

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 within **24 hours** of your campaign launch on Flipboard.