

All in the Right Context – Homepage Sponsored Content Module

Initiate awareness to your model/model line-up and spark consideration

Business Rules	
Platform:	Desktop, Tablet, Mobile
Advertiser:	Tier 1
Pages:	Homepage
Targeting:	n/a
Duration:	Bi-weekly (1 st -15 th , 16 th to month-end))
Ad Type:	Sponsorship: 100% impressions
Geography:	National
Ad Serving:	Third Party
Size:	1x1
Lead Time:	4 weeks

