

AD FORMATS

2025



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.

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

Please reach out to your dedicated account manager or support team for recommended CPM rates for your campaign.



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

Please reach out to your dedicated account manager or support team for recommended CPM rates for your campaign.

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



0.25%
Avg. CTR

€5.5
CPM from

Please reach out to your dedicated account manager or support team for recommended CPM rates for your campaign.

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

Please reach out to your dedicated account manager or support team for recommended CPM rates for your campaign.

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

Please reach out to your dedicated account manager or support team for recommended CPM rates for your campaign.



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

Please reach out to your dedicated account manager or support team for recommended CPM rates for your campaign.



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



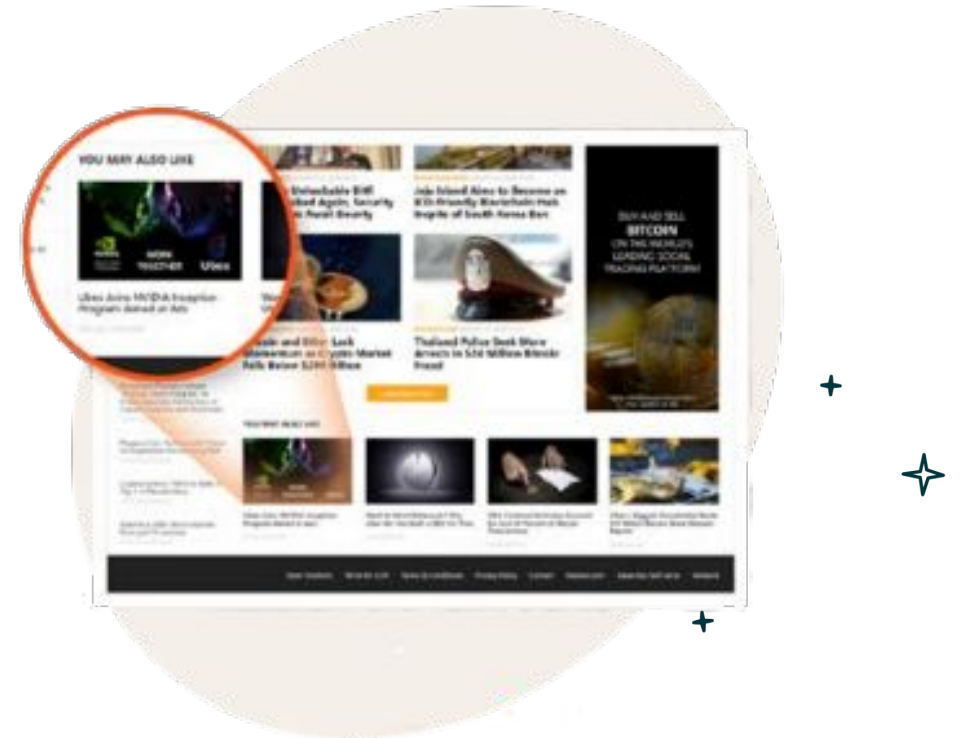
0.45%
Avg. CTR

€4.5
CPM from

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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




0.40%
Avg. CTR

€4.5
CPM from

Please reach out to your dedicated account manager or support team for recommended CPM rates for your campaign.



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

Please reach out to your dedicated account manager or support team for recommended CPM rates for your campaign.

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

Please reach out to your dedicated account manager or support team for recommended CPM rates for your campaign.

About Cointraffic

10+

YEARS IN BUSINESS

10+

HIGHLY QUALIFIED
EMPLOYEES

15K+

CAMPAIGNS SUCCESSFULLY
COMPLETED

75+

CONFERENCES
ATTENDED

1500+

ADVERTISERS

600+

PREMIUM
PUBLISHERS



Let's grow your
business **together!**

If you have any question or need assistance regarding the Policy, please contact us at support@cointraffic.io
or by post: Cointraffic OÜ, Liivalaia 45, Tallinn, 10145 Estonia.