## plista Widgets for Publishers

### Overview

Please select your desired widget!

<table>
<thead>
<tr>
<th>Widget Name</th>
<th>Diagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article Widget</td>
<td><img src="image" alt="Article Widget" /></td>
</tr>
<tr>
<td>Slide Widget</td>
<td><img src="image" alt="Slide Widget" /></td>
</tr>
<tr>
<td>Top Article Widget</td>
<td><img src="image" alt="Top Article Widget" /></td>
</tr>
<tr>
<td>Video Widget</td>
<td><img src="image" alt="Video Widget" /></td>
</tr>
<tr>
<td>Outstream Ads</td>
<td><img src="image" alt="Outstream Ads" /></td>
</tr>
<tr>
<td>In-Feed Widget</td>
<td><img src="image" alt="In-Feed Widget" /></td>
</tr>
<tr>
<td>High Impact Ads</td>
<td><img src="image" alt="High Impact Ads" /></td>
</tr>
<tr>
<td>Specials</td>
<td><img src="image" alt="Specials" /></td>
</tr>
</tbody>
</table>
Reach out to your readers with great content they care about – through intelligent content recommendations and ads based on individual reading and clicking behavior. With plista’s Article Widget, you can easily combine articles, videos and ads from your site, your network or an external site as well as advertising.

Profit from better visitor rates and loyalty, more page impressions and increased revenue – with one simple widget! The Article Widget is placed right under your editorial content, directing your readers to more things they care about while keeping them on your website.

**Content**

Depending on your goals, you can place any of the following content in our Article Widget:

- **Content Recommendations**
  Article recommendations from your site or your network

- **Content Ads**
  Article recommendations from an external website

- **Ads**
  Promotional recommendations displayed as text-image ads or as expandable videos

**Benefits**

- **Sustainable increase** in length of stay, visitor loyalty and page impressions
- **New ad inventory** to generate additional revenue for you
- **Indirect increase in revenue** through existing ads thanks to greater length of stay
- **Targeted traffic of users** within your own network
- **More user-friendly navigation** thanks to targeted recommendations

**Technical details**

- Available for desktop and mobile websites and apps
- plista will adapt the widget’s layout to your website design at no extra cost
- Integration is free and easy – thanks to our ready-to-use JavaScript or WordPress plug-in (guide incl.)
plista’s Slide Widget is the perfect supplement to our Article Widget. Based on users’ interests, the Slide Widgets contains individual recommendations and appears on the bottom right screen. Plus, it allows you to integrate your own perfect mix of content from your site, your network or an external site as well as advertising.

The recommendations are based on evaluations of individual reading and clicking behavior, so that users receive suitable content. Thereby, you are able to increase length of stay, page impressions or advertising revenue – depending on your goals.

**Content**

Depending on what you’d like to achieve, you can combine any of the following content in our Slide Widget:

- **Content Recommendations**
  - Article recommendations from your site or your network

- **ContentAds**
  - Article recommendations from an external website

- **Ads**
  - Promotional recommendations displayed as text-image ads

**Benefits**

- **Reach your users appropriately** in combination with plista’s Article Widget
- **Sustainable increase** in length of stay, visitor loyalty and page impressions
- **Targeted traffic of users** within your own network
- **New ad inventory** to generate additional revenue for you
- **Indirect increase in revenue** through existing ads thanks to greater length of stay

**Technical details**

- plista will adapt the widget’s layout to your website design at no extra cost
- No need for extra JavaScript code if you are already using plista’s Article Widget
plista’s Top Article Widget is placed prominently underneath or on top of the navigation bar. It expands only when readers scroll up after they’re done reading your editorial content, directing them to interest based recommendations. This way, you’ll catch your users’ attention before they leaving your website, thereby increasing their length of stay.

You decide, whether you prefer to feature articles and videos from your site, your network or from advertisers. And since our widget takes into account individual reading and clicking behavior, your users will be presented with content that matters to them – allowing you to increase their length of stay, your cross-site traffic, and of course your advertising revenue.

**Content**

Depending on your goals, you can place any of the following content in our Top Article Widget:

- **Content Recommendations**  Article recommendations from your site or your network
- **ContentAds**  Article recommendations from an external website
- **Ads**  Promotional recommendations displayed as text-image ads or as expandable videos

**Benefits**

+ **Catch your users’ attention** right before they leave your website
+ **Great results** in combination with plista’s Article Widget
+ **Sustainable increase** in length of stay, visitor loyalty and page impressions
+ **New ad inventory** to generate additional revenue for you
+ **Indirect increase in revenue** through existing ads thanks to greater length of stay
+ **Targeted traffic of users** within your own network

**Technical details**

- plista will adapt the widget’s layout to your website design at no extra cost
- Integration is free and easy – thanks to our ready-to-use JavaScript (guide incl.)
Placed right under editorial content on your website, our Video Widget offers your visitors bespoke recommendations based on his or her interests. Get more views for your videos – and additional advertising revenue to boot.

**Content**

Depending on your goals, you can place any of the following content in our Video Widget:

- **Content Recommendations**
  - Video recommendations from your site or your network

- **Ads**
  - Promotional recommendations displayed as text-image ads or as expandable videos

**Benefits**

- **User-friendly design** with large and inviting thumbnails
- **Sustainable increase** in video views and video traffic within your network
- **New ad inventory** to generate additional revenue for you
- **Indirect increase of your revenue** by supporting pre-roll advertising

**Technical details**

- plista will adapt the widget’s layout to your website design at no extra cost
- Integration is free and easy – thanks to our ready-to-use JavaScript (guide incl.)
In-Feed Widgets for Publishers

Outstream Ads

Improve your monetization with valuable video content

plista’s Outstream Ads place videos between the paragraphs of an article – a great and highly effective way for publishers to monetize their content. OutstreamAds react to user behavior: They expand as users scroll down until the ad is 100% visible. Once the video has finished playing, the ad retracts. Unlike with layer or pre-roll ads, OutstreamAds do not disrupt the flow of reading, which in turn improves users’ length of stay.

Benefits

+ Additional advertising inventory with great videos of high eCPM
+ Does not cannibalize other advertising spaces
+ Great visibility in the midst of an article – for optimum revenue
+ Responsive design for mobile devices
+ A user-friendly format that does not disrupt the flow of reading

Technical details

• Functionality can be adapted according to your individual needs
• Integration is free and easy – thanks to our ready-to-use JavaScript
• No need for extra JavaScript code if you are also using plista’s Article Widget
In-Feed Widgets for Publishers

In-Feed Widget
Create new ad inventory within your website feed

Help your feed-based website generate more revenue for you – with plista’s In-Feed Widget. This widget allows you to place ads and sponsored content between feed teasers. As it is perfectly adapted to your website’s look and feel, these recommendations fit seamlessly into the article feed without disrupting the natural flow of reading.

plista’s Recommendation Technology takes into account your readers’ individual reading and clicking behavior and optimizes delivery on eCPM basis. This way, you create ad inventory that is truly valuable and helps you boost your revenue!

Content
Depending on your goals, you can place any of the following content in your In-Feed Widget:

- **Content Ads**
  - Article and video recommendations from an external website

- **Ads**
  - Promotional recommendations displayed as text and image ad

Benefits

- **Generate sustainable revenue** from feed-based pages
- **No disruption** of the natural flow of reading thanks to native placement of In-Feed Widget
- **Responsive design** for desktop and mobile websites
- **Transparent marking** of ads and sponsored content (e.g. “Ad”, “Sponsored”, “Presented by”, etc.)

Technical details

- plista will adapt the widget’s layout to your website design at no extra cost
- Integration is free and easy – thanks to our ready-to-use JavaScript

www.plista.com
plista's High Impact Ads offer a great solution to monetize your articles. These animated ads appear (from right to left or bottom to top) as users scroll through an article. Not just are they interactive, but users can stop them at anytime by hovering their cursor on the ad. Once the ad has finished playing, it remains at the bottom right of the screen.

**Content**
High Impact Ads stand out by virtue of their unique ability to engage users – with bespoke design solutions (e.g. pictures, text and/or animations).

**Benefits**
- A great way to monetize your content with high eCPM
- Interest based delivery matched with your users' interests with your users’ interests
- Does not disrupt the flow of reading while enabling voluntary ad consumption
- Available for desktop and mobile websites

**Technical details**
- Simple integration with just one AdTag that can be used in CMS or AdServer
- No need for extra JavaScript code if you are already using plista's Article Widget
Make your editorial content go further. With plista’s Content Distribution you can place your articles and videos between editorial recommendations on thousands of premium websites. This way, your content reaches out to more relevant users, making for more high quality traffic for your website.

**Content**
Content Distribution is a quick and easy way to spread your editorial content, e.g. articles and videos.

**Benefits**
- **High-quality traffic** by targeting unique users with high page-view-rates and length of stay
- **Targeted placement** for relevant users who do not actively search for your content
- **No extra set-up costs**
- **Available** for desktop and mobile

**Technical details**
- Quick and easy set up for plista publishers
- Import and update of content through your plista Article Widget or RSS-feed
- Pricing on a cost-per-click basis
- Precise tracking allows for targeted distribution
- Over 40 algorithms (behavioral, semantic, geo-targeting, etc.) guarantee optimal target reach