

Wallpaper

An eye-catching background advertorial asset

HIGHLIGHTS

- Wallpaper ad units rest behind any webpage, highly visible and can function as both a leaderboard and side panels.

HOW IT WORKS

- Available on desktop, the wallpaper rests behind the background of our sites.
- The user is given the option to click on the CTA, located based on client's preference, at their convenience.



PERFORMANCE INDICATORS

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

TECHNICAL SPECIFICATIONS

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

Ad Type	File Format	Resolution	Max File Size	Unit Dimensions
Wallpaper	GIF, JPEG, JPG, PNG (Flash not supported)	72 DPI	100 KB	Desktop:1920x1080