

Liquid Skin Game Program

Deliver Your Wallpaper or Skin Ads as Responsive Liquid Ads
 at a Fraction of the Effort and Time

For Publishers:

1. Create an Account: www.liqwid.com/register
2. Place the Liqwid Tag on the webpages where you want ads to appear as a one-time action.
3. Use the point-ad-click Liqwid Dashboard to upload creative, create campaigns and placements, and assign them to specific websites, sections or pages.

For Advertisers:

1. Create an Account: www.liqwid.com/register
2. Submit creative materials to the Liqwid digital Studio for Liqwid Ad production or work with any third party responsive designer.
3. Download and fill out a Request For Proposal including campaign goals and targeting (or send your own). LIQWID will send out your RFP and return your delivery plan. RFPs will be sent to publishers registered with Liqwid and any specified sites where you would like your campaign to run.
4. Review and finalize your Liqwid ad and delivery plan for implementation.

“With the Liqwid ad delivery system we spend less time to implement skin ads and our campaigns have greater success,” says Esther Chavez, Vice President for Sales, North America, Inquirer.net.

“Definitely, the Liqwid version of what we call ‘skins’ is more dynamic and efficient compared to the static out-of-page banners.”

For More Information Contact:
 Sarah Prater
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 800-870-5006

All accounts include:

1. Free trial of 50,000 Liqwid Impressions or 30 days.
2. Content section to upload any kind of media to be delivered as a Liqwid Ad: static or animated images, rich media, video, social media, games, e-commerce, apps, parallel HTML, dHTML or HTML5 content, and more.
3. The production cost to 'liqwify' creative into a responsive Liqwid ad is included in the CPM.
4. Access media kits for Liqwid Publishers and a planning tool that shows census-based demographic data correlated to geo-targets.
5. Advanced Ad delivery control including:
 - Viewer-directed ad rotation and iteration control
 - Geo-targeting: zip, city, DMA, county, state, country
 - Local Dayparting: Time of Day (Viewer's Time) or any specific Time Zone
 - Day of the week, time of day in 15-minute increments
 - Minimum Exposure Time and Minimum Size controls
 - Synchronize skins to any other ad or content

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