



STEPLEADER

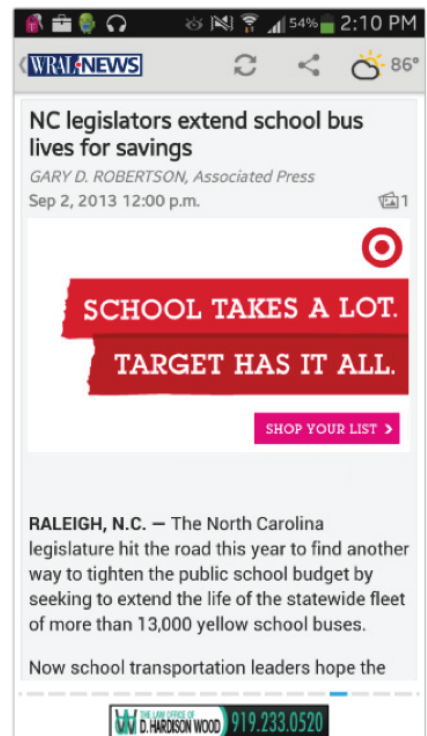
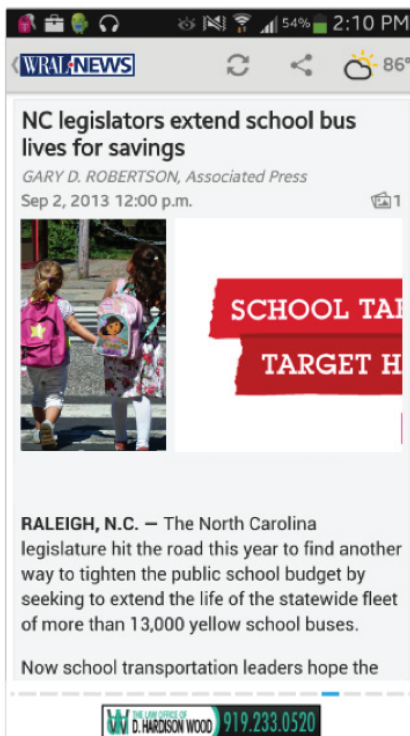
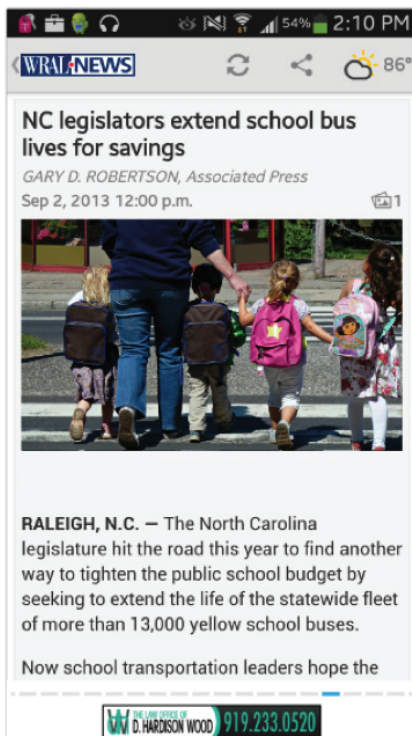
REACHING A NATIONAL MOBILE AUDIENCE ON A LOCAL LEVEL

In our mid-October release, we'll add new placement for a 300x250 ad size within apps.

Placement will be on the story page, within the complex content carousel.

NEW AD SIZE 300x250

Smartphone & Tablet Placement
iOS & Android Apps



Placement Logic

- ✓ Definition of Item: an image or video asset
- ✓ If one item exists, no ad will show
- ✓ If two items, ad will appear between 1st and 2nd item
- ✓ If three or more items, ad will appear after 2nd item only
- ✓ Ads will not affect the display of item count on home page or story page

READY TO SELL? Contact AdOps@StepLeaderDigital.com