

# Launch steps

## 1. Get banner ads ready

(we provide guidelines, client provides files)

## 2. Client provides segment data

(a list of names, addresses and zip codes)

Our IP mapping system will provide a match rate **typically around 50% list size**

a) Submit segment data in an .xls or .csv file format  
(Microsoft Excel can produce this file)

b) The file must contain a header line of the format:  
Last Name, address 1, address 2 or apt, zip code  
(5 digits, must preserve leading zeros)

3. Local PagePop locates the house IP's, then will anonymize them to create a privacy shield.

4. Set up campaign tracking to monitor campaign activity and results.

We will provide client with tracking code - tracking pixels.

5. Serve display or video banner ads to targeted audience online, using the modem/router/IP address as the entry point.

	A	B	C	D
1	Last Name	Address 1	Address 2	Zip
2	Munster	1313 Mockingbird Lane	Apt 303	08831
3	Simpson	742 Evergreen Terrace	Unit B	62701
4	Flintstone	342 Gravelpit Terrace		85755
5	Clampett	518 Crestview Drive		90210

## BANNER AD SPECIFICATION

GIF / JPG / PNG / SWF

120x600 / 160x600

200x250 / 468x60

728x90

## DISPLAY AD SPECIFICATION

GIF / JPG / PNG / <40K

300x250 / 120x600

320x50 / 728x90 / 300x50

160x600 / 640x100

**BANNER MUST CLEARLY DISPLAY AT LEAST ONE OF THESE:**

a) Distinct brand name b) Clearly identifiable logo c) Landing page URL

*Banner and landing page logos must match*

**ANIMATION: 30SEC MAX (OR 3 LOOPS)**

We recommend that clients generate at least one creative in each size to maximize available placements