

Setting up Corner Peels

What is a corner peel?

A corner peel ad is a high impact ad that serves (in most cases) fixed on a page or section. The ad has a small animated teaser that reveals a larger ad, on user initiation .

Examples available in the Centro showcase:

<http://centro.net/media-services/showcase/sort/corner-peel-back>

Special instructions

In most circumstances, corner peels will be served through AdInterax. AdInterax tags will deliver exactly as intended once delivered to your site. Controls for expansion and frequency caps are setup on the third party server and do not need to be set at the site level.

- **Do not target away from browsers or browser versions, or operating systems.** AdInterax tags should behave as intended in all browsers and platforms. If you are seeing issues in specific cases, please notify your campaign manager for additional instructions.
- **Do not set additional frequency caps.** Centro will cap the expansion layer of the billboard for you. Adding additional caps will introduce discrepancies in reporting and cause the billboard to display incorrectly.
- **Peels should launch at midnight on day of launch.** Unless otherwise indicated by your insertion order, billboards should run at the start of the day. In many cases, peels are run as one-day fixed units or creative is time-sensitive. Timely launch is critical for these formats.
- **Do not adjust click URL or modify AdInterax tag.** The tag delivered by your campaign manager should be delivery-ready. Adjustments to click URL or creative may introduce discrepancies or cause the billboard to display incorrectly.
- **Above-the-fold.** All peels are high impact units intended to run above-the-fold, unless specified on your IO. If this is running below-the-fold, Centro cannot credit delivery.