TrafficJunky

Introduction:
Traffic Junky is an ad network that specializes in adult content. It's integrated to Eskimi through OpenRTB.
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
- 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:
Slack channel: **#rtb-adult-content**

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