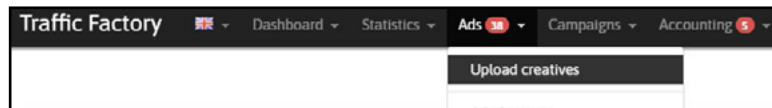




We recently changed our form to upload your creatives. You can now upload your banners, natives & videos on the same page. Please follow our guide to upload correctly.

STEP 1 : Upload your creatives

On the navigation bar click on "Ads", then choose "upload creatives".



Before uploading your file(s), make sure you are aware of **our rules**:

- [Banner ads guide](#)
- [Video ads guide](#)

Making sure that your creatives comply with our rules and requirements will avoid rejection, and will save your time!

You can **upload all your creatives at once in different formats**, our system will recognise them. For example, you can upload a 300x100 banner, a native and a pre-roll all at the same time (or more, it's up to you)

Before uploading your creatives, our rules will be available in the 3 different tabs as shown below. Just click on the title to see the detail:

- **RULES**
- **WIDTH, LOCATION & FORMAT**
- **COMPRESSED FILES ORGANIZATION**

Upload creatives

RULES
WIDTH, LOCATION & FORMAT
COMPRESSED FILES ORGANIZATION

The creatives that you wish to upload must respect our network rules. Our rules are based on user-experience and respect the publishers whose advertising we manage.

Please note:

- Link the creatives to the campaigns, and they will be pending for review.
- Unless creatives are linked to campaigns they will not be reviewed and thus your campaigns will not start.
- Please upload in max quality.

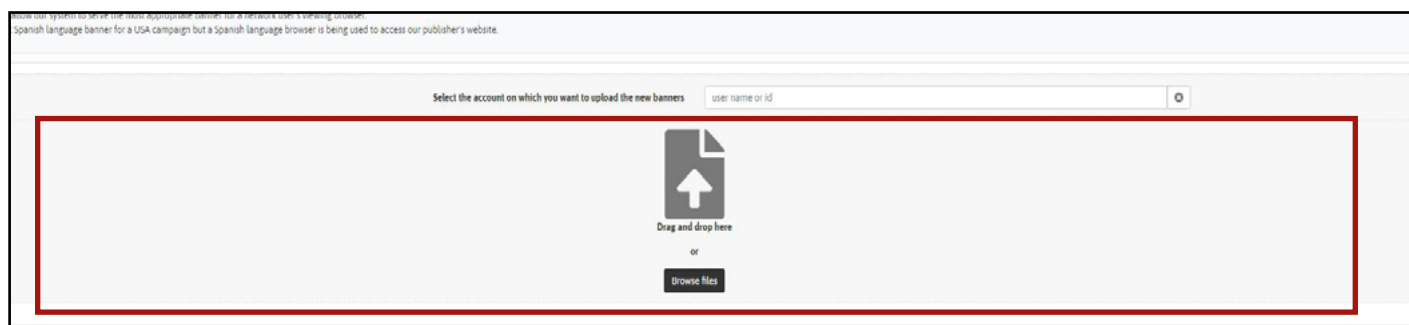
Rejection reasons

| | | | | | | | | | |
|----------------|----------------|----------------------|------------------------|---------------|----------------------------|-----------|--|-----------------------------|---------------------|
| Copyright | Underage | Privacy infringement | Celebrity | PC Protection | Poor Quality / Display Bug | Scam | Text speed | Frame speed | Animation speed |
| Rotating offer | Moving banners | Fake photo galleries | Animated banner frames | Fake buttons | Disclaimer | Survey | Flashing elements - texts - buttons - colors | Camera flash / Light effect | Misleading elements |
| Animal | Drugs | Alcohol | Tobacco | Prostitution | Phone number / URL (CPC) | Loop back | Emoticons in banner texts | | |

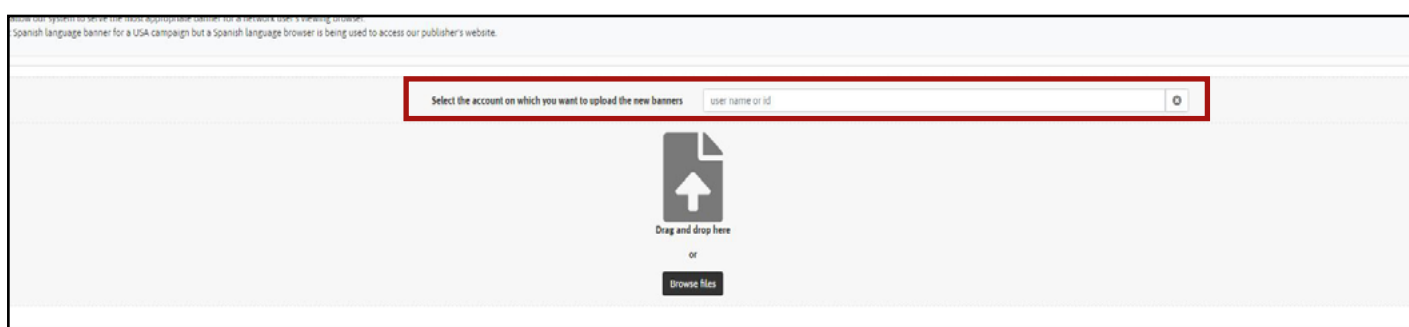
Important: You now have the possibility to choose the language of the uploaded creative - How does it work?

As previously mentioned, you can upload all kinds of acceptable files in the area below. Be sure to verify both the technical characteristics and the designs of your files so that they match our rules.

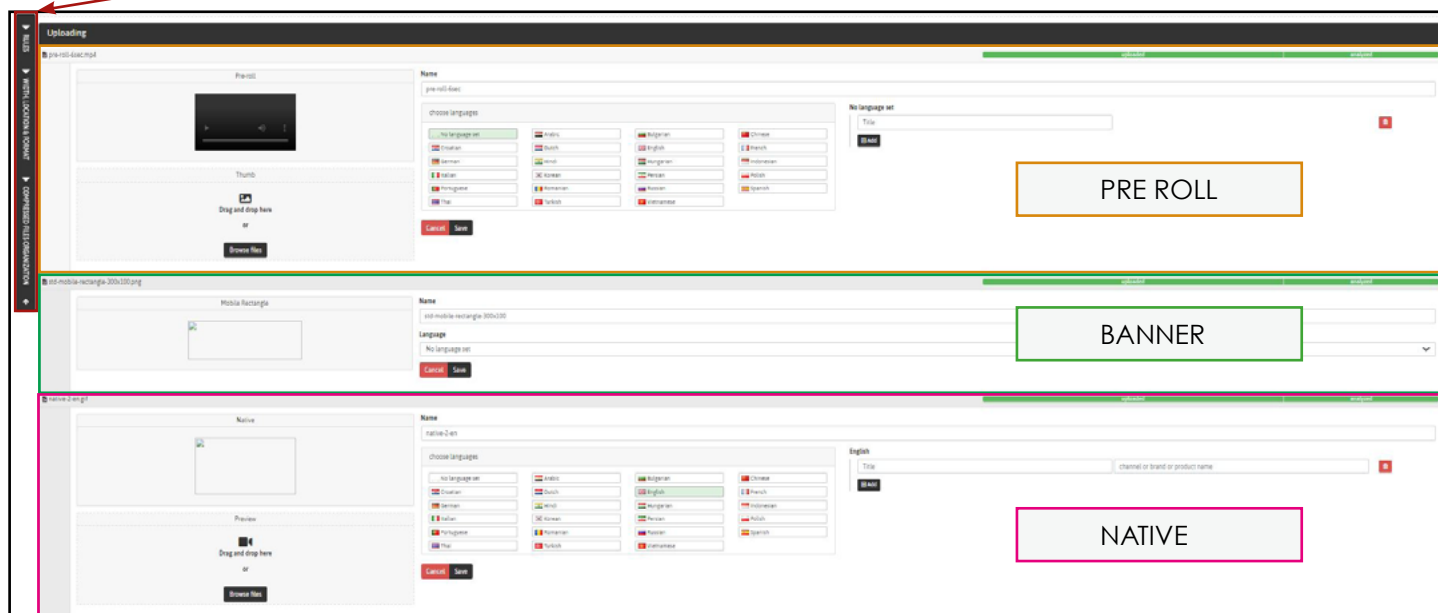
You can **drag and drop your files** or **upload them by clicking on browse files**.



If you have sub-accounts and you need to upload your creative(s) to one of your sub account, just select the account on which you want to upload the files here :



If you upload multiple files in different formats, you will see a similar window to this:
Please note that on the left (red square) you still have access to the previous menu (rules...)



STEP 2 : Set up your banners or videos for a banner campaign

A banner can be created with different types of format, such as: JPG, GIF, PNG, but also MP4!

- 1 - **Give a name** to your banner. (ex: TF_square_brazil)
- 2 - **Select a language** specific for this banner if needed

How does the language banner work?

- You can select the language of the banner being uploaded.
- This will allow our system to serve the most appropriate banner for a network user's viewing browser.
- Example: Spanish language banner for a USA campaign but a Spanish language browser is being used to access our publisher's website.

- 3 - **Click on save** when you're done or click on Cancel if you want to remove this banner.



The screenshot shows a form for uploading a banner. On the left, there is a preview area labeled 'Mobile Rectangle' showing a placeholder image. On the right, there is a form with the following fields:

- Name:** A text input field containing 'std-mobile-rectangle-300x100'.
- Language:** A dropdown menu currently set to 'No language set'.
- Buttons:** 'Cancel' and 'Save' buttons at the bottom.

At the top right of the form, there are two progress indicators: 'uploaded' (green bar) and 'analyzed' (grey bar).

Please note that your banner(s) will only be reviewed once it has been linked to a campaign.

STEP 2 : Set up your video pre roll

- 1 - **Give a name** to your file and add an Alternate domain name (Optional)

What is an Alternate Domain Name?

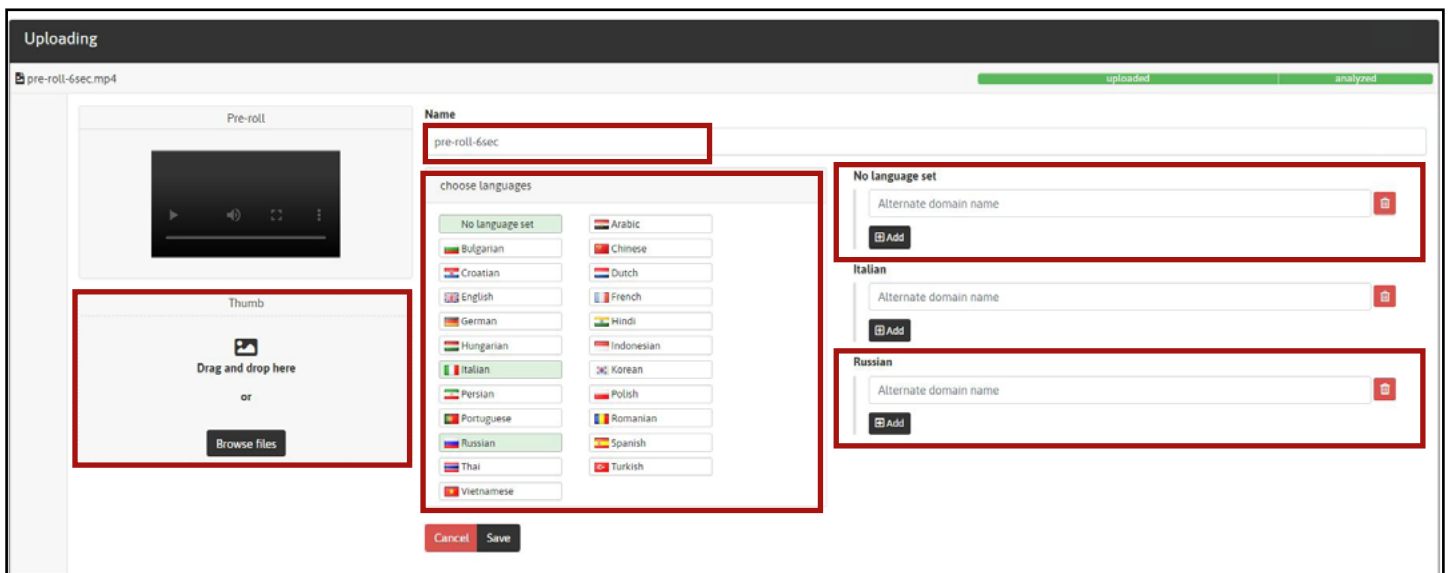
If your domain name is unattractive, you can setup an alternate domain name to be displayed. Please choose your alternate domain name wisely, as you will be unable to edit this in the future. Please note that the alternate domain name will also be subject to approval after its submission.

- 2 - **Add a thumbnail** if needed
- 3 - You can **select the language** and give a specific Alternate domain name for each language previously selected

How does the language banner work?

- You can select the language of the banner being uploaded.
- This will allow our system to serve the most appropriate banner for a network user's viewing browser.
- Example: Spanish language banner for a USA campaign but a Spanish language browser is being used to access our publisher's website.

- 4 - **Click on save** when you're done or click on Cancel if you want to remove this pre roll



The screenshot shows a form for uploading a video pre-roll. On the left, there is a preview area labeled 'Pre-roll' showing a video player. Below it is a 'Thumb' section with a 'Drag and drop here' area and a 'Browse files' button. On the right, there is a form with the following fields:

- Name:** A text input field containing 'pre-roll-6sec'.
- Language Selection:** A menu titled 'choose languages' with a list of languages including: No language set, Bulgarian, Croatian, English, German, Hungarian, Italian, Persian, Portuguese, Russian, Thai, Vietnamese, Arabic, Chinese, Dutch, French, Hindi, Indonesian, Korean, Polish, Romanian, Spanish, and Turkish.
- Alternate Domain Names:** Three sections for 'No language set', 'Italian', and 'Russian', each with an 'Alternate domain name' input field and an 'Add' button.
- Buttons:** 'Cancel' and 'Save' buttons at the bottom.

At the top right of the form, there are two progress indicators: 'uploaded' (green bar) and 'analyzed' (grey bar).

STEP 2 : Set up your native

A native ad, is mainly made with 2 files: a title and a channel or brand or product name

1 - **Give a "name"** to your banner. (ex: TF_native_brazil) Then, give a "title" to your native. The title will be displayed on the publishers' websites below your native, to look exactly like regular content. Then include your "channel or brand or product name". It will be displayed below the native title

2 - **Select a "thumbnail"**

3 - **Add a "preview"** (optional but highly recommended). The preview will be shown when a user hovers their cursor over your thumbnail.

4 - You can **select the language and give a specific title & channel or brand or product name** for each language previously selected.

How does the language banner work?

- You can select the language of the banner being uploaded
- This will allow our system to serve the most appropriate banner for a network user's viewing browser
- Example: Spanish language banner for a USA campaign but a Spanish language browser is being used to access our publisher's website.

5 - **Click on save** when you're done or click on Cancel if you want to remove this native.

Please note that your creative(s) will only be reviewed once it has been linked to a campaign.

Do not hesitate to [contact your account manager](#) if you have any questions or if you need help.

