

# → CERTIFIED PARTNER

## POWERED BY OAS

### Rich Media

Greetings from 24/7 Real Media,

Thank you for your interest in our Rich Media Certification Program. We view this program as an opportunity for us to forge a deeper partnership with the Rich Media Vendors we currently work with, and to establish ties with any that may be new partners. Certified OAS is a distinction we take seriously, and it is something you as a vendor can be assured will remove any uncertainty when your ad products run on OAS.

Our certification program involves several steps:

Step 1: In order to begin testing, we must receive sample tags of every ad format you wish to test. These tags should be able to track clicks and impressions. If for some reason they do not, please indicate the reason. Please include a generic creative to run along with the tag. Please note the tags will run LIVE on our media network so please make the creative as innocuous as possible.

Step 2: We will first test the creative in a simulated environment to make sure the ad delivers and renders as expected. We will be evaluating latency to ensure delivery timeliness.

Step 3: Next we will run the creative as a low priority campaign on our media network for a minimum of 10,000 impressions, over a period of approximately 2 days. This test will allow us to sample a variety of browsers, types of sites, and the various OAS tags. This is the step that truly will put your technology to the test.

Step 4: Once the campaigns run for the desired number of impressions, we will then need either to access your system to run the reports, or for you to provide us with your impression counts for the period. We will then compare and contrast the results of the tests.

Step 5: When we have run all your ad formats through these tests, and arrived at acceptable results for the tests we've run, we will co-sign a Certification Agreement. The agreement essentially is our mutual acknowledgment of the process that has been completed, and our understanding that:

- You as the vendor will notify 24/7 Real Media of any changes to existing ad products or any new ad products you wish to have certified.
- 24/7 Real Media will notify you, the vendor, of any technology changes we make that might affect your certified status and require retesting.
- You may use our Certified OAS Rich Media Vendor logo in your marketing materials.
- We may use your company logo in marketing materials related to our program.



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Certification Tests:

Delivery: Test to be sure ads deliver as expected Latency: Test to ensure our delivery SLA's are met Impression Discrepancy: Test to ensure we are within approximately 5% discrepancy. Click Through: The click through page is as expected

Browsers: I.E. 6+, Mozilla Firefox 1.5+, Safari

If you are interested in participating in this program, please send an email to [richmedia@247realmedia.com](mailto:richmedia@247realmedia.com).

Thank you and we look forward to working with you.

24/7 Real Media Rich Media Team



The Science of  
Digital Marketing

