

Setting a sliding billboard using AdInterax

What is a sliding billboard?

A sliding billboard is an above-the-fold, full site width high impact banner execution that pushes down site content and retracts after a fixed amount of time. Billboards can also expand and retract on user-initiation.

Examples available in the Centro campaign showcase:

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

What is AdInterax?

AdInterax is a third party ad serving solution, owned by Yahoo!. *Additional information available here:* <http://www.adinterax.com>

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.

Special instructions

In most circumstances, 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 instruction.
- **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.
- **Billboards 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, billboards 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 billboards 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.

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