

# Sebenza's Inventory

## Ad slots

Detailing the different ad slots available to host creatives in for your campaigns

- [Main feed](#)
- [Fullpage](#)
- [Full Video](#)
- [Location-based popup](#)

# Main feed

**The main feed** is, as the name implies, the primary feed that drives the Sebenza Content Portal. It is a content aggregator, that is able to serve a variety of media types.

Ads served here do not reward the user with SebenzaBucks.

## Supported media types

- Small banner ( 6:1 )
- Medium banner ( 1.2:1 )
- Interstitial / Fullpage ( 1:2 )
- Native banner ( 69:28 )
- Video (any ratio)

## Location

The feed is presented to the user immediately after logging in.



1654 

BY INTERACTING WITH CONTENT!

### Get SebenzaBucks NOW!

Watch ads, get SebenzaBucks, get free wifi! It's that easy...

[Earn!](#)



**Ad** Fantasy Soccer

**WE GOT YOU**  
**IT'S ON US**  
SEBENZA

**Ad** New Sebenza



**My Sports**  
yesterday

**Farrell sends England into World Cup semi-finals with Fiji win**

The feed, showing two ads next to each other. Note that each ad has a footer describing the product, service or brand being advertised.

# Fullpage

**Full page** is one of the two SebenzaBuck-earning pages (the other being Video), and serves up full-page image ads to users, who in turn are rewarded for viewing them for 10 seconds.

It is considered a premium slot, as it (as of writing) enjoys up to 40% - 50% of all ad impression on Sebenza

## Supported media types

- Interstitial / Fullpage ( 1:2 )

## Location

Users can access fullpage by clicking "Watch Adverts"

## Get Sebenza Bucks

Start earning and surf the web

### WATCH ADVERTS

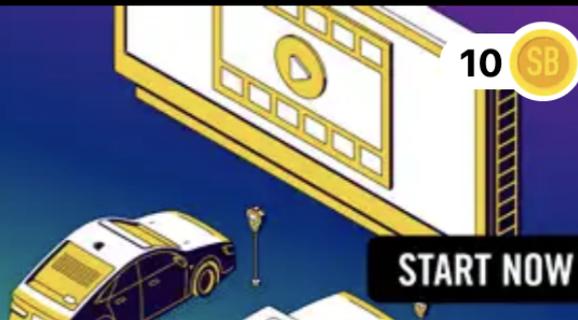
TAKE A LOOK AT WHAT BRANDS HAVE TO OFFER



START NOW

### WATCH VIDEOS

SHORT, ENGAGING CONTENT FROM BRANDS



START NOW

### TAKE A SURVEY

SHARE YOUR OPINIONS WITH US



START NOW

After which, they are shown the fullpage ads in succession:

# CONGRATULATIONS!

You have earned 10 



[Earn more](#)

[Watch another ad](#)

[Back to Home](#)

Check out other amazing products



*The screen shown to users after having successfully watched a fullpage ad*

# Full Video

**Full video** is one of the two SebenzaBuck-earning pages (the other being Fullpage), and serves up video ads to users, who in turn are rewarded 10\$B for viewing them for the video duration

It is considered a premium slot, as it (as of writing) enjoys up to 40% - 50% of all ad impression on Sebenza

## Supported media types

- Video ( any dimensions )

## Location

Users can access videos by clicking "Watch Videos"

## Get Sebenza Bucks

Start earning and surf the web

### WATCH ADVERTS

TAKE A LOOK AT WHAT BRANDS HAVE TO OFFER



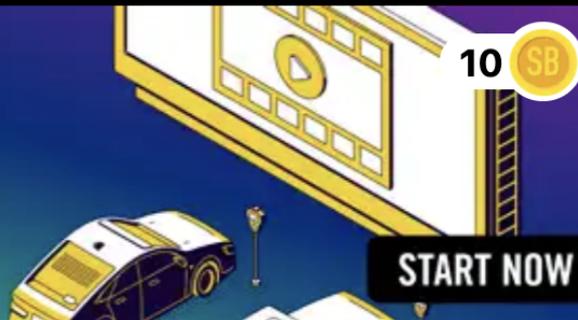
10

SB

START NOW

### WATCH VIDEOS

SHORT, ENGAGING CONTENT FROM BRANDS



10

SB

START NOW

### TAKE A SURVEY

SHARE YOUR OPINIONS WITH US



5

SB

START NOW

After which, they are shown the fullpage ads in succession:

# CONGRATULATIONS!

You have earned 10 



[Earn more](#)

[Watch another ad](#)

[Back to Home](#)

Check out other amazing products



*The screen shown to users after having successfully watched a fullpage ad*

# Location-based popup

**Location-based popup** is a unique ad inventory slot, designed specifically for location-based advertising.

In this slot, if there are any ads that are within the location radius of the user, a full-screen modal popup appears, with the ad.

This popup fires at the beginning of the user's journey, and allows for popups once every 10 minutes per session.

This ad slot is considered a premium location, given how much attention it commands, and the favourable clickthrough rate it subsequently stimulates.

## Supported media types

- Video ( any dimensions )
- Fullpage / Interstitial

## Location

The popup appears automatically, without any input or direction from the user.