

Cubics Integrated Ads

Overview

What are Cubics Integrated Ads?

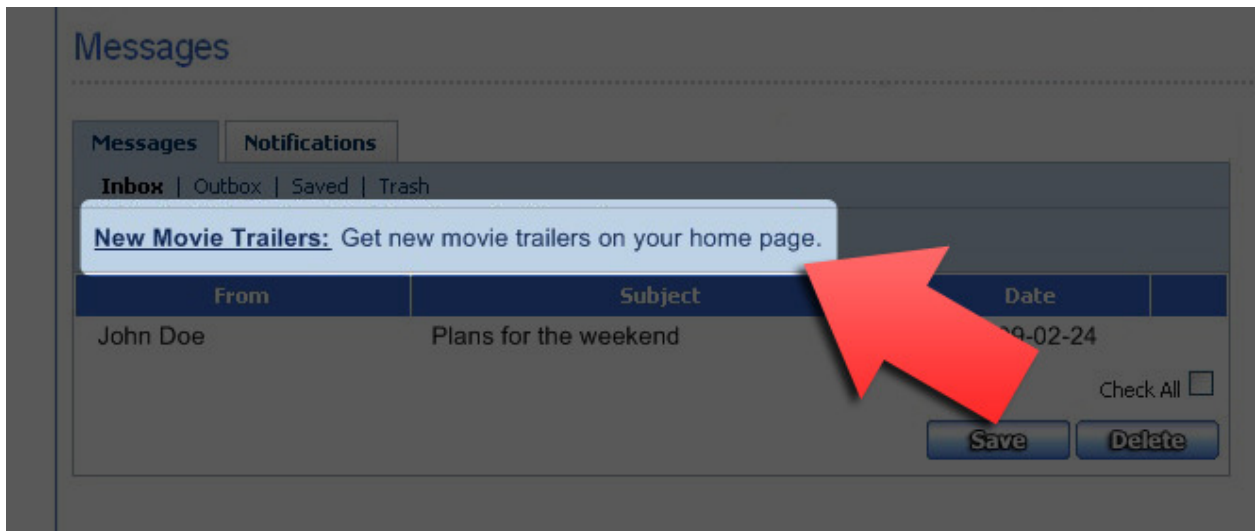
Cubics Integrated Ads are a means of providing you with greater control over the display of your ads.

Cubics supports the use of several standard ad display sizes and we will continue to do so. However, our current methods of providing ads are limited by the very sizes we support. If you have a great spot for an ad, but that spot is not “regularly-sized”, then you can’t fill the spot.

With Cubics Integrated Ads, you can fill these spots and provide advertising that is more in-line with the look and feel of your app.

Some examples:

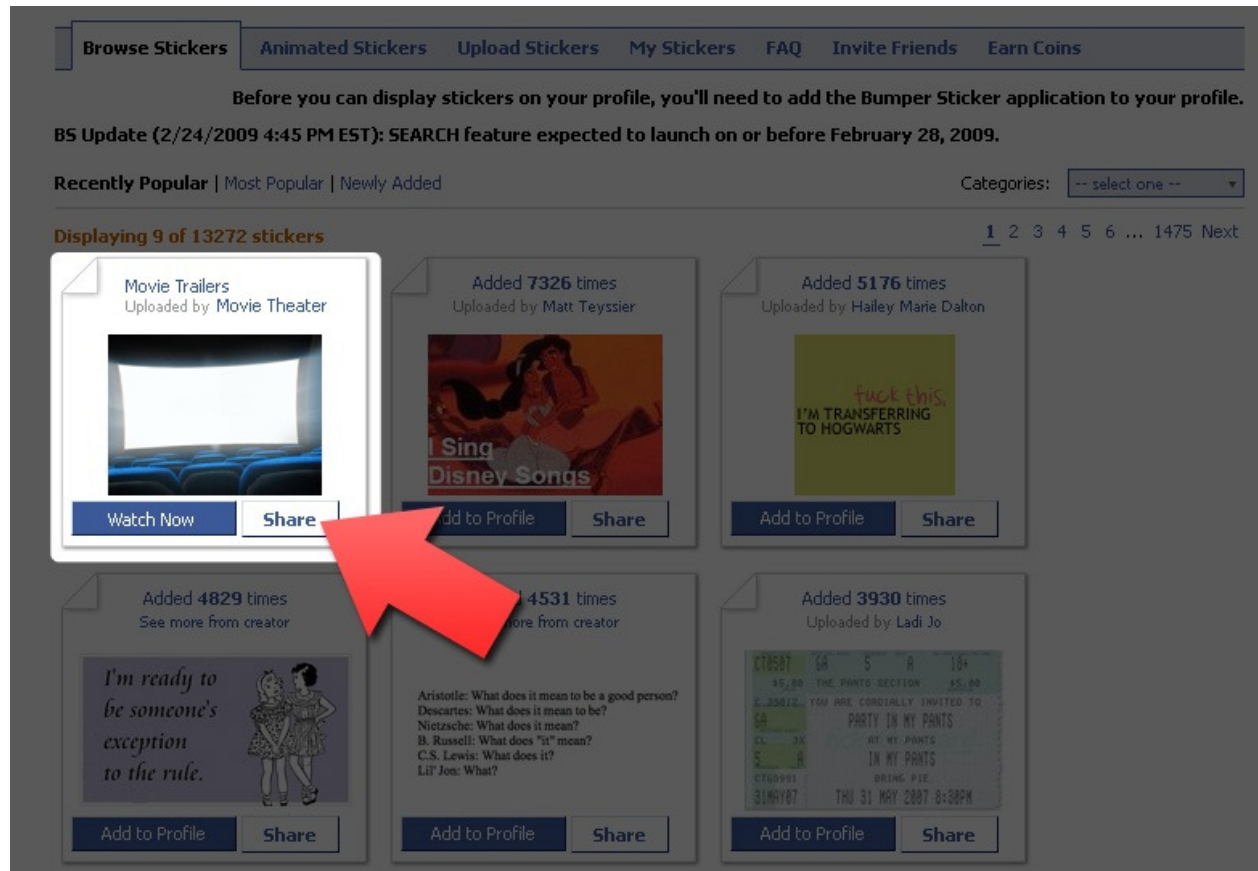
1. Implement a “one-line” ad for an Inbox screen.



2. Integrate with an existing tab or menu system.



3. Integrate directly with page content.



Why should I use Cubics Integrated Ads?

Screen real estate is valuable commodity.

When you run ads at the top of your screen, you're giving up valuable real estate to generate revenue. If you put the ads at the bottom of the screen, you trade off less valuable real estate, but typically end up with less revenue as well.

With normal ad sizes, you have to make these trade-offs in a very finite set of places. There are only so many useful spots to put a 728x90 on your screen. But with Cubics Integrated Ads, you can be in control of how the ads look and feel.

As with the examples above, you can place the ads as *part of* your user experience. It's not just about eliminating clashing colors, it's about displaying the ads in a way that works for you and your users.

What's involved with implementing Cubics Integrated Ads?

Normal ads are typically "copy & paste". You pick a size, maybe a color, then you paste the Ad code on your page. There's not much else that you *can* do.

Cubics Integrated Ads are more than just "copy & paste".

Because the ads are integrated with *your* application, you'll need to do some customization work to make it all happen. This will involve some work on the part of your design or development team.

To make it easy, this document includes several samples. You can edit and play with these examples as required.

We also have some technical contacts listed at the end of this document. You can have your team contact our team for direct support. We have developers and designers able to answer your questions.

Will this influence my earnings?

Yes.

We're not really sure about the final impact of these changes. Most ad networks simply don't offer this functionality. So there's not a lot of data. Our first test partners experienced a 25% overall revenue increase, but each developer will make different changes and these changes will have different effects.

What we can tell you is that this will influence your user experience. If payouts remain the same but user experience improves, then that's probably a win-win.

But Cubics Integrated Ads can also be used alongside existing ad units. So you can provide more options for monetization even alongside existing ads.

Technical Support

This document is accurate as of 2009-03-05 which is the first production release of the relevant features. More features are already in the planning phase for a future release. This document will be updated in time.

For technical support please contact our publishers support team:

socialpublishers@adknowledge.com

We have developers and designers available to help you implement features and resolve any issues you may encounter.

Technical Implementation Details

A simple example

```
<html>
<head>
  <title>Integrated Ad Sample</title>
  <!-- Integrated Ad Include -->
  <script type="text/javascript"
    src="http://icons.cubics.com/script/integratedAd.min.js"></script>
</head>
<body>
  <!-- Div for displaying the ad -->
  <div>
    <span id="_adk-title-0"></span><br />
```

```

        <span id="_adk-description-0"></span><br />
        <span id="_adk-callToAction-0"></span>
    </div>

    <script type="text/javascript">
        // This function populates the divs and spans above.
        Adknowledge.IntegratedAd.RenderAll(20311, 51001, 15965);
    </script>
</body>
</html>

```

The output from HTML would look something like this:

[You have ten \(10\) matches](#)
[You have \(10\) HOT people wanting to meet you on the Zoosk application!](#)
[Click NOW!](#)

It's simply three lines, one for the Title, one for the Description and one for the Call to Action. If you hover over the text, you'll see that clicks on all of the text are automatically directed to the appropriate Cubics URL.

Data that can be used for display

The available data fields are listed below. **Please note that one of Product or Title is required for the ad to register an impression.** If you request an ad with just a Description and Call to Action, the ad will not register an impression.

1. **Product:** This is the shortest version of the ad product. Generally limited to 15 characters.
e.g.: Movie Trailers, Vonage, Ringtones
 If you look at the Tabbed example, this is the field that we use.
2. **Title:** This is the short title for the ad. Generally limited to 25 characters
e.g.: Watch our movie trailers
3. **Description:** This is the longer segment of text that provides more description. Generally limited to 75 characters. When displaying our normal ad styles, this text is displayed underneath the title in a smaller font.
e.g.: Check out free movie trailers from Starlight pictures.
4. **Call To Action:** A short incitement to action. Typically less than 15 characters, this text is suitable for buttons or other forms of display.
e.g.: Continue, Watch Trailer, Next
5. **Icon:** A small graphic associated with the ad (up to 100x100 pixels).

e.g.: 

Adding Styling

With default settings, the ad is not very attractive, but because we can control each of the elements we can now style this ad however we want. First let's add some classes to each of the elements.

```

<div class="integratedAd">
  <span id="_adk-title-0" class="ad-title"></span><br />
  <span id="_adk-description-0" class="ad-description"></span><br />
  <span id="_adk-callToAction-0" class="ad-callToAction"></span>
</div>

```

Next we add some styles to our header (or in a separate file):

```

<style type="text/css">
  .integratedAd
  {
    clear: both;
    width: 760px;
    color: #404040;
    border: none;
    background-color: #EFEFEF;
  }
  .integratedAd a
  {
    text-decoration: none;
    color: #404040;
  }
  .integratedAd .ad-title
  {
    font-weight: bold;
    color: #003366;
  }
  .integratedAd .ad-title a
  {
    color: Fuchsia;
  }
  .integratedAd .ad-description
  {
  }
  .integratedAd .ad-callToAction
  {
    font-size: smaller;
  }
  .integratedAd .ad-callToAction a
  {
    color: Green;
  }
</style>

```

Our new code results in something that looks like this:

You have ten (10) matches

You have (10) HOT people wanting to meet you on the Zoosk application!

[Click NOW!](#)

So with just a few small changes, the ad code now looks like it belongs on your app. These three fields are what we commonly use to build our ads.

Using further CSS customizations, you can style this ad in pretty much any way you want. You could show less information, you could show more information (see the next example), you could make “Click NOW!” look like a button, etc. Basically everything you’ve come to expect you can do with CSS.

Please note that the given example above leverages the JQuery library, but you won’t need to include it in your code anywhere.

A thorough example

The following sample is similar to the first except that we’re going to expose all of the normal methods.

```
<html>
<head>
  <title>Integrated Ad Sample</title>

  <!-- Integrated Ad Include -->
  <script type="text/javascript"
  src="http://icons.cubics.com/script/integratedAd.min.js"></script>

  <style type="text/css">
    .app
    {
      clear: both;
    }
    .integratedAd
    {
      clear: both;
      width: 760px;
      color: #404040;
      border: none;
      background-color: #EFEFEF;
    }
    .integratedAd a
    {
      text-decoration: none;
      color: #404040;
    }
    .integratedAd .ad-title
    {
      font-weight: bold;
      color: #003366;
    }
    .integratedAd .ad-title a
    {
      color: Fuchsia;
    }
    .integratedAd .ad-description
    {
    }
    .integratedAd .ad-callToAction
    {
      font-size: smaller;
    }
    .integratedAd .ad-callToAction a
    {
```

```

        color: Green;
    }
    .integratedAd .ad-product
    {
        font-size: smaller;
    }
    .integratedAd .ad-icon
    {
        float: left;
        width: 65px;
        height: 56px;
        overflow: hidden;
        text-align: right;
    }
    .integratedAd .ad-icon img
    {
        border: none;
    }
</style>
</head>
<body>
<!-- Div for displaying the ad -->
<div class="integratedAd">
    <span id="_adk-product-0" class="ad-product"></span><br />
    <span id="_adk-title-0" class="ad-title"></span><br />
    <span id="_adk-description-0" class="ad-description"></span><br />
    <span id="_adk-callToAction-0" class="ad-callToAction"></span><br />
    <span class="ad-icon"><img id="_adk-icon-0" /></span>
</div>
<script type="text/javascript">
    // This function populates the divs and spans above.
    Adknowledge.IntegratedAd.RenderAll(20311, 51001, 15965);
</script>
</body>
</html>

```

The function `RenderAll` above populates the spans named above.

Sample Output:

Meet Singles
Singles on Zoosk
 Add the Zoosk application to meet them
 Click NOW!



Calling RenderAll() to populate ads

The `RenderAll()` function is responsible for actually calling the Cubics servers and retrieving the required ad data. To call the `RenderAll` function you will need three pieces of information.

1. PublisherId
2. CubicsApplicationId

3. PlatformId

These IDs can be retrieved from your existing ad code or via the UI. From existing ad code use the following sample.

RenderAll()	Existing Sample
<pre>Adknowledge.IntegratedAd.RenderAll(20311, 51001, 15965);</pre>	<pre><!-- Cubics.com Ad Code START --> <script type="text/javascript"> var pid = 20311; var appId = 51001; var plid = 15965; var adSize = "468x60"; var linkColor = "%230033ff"; var textColor = "%23000000"; var bgColor = "%23ffffff"; var channel = ""; var frameSize = "468x60"; </script> <script language="javascript" type="text/javascript" src="http://social.bidsystem.com/displayAd.js"> </script> <!-- Cubics.com Ad Code END --></pre>

More complex Samples

Multiple ads on the same page

The “integratedAd.js” can return more than one potential ad with each call. The sample code below returns a second ad placement within the same page. The primary difference is **highlighted**. Simply adding a -1, -2 or -n will fill cause the multiple ads to load.

```
<body>
  <!-- Div for displaying the ad -->
  <div class="integratedAd">
    <span id="_adk-product-0" class="ad-product"></span><br />
    <span id="_adk-title-0" class="ad-title"></span><br />
    <span id="_adk-description-0" class="ad-description"></span><br />
    <span id="_adk-callToAction-0" class="ad-callToAction"></span><br />
    <span class="ad-icon"><img id="_adk-icon-0" /></span>
  </div>

  <!-- Div for displaying the second ad -->
  <div class="integratedAd">
    <span id="_adk-title-1" class="ad-title"></span>
    -
    <span id="_adk-description-1" class="ad-description"></span><br />
  </div>

  <script type="text/javascript">
    // This function populates the divs and spans above.
    Adknowledge.IntegratedAd.RenderAll(20311, 51001, 15965);
  </script>
```

</body>

Reporting

Requests for the Integrated Ad unit are automatically given a Channel name. The channel name is based on the name of the current page and the number suffix of the ad.

So if you show two Integrated Ads on `home.php`, then the ads will appear in the channels `home.php-1` and `home.php-2`.