AdTiger Short Facts

AdTiger – The Ad Network

AdTiger has been developed and established by arejo GmbH in 2004. Today AdTiger is one of the leading independent European Ad Networks. We offer online marketing solutions in display, rich media and mobile advertising. As an experienced partner for online advertising we monetize your inventory and optimize your revenues. Furthermore we provide you individualized consulting tailored to your needs. AdTiger offers fair terms and assures consistently high fill rates of your traffic.

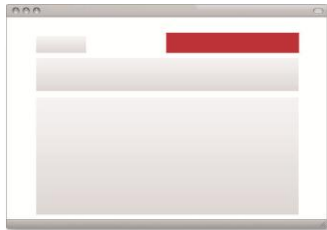ad🐾tiger

AD FORMATS

IAB Standards

Mobile / In-App

Special Advertising Formats

Video / Rich Media
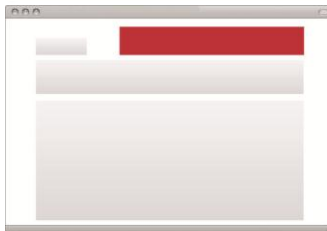
AD FORMATS DISPLAY
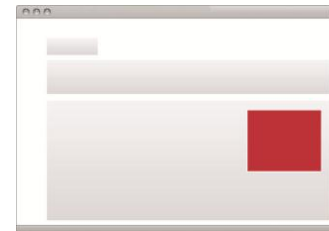
IAB Standards

Full Size Banner

468x60 Pixels

Wide Skyscraper

160x600 Pixels

Big Size Banner

728x90 Pixels

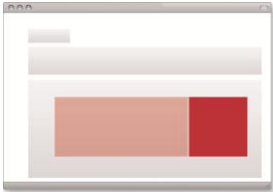**Medium Rectangle**

300x250 Pixels

Skyscraper

120x600 Pixels

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AD FORMATS DISPLAY

Special Advertising Formats

Expandable

Expansion to a larger area after hovering the mouse over the banner.
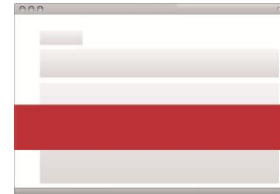
Layer

Flash Layers distinguish by arrangement of a banner (variable resolution) across the content. The Flash Layer Ad closes automatically after a few seconds or can be closed actively by the user.

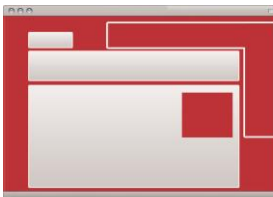variable resolution

Maxi / Logout

640x480

The Logout Ad is displayed following the users logout, no content is covered. In accordance with the clients requirements, this format can also be placed freely as eye-catching Maxi Ad.

Banderole

770x250

The Banderole Ad is a sub-type of the layer format and overlays the content horizontally. After a few seconds or user initiated it collapses to a resolution of 50x250 pixels.

Takeover

The Takeover Ad is a combination of multiple banners and the background designed consistent with the advertising motive.

Popup / Popunder

The Popup/Popunder Ad (variable resolution) is opened in a separate window which is positioned across or under the active window and can be closed actively by the user.
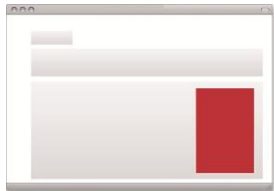
variable resolution

With the implementation of a singular universal Script Code, you can display up to five formats (Lasso Ad, Layer, Banderole, Popup and Popunder) on your web site.

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AD FORMATS DISPLAY

Special Advertising Formats

Halfpage

300x600

The implementation of the Halfpage code allows displaying of two alternative advertising formats: Wide Skyscraper and Skyscraper. This is controlled automatically by our adserver.

Hockey Stick

728x90+160x600
728x90+120x600

The Hockey Stick combines the Big Size Banner with the Wide Skyscraper resulting in an eye-catching L-shaped framework around the upper right of the content.
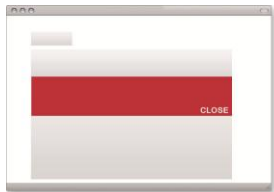
Billboard

970x250
800x250
770x250

Positioned just below the horizontal navigation bar and above the site content this format immediately attracts the users attention. The Big Size Banner can be set as alternative format.

Wallpaper

728x90+160x600
728x90+120x600

Like the Hockey Stick the Wallpaper is a combination of the Big Size Banner and the Wide Skyscraper with an additional coloring of the background.

With the implementation of only two advertising units (Halfpage and Billboard) a total of five formats can be served:
- Billboard
- Halfpage
- Big Size Banner / Full Size Banner
- Wide Skyscraper / Skyscraper
- Hockey Stick / Wallpaper

For the trouble-free display of Hockey Stick and Wallpaper Ads an additional code is to be implemented at the bottom of the page ahead </ body>:

<script type="text/javascript" language="JavaScript">
<!--
if(typeof(asm_initi) != "undefined"){asm_finishwriter();}
//-->
</script>

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www.adtiger.de

AD FORMATS MOBILE / IN-APP

IAB Medium Rectangle

300x250 Pixels

MMA Large

216x36 Pixels

MMA XXL

320x50 Pixels

MMA Medium

168x628 Pixels

MMA XL

300x50 Pixels

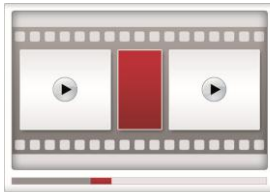**MMA Small**

120x20 Pixels

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AD FORMATS VIDEO

Pre-Roll Video

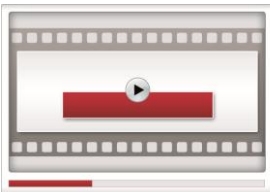Short advertising spots are presented before the video content. Running time is 15 to 30 seconds.

Social Video

Links to social networks appear on the video player so the user can share the video with others.

Mid-Roll Video

Advertising spots are inserted into the video content.

Pre- / In-Game Video

Advertising spots are played before and during a browser game.

Post-Roll Video

Advertising spots are played after the video content.

Streaming Ad

A short advertising spot is served on a standard IAB format, usually 300x250.

Overlay Ad

The ad launches while the video content is playing, like a cut on TV at the bottom.

- ✔ Compatible with nearly every video player
- ✔ Numerous setting options
- ✔ Player design can be adapted flexibly
- ✔ Support for current IAB VAST 2.0 and 1.1 VPAID standards
- ✔ Integrated video converter for easy handling
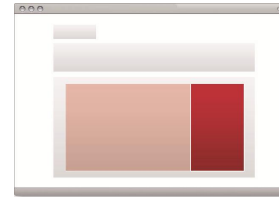- ✔ Alternative use of script code

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AD FORMATS RICH MEDIA
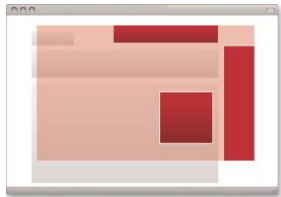
FlexiClip Formats
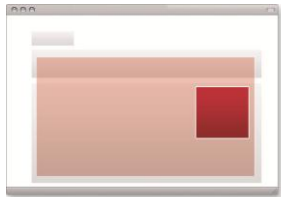
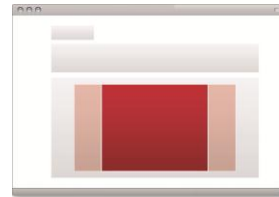### Single

Use of a single standard ad unit.

Halfpage / Site Bar

This format has the original resolution 300x600 and expands into the space on the right side of the page on mouse-over.

Road Block

Combination of multiple standard ad units.

Logout / Maxi

Has a resolution of 640x480 pixels and is to be displayed following the users logout. Placement is free for the related Maxi Ad.

Hockey Stick/Wallpaper

Combination of a Big Size Banner and a Wide Skyscraper. In the case of the Wallpaper ad, the website background adopts the color of the advertising motive.

Takeover

A combination of at least 3 IAB standard spaces. The website background adopts the color of the advertising motive.

The **FlexiClip** is a video ad running simultaneously on multiple ad units. Following the mouse-over, the banners expand and merge, so the user can watch the video clip in full size. Resolution and aspect ratio can be framed flexibly, so no content is obscured. The advantage of the FlexiClip lies in the use of banner script codes, no video player or converter is required.

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AD FORMATS NEW

Lasso Ad

The Lasso Ad with its four components surrounds the website content:

1. Header: Variable size, minimum 728x90, maximum 250x2000

2. Left Banner: Variable size, minimum 120x600, maximum 500x1080

3. Right Banner: Variable size, minimum 120x600, maximum 500x1080

4. Footer: Variable size, minimum 100x650, maximum 100x1000

With background skin and optional expandability, the entire screen appears in the mood of the client.

MARKETING MODELS
Revenue share up to 70%

Stages of marketing – best opportunities with ADTIGER EXCLUSIVE

70% Revenue Share
Exclusive Marketing

You provide us traffic of one or more advertising spaces exclusively and we manage the entire monetization of your website. Terms is 6 months at least.

60% Revenue Share
Partly-exclusive Marketing

You are free to integrate Affiliates, Google and regional campaigns. Term is 6 months at least.

50% Revenue Share
Non-exclusive Marketing

Free disposal without contractual or temporal commitment.

Different marketing models provide you optimal monetization according to your needs.

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YOUR ADVANTAGES

Easy Implementation

Just find the right spot on your website, implement our script code and ad serving will start within 45 minutes.

High Compensation

Exclusive marketing grants you 70% revenue share – considerably more than the average in the industry. Our adserver optimizes the delivery of campaigns: those with low click rates are substituted for campaigns which achieve higher CTRs.

High-quality Campaigns

AdTiger only provides campaigns that meet our strict quality and efficiency standards and from which you can expect a regular income. We take care to ensure that all advertising media have a high standard in graphic and design.

Transparency and Monitoring

Via your login, you have access to the live statistics, which keep you up-to-date with your ad impressions, visits, clicks and revenues. Furthermore, you have an overview of all campaigns delivered in your account and you have the option to exclude campaigns or campaign categories, so you have full control over the ad delivery.

No Costs

For you as a website operator marketing and support by AdTiger is free. There are neither charges or fees, nor fee based hotlines.

Sophisticated Technology

Our AdServer, which has been developed to suit AdTigers specific requirements, allows for a fast and smooth displaying of ads. This guarantees high availability and instantaneous delivery. Live statistics allow us to keep a constant eye on the numbers and to take action if required. Thanks to our long-standing experience and dependable ad serving technology, we can monetize your inventory well-targeted.

Benefit from our Expertise

AdTiger has years of experience as an online marketer and has successful cooperations with more than 1,000 Publishers as well as numerous well-known media agencies and direct clients.

Excellent Customer Service

We respond to your wishes, suggestions and requirements within the shortest time and supply you with all the information you need - quickly, personally and comprehensively.

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CLIENTS

REGISTRATION

It's that easy:

1 Fill in the contact form

2 Provide your bank details

3 Add information about the web site and select the marketing model

Enroll now: http://www.adtiger.de/index.php?id=registration

We are looking forward to receiving your registration!

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