Ad Formats

OrbitSoft Ad Server Platform supports the most well known ads formats, like text, banners, rich media, video, mobile, as well as IAB formats.

Contents

Ad Formats

OrbitSoft Ad Server Platform supports the most well known ads formats, like text, banners, rich media, video, mobile, as well as IAB formats.

Text
Text is the most common form of advertising. Text ad formats allow full adjustment of the size and color palettes of the ad block to fit unique designs on your website.

Banner
Banners are the most popular ad type on the Internet. Effective banners maintain a balance between text and visual content. Simply upload banners of the following formats: GIF, PNG, JPG and SWF.

Text & Logo
OrbitSoft Ad Server Text&Logo ads use text illustrated with images to advertise with a more powerful and flexible combination of written and visual content. Use various sizes, titles, and descriptions to provide visitors more comprehensive information than text or image alone.

Native
Native advertising is a type of online advertising that matches the form and function of the platform on which it appears. For example, an article written by an advertiser to promote their product, but using the same form as an article written by the editorial staff. The word "native" refers to the content's coherence with other media on the platform.

In-text Ads

Text
In-text ads effectively provide information to consumers with contextual relevance that attracts a large audience.

Image
Image ads allow you to create effective branding while conveying information to consumers.

Text & Logo
Advertisements that are combination of text and graphics create an effective call to-action to the advertiser's website.

Video
Video ads allow constructive interaction between brand and consumers.

Rich Media
In-text rich media units reach more qualified consumers with greater viewability and greater brand impact.

Rich Media Ads

Expandable
Expanding ads offer more space and features by showing one or more panels, which may contain any format of advertising, from simple text and graphics to interactive media.

Pop-up / Pop-under
A pop-up ad opens a new browser window to display ads. Advertising pop-ups windows are usually created using JavaScript and can be opened in the background as "pop-unders."
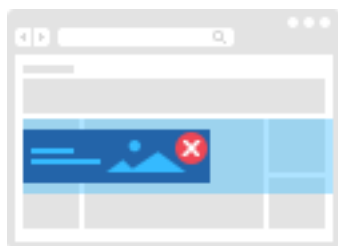
Banderole
Directly integrated into the website, the Banderole stretches across the page like a printed paper banner. It is wrapped across the entire width of the editorial page contents in the user's immediate field of vision. It moves with the scrolling, which guarantees the greatest attention.

Page Peels
Click on "peels" corner to open a full ad on a page. You can use dynamic data, streaming video, polls and interactive games as ads.

Floating
Floating ads appear on the webpage on a transparent background to create a unique visual effect.

Billboard
A new IAB Rising Star. The Billboard loads in the expanded state and remains open and visible until the user actively clicks the "Close Ad" button. Clicking "Close Ad" hides the entire ad, leaving behind a "Show Ad" button that allows the user to reopen and replay the advertisement "on demand".

Full Screen

Full screen ads provide advertisers with a high-impact, rich-media channel for reaching targeted audiences. Full screen ads expand to take over the entire page at a single click from the user, revealing an impactful, high-definition creative space for rich media advertising. Because they are user initiated, full screen ads play to engaged and responsive audiences.
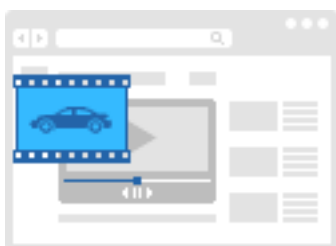
Video Ads

In-banner

Video ads are similar to television advertising, allowing you to entertain a big online audience on existing advertising platforms.

Overlay

Overlay ads put text, image or HTML in the lower third of a video player during playback.

In-stream

In-stream ads allow advertisers and publishers to deliver ads at the beginning, middle or end of video content. Our in-stream ads support IAB VAST standards, that allow you to interact with many publishers. Pre-roll: Video or Flash ads that are displayed before the main video content. Post-roll: Commercial video that plays after the video content. Middle-roll: Streaming video is displayed in the middle of the video.

Mobile Ads

Text
Text ads on mobile devices contain three lines of text and links to the advertiser's website.

Image
Banners and animated banners are available for all mobile devices, including smart phones and mobile phones such as iPhone and Android.

Native
Native ads offer an opportunity to monetize any app more effectively by matching the original content's look and feel, maintaining the same great experience for users.

Interstitial
Fullscreen is the most widespread image format. It is shown in the first seconds while you launch the mobile application. Due to the technology, HTML5 can be entirely interactive because it contains several active links, videos, audio, etc.

Rich Media
If you're a mobile advertiser, you can think of a rich media ad as a highly customizable mobile ad creative whose design is only limited by your imagination—reasonably speaking. The appearance, shape, and size of the creative can be formatted to your exact specifications without concern for design limitations—a value add particularly for brand advertisers.

orbitsoft.com

Video

Video on smartphones and tablets is one of the fastest growing subcategories within the already fast-growing category of mobile advertising. Moreover, video is an intuitive medium for advertisers: in contrast to the rich but complex possibilities of touchable, rotate-able, or shake-able mobile ads, marketers and agencies "get" how to tell a simple brand story in 15- or 30-seconds.

Wap

A WAP mobile ad appears on mobile WAP websites and can be text or images. Users that click on your WAP mobile ad will be sent to your mobile webpage. WAP ads also allow your users to make calls.