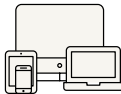


CREATIVE SERVICES



CREATIVE OPTIONS AVAILABLE WITH GOODWAY GROUP

STANDARD CREATIVE ADS



Available for Mobile and Display

[Click for DEMO](#)

STATIC IMAGES

- Static image, non-animated, supported file types: JPEG, GIF and PNG
- Max file size 120K



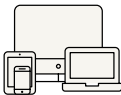
FRAME 1



FRAME 2



FRAME 3



Available for Mobile and Display

[Click for DEMO](#)

ANIMATED GIFS

- Number of static images or frames in a single file that creates a simple animation
- Animation can't exceed 15 seconds or 3 loops that total 15 seconds
- Supported file types: animated GIF
- Max file size 120K



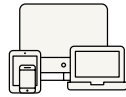
Available for Mobile and Display

[Click for DEMO](#)

STATIC IMAGE ADS IN HTML

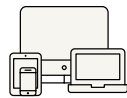
- Static image embedded in an HTML file, non-animated
- File Type: .html with JPEG, GIF or PNG
- Max file size 120K

ANIMATED RICH MEDIA ADS



Available for Mobile
and Display

[Click for DEMO](#)



Available for Mobile
and Display

[Click for DEMO](#)



INTERACTIVE IMAGE
GALLERY



Available for
Display sizes

[Click for DEMO](#)



728 X 90
COLLAPSED



600 X 250
EXPANDED



Available for
Display sizes

[Click for DEMO](#)

STANDARD HTML5

- Basic animated images created in HTML with code
- File Type: .html
- Initial load max file size 120K

ENHANCED HTML5

- A more elaborate ad with animation, including text and images created in HTML with code, that has a better quality overall
- File Type: .html
- This file can go above the 120K file size limit

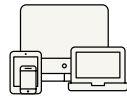
RICH MEDIA INPAGE

- Animated and interactive ads created in HTML with a combination of text, images and code that allows a richer user experience
- Access to data and advanced functionality
- Can include up to 10MB of video
- Max file size 300K

RICH MEDIA EXPANDING

- Animated and interactive ads created in HTML with a combination of text, images and code that allows a richer user experience
- A higher file size (300K) for better quality
- Access to data and advanced functionality
- Can include up to 10MB of video
- Includes 2 ads, a collapsed banner and a larger expanded panel

DYNAMIC CREATIVE ADS

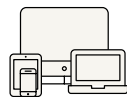


Available for Mobile and Display

GoLive!

- Rich Media ads created with HTML5 that dynamically assemble using Campaign Ads in QuickBase
- Capabilities include GEO via our DDL service for Tier II and Inpage video player for some sizes

[Click for DEMO](#)



Available for Mobile and Display

CELTRA

- Rich Media HTML5 ad templates that dynamically assemble ads using Celtra Ad Builder
- Capabilities include animation, video player, weather component, interactive games and expandables for both Mobile and Display sizes

[Click for DEMO](#)



Available for Mobile and Display

GOOGLE DYNAMIC

- Rich Media HTML5 ads that use Google Dynamic (GD) to assemble assets
- Ads can have animation with text and images
- The major benefit for GD ads is the capability to build many campaign ads in a very short time

[Click for DEMO](#)



VPAID

- Interactive Media ad with Video
- Dimensions: 640 x 360 (pixels)

[Click for DEMO](#)