

## GRAVITY INTERSTITIAL Desktop/Mobile – FLEX TEMPLATES

Cross Platform (desktop/mobile)

1. Book in the 1x1 slot (2x1 can be used as well)
2. Choose time-based (sponsorship) or impressions-based (standard)
3. Insert dates the gravity ad is supposed to run
4. Add the frequency cap (recommended 1x24)
5. Add inventory – domainname.com
6. If you are targeting a specific page be sure to add that as well

Inventory sizes <sup>?</sup>  Standard  Master/companion roadblock <sup>?</sup>  Video VAST <sup>?</sup>

Enter one or more sizes separated by a comma  
[Target creatives and help forecast available inventory.](#)

<sup>?</sup>  Allow same advertiser exception.

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Settings

Type <sup>?</sup>   8

Start time

End time

Quantity

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Adjust delivery optional

Deliver impressions <sup>?</sup>

Display creatives <sup>?</sup>

Rotate creatives <sup>?</sup>

Day and time <sup>?</sup> All days and times [edit](#)

Frequency <sup>?</sup>  Set per user frequency cap

impressions per

+ Additional frequency cap

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Add targeting

Targeting preset <sup>?</sup> optional

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Inventory	Browse	Search	Selected criteria	Reset
<a href="#">Key-values and Audience</a> <a href="#">Geography</a> <a href="#">Devices</a> <a href="#">Connection</a>	<input type="button" value="Back"/> <input type="button" value="Ad units &gt;"/>	<input type="text" value="trib.com"/>	Inventory Ad units > <input checked="" type="button" value="trib.com"/>	<input type="button" value="x"/>
	trib.com included			

7. Add Creatives
8. Choose the Flex – Gravity network template

**User-defined template**

A creative based on a user-defined creative template.

Flex - Gravity

9. Be sure to upload both the desktop (large screen) and mobile (small screen) creatives to this template.

**Flex - Gravity**

Responsive, full screen ad template. Supports images, flash, YouTube, HTML5 video and Jivox tags. Only one creative type should be defined per ad.

Name  **Ad Name goes here**

Target ad unit size

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User-defined variables

clickTAG  **Clickthru URL goes here**

clickTAG2  optional

Fullsize Image  No file chosen **Desktop ad image goes here** optional

Mobile Image  No file chosen **Mobile ad image goes here** optional

Flash File  No file chosen optional

Video Tag  [expand](#) **Supports and standard IFRAME embed code such as YouTube or HTML5 <video> tags.** optional

Jivox Tag  [expand](#) **Tags provided by Jivox** optional

Background Color  [expand](#) **Background color defaults to white can be changed if necessary** optional

Auto Close  **Defined in seconds. This will overwrite the users ability to click to close and closes automatically. Disabled by default.** optional

Tracking Pixel  optional

Enable Site Branding  optional

Branding Background Color  [expand](#) optional

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Labels  **Interstitial label must be placed at the creative level** optional