




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 tablet


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 include	homepage	×
Connection	Feature Phone include	Devices	
	Smartphone included	Device categories	
	Tablet included	Tablet	×
		Smartphone	×

8. Add Creatives
9. Choose the Flex – Interstitial network template
10. Define the width and height of your interstitial
11. Upload the mobile sized 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	1x1	

User-defined variables

clickTAG	<input type="text" value="Click URL"/>	
clickTAG2 <small>optional</small>	<input type="text"/>	
Width	<input type="text" value="300"/>	
Height	<input type="text" value="250"/>	
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	<pre><script type="text/javascript"> (function(l,p,w,d,b,\$) { \$(document).ready(function(){ /* timer vars */</pre>