

# Premium Sales through **NEW High Impact Ads**

## Monetize empty space on your site for any device



### Found Money

High Impact ads use empty space on your site. No need to redesign your pages or “make room”.

### Relevant & Quality Ads

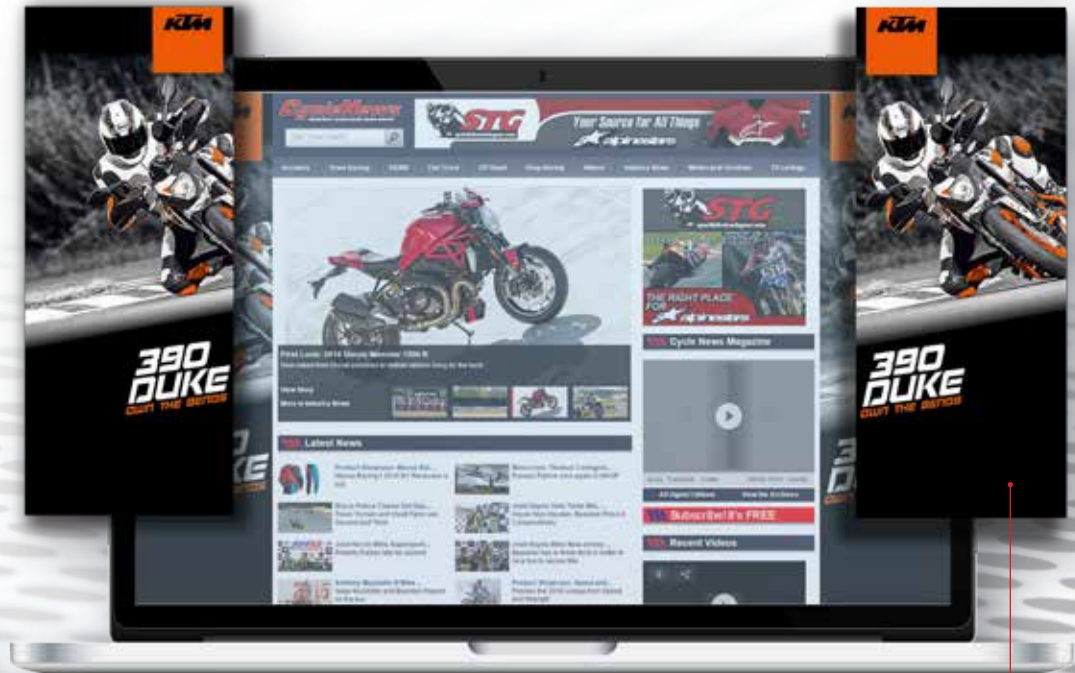
You will not see any remnant or untargeted high impact ads. You will only see ads related to vehicles such as aftermarket parts, new vehicles, race events or vehicle services like insurance.

### High Performing

High Impact Units perform exceptionally well for advertisers, which creates demand for these placements. This increases the CPM paid to you versus standard display placements.

### Easy Installation

Install one line of Javascript code on pages you want High Impact ads to appear on. You can also set rules such as excluding your homepage or only targeting unregistered site visitors.



**High Impact Ads will appear in priority based on the user's device and monitor space. Side Skins are first priority, followed by the Floating Footer.**

#### Floating Footer

- Ad is affixed to bottom of site
- User can click to close the ad which delays another footer ad from appearing for 60 minutes (site owner can customize duration)
- Measures 990x100 pixels
- We also run a 728x90 ad as second priority
- Appear on any device (desktop, mobile & tablet) if skins unavailable

#### Side Skin

- Left and Right skins measure 300x1050
- We also run 160x600 ads as a second priority
- Skins dynamically scale to fit smaller and larger monitors
- Ads only appear if at least 120px of empty margin space is available
- Skins stay fixed in place as site scrolls vertically



[www.digitalthrottle.com](http://www.digitalthrottle.com)

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# Frequently Asked

size is not available, we can serve a 728x90 in that spot

## Will the placements work on tablets/mobile?

- Skins only appear on desktop and laptop monitors where there is at least 120px of open space in both the left and right margins of your site
- Footers can appear on any device or monitor size. In the case of desktop/laptops, a Footer will appear if your site is full-width “responsive” or the user’s monitor doesn’t allow at least 120px empty margin space on the left and right sides.

## Where do I install the tag?

- The single line of Javascript code needs to be installed on any page before the closing </body> tag of your page template. Typically sites install the code in the site’s CSS page
- Copy this sample code onto a page to see sample High Impact ads on your site: `<script type="text/javascript" src="//cdn1.reactx.com/2-1270189-s.js"></script>`

## Will the tag work with Wordpress?

- Yes – the High Impact code will work with any Wordpress theme or site templates.

## What happens when we don’t have an ad to display?

- If we don’t have an ad to display, your site reverts to its normal look. Unlike banners where you have a “hole” to fill, unsold High Impact ad positions become transparent and your site looks just like it always does. (screen shot of a side margin like CN.com where the site’s default display is showing)

## Can the Users ‘Close’ or Opt Out of Seeing High Impact Ads?

- Skins – the user cannot close the ads, but we can give you code to omit certain users from seeing skins (such as forum members)
- Footer – the users can close the ads with the

bottom-right [X]Close button. This will block additional footer ads from appearing for another 60 minutes. Like the Skins, we can give you code to omit certain users from seeing footers, such as logged in site visitors.

## Revenue

- Does it cost me anything? No! Installing our High Impact code on your site is free. You earn a percentage of every ad we sell.
- What CPMs will I get? We won’t display any High Impact ads unless the CPM payout is at least \$2.00 per High Impact ad. So for skins, that’s \$2.00 per side, or \$4.00 for the pair. But in reality the total monthly payout is much higher than the \$2.00 minimum CPM we guarantee.
- How do I monitor my ad revenue? When do I get paid? Your high impact impressions and earnings are updated daily at <https://portal.digitalthrottle.com>. We will pay your earnings Net 60 days from the end of each month. For example, March earnings are paid at the end of May.
- What is the typical fill rate? During peak



season (Nov-Jan for new car and spring for aftermarket) we’re filling over 60% of valid High Impact impressions.

## Advertisers

- What advertisers will I see? We focus exclusively on vehicle advertisers and limit high impact ad units to vehicle-related advertisers, aftermarket parts and services such as auto insurance and repair. Should you wish to

increase your fill rate and revenue, we can turn on additional categories such as travel and personal finance advertisers like AMEX.

- Can I block certain ads/advertisers? Yes. Your current Ad Quality settings in PORTAL also apply to High Impact ads. You can block specific advertisers in advance of installing your High Impact tag. If you see unacceptable High Impact ads, you can also block those.

## How to Get Started

### Existing Digital Throttle Site Partners

- Simply login into PORTAL. (<https://portal.digitalthrottle.com>) and click on “High Impact” to the left. Select from the site list to the right and copy your code.

### New Site Partner

- If you are new to our network, click here to apply or visit <http://www.digitalthrottle.com/apply>. Once we receive your application, we will have your sites setup for high impact within two (2) business days.

## General

### Why do sites like High Impact Ads?

- Found money – Our High Impact ads fill empty and unused space on your site; either in the side margins or as an overlay on the bottom of your pages.
- Easy to install – One single line of code
- Targeted ads – Only vehicle-related products and services are allowed to use High Impact ad spaces. (we can allow other categories if you so desire).
- Extremely customizable – we can work with you to target only specific pages or site visitors.

### Why are High Impact ads popular with Advertisers?

- The ads are very noticeable and provide the advertiser with the most prominent ad on the page
- Skins and footers typically generate click rates many times greater than standard display ads
- Many advertisers use automated systems to measure “viewability”, a measure of how many ads are actually seen by users. Viewability on our High Impact Ads is close to 100%.

## Technical/Ad Serving

### What are the High Impact Sizes?

- For Side Skins – there are two types. The “full” skin is 300x1050. Then if no skins are available, we then serve 160x600 ads in those spots.
- For the Floating Footer – again there are two types. The standard footer is 990x100. If that ad



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