

# FLIPBOARD ASSET AND TRACKING SUBMISSION GUIDELINES

## Third Party Tracking Tags and Tracking

**Third party impression pixels** from the following vendors may be accepted to verify impression delivery: DoubleClick, Flashtalking and Sizmek. Additional vendors may be accepted upon testing and review. All tracking pixels required for a campaign must be implemented by Flipboard.

You may provide **click-tracking URLs** for Full Screen Ads or Cinema Loop CTAs that click through to a website. For Promoted Stories, Collections, Storyboard or any CTAs clicking through to an app store, brand magazine or Flipboard-hosted video, we do not support third party click tracking.

**Third Party Ad Tags** for In-Feed Video are currently accepted from DoubleClick and Sizmek. Additional vendors may be accepted upon testing and review.

**Deeplinking** to third party apps is supported upon advertiser request. Please contact your Flipboard Account Manager for more information.

## Creative and Tracking Submission Deadlines

All creative files, tags and tracking must be provided to Flipboard no less than **three business days** prior to campaign launch.

Please provide third party reporting access to [adopsreporting@flipboard.com](mailto:adopsreporting@flipboard.com) within **24 hours** of your campaign launch on Flipboard.