

## Setting up roadblocks, takeovers or fixed units

### **What is a roadblock, or fixed unit?**

A roadblock is 100% share-of-voice on one or more units for a contracted period of time. Ads should be fixed on the page. Per your insertion order, no other advertisers should rotate within roadblocked ad positions. If units are below the fold or other advertisers will be running high impact executions, please be sure to notify your account manager – as this impacts the effectiveness of the creative.

### **What is a takeover?**

A takeover is 100% share-of-voice on all ad positions, on a specific page or section. Ads should be fixed, without other advertisers rotating. Advertiser has full ownership of all ad positions in given page or section. Please communicate any units running below the fold.

### ***Examples available in Centro's campaign showcase:***

<http://centro.net/media-services/showcase/sort/roadblocks>

### **Setting up in your Ad Server**

Unlike CPM-based placements, roadblocks and takeovers are served without an impression goal; they're intended to own all impressions for a given period. Do not set any caps or fixed impression goals that may cause the ad to stop serving. Also, be sure to check that no other ads are set at a higher priority, as the fixed creative will not be displayed. If you have any questions on implementing creative, please be sure to check with your Centro campaign manager.

### **Testing with CM**

As with any standard third party-served campaign, your Centro campaign manager will deliver third party ad code prior to campaign launch. Upon receipt, please be sure to test locally in a live environment before publishing to your site. If you can provide a live test page to your Centro team, they can (1) verify that the ad is behaving as intended and (2) tracking correctly in the third party reporting.