



# Hearst Newspapers

## Exit Overlay Product Summary

# About Exit Overlay Ads

**Exit Overlay Ads** (also known as **Exit Intent**, **Exit Interstitial** or **Exit Modal Ads**) provide a simple way to display a block as an exit popup modal. When a user is either inactive for a period of time or makes a move to close the current browser tab, the ad modal appears.

These ads recognize real-time behaviors on mobile and desktop to understand the moment a visitor is done reading, giving advertisers more engaged and valuable impressions.

HEARST

CONNECTICUT  
MEDIA GROUP

# DISPLAY ADVERTISING Exit Overlay

## Dimensions

900x600 (desktop)

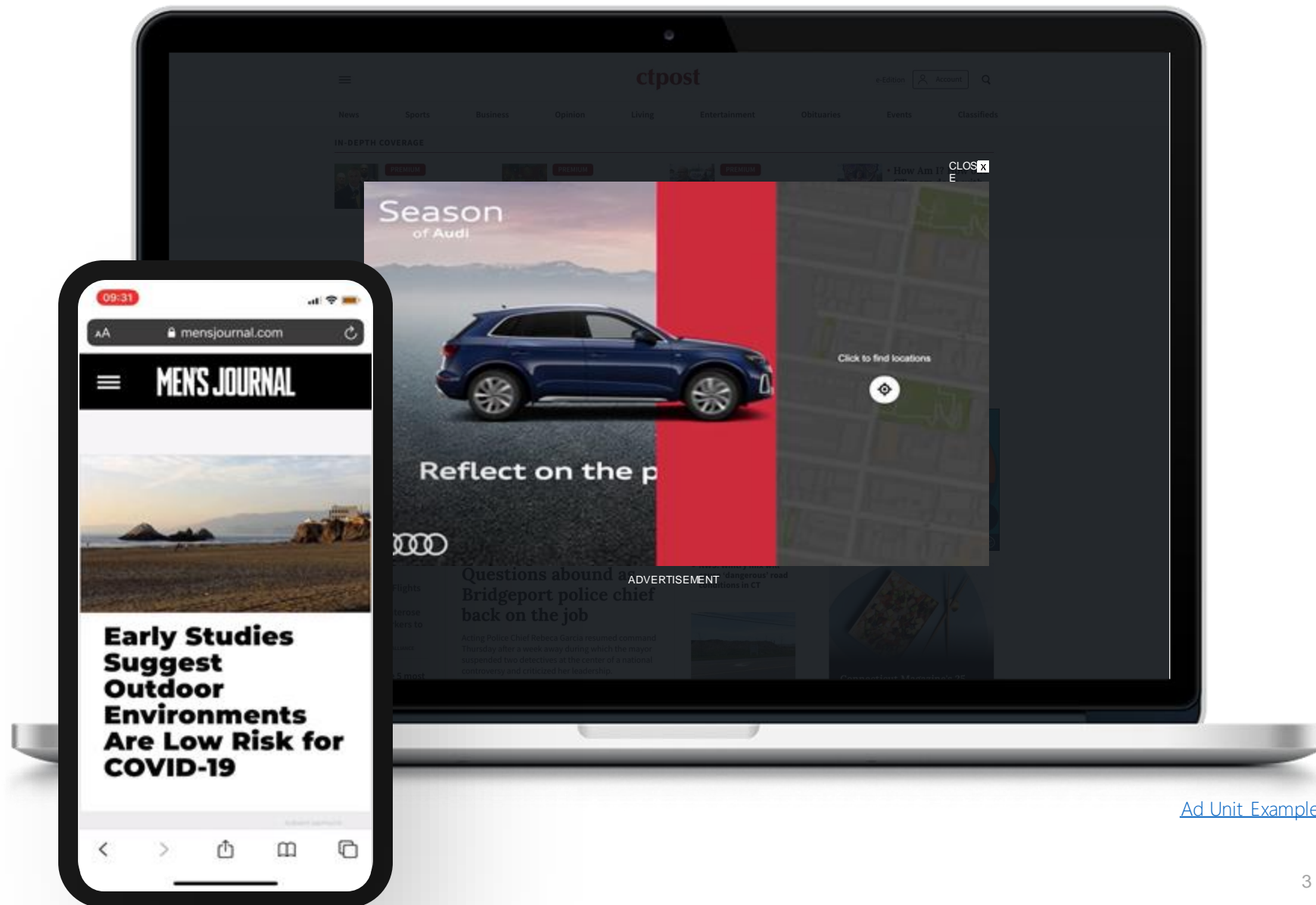
800x1200 (phone)

## Devices

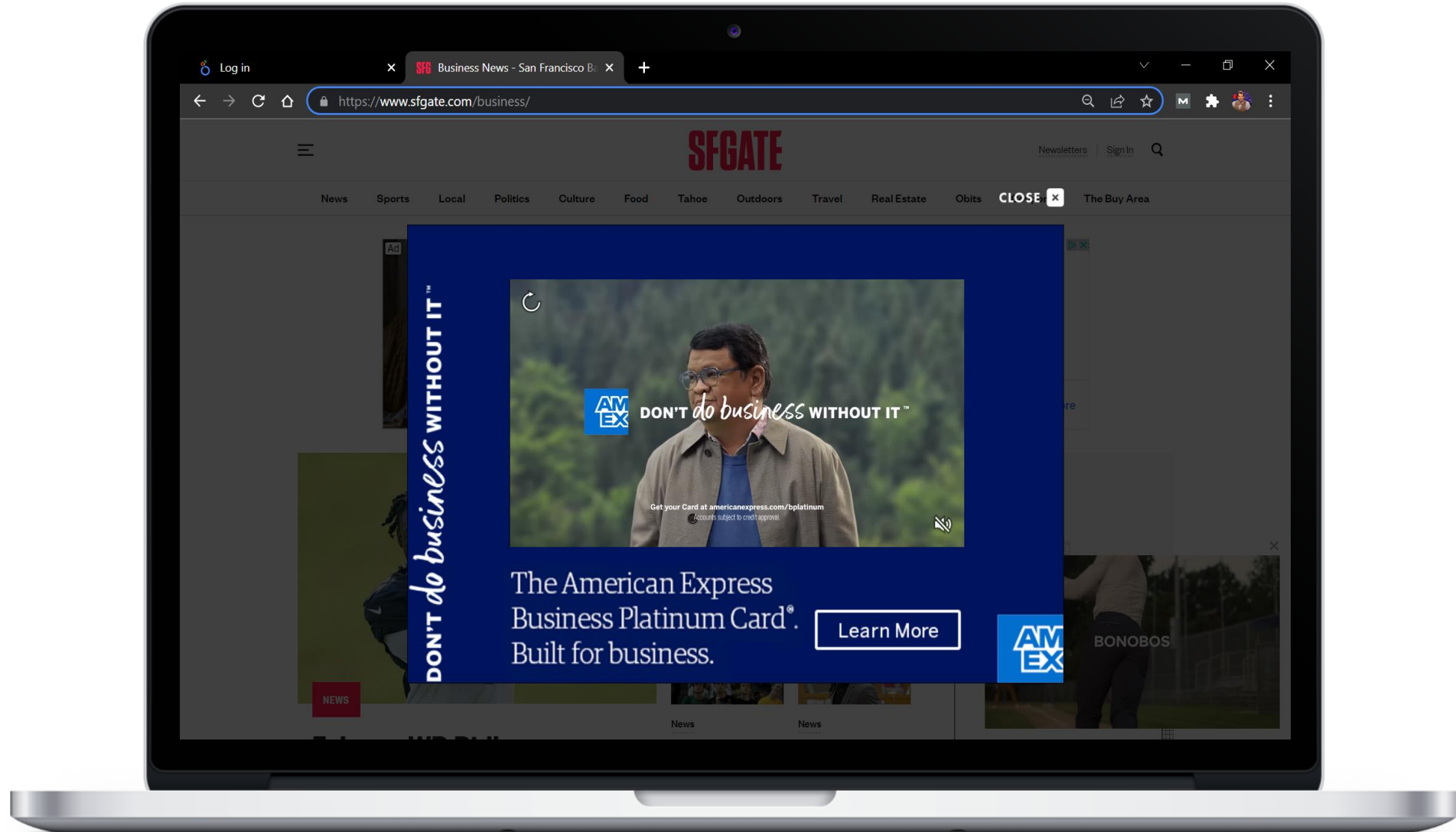
Desktop, Phone

## Page Type



Section Front or Article




[Ad Unit Example](#)



# Video Sample



NewslettersSign InQ




SXSW announced its slate of 99 feature films, including 76 world premieres, on Wednesday. All of those films, organizers said, will have in-person premieres. Films that choose to will also have online screenings for badge holders the following day.


In the first days of the pandemic in the U.S., the 2020 edition of SXSW was canceled just a week before it was to begin. An online component was later presented. Last year, the festival was held entirely virtually.

"The last two years have been complicated, and full of uncharted new waters for all of us. While there's been innovation in building community in isolation and figuring out how to pivot, we've intensely missed being able to gather together," said Janet Pierson, director of film for SXSW, in a statement. "For our 29th edition of SXSW Film Festival, we are thrilled to share a bounty of creative work to experience together, in-person, with some virtual possibilities, as well."

Premieres will include "Apollo 10 1/2: A Space Age Childhood," Linklater's coming-of-age tale set in Houston 1969. Its cast includes Jack Black, Zachary Levi and Glen Powell.



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**The Best Galveston Hotels**

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### From The Web

Sponsored Links



**Which Travel Card Can Earn You Points Towards Your Dream Getaway?**

NerdWallet

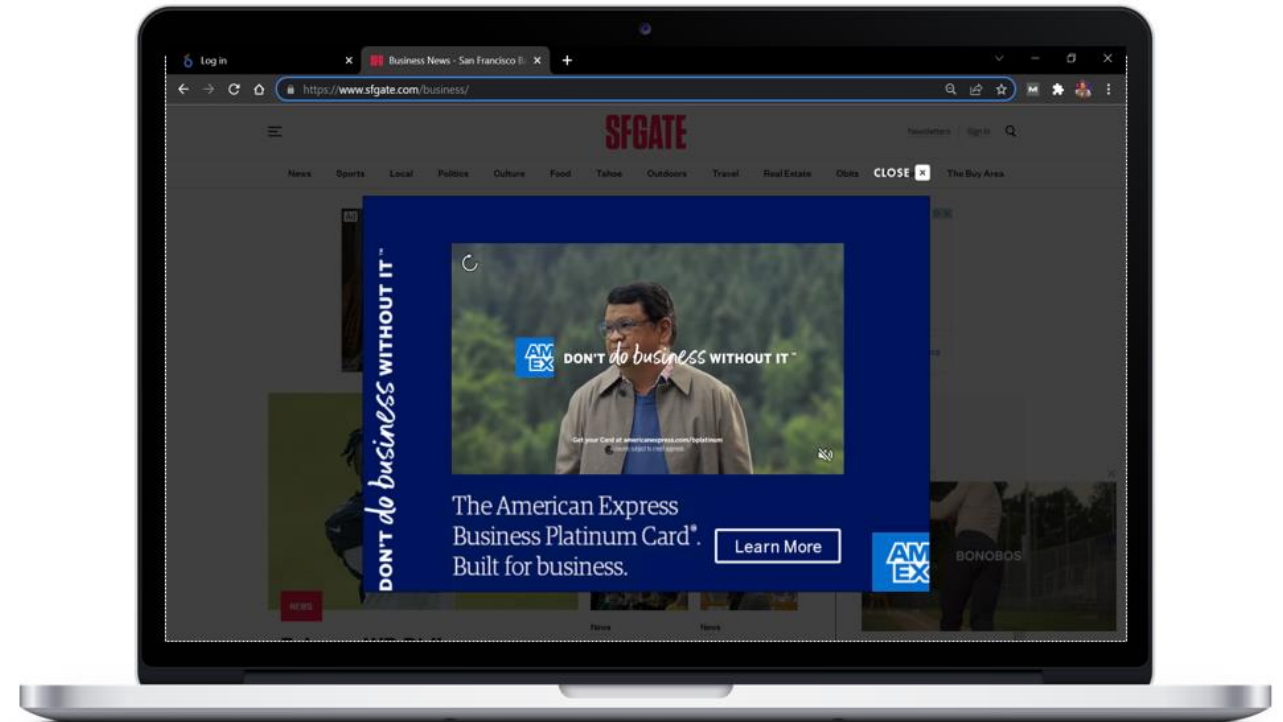


ADVERTISEMENT

# How the Desktop Ad Displays

**Option 1. Exit Intent** – This can be done by moving one's mouse cursor up and out of the browser's content area (where the web page is) and into the browser pane where the bookmarks, search bar, back button, etc. are.

**Option 2. Inactivity** – This can be done by going completely inactive, meaning no mouse movement, keystrokes, or interactions with the screen, for consecutive amount of time (30 seconds).



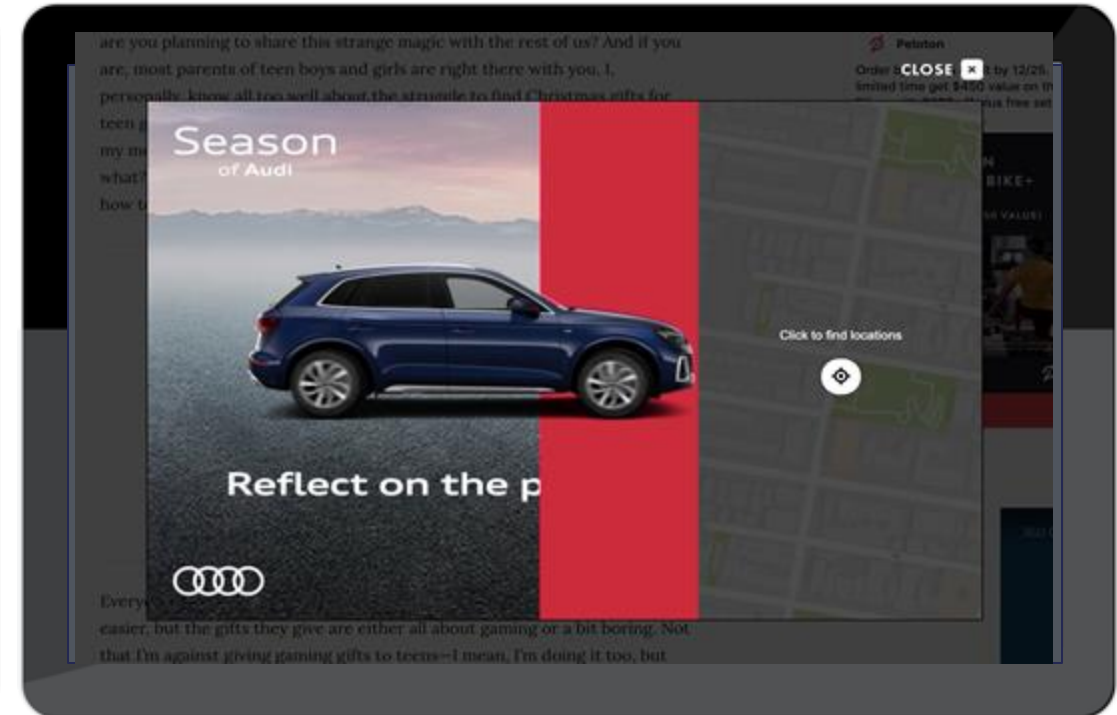


# Desktop Still Display Samples

## Farmers Insurance



## Audi

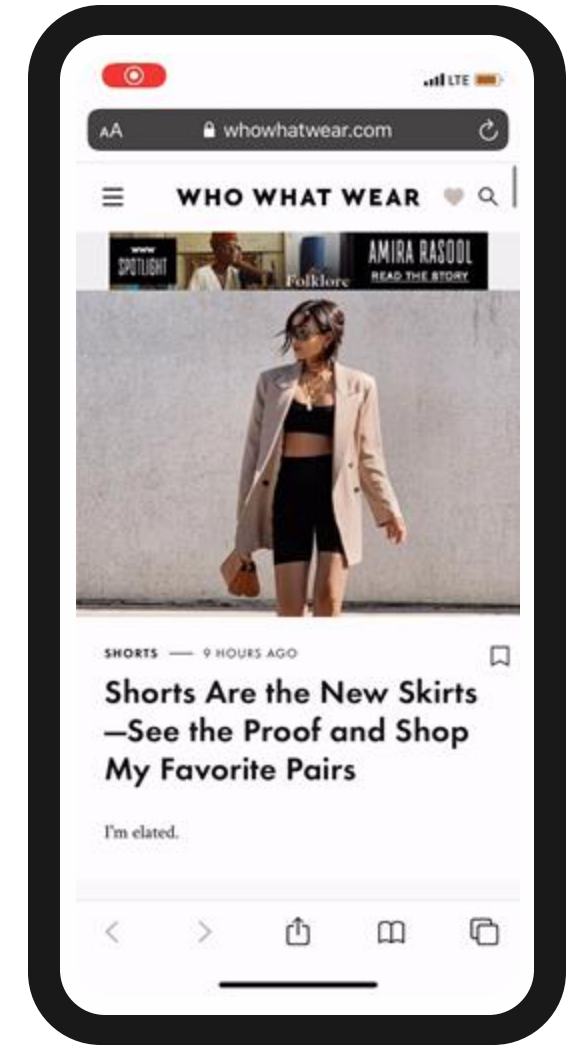


# How the Mobile Ad Displays

## Option 1. Exit Intent - Two Options:

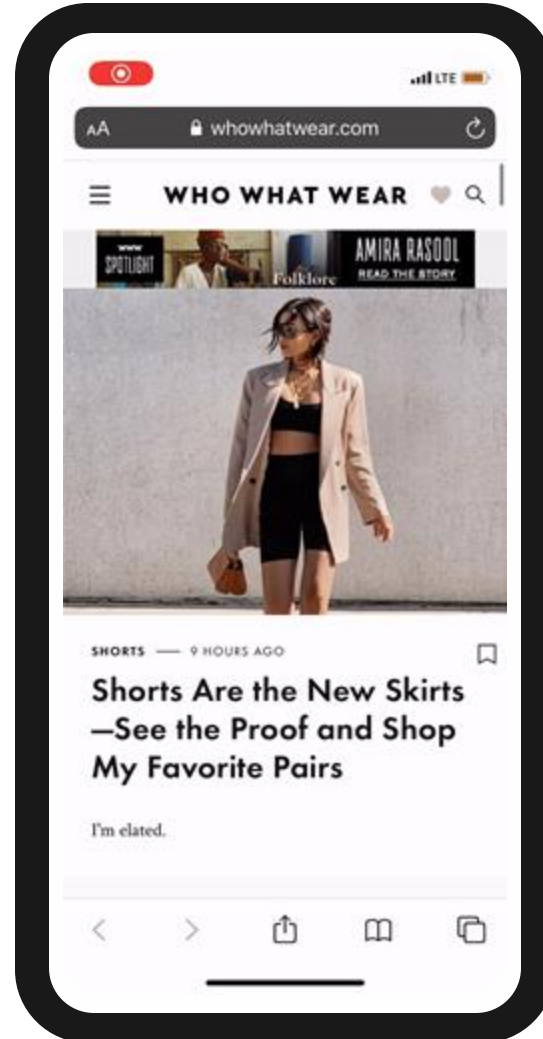
- When a user loads a page in their mobile web browser and then scrolls, it hides the on-screen browser controls. Once this happens, anything that resurfaces the browser controls will also trigger our ad, which would appear between these browser controls, and does not disrupt them.
- When a user exhibits exit-intent by fast scrolling to the top of the page.

**Option 2. Inactivity** - Go totally inactive, meaning no mouse movement, keystrokes, or interactions with your phone screen, for consecutive amount of time (20 sec).





# Mobile Display Samples



# Pricing

CPM: \$25

INTERNAL NOTE

## CTR Baseline

- Clients using these products have an average click through rate of 1.13% (via Wunderkind)
  - That dwarfs the 0.14% on the open market, with 8X the CTR
  - Estimated 2.6X higher viewability (validated by MOAT).
  - Average increase of 31% in qualified engagements.
    - Source - <https://www.wunderkind.co/solutions/ads-for-advertisers/>
    - Percentages are in reference to industry standard
- **Benchmarks**
  - Desktop overlay: 0.20%
  - Mobile overlay: 1.0%

INTERNAL  
SLIDE

## How to Book

- Create an IO as normal in Salesforce
- Under “New Hearst Product”, select “Display”
- Select the “Exit Overlay” option under “Unit”
- GL Code for this format of ad will be “display video”
- Tracking: We have a shared Google sheet for HNP and Wunderkind as a part of the process since the direct team will require a unique deal ID for new campaigns.
- Reporting will be pulled from The Trade Desk.

The screenshot shows a dialog box titled "New Hearst Product". It contains a section "Select a record type" with several radio button options: "Audience Extension", "Display" (which is selected), "Email", "Events", "Inserts", "Other (Frequency, DMS, Etc)", and "SF Magazines". At the bottom right of the dialog are two buttons: "Cancel" and "Next".

The screenshot shows a dialog box for selecting a unit. It has a title bar with "Unit" and an information icon. Below the title bar are two columns: "Available" and "Chosen". The "Available" column lists several options: "Billboard", "Bottom...", "Expand...", "Hero", "Interscr...", "Pre-Rol...", and "Skin". The "Chosen" column contains the selected option, "Exit Overlay". At the bottom of the dialog are three buttons: "Cancel", "Save & New", and "Save".

INTERNAL  
SLIDE

## FAQS (for marketing & sales):

- **What percent of these ads show on desktop vs mobile?** On Hearst sites, we run almost exactly 1/3 of revenue on mobile and 2/3 on desktop.
- **Is retargeting possible?** Yes, retargeting is possible, however, we do not recommend since there is a fcap of 1UU/day. Inventory is already limited with fcap and adding another layer of targeting may not meet the goal.
- **How long will it take for HNP to put together creative for a client?** Normal 3-5 business days SLA.
- **Is there a certain minimum number of impressions that we should stay above, per buy/mo?**  
There is no minimum buy, but that doesn't mean that sales leaders can't impose a minimum buy. Keep in mind that this is a high CPM product so a small buy may not be ideal.
- **Where do these ads run?** The ads are run of site – articles and section front pages.

# Ad Specs

STATIC/ANIMATED DISPLAY	Desktop Overlay	Mobile Overlay
Ad Size	900x600	800x1200
Recommended Max File Size	200kb (standard banner, non-polite load)	200kb (standard banner, non-polite load)
Time Restrictions (Max)	15(s) animation	15(s) animation
Max Looping	3x	3x
Max Frames/Sec	24	24
File Format	jpg, gif, png	jpg, gif, png
RICH MEDIA	Desktop Overlay	Mobile Overlay
Ad Size	900x600	800x1200
Recommended Max File Size	4mb (with initial load up to 200kb)	4mb (with initial load up to 200kb)
Time Restrictions (Max)	30s	30s
File Format	HTML5, Rich Media w/ video components	HTML5, Rich Media w/ video components
Controls	<p>Video can be auto-play or user initiated. Audio is optional but must be user initiated if included.</p> <p>Ad close button is appended on the publisher end by Wunderkind</p>	<p>Video can be auto-play or user initiated. Audio is optional but must be user initiated if included.</p> <p>Ad close button is appended on the publisher end by Wunderkind</p>
VAST/VPAID VIDEO	Desktop Overlay	Mobile Overlay
Ad Size	900x600	800x1200
VAST Versions Accepted	3	3
VPAID Versions Accepted	1.0, 2.0	1.0, 2.0
Video Length	:06, :15 or :30	:06, :15 or :30
Unit Size	16:09	16:09
Player Size	600-800 pixel width	600-800 pixel width
Controls	Units are automatically set to "Auto Play on Impression" and muted by default.	Units are automatically set to "Auto Play on Impression" and muted by default.
Notes	Creative is fluid across all unit sizes.	Creative is fluid across all unit sizes.