

LIQWID[®] ANNOUNCES AD ‘CAPSULE’ THAT DELIVERS FIXED-SIZED ADS TO THE EMPTY SPACE OUTSIDE OF THE CONTENT PAGE

LIQWID[®], a brand of LeftsnRights, Inc., announces new ad delivery service that accepts fixed-sized, standard IAB ads for its responsive ad platform. Liqwid operates the first ad-serving platform that delivers fixed-sized and responsive ads into any responsive environment and creates new, viewable and premium inventory with the empty space outside of a content page.

LAS VEGAS, NV -- [LIQWID](http://LIQWID.com)[®], a brand of LeftsnRights, Inc., released “Liqwid Capsule” that allows advertisers the flexibility of using fixed-sized, standard IAB ads for distribution through its Liqwid network. The ads can display in the viewable “empty space” that appears outside of a content page on desktops and laptops.

“With our Liqwid Capsule, advertisers have full flexibility. They can freely distribute IAB fixed-sized ads in addition to Liqwid responsive ads into the empty space outside of a content page,” says Nikolai Mentchoukov, CEO of the company. IAB (Interactive Advertising Bureau) is an advertising business organization that has developed industry standards for online ad sizes.

Most publishers do not realize that they can deliver dynamic, premium content outside the designated page format,” says Nikolai Mentchoukov, CEO of the company. He points out that the “outside space” is essentially a responsive environment with size and dimensions that vary by several factors. “It also represents a very large untapped revenue opportunity that is easy to activate.”

Mentchoukov, who has been involved in the online ad industry since its inception, notes recent six-month campaign data that shows more than 47% of Liqwid ad deliveries are to desktop/laptop devices with screen settings greater than 1,280 pixels. “That means that about half of all the online advertising real estate outside the content page is nearly five times larger than the typical fixed sized banner and display ad areas. In fact, 97% of all desktops and laptops have more space outside the content page than is available above the fold and is typically utilized.”



Liqwid[®] “Fits On” Your Website



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Liqwid Capsule makes fixed sized graphics respond the same way as our Liqwid responsive ads,” says Mentchoukov. “Ads are always 100% viewable when rendered on a viewer’s screen and cannot be scrolled away, providing maximum impact without disrupting the viewer’s experience. This product promotes the recent efforts of the IAB and the Media Rating Council (MRC) through the ‘Making Measurement Make Sense’ (3MS) initiative to move to the viewable impression metric by the end of this year.”

Liqwid Capsule adds more flexibility for publishers seeking new ad inventory and advertisers that want to use high-impact ad placements with greater targeting and reporting capabilities. The Liqwid advertising platform sharpens the quality and effectiveness of content delivery while enhancing revenue opportunities for publishers.

Liqwid technology uses HTML5 responsive functionality to make content – be it text, images, video, social media, games, e-commerce, or apps – completely responsive in any environment. The technology also offers flexibility so that one campaign can run a combination of [Flash ads](#) and [HTML5 ads](#) to all types of websites (fixed-width or responsive) as long as the content format is compatible with the viewing device. With the addition of the “Liqwid Capsule” – even fixed-sized graphics and content – can seamlessly adapt to any web property, browser and device.

Publishers, agencies and advertisers have the freedom to design ad spaces and ad content with ultimate creativity, unbounded by standard sizes or fixed formats. Liqwid responsive ads can run on responsive, mobile, and fixed-width sites. Liqwid HTML5 ads are automatically indexed and ranked by search engines as standalone interactive content.

Liqwid’s Viewer Directed Placement™ methodology also increases advertising management and effectiveness by adding TV-like scheduling and prime-time targeting capabilities. The technology also deploys [local dayparting](#) management so that ad deliveries are based on local ‘time of day’ and not server time.

The company recently won an ADDY® Award for Digital Advertising and a 2013 award from the Web Marketing Association’s IAC (Internet Advertising Competition) for best in category. The company was nominated for the Edison Award in 2013 and won the [Utah Innovation Award](#) in the category of Enterprise Software and Web-enabled B2B Solutions in 2011.

ABOUT LIQWID: Liqwid®, a brand of LeftsnRights, Inc., was founded by Nikolai Mentchoukov and Jim Rowan in 2010. The Liqwid advertising platform delivers fixed-sized and responsive ads to any responsive environment and creates new, viewable and premium inventory with the empty space outside of a content page. Ads automatically adapt to any ad size, location, device, operating system, and browser inside the content area or out. 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/> 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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