





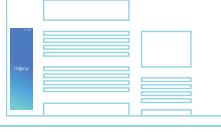










monumetric ADS CATALOGUE

AD	VISUAL	DESCRIPTION	DESKTOP	MOBILE	TABLET
728x90		High performing unit designated to be above content, in content, or below content. Second most common size with a very high amount of demand.	X		X
300x250		High performing unit designated for “next to content” placements on desktop, or in content placements on mobile. Most common size with highest amount of demand.	X	X	X
160x600		Median performing unit designated for the sidebar. This unit can work well aesthetically with certain layouts.	X		X
300x600		High performing unit in terms of CPMs, but usually has lower fill than other units. Designated as a premium sidebar or in content unit.	X		X
In-Screen		Collapsible ad that sticks to the bottom of the browser as the user scrolls. Typical size is 728x90 but also can fill to the width of the browser at 90 pixels high.	X	X	X
In-Image		Small display ads that fill on the bottom 50-100 pixels of your images. These collapsible ads can be limited to show on a certain number of images per visit. Specific URLs can be blocked from displaying the ads entirely. These are extremely profitable ads.	X	X	X
Pillar		A 160x600 ad (may flex to a 300x250 or 300x600 upon request) that takes advantage of the underutilized corners of the screen to display a highly viewable ad. Pillar ads only run on desktop resulting in improved CPMs but fewer impressions due to it not running on every generated pageview.	X		
Flex 300x600 - 300x250 - 160x600		Ad tag which can fill in multiple sizes depending on the device and which size gets the highest bid. Highly profitable unit but must be coded correctly for it to properly flex.	X	X	X
Flight 300x250 - 320x50 - 320x100 728x90 on Desktop		In-content ads placed dynamically within content based on a word count or pixel count threshold. When enabled on mobile, sticky technology keeps the ad in view for a few seconds while the reader scrolls increasing the ad's value	X	X	X
Sticky Anchor		320x50 Mobile specific ad unit which can take the place of a desktop in-screen/sticky 728x90. Highest performing mobile-specific ad size.	X	X	
Sticky Header		Technology to improve viewability of an ad that normally would get quickly scrolled past. Keeping the ad in view either temporarily or indefinitely allows advertisers to increase the CPMs they are willing to pay for this ad.	X	X	X
Interstitial		High performing, full-screen ad that briefly covers the interface of your site. The ad displays at a natural transition point when a new post is clicked into. Because of the high attention required for this ad, it is capped at a frequency of 1 ad per visitor per hour. You can toggle this unit on (and off) at your convenience in the Tools section of the Console.		X	
VOLT VIDEO PLAYER		Video player placed in content and plays either site-related content or publisher created content between advertisements. Video is non-audio and has low impact on page load. Highly recommended and highly profitable unit.	X	X	X