



AdX Implementation

Step 1

Log-In DFP and link to Exchange Account:

Admin —> Global Settings —> Link an Ad Exchange Account

3rd party services

Servers	Accounts
	<p>If you have a Google AdSense account, you may link your AdSense pro</p> <p><input type="button" value="+ Link an AdSense account"/></p>
	<p>If you have a DoubleClick Ad Exchange account, you may link Ad Exch:</p> <p><input type="button" value="+ Link an Ad Exchange account"/></p>

Step 2

Link Account with the following credentials:

- **Web Property Code:** ca-pub-9685734445476814
- **Display Name:** District M Ad Exchange
- **Contact Email:** access@districtm.ca
- **Account Validation Postal Code:** H2T3B3

Step 3

Send an email to stepen@leptonmedia.com with your DFP network code and LPX will enable the service.

Network settings

Network display name	<input type="text" value="District M"/>
Time zone	America/Toronto
Currency	<input type="text" value="CAD (Canadian Dollars)"/> <input type="text" value="Add a currency"/>
Network code	52657277

Step 4

You will need to create an LPX Exchange Order in your Adserver. Example given is for DFP:

The screenshot shows a web interface for managing orders. On the left is a navigation menu with 'Home', 'Delivery', and 'Orders'. The 'Orders' section is active. In the main area, there is a 'NEW ORDER' button (highlighted with a red box) and a 'CHECK INVENTORY' button. Below this, a form titled 'Order: New order' is shown. The 'Name' field contains 'LPX Ad Exchange'. The 'Advertiser' dropdown menu is open, and 'LPX Ad Exchange (Advertiser)' is selected (highlighted with a red box). A red arrow points from the 'NEW ORDER' button to the 'Advertiser' dropdown, and another red arrow points from the selected advertiser to the text 'Add LPX Ad Exchange as Advertiser' below the form.

Step 5

Create Line Item:

Line Item: New Line Item

Name LPX Ad Exchange

Inventory sizes Standard Video VAST

728x90 x 336x280 x 300x600 x 300x250 x
300x100 x 160x600 x

Add all ad sizes currently available on your site.

Settings

Type Ad Exchange 12

Web property alias Sponsorship
Start time Standard
End time Network 12:24 CET
Total value Bulk
House
AdSense
Ad Exchange
Click-tracking only

Select Ad Exchange as the type of campaign.

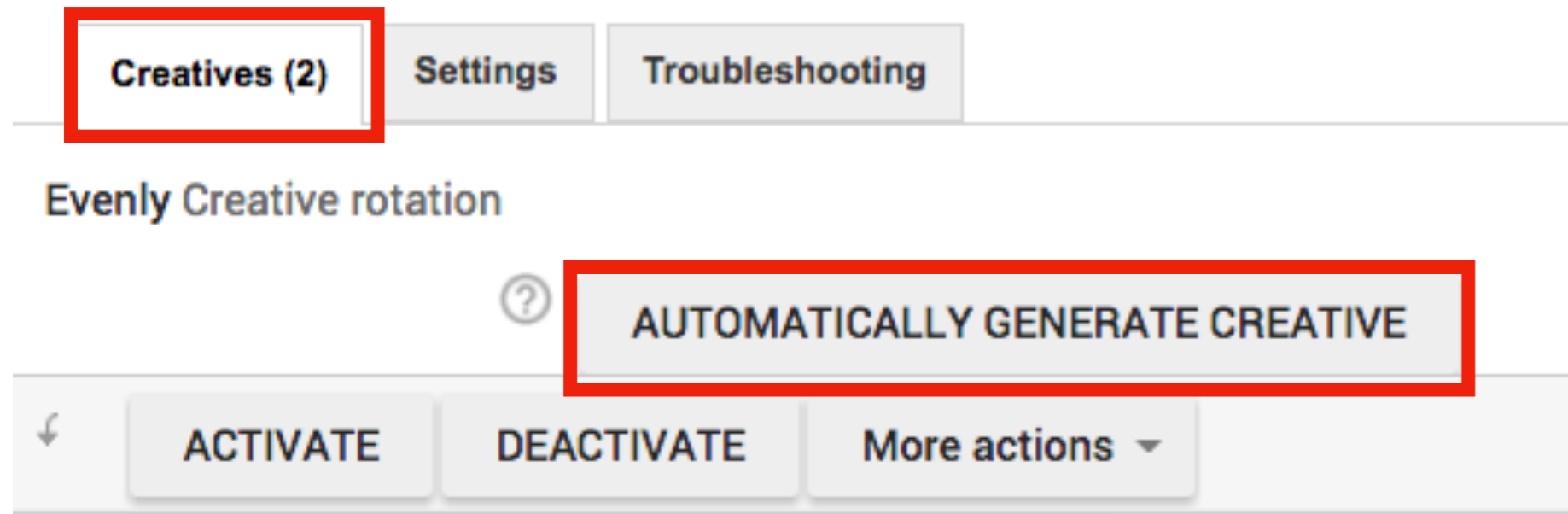
SAVE

Save.



Step 6

Upload Creatives:



Select the Creative tab
← within the Ad Exchange line
item.

Select "Automatically
Generate Creative".

Note: If you have multiple AdSense or Ad Exchange line items that have the same priority level, you should ensure that they have different targeting criteria to become eligible to compete.

If you pick the exact same targeting criteria and priority level for all of them, DFP will pick one at random to compete, which may not earn you the most money.

Thank You!

Contact Lepton Media for assistance with setup

sales@leptonmedia.com

