

Tipo	Clasificación	Formato	MM/MS	Volumen (Spot/Hz Frecuencia)	Posiciones (Adbreak)	Dispositivo	Soporte	Dimensiones	Tipo	Video Códec	Audio Códec	Bitrate	Peso	Duración	Skip	Segmentaciones	Tipo de compra	SSP	CTR Medio	%VTY Medio	%VTR	Demo	Help Macros	Texto_ESPECÍFICO
Display	Estándar	Image/gif/png	3x3	1500000	1   Riba (Riba 2)	Escritorio/móvil/tableta	WebIn-app	300x250	img_01.png, agency script, HTML5			100k	100k			Contextual/Content-Targeting	Insertion Order (direct)/Open Auction/Preferred Deal/Private Deal	Smart	0.11	65%			<a href="#">https://www.doubleclick.net/ads/click.html</a>	
Display	Estándar	Image/gif/png	3x3	1500000	1   Riba (Riba 2)	Escritorio/móvil/tableta	Web	300x250	img_01.png, agency script, HTML5			100k	100k			Contextual/Content-Targeting	Insertion Order (direct)/Open Auction/Preferred Deal/Private Deal	Smart	0.28	67%			<a href="#">https://www.doubleclick.net/ads/click.html</a>	
Display	Estándar	Image/gif/png	3x3	1500000	1   Mega Banner (1/2/3/4)	Escritorio/móvil/tableta	Web/WebView	980x90, 728x90, 500x100	img_01.png, agency script, HTML5			100k	100k			Contextual/Content-Targeting	Insertion Order (direct)/Open Auction/Preferred Deal/Private Deal	Smart	0.16	69%			<a href="#">https://www.doubleclick.net/ads/click.html</a>	
Display	Estándar	Image/gif/png	3x3	1500000	1   Banner 1	Escritorio/móvil/tableta	In-app	320x50	img_01.png			10k	10k			Contextual/Content-Targeting	Insertion Order (direct)/Open Auction/Preferred Deal/Private Deal	Smart	0.81	81%			<a href="#">https://www.doubleclick.net/ads/click.html</a>	
Display	Estándar	Image/gif/png	3x3	1500000	1   Mega Banner 2	Escritorio/móvil/tableta	Web	980x250	img_01.png, agency script, HTML5			100k	100k			Contextual/Content-Targeting	Insertion Order (direct)/Open Auction/Preferred Deal/Private Deal	Smart	0.78	86%			<a href="#">https://www.doubleclick.net/ads/click.html</a>	
Display	Estándar	Image/gif/png	3x3	200000	1   Interstitial	Escritorio/móvil/tableta	WebIn-app	800x600, 320x480	img_01.png, agency script, HTML5			100k	100k			Contextual/Content-Targeting	Insertion Order (direct)/Open Auction/Preferred Deal/Private Deal	Smart	2.21	90%			<a href="#">https://www.doubleclick.net/ads/click.html</a>	
Display	Especial	Image/gif/png	3x3	200000	1   Banner 1	Escritorio/móvil/tableta	Web	1920x1080				100k	100k			Home or Content-Targeting	Insertion Order (direct)	Smart	1.51	98%			<a href="#">https://www.doubleclick.net/ads/click.html</a>	Demora muestra skin + billboard + riba doble
Display	Especial	Image/gif/png	3x3	200000	1   Skin + Riba 1 + Mega Banner	Escritorio/móvil/tableta	WebIn-app	1920x1080, 800x250, 728x90, 500x100	img_01.png, agency script, HTML5			100k	100k			Home or Content-Targeting	Insertion Order (direct)	Smart	1.07	98%			<a href="#">https://www.doubleclick.net/ads/click.html</a>	Documento con 3 módulos tipo (ver 3 links)
Display	Especial	Image/gif/png	3x3	200000	1   Ad hoc	Escritorio/móvil/tableta	Web	Ad hoc				100k	100k			Home or Content-Targeting	Insertion Order (direct)	Smart					<a href="#">https://www.doubleclick.net/ads/click.html</a>	

Tipo	Clasificación	Formato	MM/MS	Impresiones TV	Frecuencia	Posiciones (Adbreak)	Dispositivo	Soporte	Dimensiones	Tipo	Video Códec	Audio Códec	Bitrate	Peso	Duración	Skip	Segmentaciones	Tipo de compra	SSP	CTR Mig	%VTY Medio	%VTR/MLTR	Demo	ESPECÍFICO	
Video	Estándar	In-stream	30x3	900000	1	Pre-roll / Mid-roll / Post-roll	Escritorio/móvil/tableta	WebIn-app	1280x720	MP4	H.264, 25fps	AAC-48KHz, 128Kbps	1Mbps	4M	30"	50%	Contextual/Content-Targeting	Insertion Order (direct)/Open Auction/Preferred Deal/Private Deal	Smart	2.30	63%	63%		<a href="#">https://www.doubleclick.net/ads/click.html</a>	Asigna VPAID con condiciones específicas
Video	Especial	In-stream TV	30x3	900000	1	Pre-roll / Mid-roll	TV	Web	1280x720	MP4	H.264, 25fps	AAC-48KHz, 128Kbps	1Mbps	4M	30"	50%	Contextual/Content-Targeting	Insertion Order (direct)/Preferred Deal	Smart	0	97%	97%		<a href="#">https://www.doubleclick.net/ads/click.html</a>	NO acepta VPAID
Video	Estándar	In-stream TV	30x3	900000	1	Pre-roll / Mid-roll	TV	Web	1280x720	MP4	H.264, 25fps	AAC-48KHz, 128Kbps	1Mbps	4M	30"	50%	Contextual/Content-Targeting	Insertion Order (direct)/Preferred Deal	Smart	0	97%	97%		<a href="#">https://www.doubleclick.net/ads/click.html</a>	NO acepta VPAID
Video	Estándar	Out-stream	30x3	900000	1	Riba (Riba 2)	Escritorio/móvil/tableta	Web	300x250	MP4	H.264, 25fps	AAC-48KHz, 128Kbps	1Mbps	4M	30"	50%	Contextual/Content-Targeting	Insertion Order (direct)/Open Auction/Preferred Deal/Private Deal	Smart	0.7	97%	97%		<a href="#">https://www.doubleclick.net/ads/click.html</a>	NO acepta VPAID
Video	Especial	Out-stream	30x3	900000	1	Database / Sala carter	Escritorio/móvil/tableta	Web	300x250	MP4	H.264, 25fps	AAC-48KHz, 128Kbps	1Mbps	4M	30"	50%	Non-std. Expand	Insertion Order (direct)	Smart	0.5	83%	77%		<a href="#">https://www.doubleclick.net/ads/click.html</a>	NO acepta VPAID
Audio	Estándar	In-stream TV	30x3	900000	1	Pre-roll / Mid-roll	Escritorio/móvil/tableta	WebIn-app	1280x720	Audio	Standard	mp3	1Mbps	4M	30"	50%	Contextual/Content-Targeting	Insertion Order (direct)/Open Auction/Preferred Deal/Private Deal	Smart	0.6			76%	<a href="#">https://www.doubleclick.net/ads/click.html</a>	ESPECÍFICO
Audio	Especial	In-stream TV + imagen	30x3	900000	1	Pre-roll / Mid-roll	Escritorio/móvil/tableta	WebIn-app	1280x720	Audio	Especial	mp3	1Mbps	4M	30"	50%	Contextual/Content-Targeting	Insertion Order (direct)	Smart	1.8			76%	<a href="#">https://www.doubleclick.net/ads/click.html</a>	NO acepta VPAID