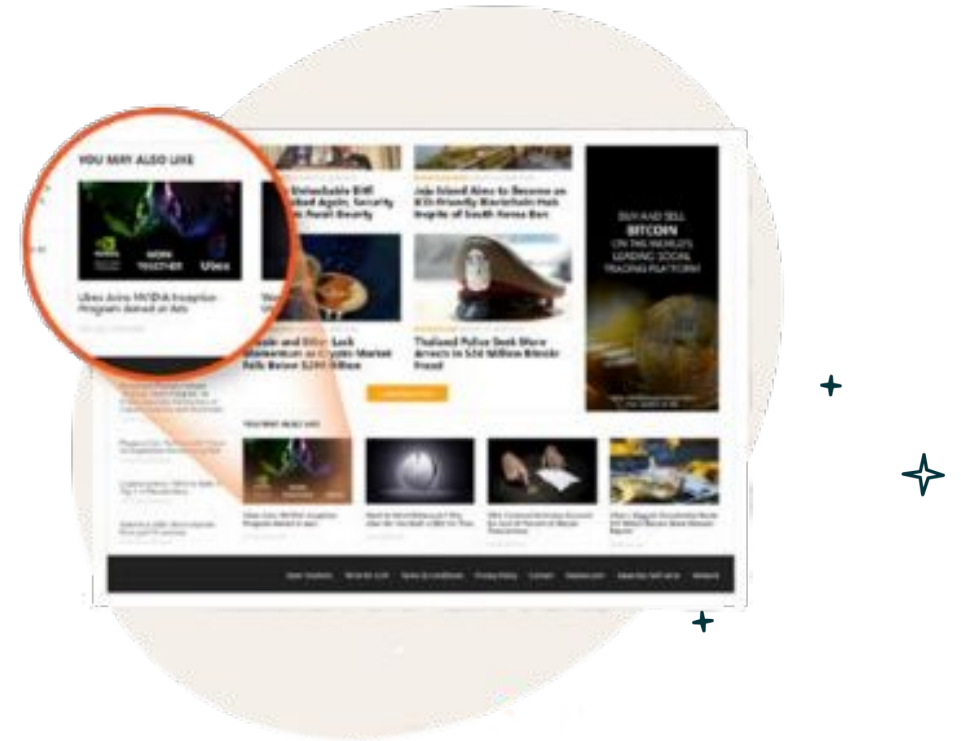- Ample flexibility in mixing/matching texts and visuals

0.45%
Avg. CTR

€4.5
CPM from

Native ads: Content-integrated
desktop & mobile

- Combined image + text format that is organically built into the publisher's website and does not detract from user experience

- Perfect tool for sending targeted traffic

- Provides a massive amount of engagement while remaining non-intrusive

- Effective for Press Release and relevant news boosting

0.20%
Avg. CTR

€4.5
CPM from

Pop-under desktop

- One of the most effective ad formats for drawing attention to your ad

- Your link will be opened in a new browser tab

- Works with all major browsers

- Traffic instantly directed to your website

- Multiple URLs per campaign

- Detailed reports available

Banner size
Fullscreen

€2.0

CPM from

Pop-under mobile

- Highly effective ad format for drawing attention to your ad

- Your target link will be opened in a new browser tab

- Traffic instantly directed to your website or app

- Multiple URLs per campaign

- Detailed reports available

Banner size

Fullscreen

€2.0

CPM from

About Cointraffic

10+

YEARS IN BUSINESS

10+

HIGHLY QUALIFIED

EMPLOYEES

15K+

CAMPAIGNS SUCCESSFULLY

COMPLETED

75+

CONFERENCES

ATTENDED

1500+

ADVERTISERS

600+

PREMIUM

PUBLISHERS

Cointraffic

Let's grow your business together!