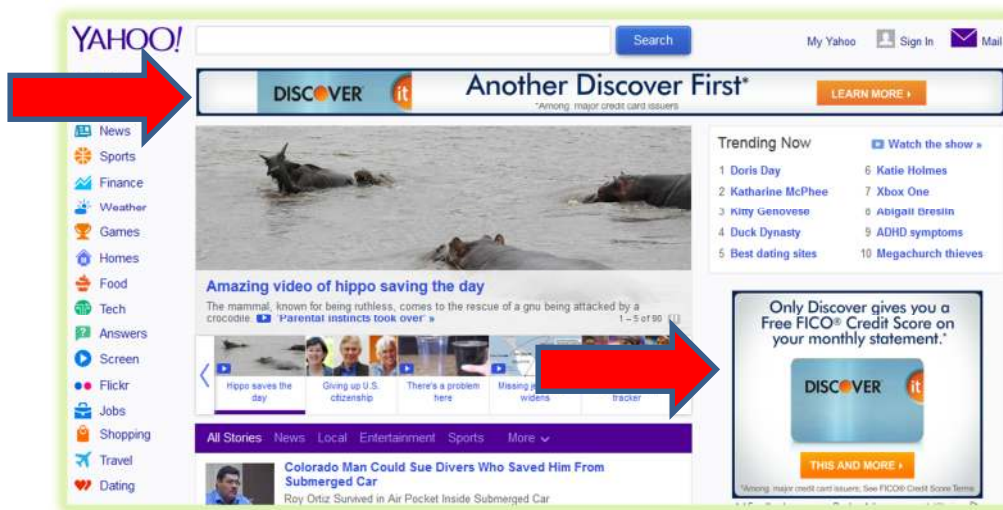


Setting up Companion Ads

Sometimes Advertisers supply multiple ad formats – for example, 468x60 and a 728x90 ad and you may want to show them at the same time.



Yahoo Page Showing Companion Ad Concept

With Companion Ads, Ad Peeps will try to group each of those ads and show them at the same time to your website visitor. As a result, when the page loads, users would see the 468x60 ad and the 728x90 ad.

To active Companion Ads:

Create or Edit the Advertisement and navigate to the “Other” Tab.



Save ALL C



Other Settings: Contains the direct link, section to specify OnMouseover Ads set as default will be displayed when no other ads of the same size are eli

Direct Link:
 Above link is for linking DIRECTLY to ad (ie to put in an e-mail).

OnMouseover Text: Play Sound

Default Ad: On Off

Companion Ad: On Off
 Denoted by on Main Screen

Toggle the Companion Ad On/Off field to “On”.

ACTIVE ADVERTISERS

| | Advertiser | Total Impressions | Total Clicks | CTR | Total Ads | Total Revenue | Add New Ad | | |
|--|--|-------------------|--------------|-------------------|--------------|---------------|-------------------|---------|---------|
| | Liquid Web <small>Created: Aug 5, 2013</small> | | 302 | 1:1 (73.48%) | | \$4000.00 | | | |
| | Ad No | Size | Start | Total Impressions | Total Clicks | CTR | Status / Priority | Expires | Preview |
| | 195 | 728x90 | Aug 5, 2013 | | 147 | 1:1 (67.74%) | Active / High | Never | |
| | 196 | 150x200 | Aug 5, 2013 | | 155 | 1:1 (79.90%) | Active / High | Never | |

On the “Main Screen”, you will see a red “C – For Companion” icon next to the expiration of the ad.

Assumptions

- Advertiser should have at least two ads designated as Companion Ads so that Ad Peeps can match them.
- The Companion ads must exist under the same Advertiser Campaign.
- Both ads should be of the same weight.
- We use sessions to remember the last companion ad shown that live only for five seconds.

| Created by: | Version | Date | Revision |
|-----------------|---------|---------|-----------------|
| Product Support | 1.0 | 3/11/14 | Initial Version |

Need additional help?

Contact us at <http://www.adpeeps.com/cis>