

# HIGH IMPACT

## HIGHLY VISIBLE & DOMINANT ADVERTISING

Excellent choice when launching new products or consumer promotions.

Click Rate (CTR) is 5X – 10X over banners



Floating Footers appear at bottom of sites that don't have open space on left and right. Also appear on tablet devices.



Side Skins appear on desktop PC's when a site has blank space on the left and right.

**Like traditional online ads, High Impacts can be:**

1. Purchased on per-impression basis
2. Geographically targeted
3. Limit the number of impressions per user ('frequency cap')
4. Third-party measured

*“High Impact ads give us a premium sponsorship-like position across many sites. They've been great for our promotions and new product launches”*

# MORE DETAILS

- Client supplies both Floating Footer and Side Skin artwork.
- High Impact Ads will appear in priority based on the user's device and monitor space.
- Side Skins are first priority, followed by the Floating Footer.
- You can use third party tracking to monitor both impressions and clicks.



## Floating Footer

- Ad is affixed to bottom of site
- User can click to close the ad which delays another footer ad from appearing for 60 minutes
- Measures 990x100 pixels
- Appear on any device (desktop, mobile & tablet) if skins unavailable
- Footer stay fixed in place as site scrolls (unless user manually closes)



## Side Skin

- Left and right skins measure 300x1050
- Skins dynamically scale to fit smaller and larger monitors
- Ads only appear if at least 120px of empty margin space is available
- Skins stay fixed in place as site scrolls vertically

## Expandable Option

Skins and Footers can be “expanded” by the user to view a larger JPG or YouTube® video embed



Minimum Order: \$5,000

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