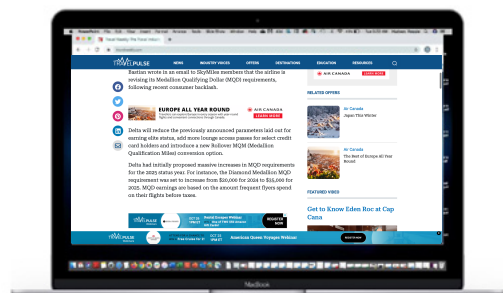


# Fixed Footer

Highly visible, responsive ads anchored to the top or bottom edge of the device.

## HIGHLIGHTS

- This ad unit is a desktop and mobile responsive experience that rests at the bottom of the viewer’s screen



## HOW IT WORKS

- Available on desktop, tablet, and mobile, the sticky footer rests at the bottom of the page, appearing five seconds after the user clicks onto a page.
- The user is given the option to click on the CTA, or click the “x” button in the upper right-hand corner to make the ad come out of view.

## PERFORMANCE INDICATORS

- Impressions, Clicks, CTR, Viewability, AVG View Rate

## TECHNICAL SPECIFICATIONS

- Accepted image file types: JPEG, PNG, GIF
- Click, impressions, engagement and view-ability third-party tracking are also accepted.
- Files larger than 100 KB are not accepted.

Ad Type	File Format	Resolution	Max File Size	Unit Dimensions
Fixed Footer	GIF, JPEG, JPG, PNG (Flash not supported)	72 DPI	100 KB	Desktop: 1140x70 Mobile: 400x100