

## LIQWID<sup>®</sup> ANNOUNCES “SKIN GAME” PROGRAM FOR RESPONSIVE SKINS AND WALLPAPER

*LIQWID<sup>®</sup> offers a new program that delivers responsive skins and wallpaper with a single responsive ad unit, at a fraction of the effort and time than it currently takes. One Liqwid ad can fit into any website, across an unlimited number of websites, including responsive environments, to any device regardless of size or placement.*

LAS VEGAS, NV -- [LIQWID<sup>®</sup>](http://www.liqwid.com), a brand of LeftsnRights, Inc., announced today its new “Skin Game” program that delivers responsive skins and wallpaper across an unlimited number of websites, including responsive environments, to any device regardless of ad size or placement.

The company offers a one-sheet that describes the process of creating and delivering responsive skins in simple steps. To get started, customers must go to <http://www.liqwid.com/register> and create a free account. From there, they have access to pre-programmed templates that can act as a starting point for creating fully-customized HTML5 responsive ads. The Liqwid digital studio team can also “liqwidify” any creative and convert it into the Liqwid ad format.



“Ad skins have been in use for years as a means to create custom sponsorship content for sites,” says Sarah Prater, Director of Business Development. “Liqwid plays the skin game differently by eliminating all of the extra coding that is often associated with placing skin content.”

Unlike the current market approach where wallpaper and skin ads are often cropped, Liqwid skin ads always appear with 100% of the ad creative, regardless of the variable space available. The Liqwid system provides advanced targeting and detailed reports including the number of unique viewers, when ads were rendered, where and at what size.

Liqwid technology also provides the ability to synchronize skins and wallpaper outside of the content area with ads and any other content, Prater explains. “With a few clicks, ads inside the page can be linked to ads outside the page, enabling site-wide sponsorship takeovers or the ability to rotate skins independently with single-unit campaigns.”

(continued)



[Inquirer.net](http://www.inquirer.net) recently used the Liqwid ad platform to rotate skin ads that are geo-targeted to specific countries. “In the past we would not have been able to do this since the ads would have to be hard-coded,” says Esther Chavez, Vice President for Sales, North America, [www.inquirer.net](http://www.inquirer.net). “With the Liqwid ad delivery system, we spend less time to implement skin ads and our campaigns have greater functionality and success.”

Liqwid recently concluded extensive tests of the skin and wallpaper delivery service. Multiple advertisers and a number of live campaigns around the world used other Liqwid services including geo-targeting by zip code, city, DMA, county, state, country, time zone, viewer’s time, and controls for frequency caps, daily and hourly caps, [minimum exposure time](#), minimum size, and other features. Liqwid’s [Viewer Directed Placement](#)™ methodology increases advertising management and effectiveness by adding TV-like ad rotation scheduling and [local dayparting](#) capabilities.

Recent awards recognize Liqwid technology is a disruptive agent in the current online advertising environment. Liqwid technology uses HTML5 responsive functionality to make content – be it text, images, video, social media, games, e-commerce, or apps – completely reactive. The technology also offers flexibility so that one campaign can run a combination of Flash ads and [HTML5 ads](#) to all types of websites as long as the content format is compatible with the viewing device.

The ability to use HTML5 means that ad spaces and ad content can be designed with ultimate creativity, unbounded by standard sizes or fixed formats. More important, HTML5 allows ads to be automatically indexed and ranked by search engines as standalone interactive content.

“With our solution direct sales publishers can generate and distribute responsive HTML5 ads creating immediate new ad inventory and high-impact ad placements that will create new online advertising revenue,” says Prater. “Any size publisher, agency or advertiser can get started and at the most basic level, no graphic design, programming or technical knowledge is required.”

ABOUT LIQWID: Liqwid® is a dba and brand operated by LeftsnRights, Inc. founded by Nikolai Mentchoukov and Jim Rowan in 2010. The Liqwid® advertising delivery platform scales art and media in Flash or HTML5. One responsive Liqwid ad will adapt to any ad size, location, device, operating system, and browser. The company also features innovations like Viewer-Directed Placement™ and local dayparting to enhance the accuracy of measurable deliverables and scheduling. The company has offices in Salt Lake City, UT and Nevada. For more information about Liqwid technology, visit <http://www.liqwid.com/contact-us> or contact Sarah Prater at 800-870-5006 or sp(at)liqwid(dot)com. The company’s Twitter feed is @LiqwidAdTech (#liqwidads).

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