

# WELCOME AD XL

**DESCRIPTION:** A half-page ad is placed in the immediately visible area when the page is called up (FC1), a content ad 2:1 is also integrated; a lead ad 2:1 and a mobile interscroller<sup>1</sup> remain as reminders.

**BOOKING OPTIONS:** Home Run Deluxe

**EXCLUSIONS:** inApp, Business Insider

**PROGRAMMATIC:** all deal types (fixed placement only as Programmatic Guaranteed (Publisher hosted))

**IMPLEMENTATION:** MI Template

**REQUIRED ASSETS:** Creative (SPECS)

**CREATION COSTS:** –



<sup>1</sup>) The same creative can be used as for the Welcome Ad