

# 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:

Skype: <https://join.skype.com/Ly0HKVD6XkX2>

Or ask Roberta, Vova

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