

# Benefits of Using Sticky Footer Units

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Many factors need to be considered when deciding where ads should be placed on a page as every website is different, and as such would require different layouts. Our team is continuously strategizing with our publishers to ensure they are getting the most out of their ads. One specific ad unit placement we highly recommend is a desktop sticky footer (also known as an anchor unit). This is a 728x90 banner ad placement that appears at the bottom of the user's desktop screen. Sticky footers also appear on mobile platforms in 320x50 ad unit sizes.

Sticky footer ads, as the name suggests, remain at the bottom of the user's page whether they scroll or not. As sticky footer units allow ads to be in the user's page for the entire duration of their site visit, the viewability values increase tremendously when they are enabled.

Sticky footer units are a streamlined way to create additional, highly valuable inventory. They offer the benefits of being always viewable (an incentive to advertisers), refreshable (potentially increasing session RPM), and able to blend into most website themes and designs. Sticky footer units must come with close buttons giving the user the option of not viewing the ads or having it theoretically disrupt the page layout.

Publishers may already be using a third-party solution to implement sticky footer ad units, but these use limited demand and tend to have poor rev shares. With Freestar, publishers can eliminate any third-party partnerships and work directly with our team to implement sticky footer units.

For industry insights and information about our product offerings, [check out our blog!](#)

Want to see our products in action? For a demo, fill out a form [here](#).