

Adserver Setup

YOUR ADSERVER

The Adserver you have chosen is:



DFP Small business is FREE and includes the following:

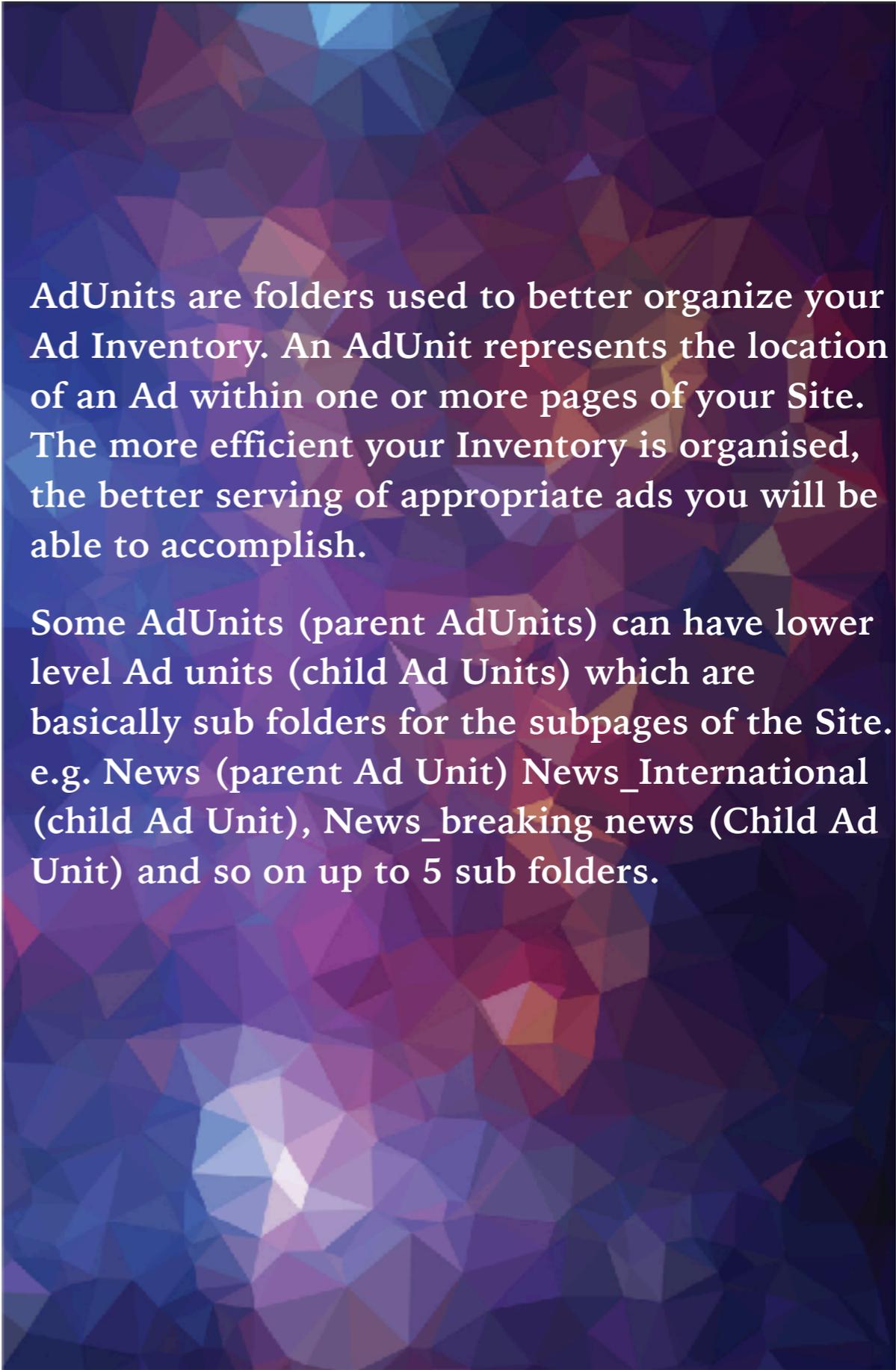
- Ad trafficking and delivery
- Inventory management
- Reporting
- Inventory forecasting
- Supports mobile and video
- Supports AdExchange

CREATE YOUR AD UNITS

1. Go to the "Ad units" section of the **Inventory** tab and click **New ad unit**.
2. Create a **Code**, which is used to identify the ad unit in the associated ad tag. Once created, the ad unit code cannot be edited so define a code that is easy to identify. For example, **News_MPU_ATF** or **Leaderboard_BTf** (ATF = above the fold, BTf= below the fold)

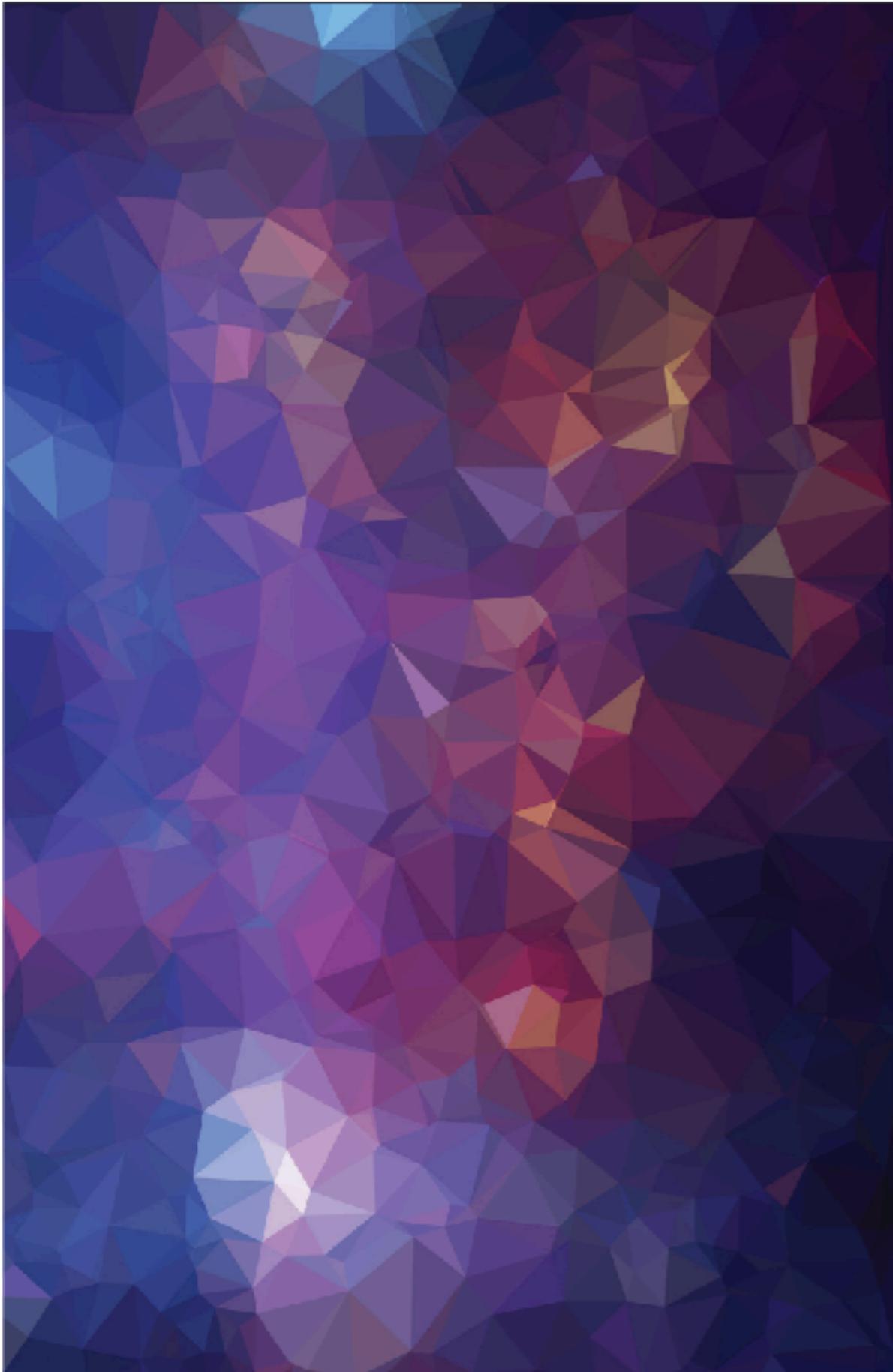
Ad unit codes can be up to 100 characters in length and are not case-sensitive. Only letters, numbers, underscores, hyphens, periods, asterisks, forward slashes, backslashes, exclamations, left angle brackets, right angle brackets, colons and parentheses are allowed.

For a given ad unit level, each code must be unique; you can't reuse codes you've used before on the same ad unit level. You can reuse codes if they occur on a different ad unit hierarchy. For example, you can reuse **home** if it occurs in a different path of the hierarchy, such as **mysite/news/home** and **mysite/weather/home**



AdUnits are folders used to better organize your Ad Inventory. An AdUnit represents the location of an Ad within one or more pages of your Site. The more efficient your Inventory is organised, the better serving of appropriate ads you will be able to accomplish.

Some AdUnits (parent AdUnits) can have lower level Ad units (child Ad Units) which are basically sub folders for the subpages of the Site. e.g. News (parent Ad Unit) News_International (child Ad Unit), News_breaking news (Child Ad Unit) and so on up to 5 sub folders.



CREATE YOUR AD UNITS

3. Enter a **Name** for the ad unit, used in targeting and reports. You can change the name at any time. As with the code, publishers typically use naming conventions that give information about the ad unit's location.

[Example needed - Top Left](#)

4. Enter a **description** for the ad unit, if needed, up to 4,000 characters in length. [Example needed - Featured](#)
5. Set the **Sizes** to be associated with this ad unit to help DFP filter the list of ad units for traffickers. This list is optional and will not affect ad serving.
 - Select **Fixed size** to define a list of sizes for creatives you expect this ad unit to serve. Include the **Out-of-page** size for creatives that don't fit in a traditional banner space or browser window, including pop-ups, floating line items, and interstitials.
 - Select **Smart Banner** if the ad unit is for a mobile app and you want the ad unit to have a fixed height but fill the width of the screen. [Learn more](#)

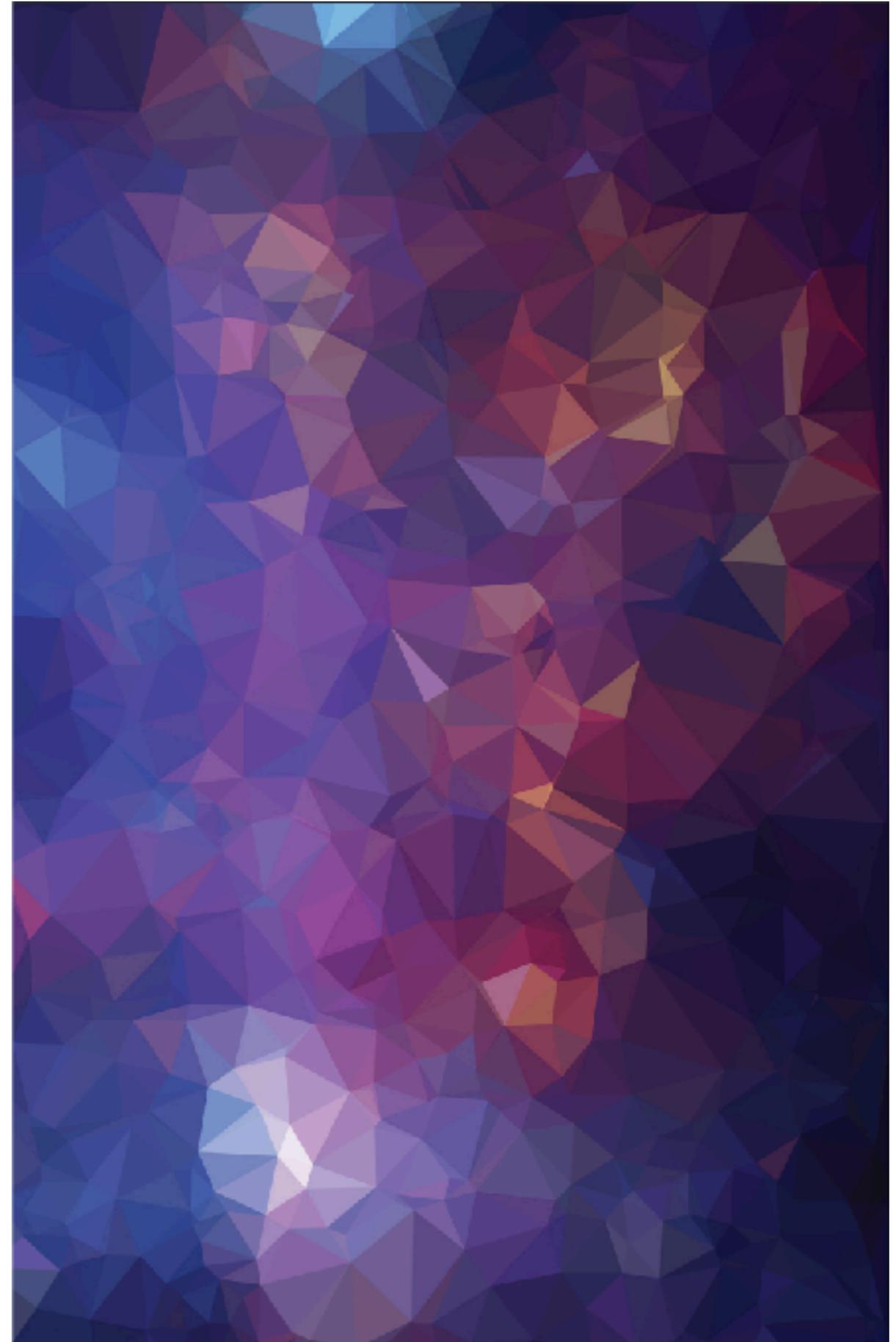
To add a new ad unit size to your network, simply create a new ad unit and give it the new size, or set the new size for an existing ad unit.

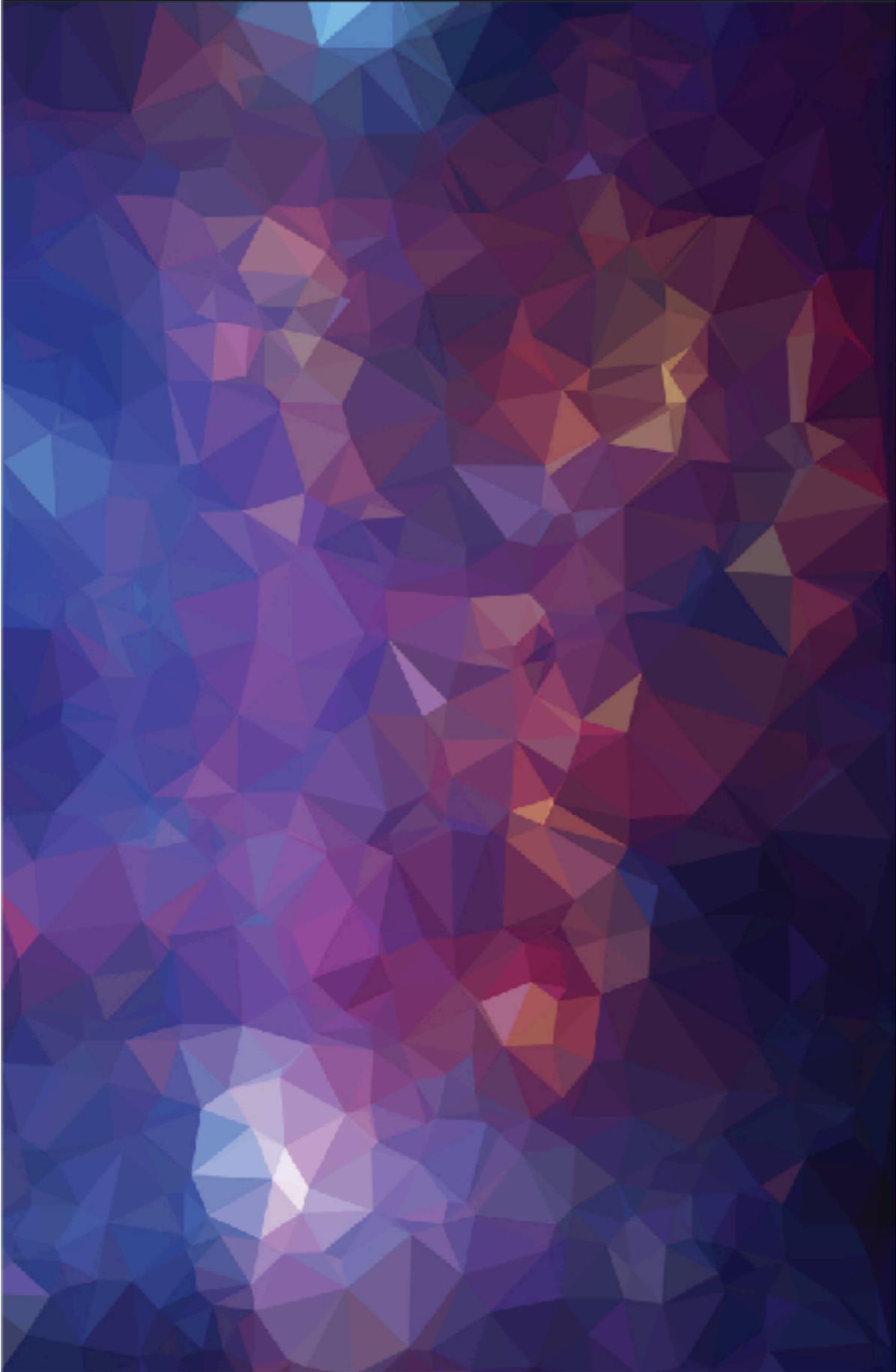
CREATE YOUR AD UNITS

6. Define a **target window**, which sets the target attribute of the ad's click-through link to tell the browser where to open the ad's landing page.

- **_top**: The landing page will load in the full body of the window, breaking out of any framesets.
- **_blank**: The landing page will open in a new, unnamed window.

This selection follows the default target window set in the "Network settings" section of the **Inventory** tab. If the ad unit is in an app, the target window is ignored. For Android and iOS apps, ads load in a new, unnamed browser window.





CREATE YOUR AD UNITS

7. Add optional features and settings to the ad unit as needed.
 - **Placements:** Click **include** next to one or more **placement** names to associate your new ad unit.
 - **Special ad unit:** Requires traffickers to explicitly target the ad unit in order for line items to serve. [Learn more](#)
 - **Ad unit frequency caps:** Click **Add a labelling rule** to limit the number of impressions displayed to users for creatives that share the defined labels. [Learn more](#)
 - **Refresh rate:** For mobile app inventory, set a **refresh rate** to determine how often a new ad impression is generated. If you select **Refresh rate in seconds**, DFP will auto-populate a value of 60, which you can change to 30 - 120 seconds. [Learn more](#)
 - **Labels:** Add labels to the ad unit so that creative wrappers can be applied when creatives are served to the ad unit. [Learn more](#)
 - **Teams:** If your network uses [Teams](#), associate this ad unit to restrict access.
8. Click **Save**.

Thank You!

Contact Lepton Media for assistance with setup

sales@leptonmedia.com

