Traffic Junky

Introduction:

Traffic Junky is an ad network that specializes in adult content. It's integrated to Eskimi through OpenRTB.

Can & cannot

Can:

* Run simple banner ads, video ads (limitation: for video ads adchoice logo needs to be removed)
* Report on results
* Optimise campaigns

Cannot:

** Run Javascript creatives
** No Javascript 3rd party tags - for impression tracking possible to use 1x1 pixel tracker type
** No viewability measurement
** No 3rd party javascript-based measurement solutions
** No rich media (templated or otherwise)

Getting Started:

Traffic Junky exchange is disabled to all users by default. Traffic Junky has to be enabled **only for users that are willing to run adult content**.

If Traffic Junky is enabled to users that are not willing to run adult content, such users would see adult sites in traffic discovery, at a minimum. If all exchanges are selected, ads might run on adult exchanges.

Main **banner sizes**: **300x250, 300x100**, 315x300, 900x250. Additionally, 315x300 accepts 300x250 banner format and 900x250 accepts 300x250 banner format.

Video creatives can be launched as VAST - without showing adchoice logo. The video placement will always be pre-roll.

Contacts:

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