




GRAVITY INTERSTITIAL Mobile – FLEX TEMPLATES

Mobile (through a browser) Only – This Does Not Include Mobile APPS

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, make sure you add it now
7. Add targeting – device category = smartphone and feature phone


Inventory sizes  ☒ Standard ☐ Master/companion roadblock  ☐ Video VAST 


1x1 x


Enter one or more sizes separated by a comma
Target creatives and help forecast available inventory.

☐ Allow same advertiser exception.

Settings


Type  **Standard** ☐ Normal ☐ 8


Start time 3/9/16  12:00 AM CST


End time 3/9/16  11:59 PM


Quantity Max available ☐ Impressions ☐


Adjust delivery optional


Deliver impressions  Evenly ☐

Display creatives  One or more ☐

Rotate creatives  Optimized ☐


Day and time  All days and times [edit](#)




Frequency  ☒ Set per user frequency cap

1 impressions per 1 days 

+ Additional frequency cap

Add targeting

Targeting preset  optional Saved targeting presets (581)

Inventory	Devices	Selected criteria	Reset
Key-values and Audience	Back  > Device category >	Inventory	
Geography	Type to filter items	Ad units >	
Devices	Desktop include 	trib.com	X
Connection	Feature Phone included	Devices	
	Smartphone included	Device categories	
	Tablet include 	Feature Phone	X
		Smartphone	X

8. Add Creatives
9. Choose the Flex – Gravity network template
10. Upload the mobile sized image only
11. Remember to add “interstitial” in the label field

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

Target ad unit size

User-defined variables

clickTAG

clickTAG2
optional

Fullsize Image No file chosen
optional

Mobile Image No file chosen
optional

Flash File No file chosen
optional

Video Tag [expand](#)
optional

Jivox Tag [expand](#)
optional

Background Color [expand](#)
optional

Auto Close

Tracking Pixel
optional

Enable Site Branding [expand](#)
optional

Branding Background Color [expand](#)
optional

Labels
optional

SSL compatible [override](#)

Orientation (mobile-only)
optional

Custom fields

Unlink from creative template ☐

Creative template snippet

```
<script type="text/javascript">
(function(i,p,w,d,b,$) {
  $(document).ready(function() {
```