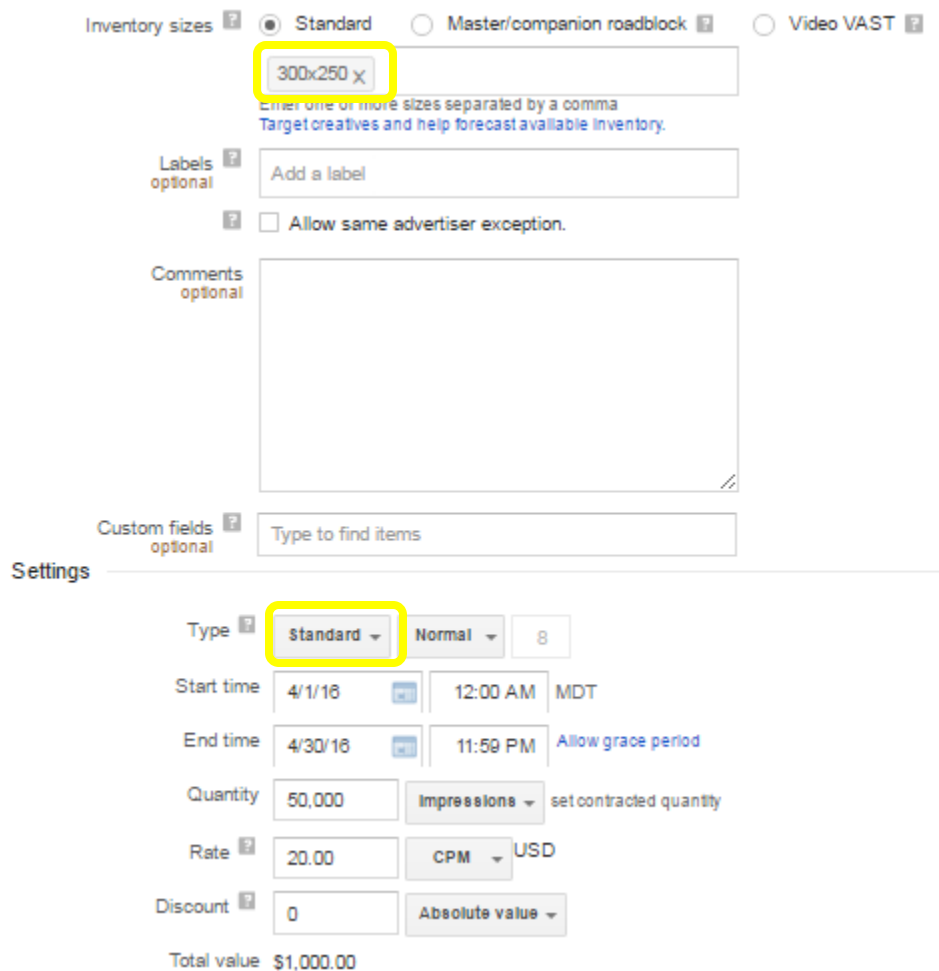


300x250 Desktop/Mobile – FLEX TEMPLATES

Cross Platform (desktop/mobile)

1. Add 300x250 Inventory size
2. Choose time-based (sponsorship) or impressions-based (standard)



The screenshot shows the Amplified ad campaign setup interface. The 'Inventory sizes' section has three radio buttons: 'Standard' (selected), 'Master/companion roadblock', and 'Video VAST'. Below the 'Standard' radio button is a text input field containing '300x250 x', which is highlighted with a yellow box. Below this field is a small text prompt: 'Enter one or more sizes separated by a comma. Target creatives and help forecast available inventory.' Below the text input field is a 'Labels' section with a text input field containing 'Add a label'. Below the 'Labels' section is a checkbox labeled 'Allow same advertiser exception.' Below the checkbox is a 'Comments' section with a large text area. Below the 'Comments' section is a 'Custom fields' section with a text input field containing 'Type to find items'. Below the 'Custom fields' section is a 'Settings' section. The 'Settings' section has a 'Type' dropdown menu with 'Standard' selected, highlighted with a yellow box. Below the 'Type' dropdown menu are fields for 'Start time' (4/1/16), 'End time' (4/30/16), 'Quantity' (50,000), 'Rate' (20.00), and 'Discount' (0). The 'Quantity' field has a dropdown menu with 'Impressions' selected. The 'Rate' field has a dropdown menu with 'CPM' selected. The 'Discount' field has a dropdown menu with 'Absolute value' selected. Below the 'Settings' section is a 'Total value' field showing '\$1,000.00'.

5. Add inventory – domainname.com
 6. If you are targeting a specific page be sure to add that as well
 7. You can also add POS (ATF or BTF) if necessary
- Ad will run on Desktop and Mobile unless Device Categories are defined

Inventory	Browse	Search	Selected criteria	Reset
Key-values and Audience	Back	Ad units >	Inventory	
Geography	Inventory filtered based on sizes (300x250). Show all		Ad units >	
Devices	trib.com		trib.com	x
Connection	<div>trib.com included</div> <div>trib.com_android include</div>			

To run **Desktop only**, Add Devices > Device Category = Desktop and Tablet

Add targeting

Targeting preset optional

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

To run **Mobile only**, Add Devices > Device Categories = Smartphone and Feature Phone

Add targeting

Targeting preset optional

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

9. Add Creative

10. Click to Upload Image or use Third party ad tags

Third party

A highly customizable, interactive creative. You can use any custom HTML and JavaScript snippets as well as tags from a third-party ad server or DoubleClick for Advertisers.

Flash

A creative containing animation, sound, video, or interactive features. Requires a Flash (SWF) file.


Image


A basic image creative. Requires a GIF, JPG, or PNG file.


Click "Choose File" to Upload Image


Type: **Image** Advertiser: **LEE - Test Company**

Name

Image files  No file chosen

Use a remote image 


Destination 

Target ad unit size  300x250

Or for Third-party Ad Tags




Type: **Third-party** Advertiser: **LEE - Test Company**

Name

Code snippet 

Paste ad tag code snippet here,
Click Insert Macro if necessary.

Manually insert macros

<input type="button" value="←"/>	Cachebuster 
<input type="button" value="←"/>	Escaped click macro 
<input type="button" value="←"/>	Click macro 
<input type="button" value="←"/>	Width
<input type="button" value="←"/>	Height