

Tumri Flash AdPods - Wireframes

IAB Medium Rectangle (300x250 pixels)

The wireframe illustrates a 300x250 pixel IAB Medium Rectangle ad. At the top left, the text "AdPods by Tumri" is displayed. In the top right corner, a "Grab it!" button is present. A "BRAND LOGO" placeholder is located in the upper left quadrant. The central area features a product card with the text "Lorem Ipsum Dolor Product Name", "Free Shipping on orders over \$100", a price of "\$129.99", and a "53% OFF" discount badge. At the bottom, there is a navigation bar containing three product thumbnails, a left-right arrow, and a "BUY" button. Six callout boxes with red dotted lines provide detailed descriptions for various elements: "Brand Logo" (shown as an overlay that fades out), "Navigation" (retrieves previously viewed products or new sets), "Quick Publish" (opens code view and publish buttons for Blogger, Typepad, etc.), "Hero Image" (selected product image), "Offer Details" (transparent overlay that fades out before the next product), and "Product Thumbnail" (selected product thumbnails that bring up the hero image when clicked).

Brand Logo
Shown as overlay. Automatically fades out in a couple of seconds

Navigation
Retrieves previously viewed products or new set of products

Quick Publish
Opens the code view and publish buttons for Blogger, Typepad etc.,

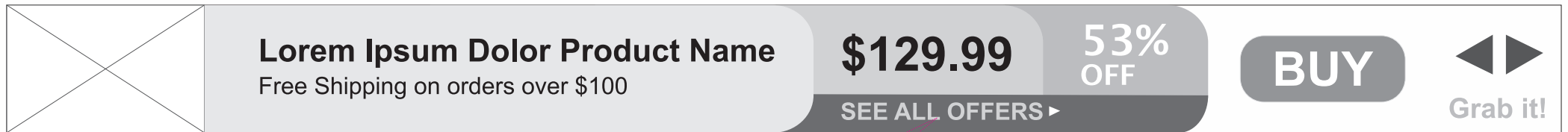
Hero Image
(Selected Product Image)

Offer Details
Tranparent Overlay. Fades out before the next product is shown

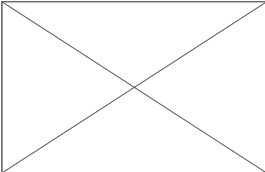
Product Thumbnail
Selected product thumbnails. Clicking here will bring up the hero image

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IAB Leaderboard (728x90 pixels)



Wireframe of a main ad pod. It features a placeholder image on the left, followed by product information: 'Lorem Ipsum Dolor Product Name' and 'Free Shipping on orders over \$100'. The price '\$129.99' is displayed in a dark grey box, with '53% OFF' to its right. Below the price is a 'SEE ALL OFFERS' link with a right-pointing arrow. To the right of the price is a 'BUY' button. Further right are navigation arrows and the text 'Grab it!'.

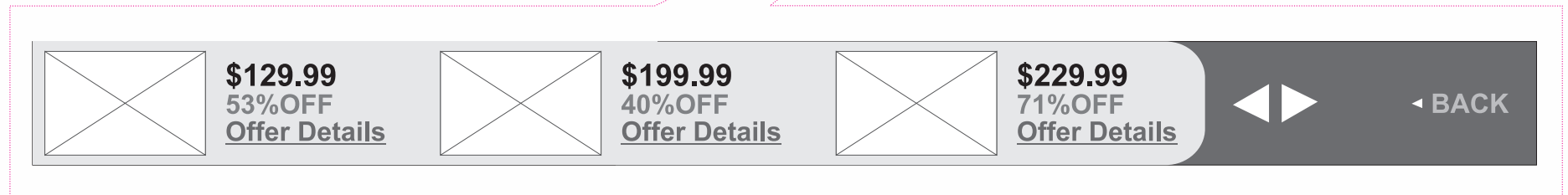
 **Lorem Ipsum Dolor Product Name**
Free Shipping on orders over \$100

\$129.99 53% OFF

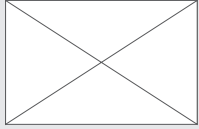
[SEE ALL OFFERS](#) ▶

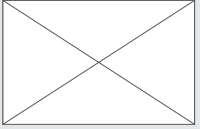
BUY

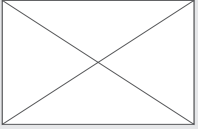
◀ ▶
Grab it!



Wireframe of a secondary ad pod. It contains three offer cards, each with a placeholder image, a price, a discount percentage, and a link to 'Offer Details'. The offers are: '\$129.99 53% OFF Offer Details', '\$199.99 40% OFF Offer Details', and '\$229.99 71% OFF Offer Details'. To the right of the offers are navigation arrows and a 'BACK' button.

 **\$129.99**
53% OFF
[Offer Details](#)

 **\$199.99**
40% OFF
[Offer Details](#)

 **\$229.99**
71% OFF
[Offer Details](#)

◀ ▶ ◀ **BACK**

Tumri Flash AdPods - Wireframes

IAB Wide Skyscraper (160x600 pixels)

SEE ALL OFFERS ▶

**Lorem Ipsum
Dolor Product
Name**

Free Shipping on
orders over \$100

\$129.99

**53%
OFF**

◀ ▶

BUY

Grab it!

◀ ▶ ◀ BACK

\$129.99

\$199.99

\$229.99