

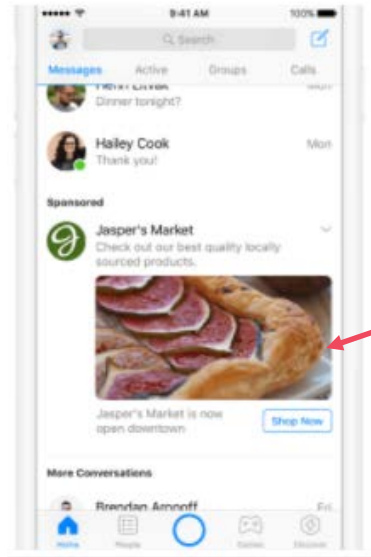


# 15 MINUTE FUNDAMENTALS

## FACEBOOK ADVERTISING 101:

### Ad Placements 101

# PLACEMENTS: WHERE YOUR ADS ARE SHOWN



Messenger Home

Can run campaigns exclusively for mobile, tablet or desktop users.

Messenger ads show in line with messages or as Messenger Home ads

## ● Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

### Device Types

All Devices (Recommended) ▼

### Asset Customization ⓘ

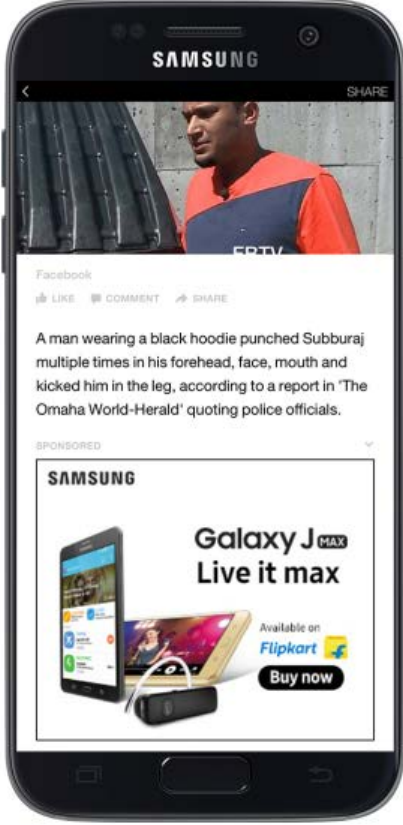
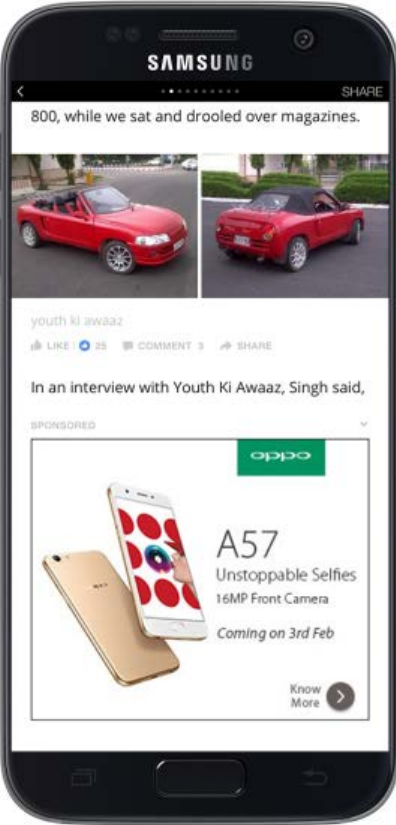
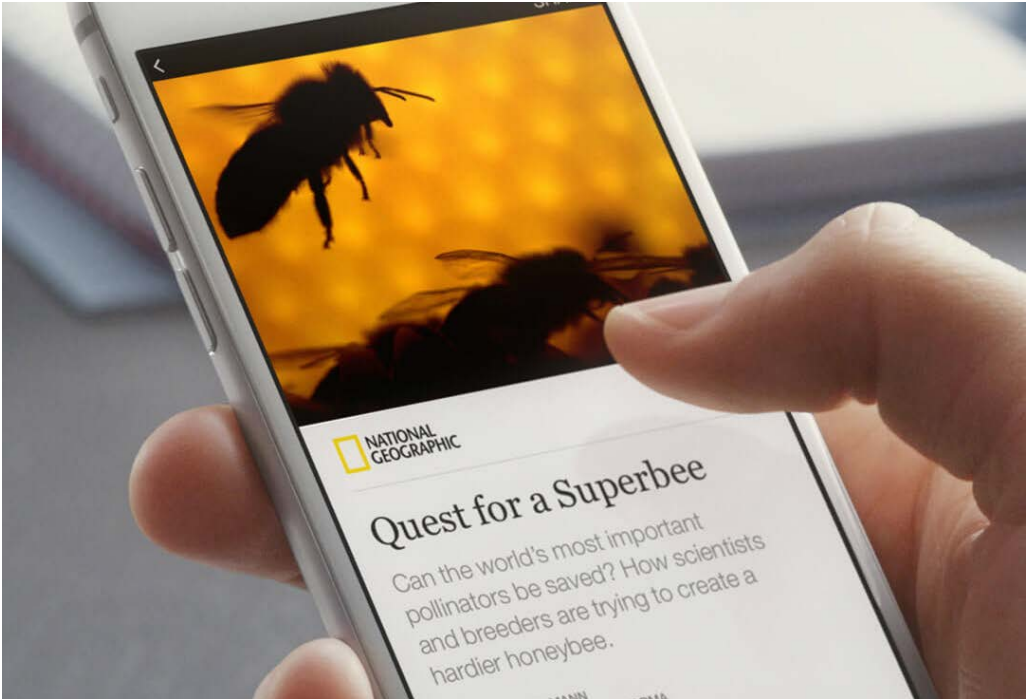
6 / 6 placements that support asset customization

#### Platforms

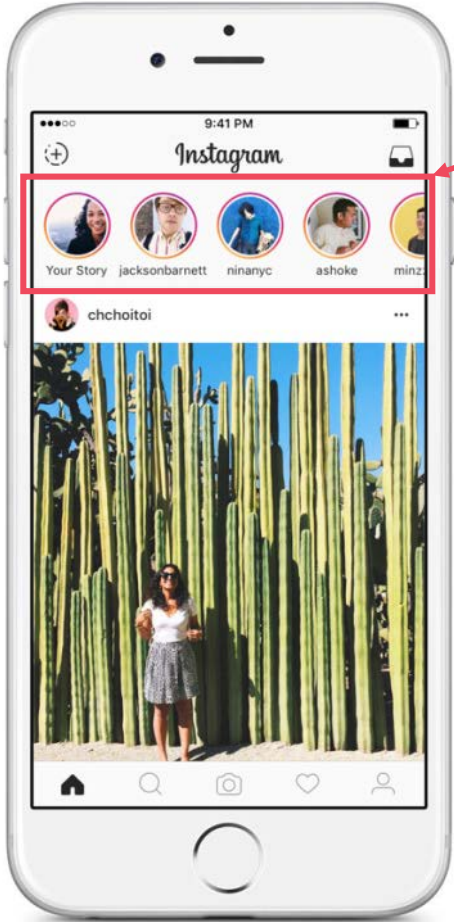
▼ Facebook	▾
Feeds	<input checked="" type="checkbox"/>
Instant Articles	<input type="checkbox"/>
In-Stream Videos	<input type="checkbox"/>
Right Column	<input type="checkbox"/>
Suggested Videos	<input type="checkbox"/>
Marketplace	<input type="checkbox"/>
▼ Instagram	<input checked="" type="checkbox"/>
Feed	<input checked="" type="checkbox"/>
Stories	<input checked="" type="checkbox"/>
▼ Audience Network	<input checked="" type="checkbox"/>
Native, Banner and Interstitial	<input checked="" type="checkbox"/>
In-Stream Videos	<input checked="" type="checkbox"/>
Rewarded Videos	<input checked="" type="checkbox"/>
▼ Messenger	<input type="checkbox"/>
Home	<input type="checkbox"/>
Sponsored Messages	<input type="checkbox"/>

# INSTANT ARTICLES

Designed for publishers to distribute fast, interactive articles within Facebook app and Messenger.

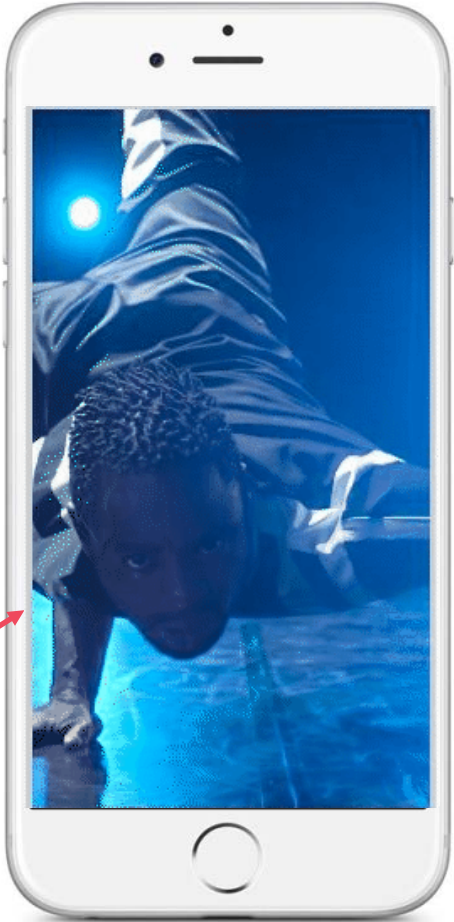


# INSTAGRAM STORIES



An Instagram feature that lets users post photos and videos that vanish after 24 hours

Red Bull promotes their new 'Red Bull Flying Illusion Show'



# AUDIENCE NETWORK

Allows your Facebook ads to show off Facebook

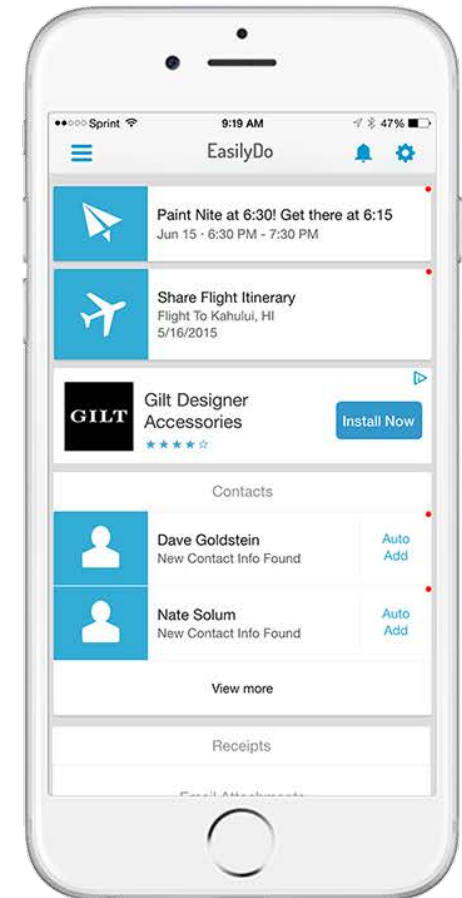
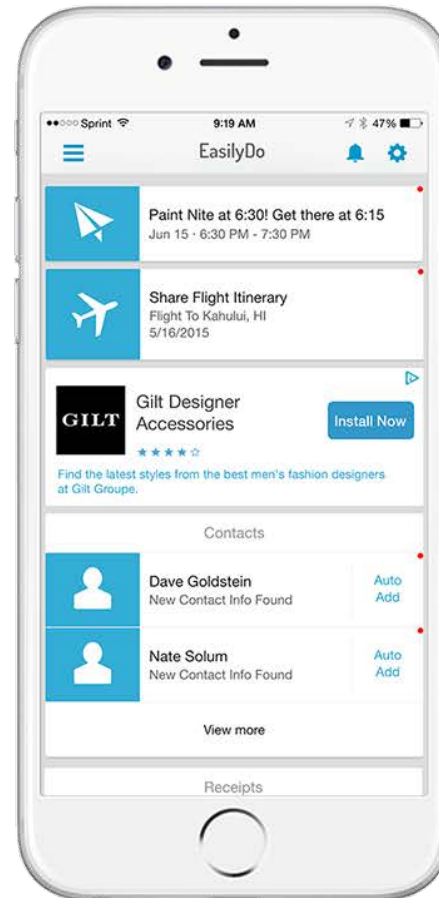
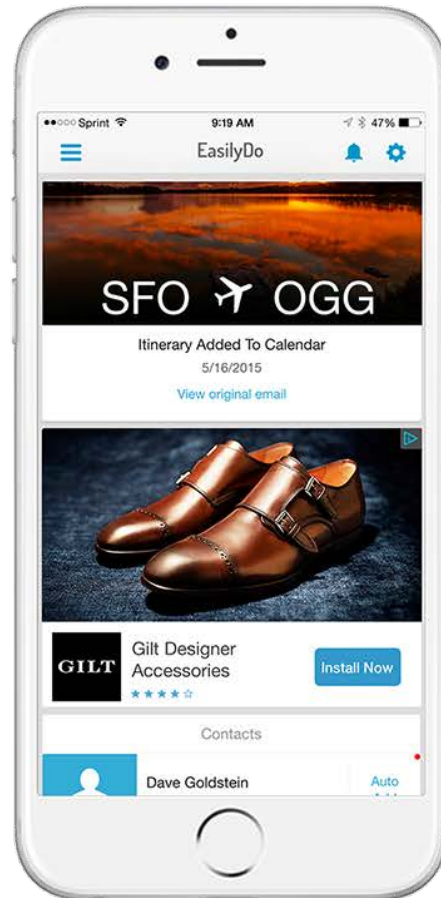
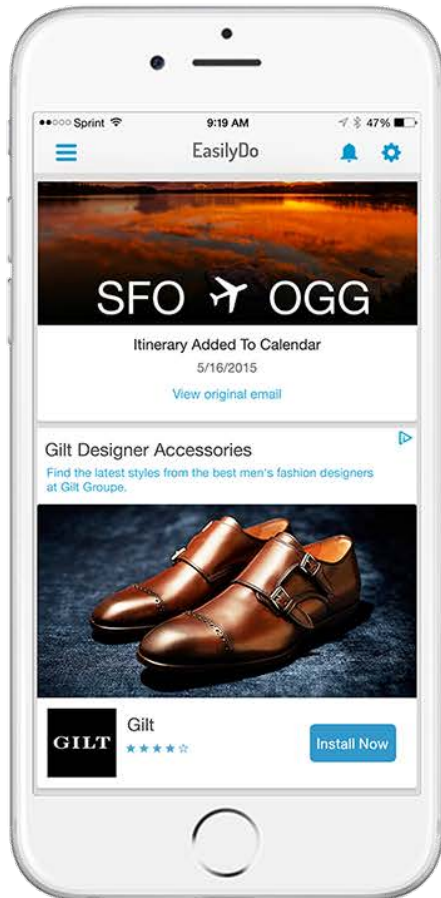
We partner directly with high quality publishers. We are not buying supply on ad exchanges or from other ad networks. The availability of each placement depends on your objective and creative.

Facebook, on their  
Audience Network



# AUDIENCE NETWORK

Extend your ads beyond Facebook to mobile apps, websites, and connected TV apps.



# PLACEMENTS

Where your ads are shown – Audience Network

	Campaign Name	CPM (Cost per 1,000 Impressions)	Impressions	Reach	Frequency	Link Clicks
<input checked="" type="checkbox"/>	S [redacted]	\$15.51	36,442	13,929	2.62	137
	Audience Network	\$3.45	5,341	2,504	2.13	31
	Facebook	\$17.64	30,737	11,545	2.66	105
	Messenger	\$12.28	364	280	1.30	1
	▶ Results from 1 campaign ⓘ	\$15.51 Per 1,000 Impre...	36,442 Total	13,929 People	2.62 Per Person	137 Total

# REWARDED VIDEOS

Show full-screen videos to people in exchange for a reward within an app

