

# Trafficking Campaigns

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Freestar has a dedicated team of trafficking experts. We have established a workflow that makes requests seamless and allows the trafficking team to efficiently work on the request. Each trafficking request must be sent to [trafficking@freestar.com](mailto:trafficking@freestar.com), CC'ing your CSM using one of the following request templates.

## Template for Direct Campaigns

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- Domain:
- Name of advertiser:
- Name of the campaign:
- Campaign priority (standard, sponsorship, house):
- Sizes:
- Start date:
- End date:
- Impression goal:
- CPM and currency:
- Delivery settings (frequency cap, day and time, etc.):
- Targeting criteria (GEO, specific ad units, Device, key-value, etc.):
- Should this run on AMP?
- Reporting requirements (frequency, metrics, contact):
- Assets: (Images, HTML5, 3rd party tags, CTURL(s), etc.) - Images and HTML5 should be less than 1MB with correct dimensions.
- Additional requirements:

Or you may use the [template](#), fill it and send it to [trafficking@freestar.com](mailto:trafficking@freestar.com). Please make a copy of the file, which will allow you to edit it.

\*Mark as N/A where there is none or not applicable.

\*\*Please note that the standard turnaround time is 24-48 hours for a reasonable amount of orders and campaigns. A longer period may be required for bigger campaigns, please make sure to communicate this as early as possible so we can plan accordingly.

### Best Practices:

- Please start a fresh email with the Freestar team for all requests and avoid hitting fwd on long

email threads between you and the customer. This will help centralize the important details in one spot and eliminate accidentally missing important details.

- Utilize clear subject lines that include your name, the need, and the advertiser. For example - if you are looking for reporting, the email subject line could be "Your Name- **Reporting Request - Best Invest**". If you need inventory "Your Name - **Inventory Request - Best Invest Q2 2023**". To set up a new campaign "Your Name- **Trafficking Request - Best Invest Q2 2023**". This will help create a clear-cut history in our automated ticketing system".
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## Template for PMP Campaigns

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- Domain:
- Campaign (PMP) Name:
- Buyer Name:
- Buyer ID:
- Currency:
- Pricing (CPM):
- Additional Information:

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## Template for Programmatic Guaranteed/Preferred Deals

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- Domain:
- Campaign Name:
- Deal type:
- Buyer:
- Buyer ID:
- Start Date & End Date (End date can be optional):
- Creative sizes:
- Desktop or mobile targeting (could be both)
- Display, Video, or Mobile App:
- Currency:
- Pricing (CPM):
- Targeting:
- Additional Information:

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## Existing Campaign Migration

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Please use this [template](#) to structure the information for your direct campaigns and pass it to your onboarding specialist and the trafficking team at [trafficking@freestar.com](mailto:trafficking@freestar.com)

\*Please take into consideration that requests containing up to 30 line items have a standard turnaround time up to 2 business days. For requests from 30 to 50 line items the turnaround time is up to 3 business days. For requests above 50 line items please contact your onboarding specialist to plan accordingly.

\*When the campaigns are being transferred please make sure to share the up-to-date numbers by filling in the Impressions Delivered row for each line item so that it gets reflected. Please notify your OB/CSM or send your notification to [trafficking@freestar.com](mailto:trafficking@freestar.com)

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## Campaign Type Priorities

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### Sponsorship

This type is used for takeovers (roadblocks) and is the highest-ranking type for fixed-position and

time-based campaigns (specific pages, articles, placement, or could be the whole site). They are percentage-based SOV and may not have fixed end dates.

#### Standard

This type is a standard campaign which is a priority below takeovers and above programmatic ads. It is impression based and has fixed start and end dates. A daily limit of impressions cannot be set. Most of the campaigns are this type.

#### Price Priority

This is a rarely used type for direct campaigns as it has the same priority as programmatic ads. Even impression distribution throughout the desired period cannot be guaranteed as delivery pacing cannot be controlled for this type of campaign. It has the option for a daily impressions cap and can be set with no fixed end date.

#### House

This type is used for backfill. It is a percentage based on the remnant traffic. Can be set with no fixed end date and the CPM is used only for prioritization among its peers.

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## Freestar Advertising Specs

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#### DISPLAY

- Platforms: desktop, mobile web
- Sizes: 970x250, 970x90, 728x90, 300x250, 300x600, 160x600, 320x50

- File types: JPG, PNG, GIF, HTML5
- Max file size: 1000kb
- Impression pixel accepted (secondary pixels must be cleared with Freestar during planning)
- Click tracker accepted

#### Rich media requirements:

- Must be coded in HTML5 (Flash not accepted)
- Must be 3rd-party served
- Sound must be user-initiated
- Animation length: 15 sec, max 3 loops
- No expandables accepted

#### 3rd-party load requirements:

- Initial file load: 200kb (mobile: 40kb) with a maximum load of 15 files
- Host-initiated sub-load: 1MB (mobile: 300kb)
- Video user-initiated load: 1.5 MB (15 seconds max.) 2.2MB (30 seconds max.)
- Frame rate: 24fps max

#### VIDEO

- Platforms: desktop, mobile web
- Formats: instream (pre-roll), outstream
- Duration: max 30 sec
- Dimensions: 1280x960, 1280x720 (widescreen)
- Quality: 1080p preferred
- Aspect ratio: 4:3, 16:9 (widescreen)
- File size limit: 50 MB
- File formats accepted: MP4, MOV, AVI (MP4 preferred)
- Video codec: mp4 h.264
- Video frame rate: 25, 30

#### Additional details

- VAST redirect URLs accepted (2.0 and higher is supported)
- VPAID accepted
- Must be SSL compliant

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