

DailyRidge Mobile Ad Placement Guide

Website ad locations for mobile experience.

S01

Top Banner
 ROS only
 728 x 90

S02

Article Top
 City or category targeted
 728 x 90

S03

Mid-Article
 City/category with
 ROS fallback
 300 x 450

S04

Article Bottom
 City/category with
 ROS fallback
 300 x 450

S06

Related Posts Grid
 City/category with
 ROS fallback
 Four 300 x 300 units



Placement notes

- S01 — Top Banner

ROS only. Broad sitewide inventory.

S02 — Article Top

City or category targeted.
Runs only when the article matches.

S03 — Mid-Article

City/category with ROS fallback.
Targeted first, ROS available as fallback.

S04 — Article Bottom

City/category with ROS fallback.
Targeted first, ROS available as fallback.

S05 — Mobile Sticky Footer

Special mobile placement.
Mobile only, stays visible at the
bottom of the screen on mobile devices.

S06 — Related Posts Grid

City/category with ROS fallback.
Four 300 x 300 units below related posts.

Supported categories

- Auto
- Business & Economy
- Health
- Entertainment
- Politics
- Crime