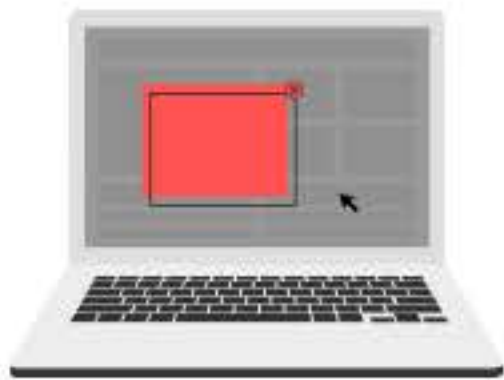


Ad Experiences That Fall Beneath The Initial Better Ads Standards For North America And Europe

DESKTOP WEB AD EXPERIENCES

Pop-up Ads



Auto-playing Video Ads with Sound



Prestitial Ads with Countdown

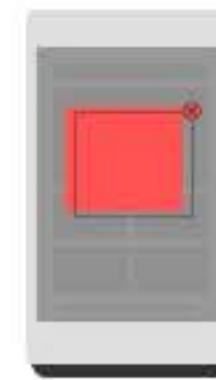


Large Sticky Ads



MOBILE WEB AD EXPERIENCES

Pop-up Ads



Ad Density Higher Than 30%



Flashing Animated Ads



Postitial Ads with Countdown



Prestitial Ads



Full-screen Scrollover Ads



Auto-playing Video Ads with Sound



Large Sticky Ads

