



# VIBRANT

Leaders of Contextual Marketing  
**Be Relevant. Be Seen.**

## Implementation Guide

Effective: November 2017

When Vibrant code is added to a web page our system scans the page searching for relevant words, phrases and meta data. These are then matched against the Vibrant database of suitable advertisers and/or content.

## **Vibrant In-Text**

The selected advertising words are identified in green with double underlines. Once a user mousesover the highlighted word, a clickable unit (called a 'Tooltip') will appear. The Tooltip contains an advertiser message and gives the user the option to click through to the message in the unit.

## **Vibrant In-Image**

Images that meet both size requirements (min of 200×175 px) and brand safety elements will have image overlay ads appear. All image ads are anchored to the bottom of the image and only appear within the frame of the image.

## **Quality Guidelines for Publishers**

### **Content NOT accepted by Vibrant:**

- » Violence
- » Pornography
- » Graphic or extreme sexual references (words and/or images)
- » Weapons
- » Gambling
- » Illegal activities
- » Material that violates intellectual property rights of third parties or promotes software piracy
- » User generated content should be monitored for profanity and explicit terms

### **The website should NOT:**

- » Copy or frame content that is owned by another party
- » Provide incentives for users to click onto advertisements
- » Automatically install or force a user to download files/programs
- » Link to other websites that offer unapproved content as mentioned above

## Implementing Code

Vibrant will provide you a JavaScript tag that will allow our technology to run on your website. The correct placement of these tags is essential for performance. The JavaScript code must be placed just before the close BODY tag (`</body>`) of your web pages. Vibrant code is designed to be the last element to load on a web page. Typical load time is 1 second or less after all other scripts, text and images load.

### Example of proper Code Implementation:\*

```
<!-- start Vibrant script section -- >
< script type="text/javascript"src="http://yourdomain.us.intellitxt.com/
intellitxt/front.asp?ipid=1234">< /script >
<!-- end Vibrant script section-- >
< /body >
< /html >
```

\*This is only an example, please use the correct tags provided specifically for your web site.

### Please note:

- » The JavaScript line should never be broken; it must be on a single line.
- » The JavaScript must always be placed just above the close `</body>` tag.
- » Only add the Vibrant code to pages you want Vibrant ads to be applied - preferably content rich pages.
- » Avoid placing tags on Forms, Thank You or other pages with little to no content.

Vibrant code will be limited to running on the domain of your web site. If you have other domains you would like to run us on, please let your account manager know. They will evaluate each site and if approved, new tags will be issued for that site.

For partners who have complex site templates or content management systems that may be difficult to manipulate, Vibrant code will work efficiently without need for optimization; however, for graphically heavy or long content pages it may take a couple additional seconds for the page to fully contextualize.

Note: The Vibrant relevancy & optimization technology benefits from having our ad code on all pages of a site (including Home and Index pages). Please place relevant

code across the site and send a note to your account manager with any URLs where you don't want Vibrant links to appear.

## Customizing Vibrant Code

By default, Vibrant scans every text word on a web page in search of relevant keywords and images. When we set up your Vibrant account, we go through the content pages and pick the Classes, IDs and HTML elements of the areas where Vibrant ads should not be served in. These we add as exclusions in order to ensure that i.e. titles, subtitles, headers and teaser texts do not show any Vibrant ads.

Navigation lists, forms, iframes, ad links and hyperlinks are excluded from Vibrant ads by default. In cases we are not able to do these exclusions for you, we will get in touch with you and find a solution. This would be the case if a) there is no HTML style element associated with that particular content area, b) there is no CSS CLASS/ID associated with that particular content area or c) your site uses the same CSS CLASS/ID also for content where we want to serve Vibrant ads.

## Troubleshooting

Can't see ads? There could be several reasons that Vibrant ads would not display properly on your pages. Please review the above instructions first to ensure that the Vibrant code is implemented correctly on your pages. Once this is verified, provided below is a list of common issues our partners have experienced during implementation:

- » Did you place the JavaScript tags at the bottom of your pages just before the `</body>` tag?
- » Did you place the JavaScript on web pages served from the same domain listed in your Vibrant Agreement? In other words, if you requested tags for "mysite.com" then your pages must be served on pages from that domain.
- » Did you use the correct tags for the content of your page? For example: On pages with computer related content, you must use the tag provided for your computer pages.
- » Is your browser JavaScript enabled?
- » Lastly, it is possible (albeit not common), that there may not be suitable advertisers for some of your pages at this time. Also, the advertising we provide is country specific - as determined by your IP address. Hence, a user viewing your site from the United States may see Vibrant ads, but a user from Finland may not.

If the above scenarios are not applicable and you continue to experience difficulty integrating Vibrant code on your site, please contact your account manager for further assistance or you can contact Vibrant Support directly at: [Support@vibrantmedia.com](mailto:Support@vibrantmedia.com)

To help us troubleshoot a problem more effectively, please provide the following pieces of information:

- » A brief description of the problem
- » The browser and version you are using (e.g. IE 11.0)
- » The operating system and version you are using (e.g. Windows 8)
- » The URL of a page that illustrates the problem and the steps to replicate the issue (our engineers will use this to reproduce the error)