



XERA ONE Media Kit

For Advertisers

Latest update: August 2018



About Xera One

Who we are

Xera One is a pioneer of integrated advertising and marketing technology that unifies the brand message delivered in physical retail stores, during eCommerce purchases, and during the research phase of pre-purchase.

The Xera One platform is designed to maximize the efficiency of advertising dollars through integration with sales and inventory, resulting in real-time analytics that deliver results.

Bid-based. Geo-targeted. Laser-focused on active consumers.

On-location video ads

Run your video advertisements on large HDTV screens at retailers who carry your products.

Banner ads

Showcase your brand and products to shoppers on web stores that carry your products. Pay only for results with pay-per-click.

Sponsored search results

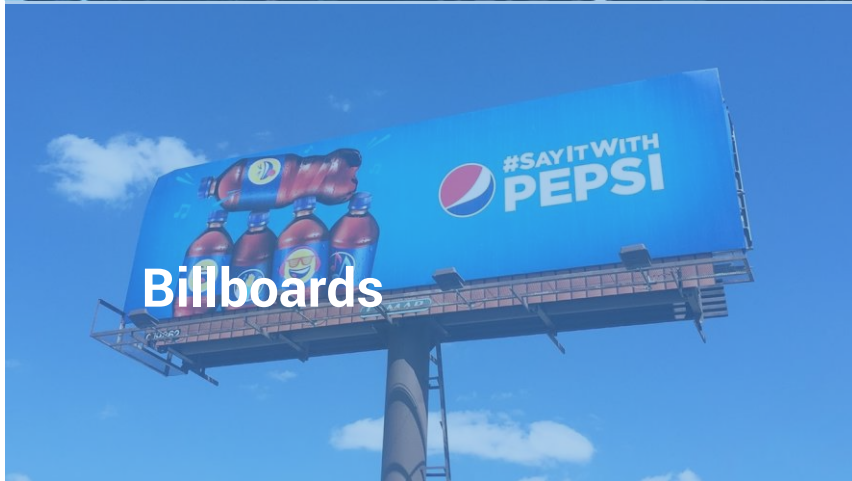
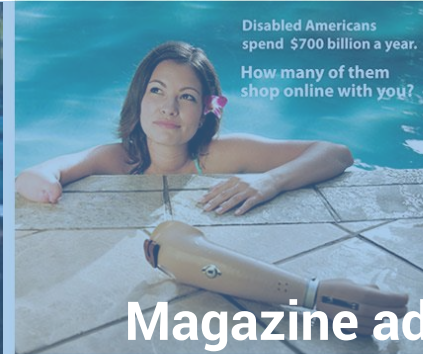
Raise your products to the top of online searches so shoppers see your brand first. Pay only for results.

How you benefit

- **100% effective spend.** Advertise at point of sale and communicate directly to shoppers. Target stores that carry your products and have them in stock. Target geographies where your products are available.
- **Easy self-serve.** Simply upload your ad, select stores and times on the Xera One Ad Studio. Adapt your campaigns with a few clicks.
- **Budget control.** Set your advertising budget and make your bids. Know where your money works the hardest through real-time tracking and reporting. Be confident that you'll never spend more than your budget.



Alternatives are costly, have limited reach, lack reporting, and face other restrictions



Ad specifications



On-location video ads

- **Supported file formats**
 - Video and images
- **Video ads**
 - 1920x1080 MP4 with H.264/AVC video and AAC audio encoding
 - Minimum frame rate 24 fps



- **Image ads**
 - PNG or JPEG
 - 1920x1080 or higher



Banner ads

- **Supported file formats**
 - PNG, GIF or JPEG
- **Supported for desktop viewing**
 - 728x90 center-panel ads; or
 - 160x600 side-panel ads
- **Supported for mobile viewing**
 - 320x100 short ads; or
 - 300x250 tall ads



XERA ONE Contact Us

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