

Websites & Positions

Websites

Website is the publisher top level in Powerspace Ads.

At website level, you can define a few things: the website Name, its URL and its IAB category. The IAB category is important because it will teach our algorithms to display relevant ads on your website.

Positions

Positions are areas where the ads will be displayed.

At position level, you define the position's name, market, network, channel, revenue share, type, size and the number of zones inside it.

The screenshot displays a website interface with a navigation bar at the top. The bar includes links for 'Créer un dossier', 'Codes promo', 'Shopping', and 'Cours de langue'. Below the navigation bar, there are several video player components showing different events: 'Loi Travail : blocage du rond-point...', 'Incendie sur le site de Bluestar Silicones...', and 'Colonne de fumée près de Lyon - Témoins...'. A call-to-action button 'Témoignage ? Postez votre vidéo' is also present. The main content area features sections for 'Services' and 'Psycho-Sexo'. The 'Services' section contains four ads: two labeled 'BFM PARTENAIRE' (one for Zéro Gravity and one for Pinel), one labeled 'PUBLICITE' (for mutuelle costs), and one labeled 'BFM PARTENAIRE' (for MerciHenri.com). The 'Psycho-Sexo' section contains three ads: a couple walking in a park, a woman's legs, and a promotional video for 'Lahaie Night Show'.

Example of a position with 1 zone

Design Rules

When your Powerspace Account Manager creates the template of your position / zone(s), she / he takes into account the following rules.

- **Design match the context**

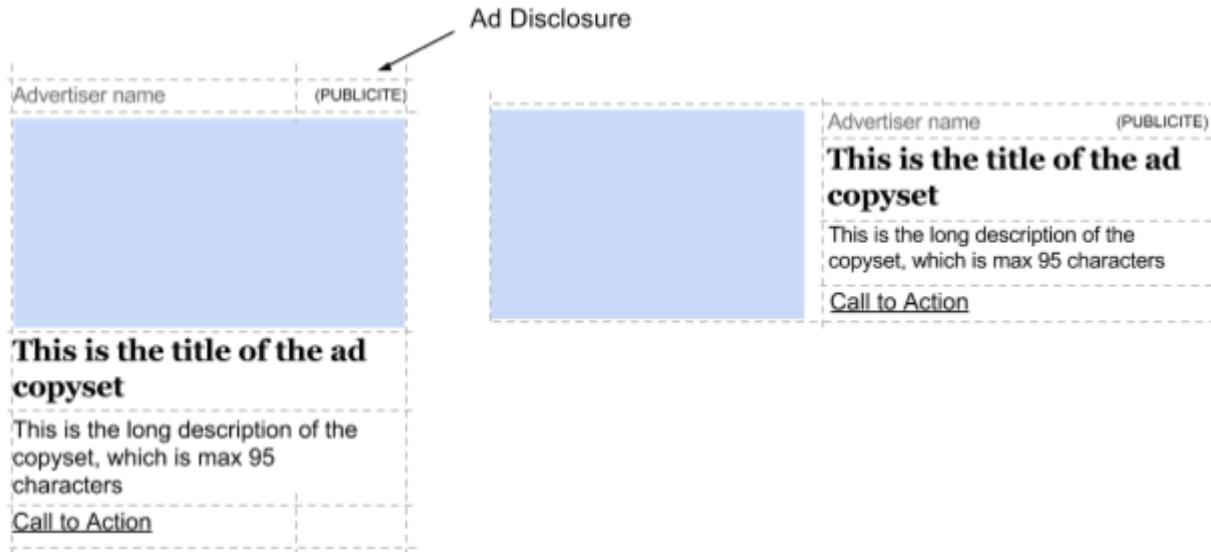
The design of the ad should be close to the context. It is recommended to take same fonts, size and some color and design elements of the website / newsletter.

- **Equilibrium in margins & fonts**

Make sure the alignment of the text zones and image match the overall newsletter equilibrium and existing margins .

- **Transparency vs. end users**

The ad must not be an exact copy of a publisher article. Ideally a small differentiation in design and a clear "ad disclosure" mention must be added.



⌚ Updated 5 months ago

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