A SIMPLE STEP BY STEP GUIDE HOW TO EARN MORE MONEY
WITH NATIVE ADS!

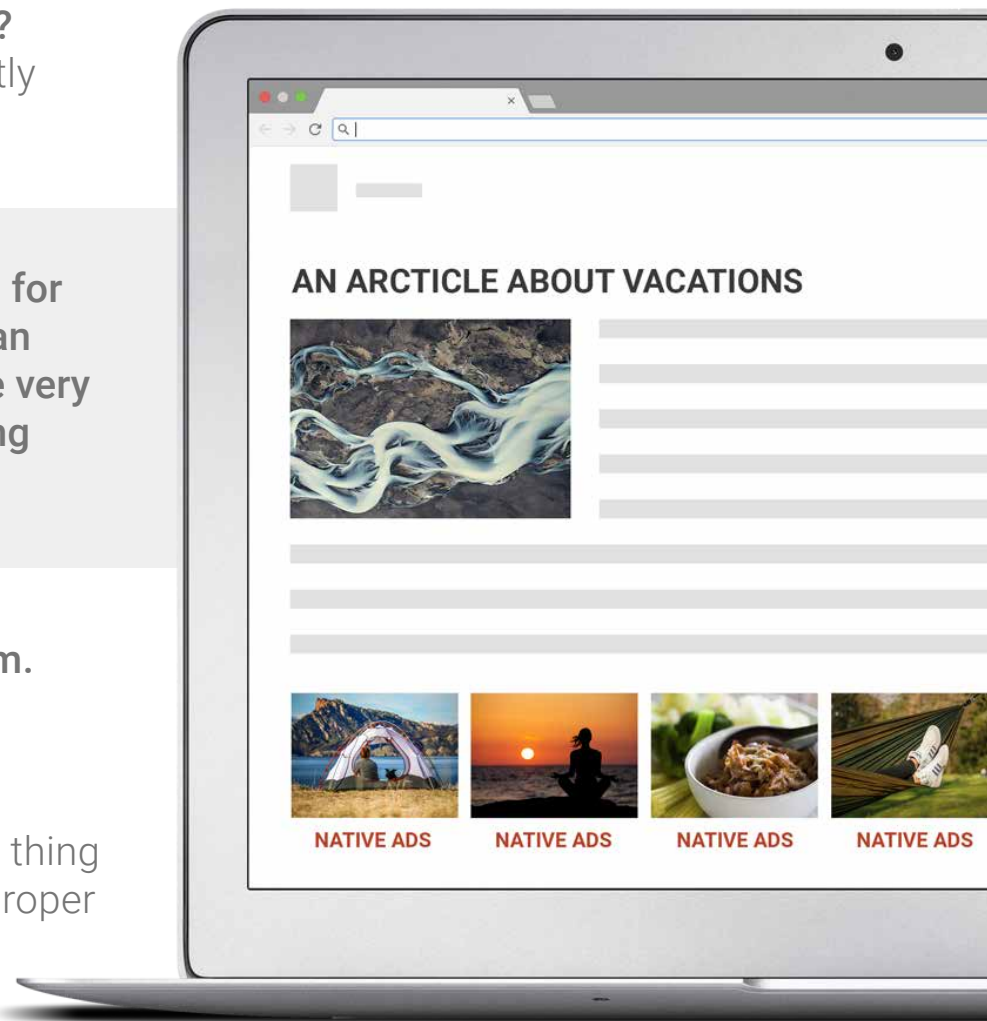**What is a Native Ad and why should I use it on my website?**
Native Ads is a well-known ad format which has been recently added to Adsterra portfolio of ad formats.

The aim of Native Ads is to deliver the most suitable ads for website visitors. When users come to a website to read an article or watch a video they see advertisements that are very closely related to page content which results in increasing profits from those ads.

The crucial thing about Native Ads is where you place them.
Placing Native Ads in the wrong location can result in bad performance.

Native Ads should look like the site content, so the very first thing you should do before adding it on your website is to find a proper place for them. If you need help choosing the best place for Native Ads on your site, please contact your manager.

AN ARCTICLE ABOUT VACATIONS

NATIVE ADS   NATIVE ADS   NATIVE ADS   NATIVE ADS

HERE ARE A FEW TIPS ON THE MOST COMMON PLACES FOR NATIVE ADS ON A WEBSITE

KEEP IN MIND

DESKTOP

Basic
(text, mixed content)

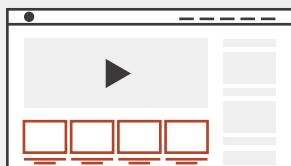Top of the page
4x1 widget
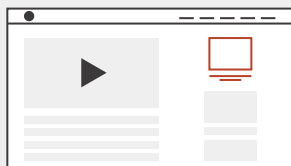
On the side
1x3 widget

On the side
1x1 widget

Bottom of the page
4x1 widget

Video
(page with video player)

Under the player
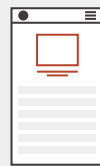**4x1 widget**

By the side of the player
1x1 widget

By the side of the player
1x2 widget

MOBILE

If your website has a majority of mobile traffic, you should keep in mind that it's absolutely different from Desktop and Tablets. If you don't adjust your Native Ads for mobile they will look rather odd. Please contact your manager to pick the best settings for displaying Native Ads on mobile devices.
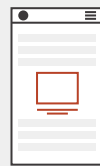
Main

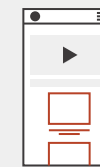Top of the page
1x1 widget

Bottom of the page
1x4 widget

Middle of the page
1x1 widget

Video

Under the video
1x1 widget

Under the video
1x4 widget

- By default Native Ads code is generated with 4-1 widget settings. But you can customize number of ad units, text, font, size etc. Just contact your manager to do that.

- It will take about 20 minutes to apply changes.

- If you want to insert a Native ads widget in standard 300x250 banner size, 1x1 widget will be perfect for you.

- If you want to insert a Native ads widget in standard 728x90 banner size, please contact your manager.