

FLOAT BAR Desktop/Mobile – FLEX TEMPLATES

Cross Platform (desktop/mobile)

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 Float Bar ad is supposed to run
4. Add the frequency cap (recommended 1x24)

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

Labels [?] optional **Adhesion label must be placed at the Line Item Level**

Allow same advertiser exception.

Comments [?] optional

Custom fields [?] optional

Settings

Type [?]

Start time

End time Allow grace period

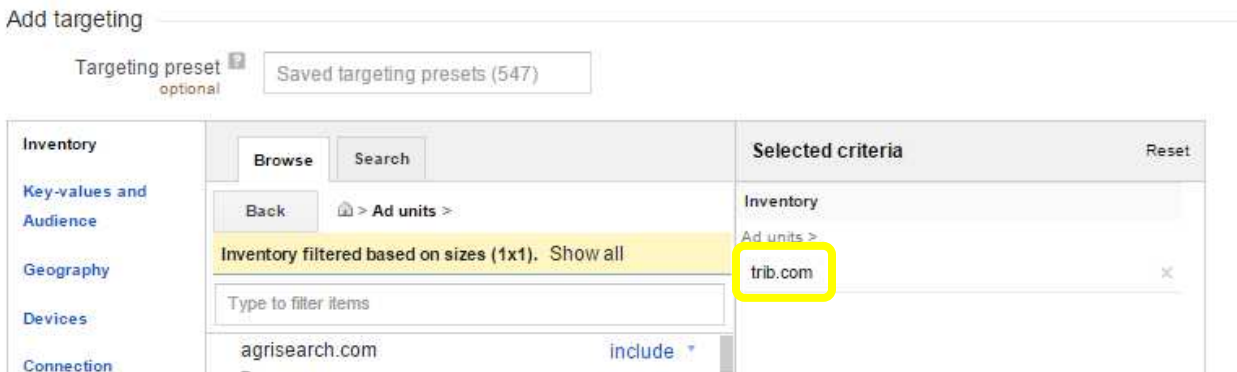
Quantity set contracted quantity

Rate [?]

Discount [?]

Total value \$0.00

5. Add inventory – domainname.com
6. If you are targeting a specific page be sure to add that as well



7. Add Creatives
8. Choose the Flex – Float Bar network template

User-defined template

A creative based on a user-defined creative template.

Flex - Float Bar

Continue

9. Be sure to upload both the desktop (large screen) and mobile (small screen) creatives to this template.
 Flex Desktop Creative Size: 1170x50 or 1170x70
 Flex Mobile Creative Size: 480x50

Flex - Float Bar

Creative bar locked to bottom of page. Supports images or flash. Image still required for browsers that dont support flash.

Name **Float Bar Ad Name Goes Here**

Target ad unit size

User-defined variables

click TAG **Click thru URL Goes Here**

Image File No file chosen **Desktop ad image goes here**

Image File Mobile No file chosen **Mobile ad image goes here**

FlashFile No file chosen

Background Color [expand](#) **Background color defaults to white, can be changed if necessary.**

Tracking Pixel

Labels

SSL compatible [override](#)

Orientation (mobile-only)

Custom fields

Unlink from creative template