

Landing Page Ads Specification

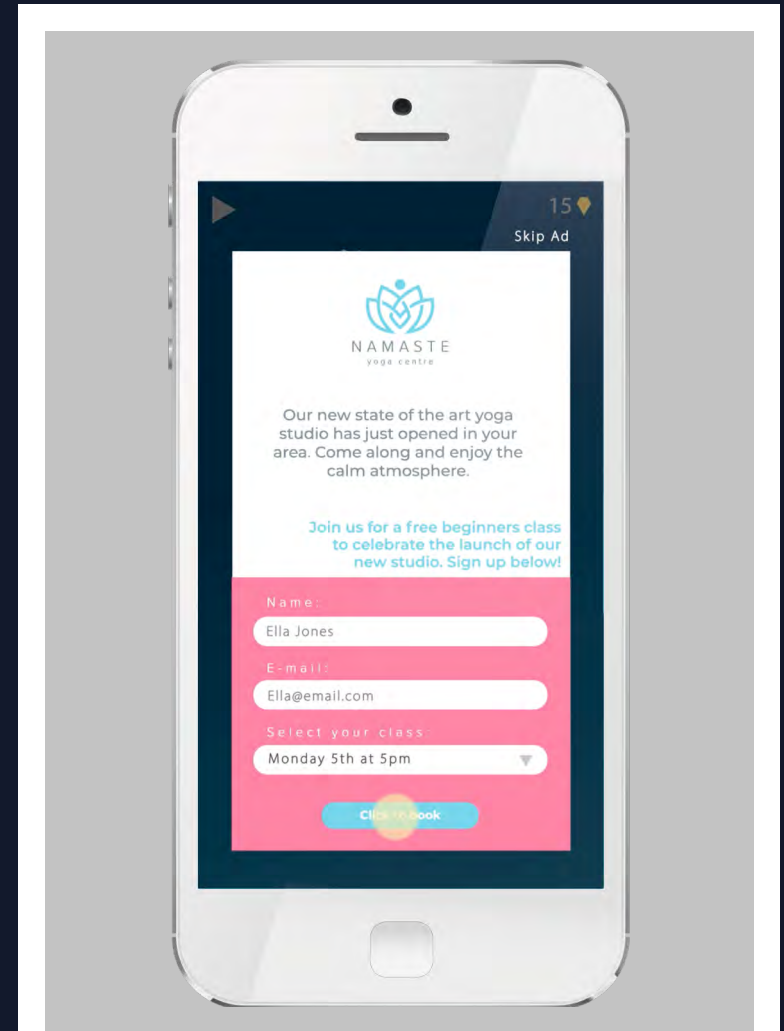
What we need:

- **Landing page URL:**
 - This must be a mobile optimised landing page.
 - If you plan to collect data, rather than simply advertise/inform/redirect your target audience, we recommend using simple field settings for people to complete e.g. Name, address etc.
 - We advise keeping this simple and ideally sized to fit so the user does not need to scroll.
 - The call to action should be clear and visible to the viewer.
- Target location - preferably a list of towns
- Time and date of campaign
- Target audience information:
 - Demographic, geographic and behavioural (interests, activity etc.)
- Genre of app you would like to serve through.

Lead time: 24 hours to begin a campaign from receipt of all collateral.

Tracking links:

Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL.



Landing Page Ad:
URL only