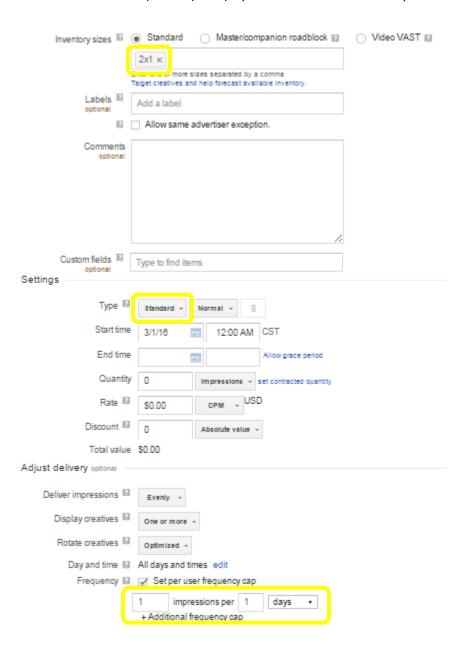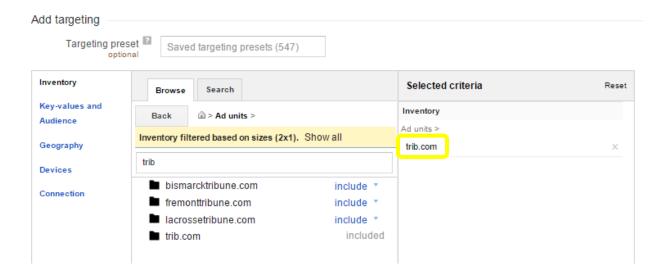# PAW Desktop/Mobile – FLEX TEMPLATES

Cross Platform (desktop/mobile)
1. Book in the 2x1
2. Choose time-based (sponsorship) or impressions-based (standard)
3. Insert dates the PAW ad is supposed to run
4. Add the frequency cap (recommended 1x24)

Inventory sizes ⦿ Standard  ○ Master/companion roadblock  ○ Video VAST

2x1 ×

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

Labels *optional*  Add a label

☐ Allow same advertiser exception.

Comments *optional*

Custom fields *optional*  Type to find items

Settings

Type  Standard ▾  Normal ▾  8
Start time  3/1/16  12:00 AM  CST
End time  ▭  Allow grace period
Quantity  0  Impressions ▾  set contracted quantity
Rate  $0.00  CPM ▾  USD
Discount  0  Absolute value ▾
Total value  $0.00

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

5. Add inventory – domainname.com

6. If you are targeting a specific page be sure to add that as well

Add targeting

Targeting preset ? optional     Saved targeting presets (547)

| Inventory | Browse | Search | | Selected criteria | | Reset |
|---|---|---|---|---|---|---|
| Key-values and Audience | Back | ⌂ > Ad units > | | Inventory | | |
| Geography | Inventory filtered based on sizes (2x1). Show all | | | Ad units > | | |
| Devices | trib | | | trib.com | | × |
| Connection | 📁 bismarcktribune.com | | include ▾ | | | |
| | 📁 fremonttribune.com | | include ▾ | | | |
| | 📁 lacrossetribune.com | | include ▾ | | | |
| | 📁 trib.com | | included | | | |

7. Add Creatives

8. Choose the Flex – PAW network template

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

Flex Desktop Creative Sizes: 1170x50 (1170x300)

Flex Mobile Creative Sizes: 480x50 (480x250)

## Flex - PAW

Pencil bar and background wrapper commonly called the PAW. Optionaly, this template can be used to only book pencil or background. Only supports images.

Name: [ PAW Ad Name Goes Here ] **PAW Ad name goes here**

Target ad unit size ❓ 2x1

### User-defined variables

click TAG ❓ [ Click Thru URL Goes Here ] **Click Thru URL Goes Here**

Background Left ❓ [Choose File] No file chosen **Upload Left Background**
optional

Background Right ❓ [Choose File] No file chosen **Upload Right Background**
optional

Background Color ❓ [ ] expand **Background color defaults to white**
optional **but can be changed**

Pencil ❓ [Choose File] No file chosen **Desktop Pencil Creative Goes Here**
optional

Pencil Mobile ❓ [Choose File] No file chosen **Mobile Pencil Creative Goes Here**
optional

Pencil Background ❓ [ ] expand
Color
optional

Pencil Button Color ❓ [ ] expand
optional

Pencil Button ❓ [ ] expand
Background Color
optional

Billboard ❓ [Choose File] No file chosen **Desktop Billboard Creative Goes Here**
optional

Billboard Mobile ❓ [Choose File] No file chosen **Mobile Billboard Creative Goes Here**
optional

Auto Expand ❓ [ true ▼ ] **Defined in seconds. This will overwrite the**
**users ability to click to close and closes**
Auto Expand Close ❓ [ 0 ] **automatically. Disabled by default.**

Tracking Pixel ❓ [ ]
optional