

Ads on Photos

ZEDO **Ads on Photos** enables Publishers to offer their site’s images as inventory to prospective Advertisers.

The User Experience

Ads on Photos are displayed automatically when the photo has loaded. The ad stays open until the user clicks the close button in the top right corner of the ad. The ad will show again on mouse over (this is dependent on frequency capping).



Fig. 1: Before ad loads or after closing



Fig. 2: On page load or mouse over

	Specifications	Notes
Ad Size	234x60, 468x60 or 728x90	The photo must be larger than the ad
Ad Type	Standard image, flash, 3 rd party code	

Setting up Ads on Photos

- 1. Create a dedicated “Ads on Photos” channel**
- 2. Create the tag/ Place the tag on the page**
Because the Ads on Photo tag is not standard, the ZEDO Support team will create the first tag for you. For subsequent ads, you can edit the parameters. Once you have completed Step 1, contact Support for the tag.
- 3. Append the image tag**
To ensure that the ad serves on the correct photo on the page, the photo must be identified by the ID attribute in the tag.

In tag:

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If you have any questions, please contact ZEDO Support.