

INTERSTITIAL Desktop – FLEX TEMPLATES

Desktop Only

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 interstitial 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 = desktop

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 (566)

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

8. Add Creatives
9. Choose the Flex – Interstitial network template
10. Define the width and height
11. Upload the desktop image only
12. Remember to add “interstitial” in the label field

Flex - Interstitial

Basic Interstitial overlay template . Supports images, flash, YouTube, HTML5 video and Jivox tags. Only one creative type should be defined per ad.

Name	<input type="text" value="Creative Name"/>
Target ad unit size	<input type="text" value="1x1"/>

User-defined variables

clickTAG	<input type="text" value="Click URL"/>	
clickTAG2 <small>optional</small>	<input type="text"/>	
Width	<input type="text" value="800"/>	
Height	<input type="text" value="600"/>	
Image File <small>optional</small>	<input type="button" value="Choose File"/> No file chosen	
MobileImageFile <small>optional</small>	<input type="button" value="Choose File"/> No file chosen	
Flash File <small>optional</small>	<input type="button" value="Choose File"/> No file chosen	
Video Tag <small>optional</small>	<input type="text"/>	expand
Jivox Tag <small>optional</small>	<input type="text"/>	expand
Auto Close	<input type="text" value="0"/>	
Tracking Pixel <small>optional</small>	<input type="text"/>	

Labels <small>optional</small>	<input type="text" value="Interstitial x"/>
SSL compatible	Not yet scanned override
Orientation (mobile-only) <small>optional</small>	<input type="button" value="Any"/>
Custom fields	<input type="text" value="Type to find items"/>
Unlink from creative template	<input type="checkbox"/>

Creative template snippet

```
<script type="text/javascript">
(function(i,p,w,d,b,$) {
  $(document).ready(function(){
    /* timer vars */
    var xAdC = 0;
    var xAdCd = 0;

    /* close ad */
    function xAdClose() {
```