

MLK Implementation

Step 1.

Receive your LPX Monetization Link with accompanying Ad Tags via email from LPX

Step 2.

The MLK needs to be implemented in the header of your website. You can replace your current GPT header tag with the MLK or paste it along with it. (Replacing your current header tag will not affect ad delivery of your other campaigns.)

```
<!DOCTYPE HTML>
```

```
<head>
```

```
<meta>
```

```
<title>
```

```
<style type="XXX">
```

```
</style>
```

```
<script src="https://lepton.diphda.uberspace.de/scripts/XXX.js"></script>
```

```
<head>
```

Step 3.

Place the accompanying LPX ad tags in the <body> of the page. Specifically you will be placing them in the locations you want ads to serve. LPX tags can replace your current ad tags and with no impact on current campaign delivery.

```
<div id='XXX'></div>
```

Note*

It can take up to 48 hours for the MLK to begin delivering demand from LPX. During this time your current campaigns will continue ¹²⁶⁶¹⁵⁴⁴ deliver as usual.

Ads.txt Implementation

What is it?

Ads.txt is short for Authorized Digital Sellers and is a new initiative to increase transparency in programmatic advertising by allowing publishers to clearly indicate to buyers who is authorized to sell their inventory. The lack of transparency in programmatic advertising has created an ecosystem that has been susceptible to fraud. Both advertisers and publishers have been victimized by this inherent issue and have formed a governing body called the Interactive Advertising Bureau (IAB) to combat this problem. Ads.txt is one of the initiatives launched by the IAB that will make it virtually impossible for companies to sell counterfeit inventory by giving advertisers a way to confirm that the channel they are buying from is legitimate.

Why is it needed?

The lack of transparency in programmatic advertising has created an ecosystem that has been susceptible to fraud. Both advertisers and publishers have been victimized by this inherent issue and have formed a governing body called the Interactive Advertising Bureau (IAB) to combat this problem. Ads.txt is one of the initiatives launched by the IAB that will make it virtually impossible for companies to sell counterfeit inventory by giving advertisers a way to confirm that the channel they are buying from is legitimate.

Is this mandatory?

Implementation is not mandatory, but it is highly recommended as advertisers will be evaluating this feature when making their ad buys. Publishers who do not disclose their selling partners are risking potential revenue losses by turning away cautious advertisers.

How do I implement this?

Simply publish an Ads.txt file to your web server listing

Add the following text to the ads.txt file

```
open.com, 539371256, DIRECT
advertising.com, 24315, RESELLER
beachfront.com, 7300, RESELLER
streamrail.net, 596c80c79b76bf0002000001, RESELLER
cedato.com, 1406852258, RESELLER
appnexus, 8769, DIRECT
rubiconproject.com,17084,DIRECT, 0bfd66d529a55807
districtm.io, 101084, DIRECT
appnexus.com, 1908, RESELLER
appnexus.com, 7944, RESELLER
sovrn.com, 257479, DIRECT, fafdf38b16bf6b2b
lijit.com, 257479, DIRECT, fafdf38b16bf6b2b
gumgum.com, 11645, RESELLER, fdef49475d318a9
openx.com, 537120960, RESELLER
openx.com, 83499, RESELLER
openx.com, 538959099, RESELLER
pubmatic.com, 137711, RESELLER
pubmatic.com, 156212, RESELLER
pubmatic.com, 62483, RESELLER
contextweb.com, 558511, RESELLER
```

Note*

We may send new text to add to this file as more monetization partners come on board.

Thank You!

Contact Lepton Media for assistance with setup

sales@leptonmedia.com

