

# DFP Ad Tag Implementation

# Key Definitions

**Ad Unit:** An area on your website where you have placed a hardcoded ad tag to deliver and display ads from your ad server.

**Placement:** A group of ad units

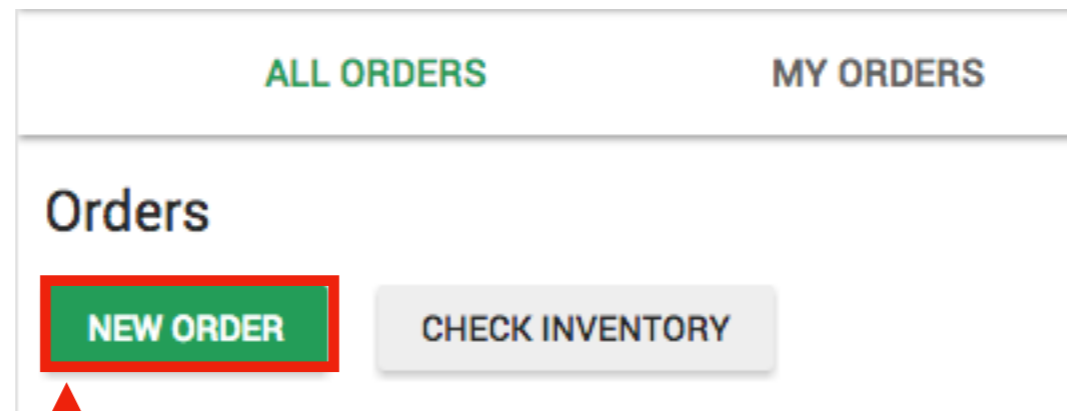
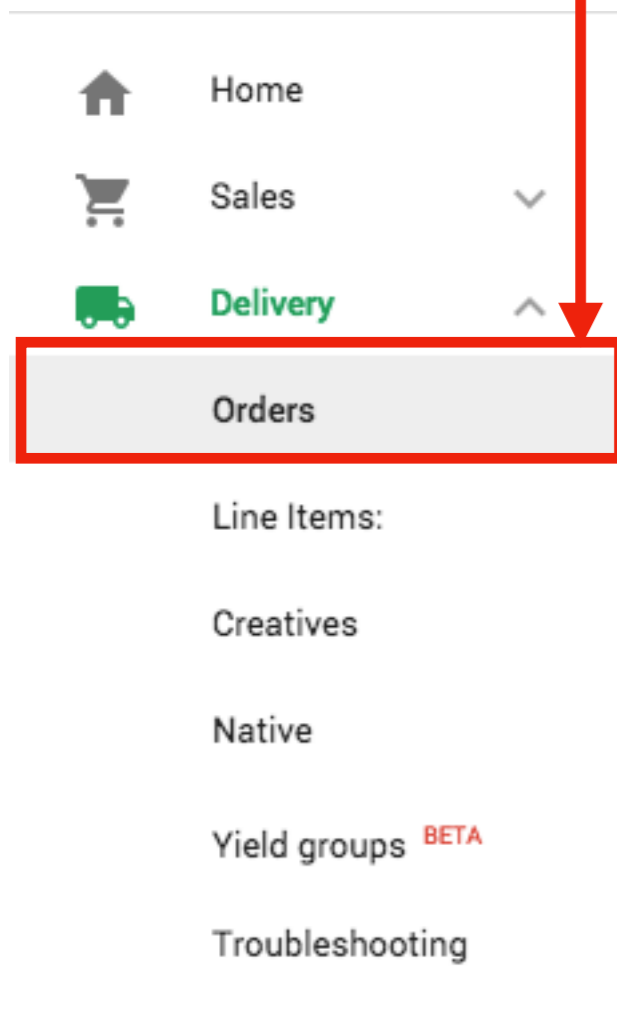
**Order:** Works much like a folder on your ad server to hold line items that refer to the same advertiser or source.

**Line Item:** A specific campaign that can be found within an order. Characteristics specific to the campaign such as time duration, size, and priority are specified here as well. In order for a line item to deliver it must be attached to at least one ad unit/placement.

# Create Order

**Note\*** You will need to create an order for each SSP that LPX connects you with.

## 1) Select Orders



## 2) Select New Order

## 3) Add New Advertiser

A screenshot of the 'Order: New order' form. The form has the following fields: 'Name' (empty text input), 'Advertiser' (empty text input), 'Trafficker' (with a help icon and the value 'lepton.exchange@gmail.com (lepton.exchange@gmail.com)'), and 'Labels' (with a help icon, 'optional' text, and the value 'Add a label').

# Create Line Item - 1

1. Give Name to Line Item
2. Select ad sizes
3. Type: Price Priority
4. Start Time: Immediately
5. End time: Unlimited
6. Limit: None

## Line Item: New Line Item

Name

Inventory sizes  Standard  Video VAST

Enter one or more sizes separated by a comma  
Target creatives and help forecast available inventory.

Labels   
optional

Allow same-advertiser exception.

Comments   
optional

Customised field   
optional

## Settings

Type

Start time   CET

End time

# Create Line Item - 2

4. Display Creatives: One or More
5. Rotate Creatives: Optimized
6. Select Targeting:
  - Select Ad Unit(s) you will target
  - Recommended not to include Geo Targeting

Rate <sup>?</sup> €0.00 CPM <sup>?</sup> EUR

Discount <sup>?</sup> 0 Absolute value <sup>?</sup>

Total value €0.00

Adjust delivery optional

Deliver impressions <sup>?</sup> Frontloaded <sup>?</sup>

Display creatives <sup>?</sup> One or more <sup>?</sup>

Rotate creatives <sup>?</sup> Optimised <sup>?</sup>

Day and time <sup>?</sup> All days and times [edit](#)

Frequency <sup>?</sup>  Set per user frequency cap

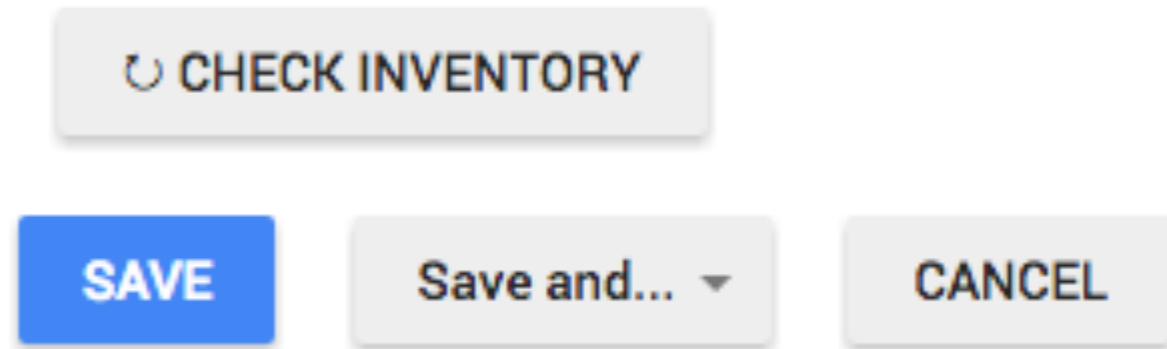
Ad targeting

Targeting preset optional <sup>?</sup> Saved targeting presets (0)

Inventory	Browse Search	Selected criteria
Key-values	BACK  >	Inventory
Geography	Type to filter items	Ad units >
Devices	Ad units included	Run of network
Connection	Placements	
Mobile application		

# Create Line Item - 3

## 7. Save the Line Item



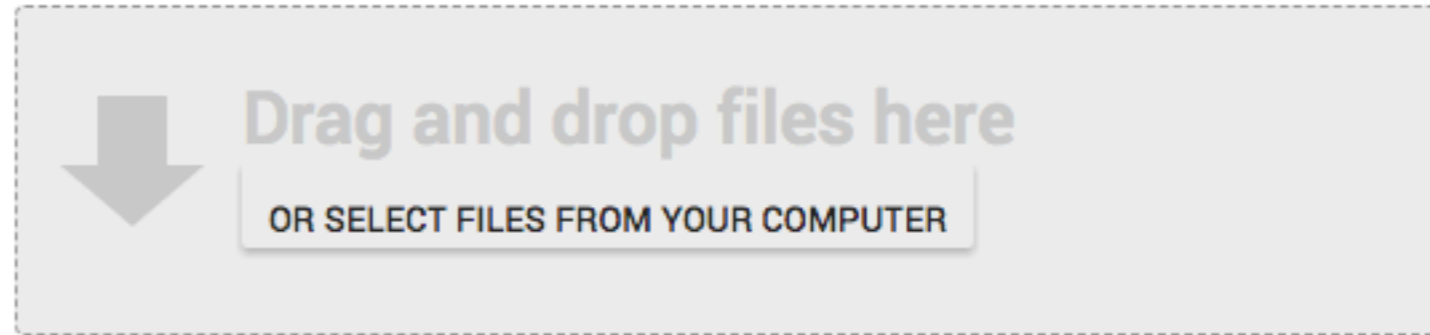
**Note\*** This process will need to be repeated if you prefer to keep your ad units independent of one another in your ad server.

# Add Creative

## 8. Select: Third party

Creative: **New creative**

**Bulk-upload files** Valid file types: GIF, JPG / JPEG, PNG, SWF, JS, TXT, HTML, ZIP.



All

Web

Mobile App

### Third party

A highly customisable, interactive creative. You can use any customised HTML and JavaScript snippets, as well as tags from a third-party ad server or DoubleClick for Advertisers.

### HTML5

A creative built from HTML and supporting assets that enables rich user experiences.

### Image

A basic image creative. Requires a GIF, JPG or PNG file.

### Native

A component-based native creative that is styled by the publisher.

### Custom

Supply your own customised creative code.

### DoubleClick tag

The recommended way to traffic a creative hosted by DoubleClick Campaign Manager or another DFP network. Traffic the creative with a URL rather than a creative snippet, streamlining creative trafficking and reducing reporting discrepancies.

### Image animation

An animated HTML5 creative created from a set of images with timed transitions. Requires GIF, JPG or PNG files.

# Add Creative

9. Name: Ad unit Size

10. Place Ad tag connected to Ad unit

- Do not be concerned if DFP does not recognize the ad tag.

11. Deselect the box “Serve into a SafeFrame”

**Note\*** You will need to replicate this process for every ad size you have selected in the line item.

Name

Code snippet ?

Manually insert macros

- Cachebuster ?
- Escaped click macro ?
- Click macro ?
- Width
- Height

Target ad unit size ? Select a size ▾

Labels optional ? Add a label

SSL compatible ? Not yet scanned [Override](#)

Orientation (mobile-only) optional ? Any ▾

Serve into a SafeFrame

**Note:** New creatives now serve into SafeFrames by default. Be sure to preview the creative on your site to verify that it is compatible with SafeFrames. [Learn more.](#)

Customised field ? Type to find items

Third-party impression tracking URLs optional ? ADD THIRD-PARTY IMPRESSION TRACKING URL

SAVE CANCEL



Name	Line Items	Advertiser	Start time	End time	Total projected value	Impressions	Clicks	Notes
<input type="checkbox"/> ☆ Lepex Prebid Test ID: 2183912283	Ready (10)	Lepex Prebid Test	11 Nov 2017 11:46 CET	Unlimited	€0.00	0	0	

Now that everything has been setup, your order should be set to “Ready” in the order view. Please keep in mind that your orders can take up to 30 mins to start delivering

# Thank You!

**Contact Lepton Media for assistance with setup**

**[sales@leptonmedia.com](mailto:sales@leptonmedia.com)**

