monumetric

Ads Catalog

Envision the Possibilities.

Every site is different, and every publisher has a unique vision for their business. That's why we offer a wide variety of advertising options to cater to every publisher's needs. We recommend working with one of our team members to build an ad strategy that combines these products into the right fit for your specific audience and revenue goals.

Feel free to email our team at Support@Monumetric with any questions you may have.
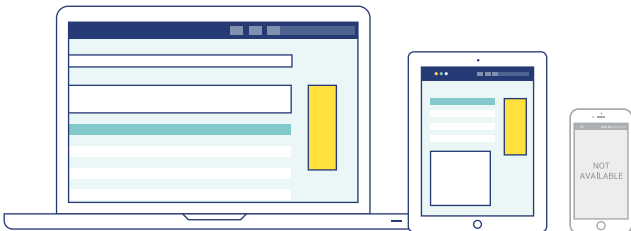
ADS CATALOG

Leaderboard - 728x90

High performing unit designated to be above content, below content, or in content. 2nd most common size with a very high mount of demand.
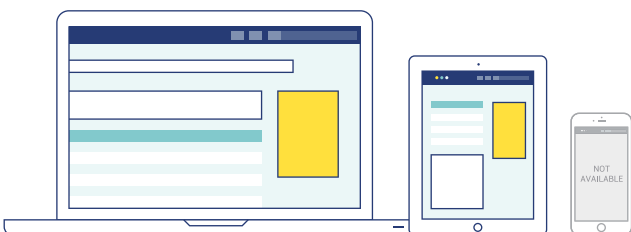
Medium Rectangle - 300x250

High performing unit designated for next-to content placement on desktop orin-content on mobile. Most common size with most amount of demand.

Sky Scraper - 160x600

Median performing unit designated for the sidebar. This unit can work well aesthetically with certain layouts.
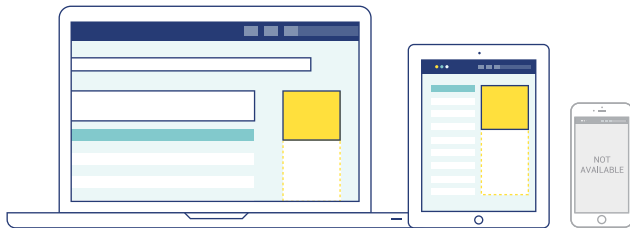
Half Page - 300x600

High performing unit in terms of CPMs, but usually has lower fill than other units. Designated as a premium sidebar unit that can be sold direct for high CPMs.

ADS CATALOG

Mobile Leaderboard - 320x50

Mobile specific ad unit whcich can take the place of where a desktop 728x90 would be. Highest performing mobile-specific ad size.

Flex - 300 x 250 / 300 x 600

Ad tag which can fill at either size depending on which size gets a higher bid. This is a great unit for publishers to implement, but sidebar must be coded correctly for it to properly ÒflexÓ. Ask your AM for more details.
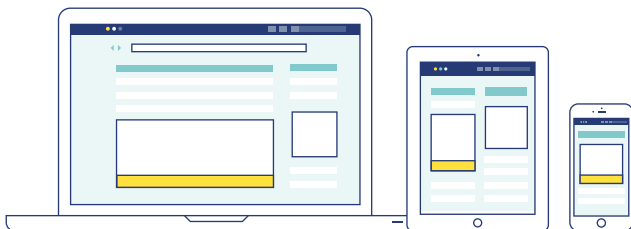
In-Image

Small display ads that fill on the bottom 50 pixels of your images. These collapsible ads can be throttled to only show on a certain number of images per visit. Specific URLs can be blocked from having in-image ads as well (for sponsored posts, for example). These are a fantastic source of incremental revenue, especially with the ability to control frequency.

In-Screen

Collapsible display ad that sticks to the bottom of your screen as the user scrolls. Sizing is generally 728x90, but can also fill at a full width of the browser at 90 pixels high.

ADS CATALOG

Editorial Video

Video player which can be placed in-content or below-content. This unit plays related content between advertisements. Video is non-audio and has very low impact on page load. Very high earning unit. Recommended for all publishers.
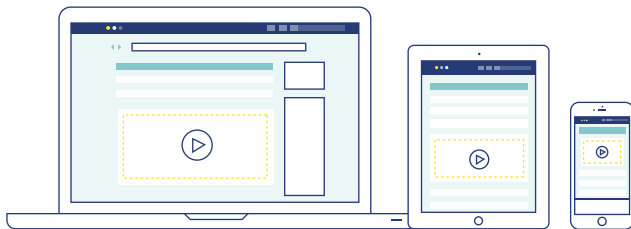
Inline / Outstream Video

Video player which plays a non-audio ad in-content when an ad is filled for that user. The player is not visible unless the ad is filled (ads are usually 30 seconds). CPMs are high, but fill is not consistent and is highly variable on industry fluctuations in demand.

Pillar

Display unit which pulls out from the right or left side of the screen. A median earning unit for incremental revenue with little impact on load time or user experience. Ad can be closed at any time.

Video Pillar

Same delivery method as the display pillar unit, which plays video ads. Much higher earning unit, with lower fill.