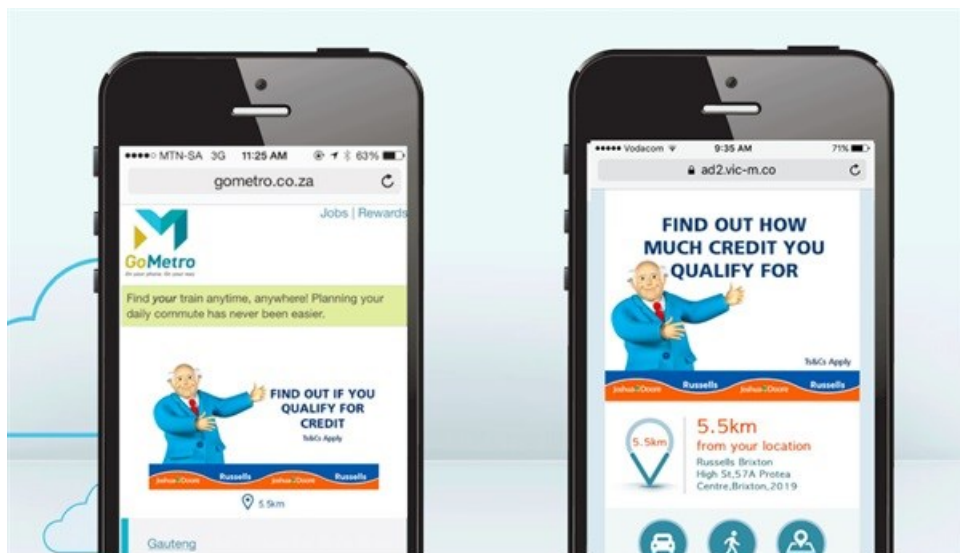


Vicinity Media releases a 300 x 250 ad unit (with distance window)

Issued by [Vicinity Media](#)

28 Jan 2016

Vicinity Media has added the 300 x 250 rectangle ad unit to their range of mobile ad inventory. The larger unit has been developed to take advantage of larger smartphone screens and thus increases performance.



Vicinity's version of the 300x250 is unique in that it displays the distance to the offer within the creative space. The unit was tested recently on a campaign for a leading South African Hotel chain with positive results. The campaign CTR was sitting at 0.35% with a traditional banner BUT jumped to 0.65% when the 300x250 was added to the campaign mix.

The new unit is already available on a number of Vicinity partner publishers with more to follow in the coming weeks. With the rand falling through the floor, this new ad unit is another reason for media agencies to spend rands with a local mobile network instead of dollars with the global networks.

VICINITY

Vicinity Media is a premium mobile advertising network that offers true proximity targeting to advertisers. Vicinity harnesses best-of-breed technology and location expertise to deliver street-level location targeting and driving mobile users into advertiser locations. Vicinity targets users further based on search term, handset type, time of day or day of the week, ramping up the relevance of mobile campaigns to never before achieved levels. Vicinity Media is bringing a Relevance Revolution to mobile.

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