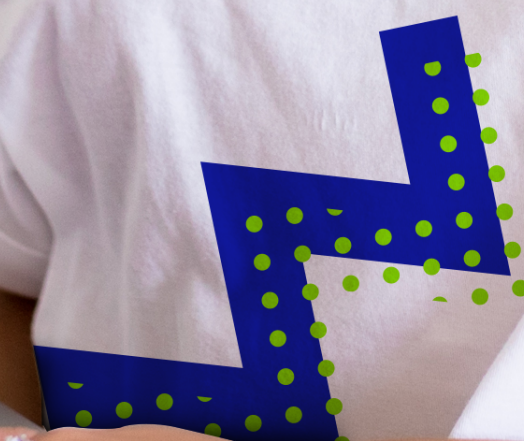


**TRAFFIC  
ST★RS®**

***NATIVE ADS  
PUBLISHER'S GUIDE  
by TrafficStars***

Native ads 10th anniversary edition



# NATIVE ADS HIGHLIGHTS

Imagine, in 2021 Native ads are celebrating 10 years of existence!\*

Native ads look like the original content of the website, thus the term “native” was derived.

Native is one of the fast-growing formats in the digital advertising industry.

As per global trends, yearly spends on native ads are increasing year to year.

It's expected, Ad spends on Native will make up over 61% of the display spend\*\*.

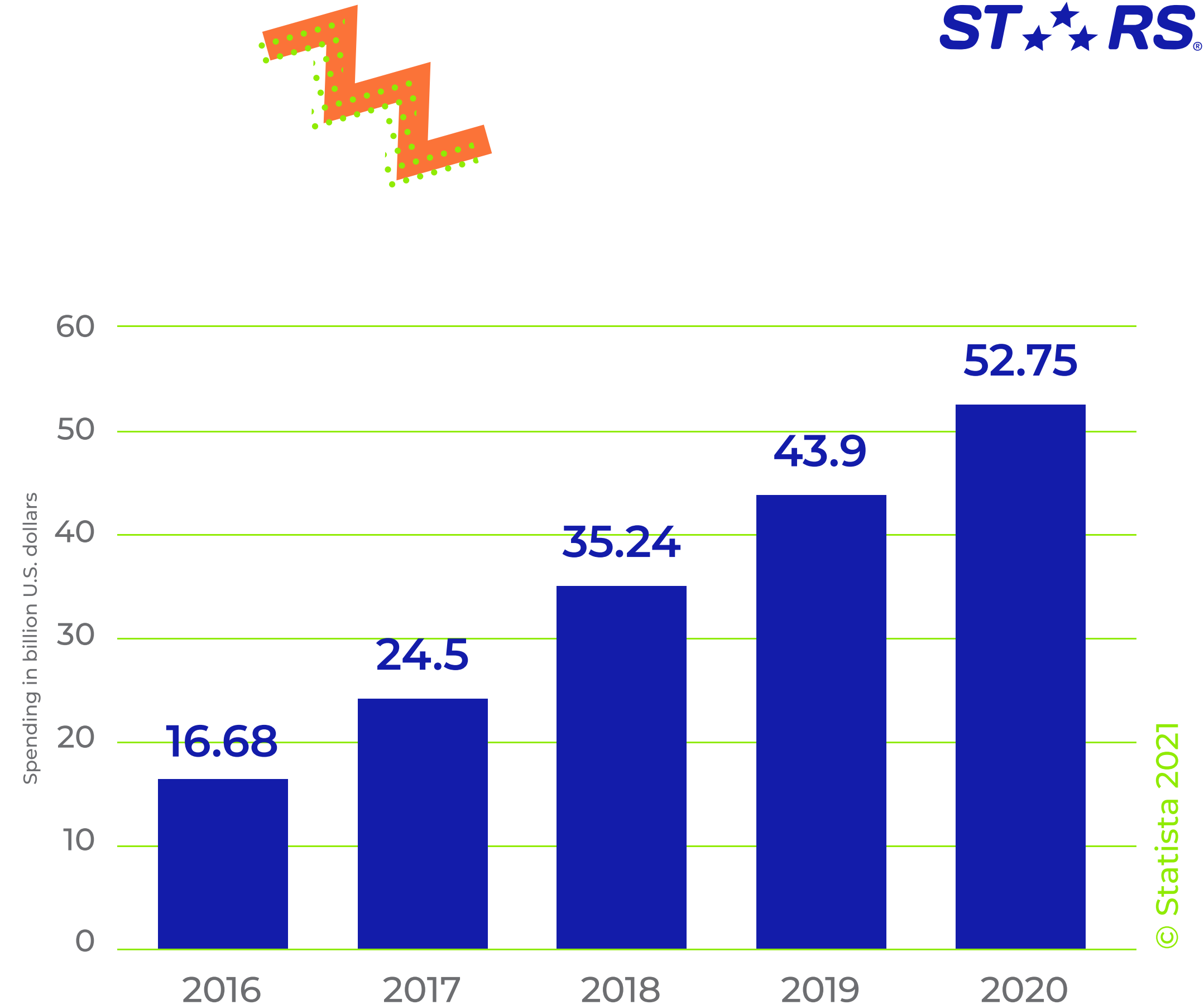
In 2020 we notice an **immense increase by 50% in Native traffic supply** on our network - so don't miss out and start making revenue!

## Sources:

\*<https://www.outbrain.com/blog/native-advertising-history>

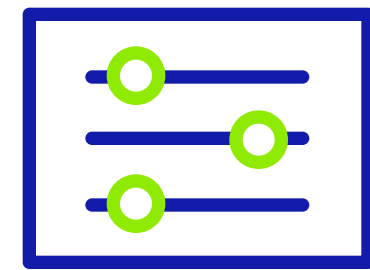
\*\*<https://www.emarketer.com/content/advertisers-spend-more-on-native-but-favor-the-same-formats>

\*\*\*<https://www.statista.com/statistics/369886/native-ad-spend-usa/>



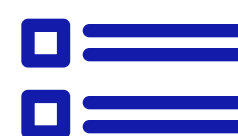
Native digital display advertising spending in the United States from 2016 to 2020.\*\*\*

# NATIVE ADS FROM TRAFFICSTARS



## Customizable

Native ads are fully customizable. You can use our in-built native constructor or pass the code to your talented developers



## Pricing Model

Paid on CPMV (cost per 1000 VIEWS)  
- user has to load at least 50% of each thumbnail for an impression (VIEW) to be counted



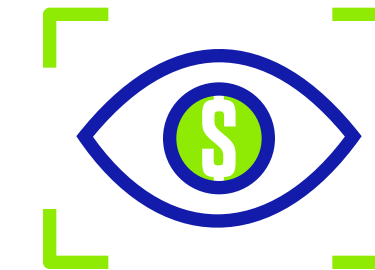
## Placement

For higher Volumes resulting in higher Earnings we recommend placing native widget in immediately visible areas of the page



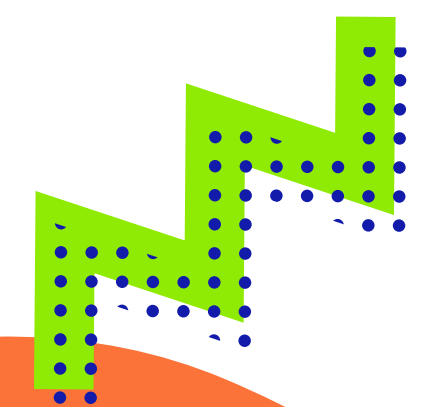
## Safe

Native ads from TrafficStars are 100% Google Compliant



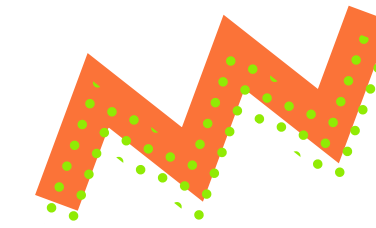
## Multiply Revenues

Each thumbnail in Native widget is counted as an impression, therefore you can multiply your ad revenues from a standard banner placement by several times



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# NATIVE WIDGET STRUCTURE



- **Title** - the main title hardcoded in the widget
- **Thumbnail or Image** - advertiser's creative
- **Headline** - main advertiser's caption
- **Brand Name** - advertiser's brand name

Title

Thumbnail or Image

Headline

Brand Name

**You may also like**

Your Ad Headline  
Your Brand name >

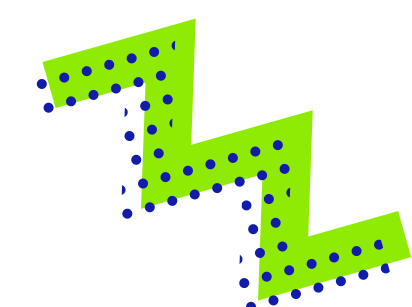
Your Ad Headline  
Your Brand name >

Your Ad Headline  
Your Brand name >

Your Ad Headline  
Your Brand name >

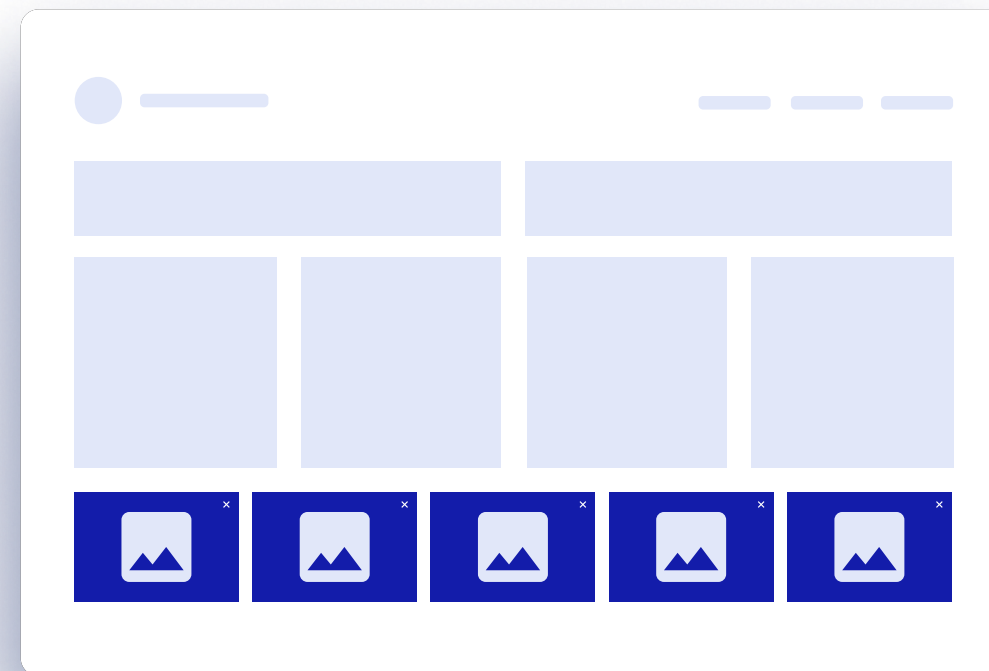
Your Ad Headline  
Your Brand name >

*CPMV model in action.  
5 native thumbnails = 5 impressions.  
Result : multiplied revenues!*

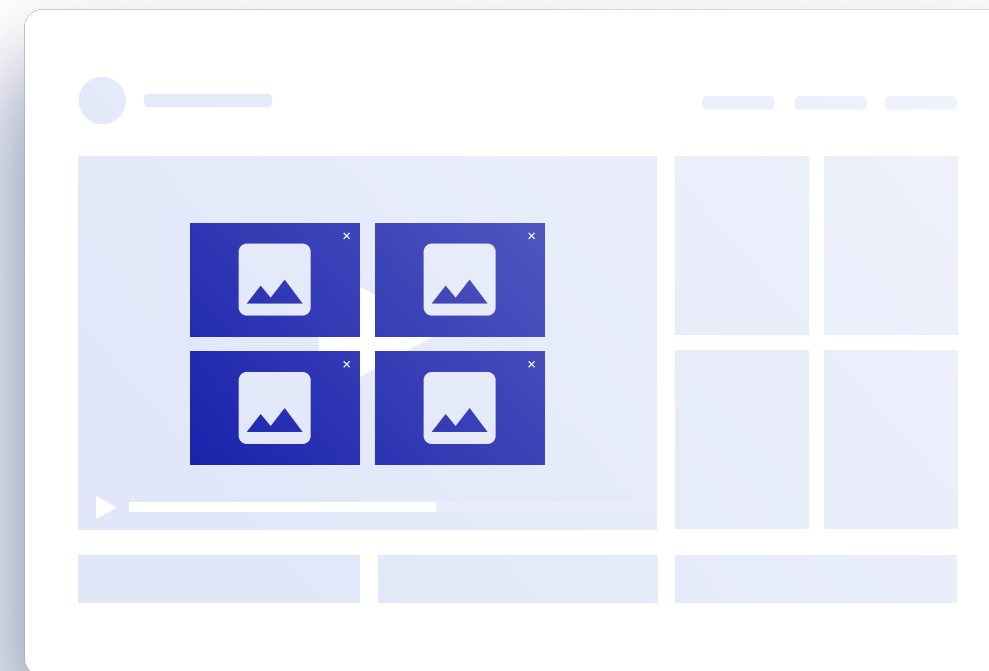


# MOST COMMON NATIVE AD PLACEMENTS

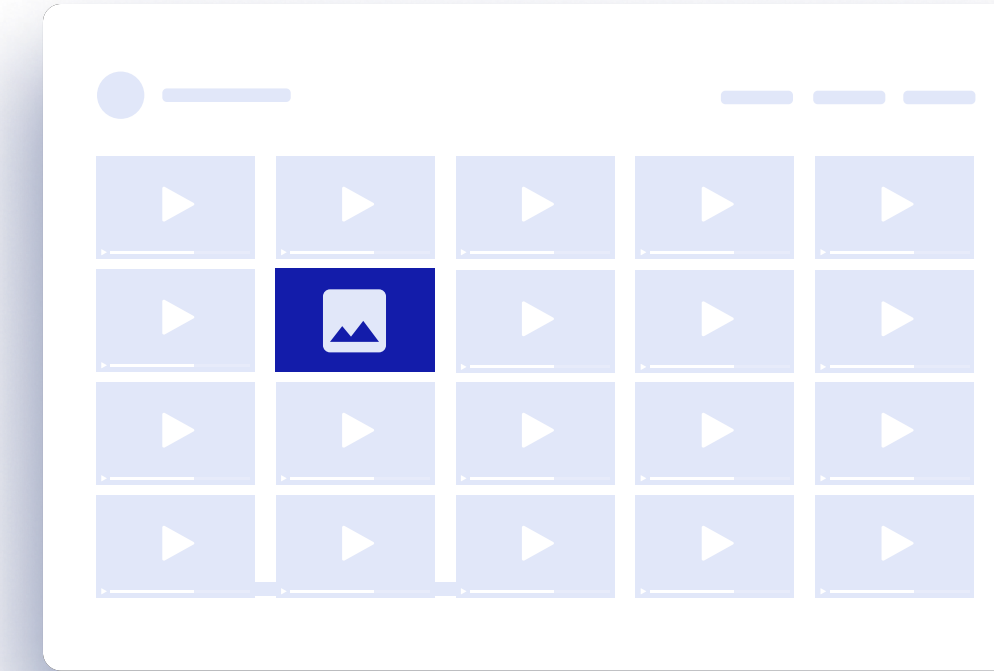
Desktop Footer



In player (On pause)



In-feed Cube



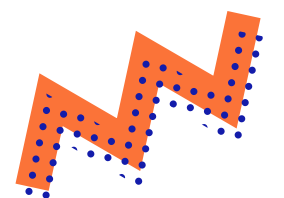
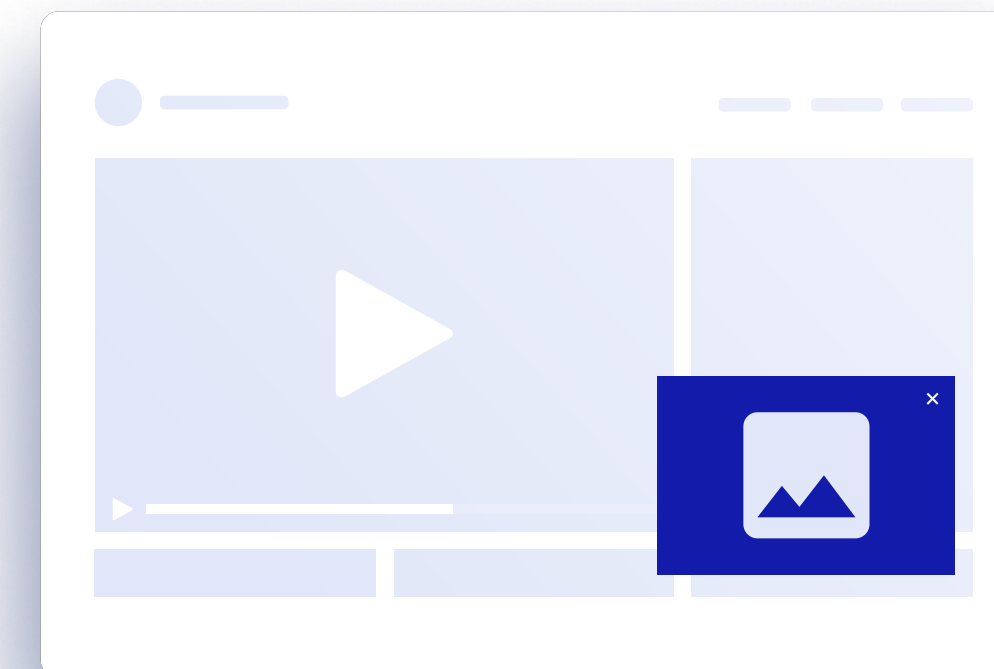
NTV



Index Cube

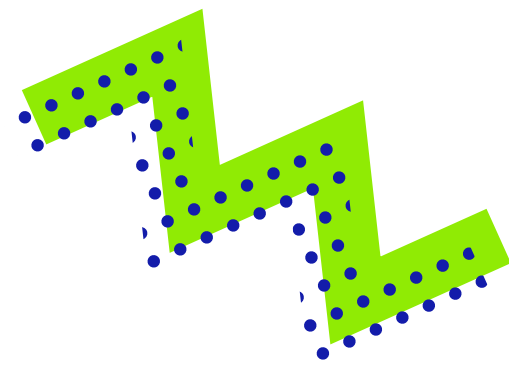


Instant message

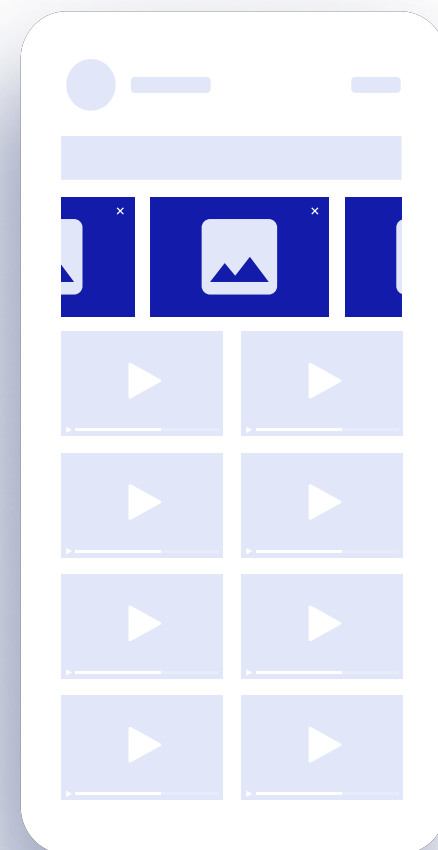


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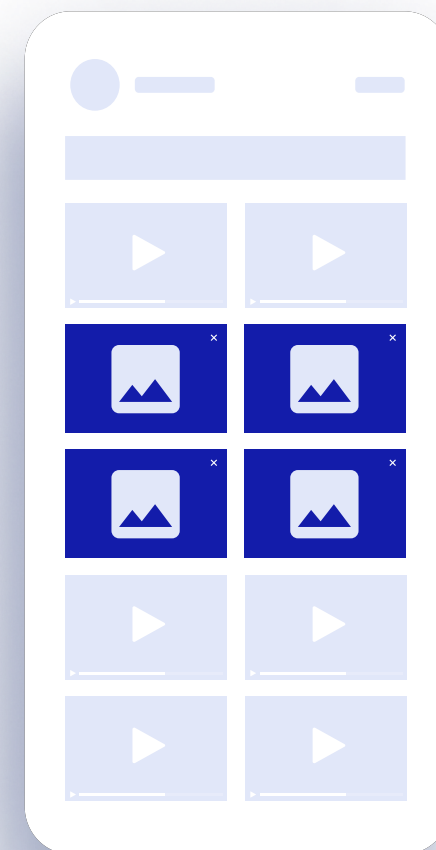
# MOST COMMON NATIVE AD PLACEMENTS



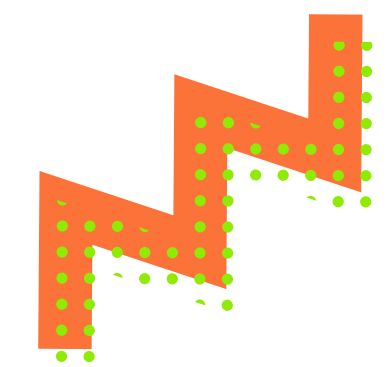
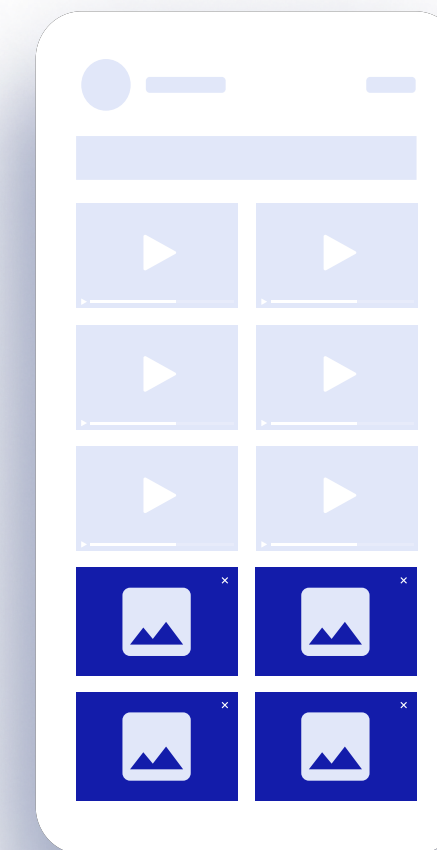
## Mobile Header



## Mobile Middle



## Mobile Footer



Carousel widget available  
on TrafficStars!



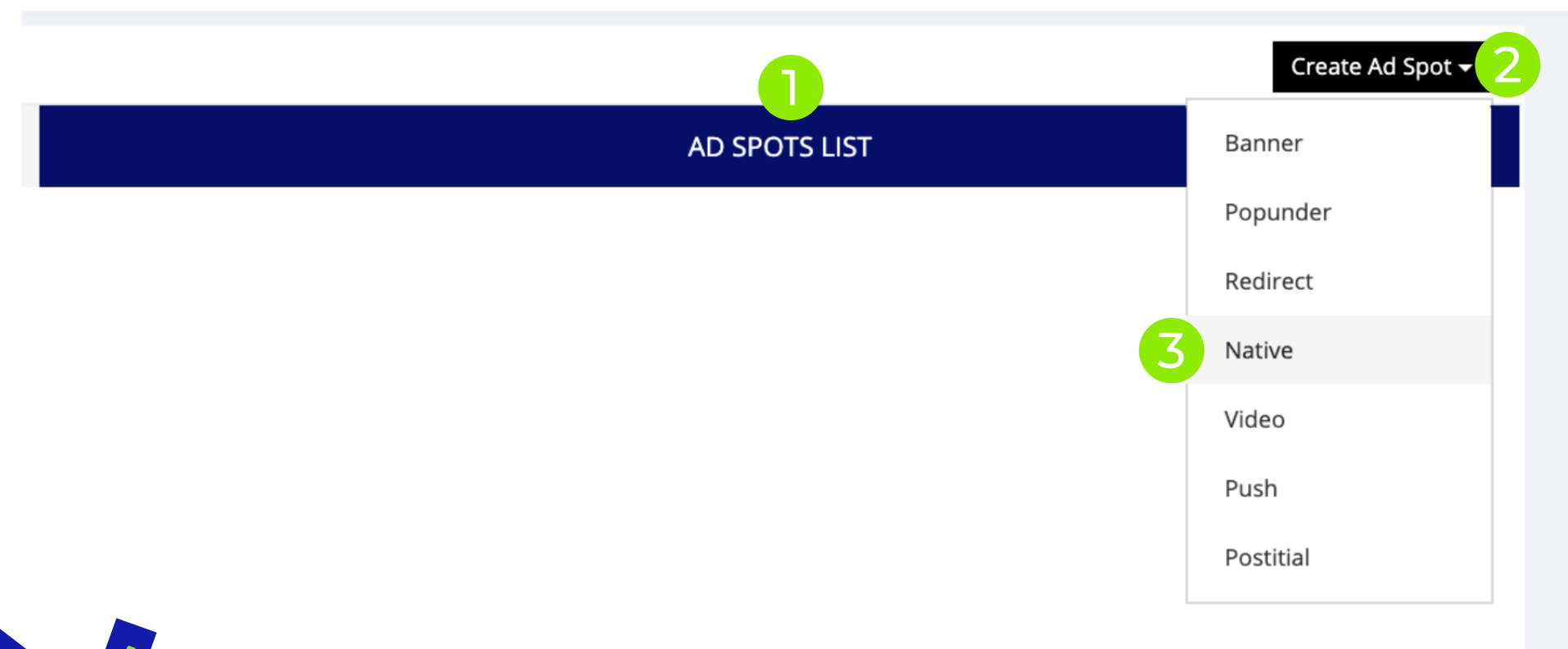
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# Native ad spot creation



## How to create a native spot?

- 1 Access [Ad Spot List](#)
- 2 Click [Create Ad Spot] button
- 3 Choose [Native](#)



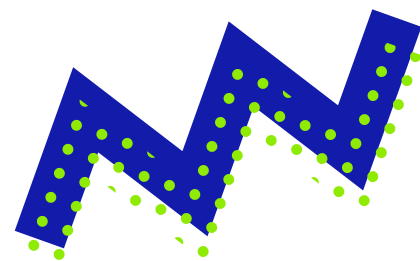
### Remember:

If the code is already live on the site, any changes in the platform won't affect the view unless you update the code.

### Name:

Use most common spot names to help advertisers target right placement on your website:

“Native NTV A”, “Native Footer”,  
“Native Mobile Middle”.



Now you open an in-built native constructor, where you can create your first ad or edit an existing one.



Ask your account manager for the common naming list

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# Types of Widgets

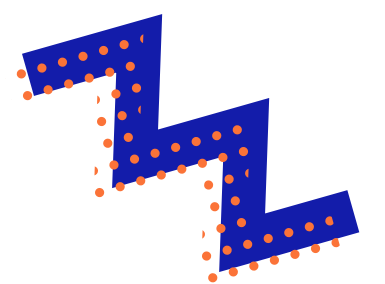
Let's dive into our Native widget types!

Half-page ad 300x600

The screenshot displays a configuration interface for a native widget. On the left, the 'Banner settings' panel includes fields for 'Ad Spot Name' (Native Desktop Footer), 'Select Site' (mytest.com), and 'External codename'. It also shows 'Rules: 111 of 111', a 'Multiple' checkbox, a 'Type' dropdown (Label under), 'Cols' (4) and 'Rows' (1) dropdowns, a 'Title' field (Suggested for you), and a 'Responsive' checkbox (checked) with an 'Option 2' dropdown. The main area shows a 'Suggested for you' preview with four ad spots, each featuring a dark blue 'DEMO IMAGE' and a yellow footer with 'Demo title text, demo title text, demo title text' and 'Brand name'. A 'Back' button is in the top right, and device icons are on the right side of the settings panel.

## Native widget

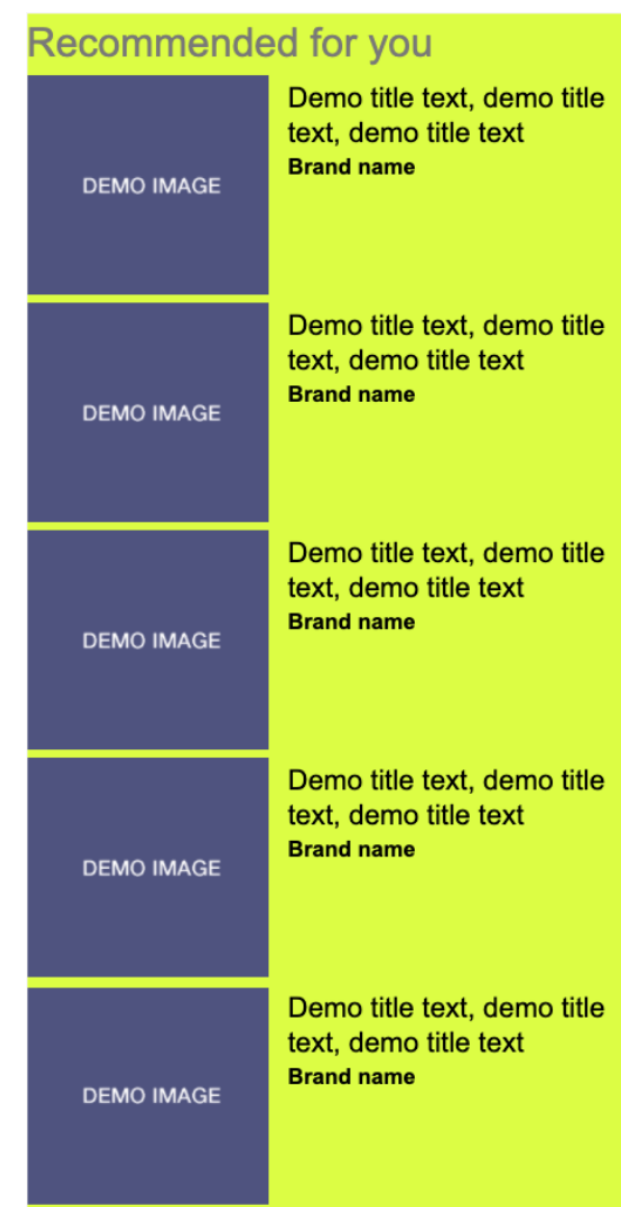
A flexible option for spot creation. Create an ad from scratch by customizing all settings as you need.



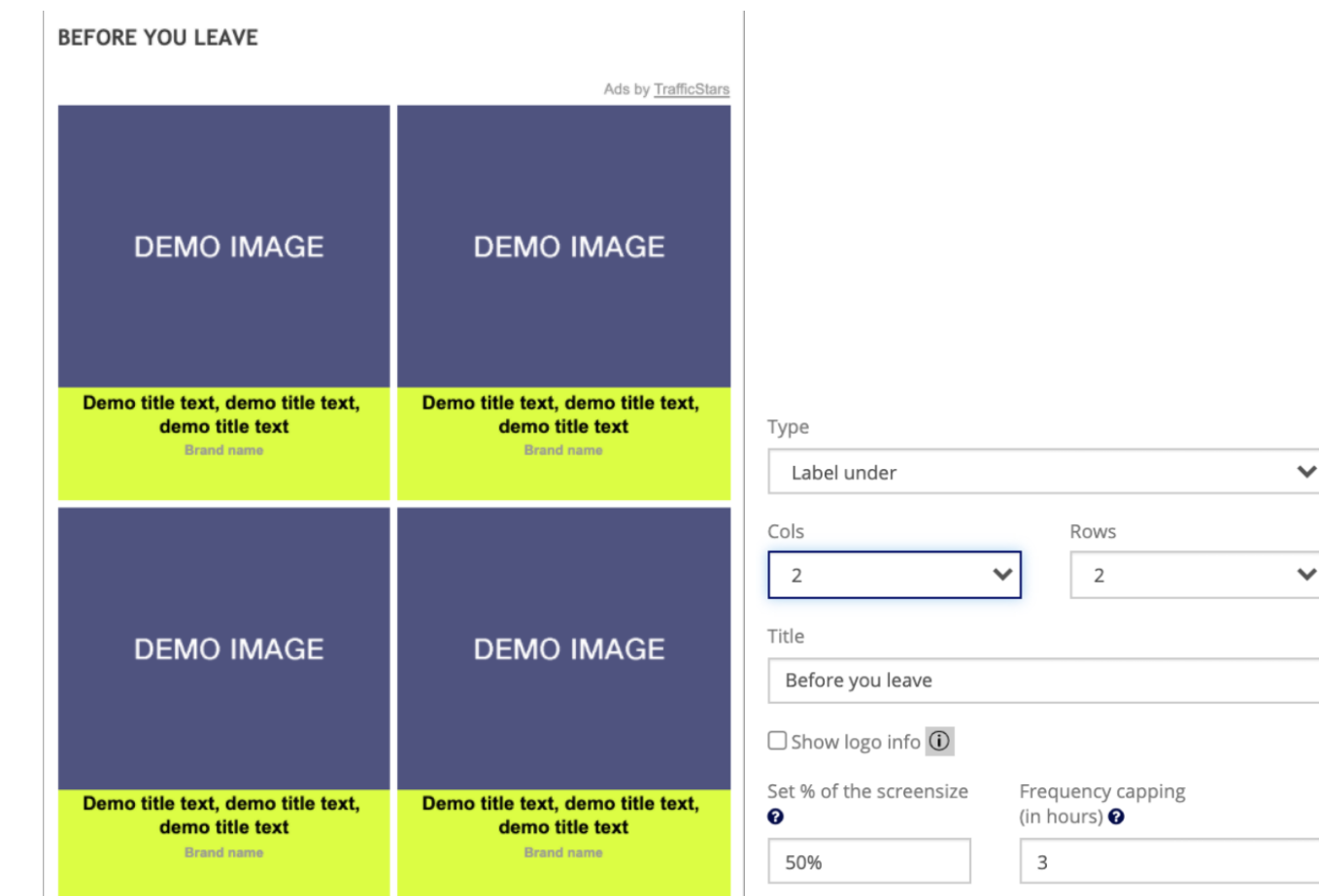


# Types of Widgets

Half-page ad 300x600



Cube 300x250



## Standard banner

Premade templates for most common ad placements, like NTV, Footers, Sidebars and many more.

## Toaster/IM

Narrow sticky ad, like an Instant message, dismissible by a user via [x] close button.

## Desktop Exit Widget

Customizable native widget which appears when a user is leaving the website.

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# Widget settings

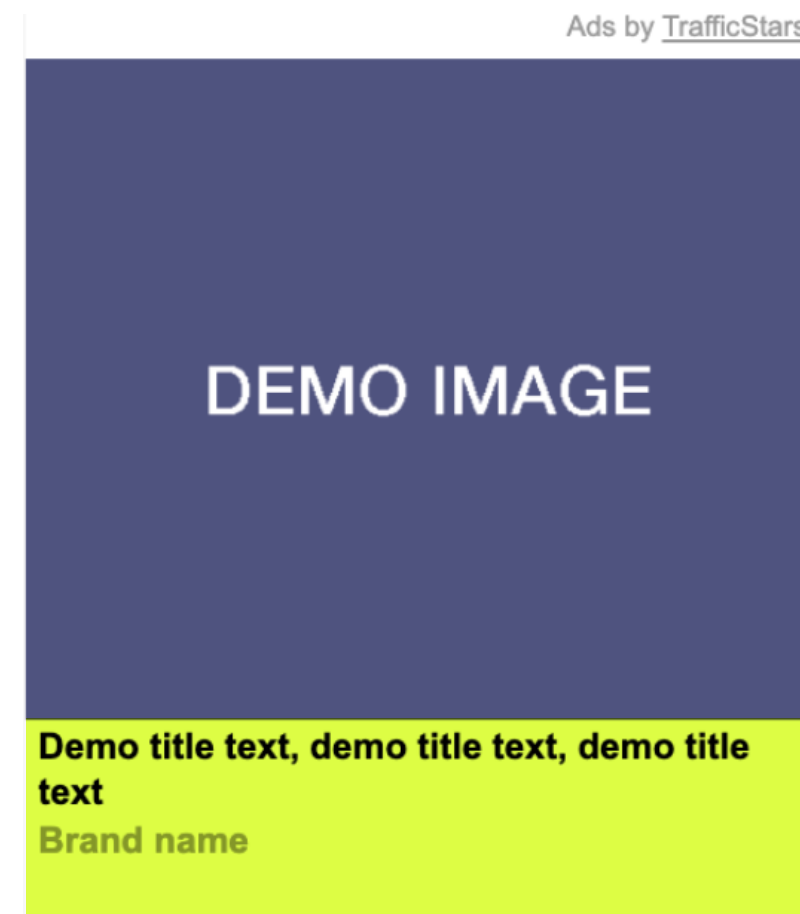
## Type

Choose how an image and a text will be positioned

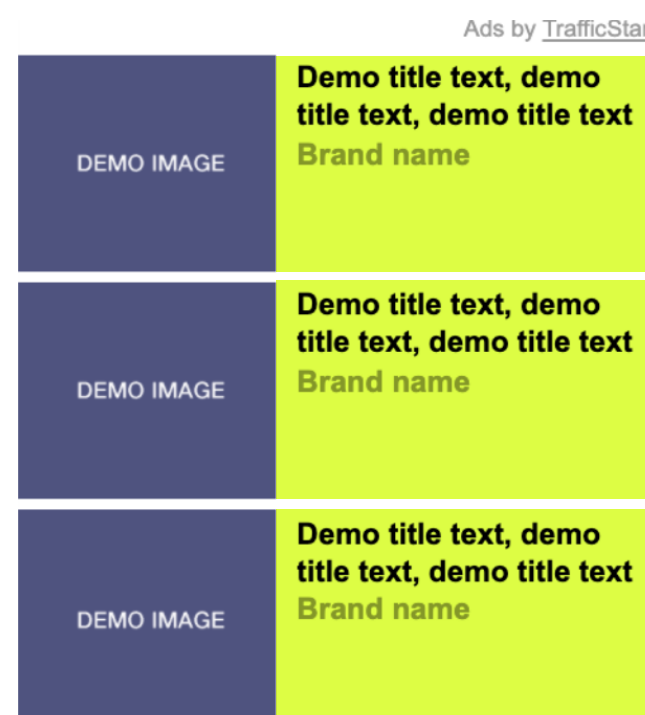
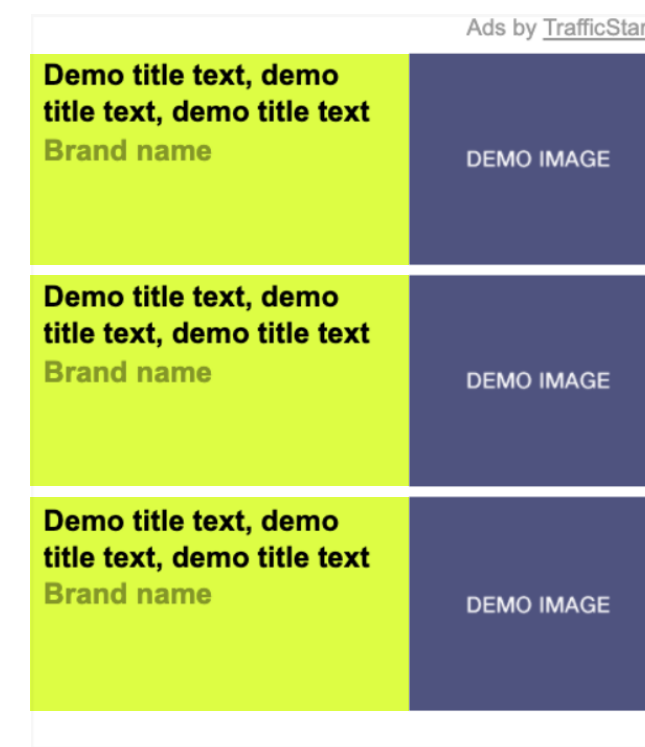
### Label over



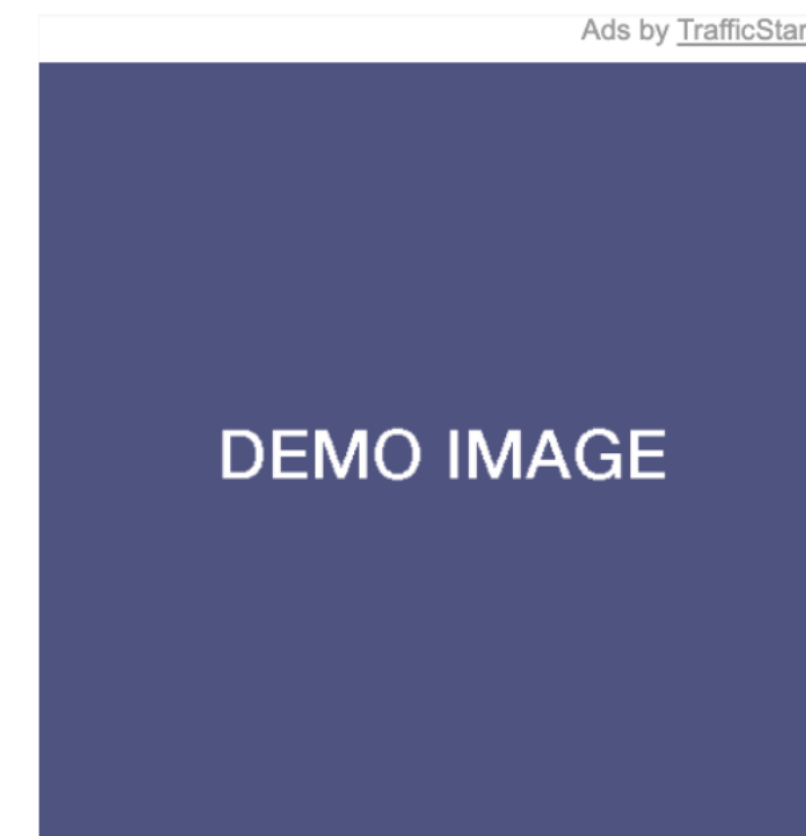
### Label under



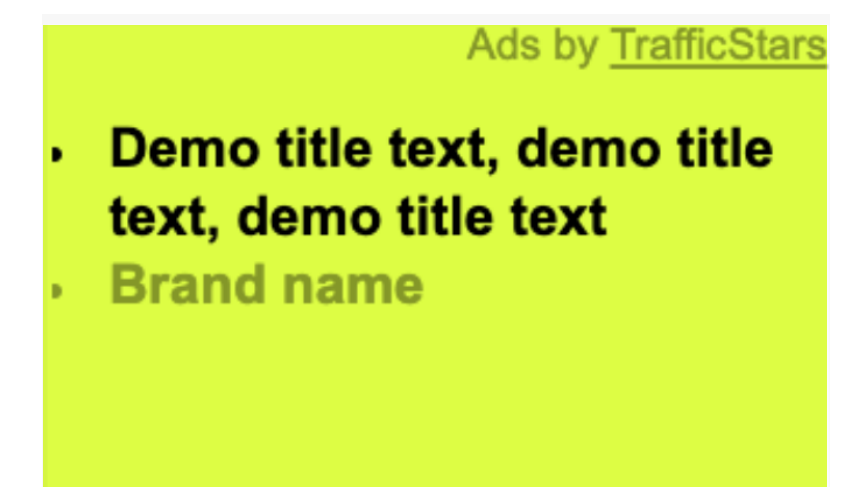
### Img left / Img right



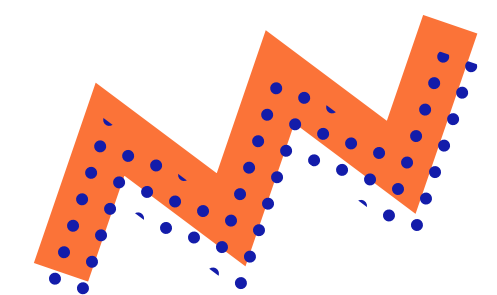
### Image



### Text



We always recommend to use **img+text** types to make sure brand name & headlines are visible for users - proven results of better performance for advertisers & higher revenues for publishers.



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# Widget settings

## Title name

It's an eye-catching text.

Most common texts for our industry are :

“Recommended” “More to enjoy”

“More suggestions for you” “Hot offers for you”

## Responsivity

Mark **Responsive checkbox** to make the ad responsive to different screen sizes.

**Option 1** - will set a breakpoint at 1 thumbnail

**Option 2** - will set breakpoints at each 2nd thumbnail



*For cross-device widgets use Responsive feature, so the ad looks good on mobile & desktop.*

*Standard widgets are not responsive, as they have a fixed size.*

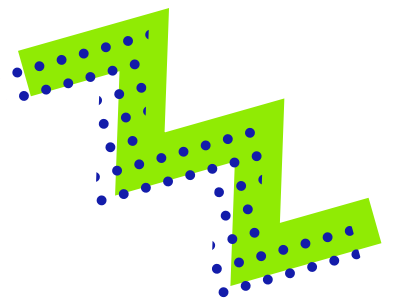
## Show logo info

Show or hide **Ads by TrafficStars** logo next to each widget.



*We recommend keeping the TrafficStars logo to avoid misclicking and misleading the user.*

*Users prefer to be exposed to clear, fair, and engaging advertisements*



The image shows a settings panel on the left and a preview on the right. The settings panel includes: Type (Label under), Cols (4), Rows (1), Title (More to enjoy), Responsive checkbox (checked), Show logo info checkbox (unchecked), Position title (Left), and Position AdsBy (Bottom right). The preview shows four thumbnails, each with a dark blue header 'More to enjoy', a white 'DEMO IMAGE' box, and a green footer with 'Demo title text, demo title text, demo title text' and 'Brand name'. A small 'Ads by TrafficStars' logo is visible in the bottom right corner of the preview.

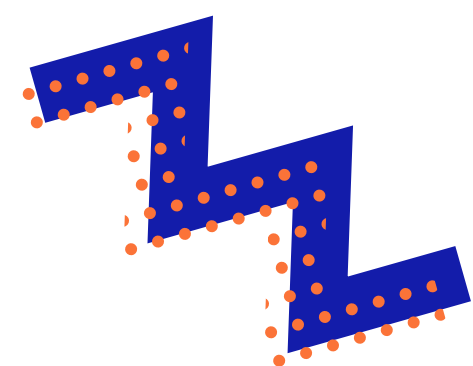


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# Widget styling

Here comes styling of the widget - make your native ad fit seamlessly into your website!

Publishers have **full control over the CSS** on their side, as well as **advanced CSS settings** right in the native constructor.



## Background color for widget and label:

Set Transparent or custom background color for the ad to stand out on your site.

## Text settings:

Set font family and size, text align, colors for label, headline and brand name.

## Custom CSS :

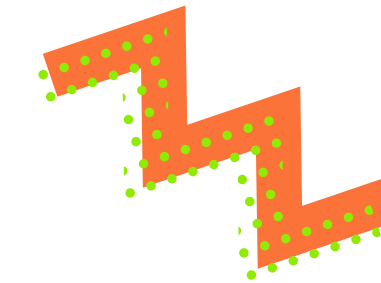
Advances CSS settings are available as well, in case basic settings aren't enough ;)



# Widget styling

Advanced widget styling is divided into 5 parts:

- Widget • Image • Label • Headline • Brand name



Widget  Custom CSS

Background color  transparent

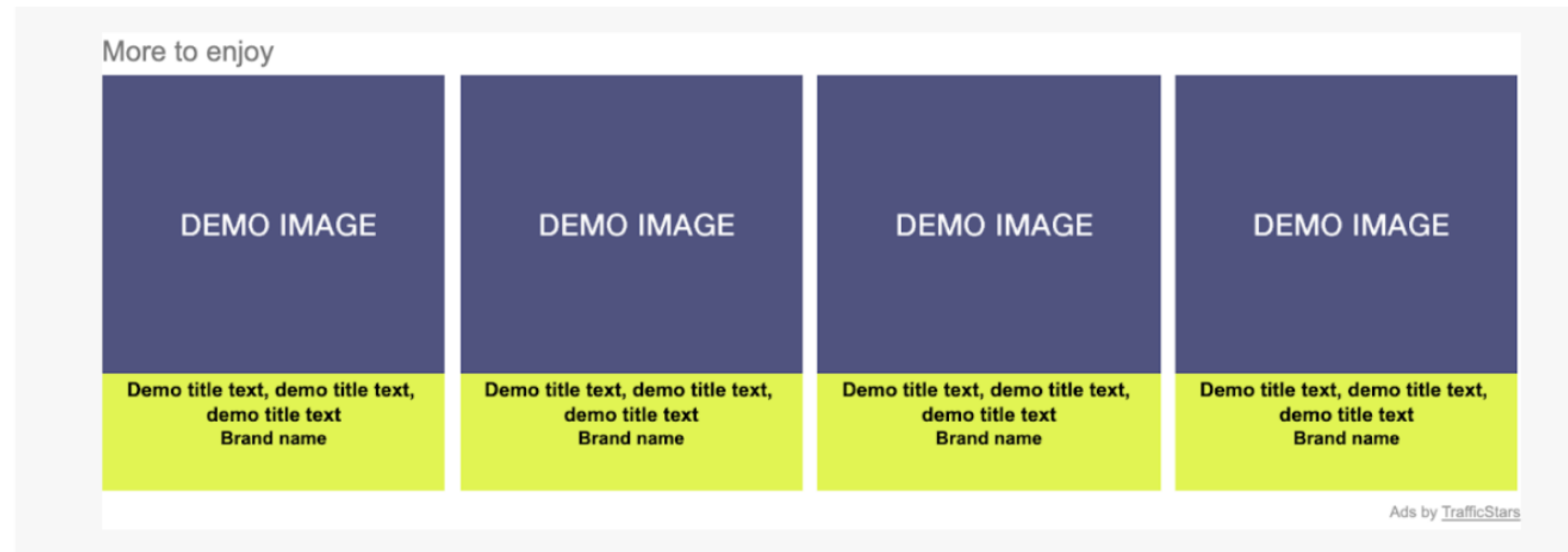
Width  px Height  px

Container styles

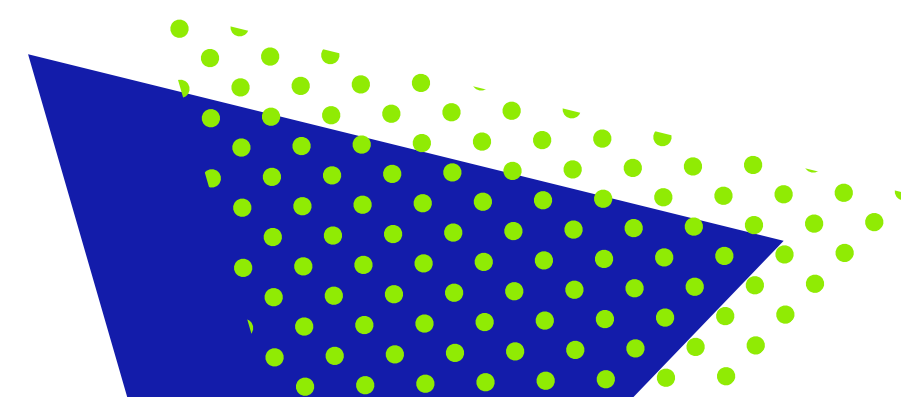
```
{  
  "width": "1000",  
  "height": "350"  
}
```

Image  Custom CSS

Width  px Height image  px



*Make sure the text always remains visible on any background!  
Avoid black on black or white on white versions.*



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# Bonus tips

## Work With CSS

Personalize the spot - style native as per your website using advanced CSS. Ensure that ads match the look while not misleading users.

## A/B testing

With multiple customization possibilities, keep testing! Try different layouts, for example : Native Footer of 4 thumbnails and 8 thumbnails, monitor CTR and eCPM to see the improvement. Pass the currently shown version of the spot in {subid} parameter, and the account manager can help you analyze the results.

## More? Not always better

We don't recommend overloading the widget with more than 8 thumbnails as it might lower the performance and affect your eCPM.

## Pass Keywords

Help high-bid campaigns target your spots - always try to pass tags from the page by adding {Keywords} parameter to enable category targeting and drive higher eCPMs.

### Native code

Categories ?

Subid ?

```
<div id="ts_ad_native_553dr"></div>
<script src="//cdn.tsyndicate.com/sdk/v1/n.js"></script>
<script>
  NativeAd({
    element_id: "ts_ad_native_553dr",
    spot: " ",
    type: "label-over",
    cols: 2,
    rows: 1,
    mobileEnabled: false,
    title: "",
    titlePosition: "left",
    adsByPosition: "bottom-right",
    keywords: "{ keywords }",
    subid: "{ subid }",
    styles: {
```

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**TRAFFIC  
ST★RS®**



**GO NATIVE!**

Have more questions?

Ping us at

**[publishing@trafficstars.com](mailto:publishing@trafficstars.com)**

