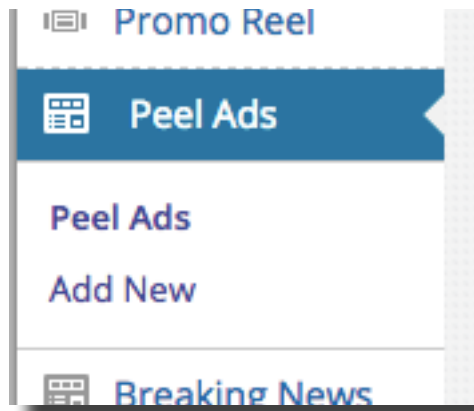


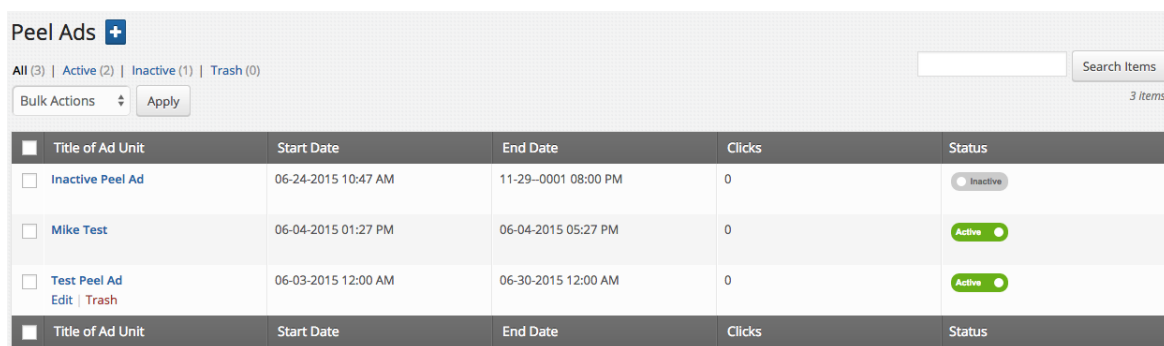
AMP CMS PEEL ADS

This guide will explain how to create and manage peel ads in AMP CMS.

- 1 After logging in and selecting your site, select [Peel Ads](#) on the main menu.



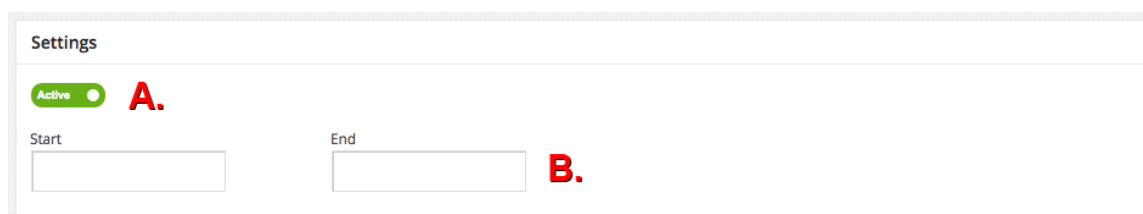
You should now be on the [All Peel Ads](#) page. Here you will see a list of all the peel ads for the site. The list can be filtered using the [All](#), [Active](#), [Inactive](#) and [Trash](#). You can search for a particular peel ad using the search box and [Search Items](#) button. An existing peel ad can be edited by clicking its respective title. Peel ads can be quickly activated/deactivated by clicking the [Active/Inactive](#) toggle switch.



| <input type="checkbox"/> | Title of Ad Unit | Start Date | End Date | Clicks | Status |
|--------------------------|--|---------------------|----------------------|--------|----------|
| <input type="checkbox"/> | Inactive Peel Ad | 06-24-2015 10:47 AM | 11-29--0001 08:00 PM | 0 | Inactive |
| <input type="checkbox"/> | Mike Test | 06-04-2015 01:27 PM | 06-04-2015 05:27 PM | 0 | Active |
| <input type="checkbox"/> | Test Peel Ad Edit Trash | 06-03-2015 12:00 AM | 06-30-2015 12:00 AM | 0 | Active |
| <input type="checkbox"/> | Title of Ad Unit | Start Date | End Date | Clicks | Status |

Click the [+Add New](#) button create a new peel ad.

- 2 Give the peel ad a title in the [Title Field](#). Next, scroll down to the [Settings](#) section.



Settings

Active **A.**

Start End **B.**

AMP CMS PEEL ADS

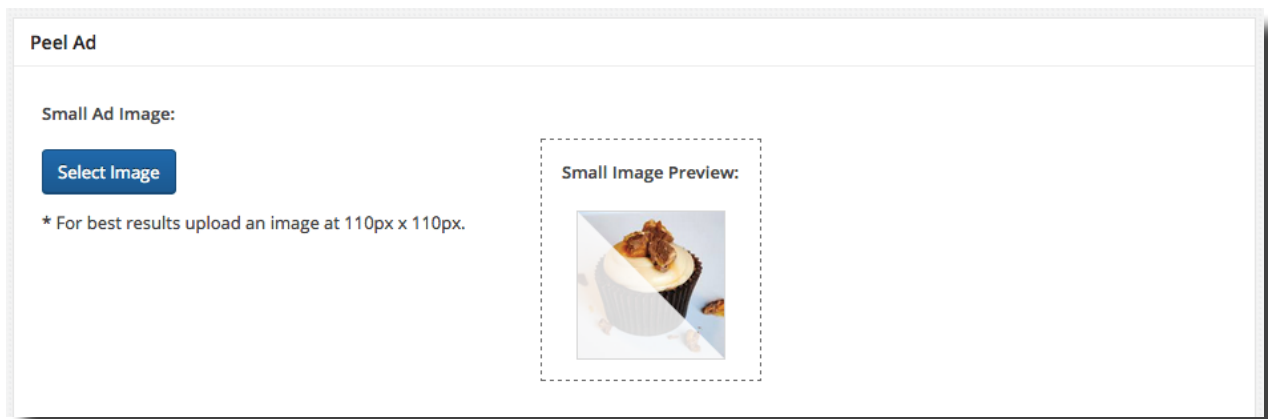
A. Status toggle - The status toggle switch allows you to set whether the peel ad is active or not. Please note, toggling the switch on or off immediately changes the status of the peel ad.

B. Start and End Date - The Start and End Date fields allow you to schedule the peel ad to go live and come down in advance. Please note, when two or more peel ads are active, the ad with the soonest End Date will be displayed.

Once you are finished, go to the [Peel Ad](#) section.

The peel ad will need two images: a [Small Image](#) and a [Large Image](#).

Click the [Select Image](#) button in the [Small Ad Image](#) section to upload or select the small image from the Media Library. We recommend using images with dimensions of 110x110 for the small image. The image preview section will give you an immediate preview of how the image will be displayed. The image will be partially obscured, indicating what will be displayed to the audience on the front end.



The screenshot shows a form titled "Peel Ad". Under the heading "Small Ad Image:", there is a blue button labeled "Select Image". Below the button, a note states: "* For best results upload an image at 110px x 110px." To the right of the text is a "Small Image Preview:" section, which contains a dashed-line box. Inside this box is a small image of a cupcake with white frosting and a brown swirl on top. The image is partially obscured by a white diagonal bar in the top-left corner, demonstrating how the ad will appear on the front end.

Click the [Select Image](#) button in the [Large Ad Image](#) section to upload or select the large image from the Media Library. We recommend using images with dimensions of 360x360 for the large image. The image preview section will give you an immediate preview of how the image will be displayed. The image will be partially obscured, indicating what will be displayed to the audience on the front end. The [Large Ad Click-Through URL](#) field is where you will set the URL that the large image will link to. The [Auto-expand Ad on first impression](#) checkbox allows you to display the entire image when the audience sees it for the first time.

Once you are finished, click [Publish](#).

Congratulations! You have
successfully created a Peel Ad!