**Different types of Jacket Ads:**

There are the following 3 types of Jacket Ads

1. **Guaranteed Jacket:** It is a guaranteed first-page ad and no other ads will take precedence.
2. **Hybrid Jacket:** This type of jacket ad option includes a one-page ad belonging to one brand and the other page carrying another brand’s ad.
3. **Floating Jacket:** Floating jacket gets the least priority out of all jackets and its final position can be anywhere before the front page.