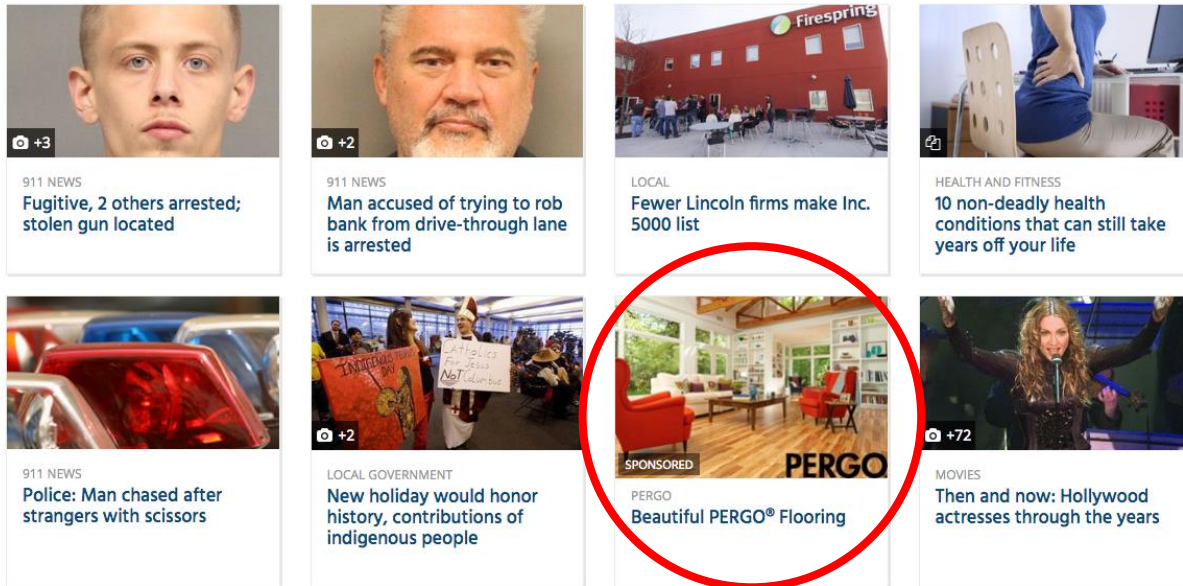


Native Ad Unit – Basic Native Booking Native Ad Unit – Advertiser Website

The Native Ad Unit is placed into content list, appears similar to editorial assets.

The “Sponsored” flag is added to denote that it is an ad.



Locations can vary based on site configuration and block placement. Please contact the Ad Ops team if you have questions about where your slot is located.

The most common location is in the grid block in the 2nd to last position.

1. Book in the 3x1 ad slot (3x1 ad size will only be used for native ads)

Inventory sizes ?

3x1 x

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

2. Choose impressions-based (standard).
3. Insert dates the ad is will run.
4. Add inventory – domainname.com

5. Add any targeting requirements: section, frequency capping, etc.
6. Add Key-Value position Flex – native - Grid: pos=native_ad_grid **AND** add Key-Value position Above the Fold: pos = atf

Selected criteria	Reset
Inventory	^
Ad units > billingsgazette.com >	
homepage	×
Key-values and Audience	
Position (pos) is Flex - Native - Grid (native_ad_grid)	×
and	
Position (pos) is Web - Above the Fold (atf)	×

7. Save Order

BEST PRACTICE: Always do an inventory search before booking the order.

8. Add your Creative(s) by using the **Flex – Native – Grid template**

User-defined template
A creative based on a user-defined creative template.

Flex - Native - Grid

DFP creative template.

Continue

9. Image must be 800x450 (16:9 ratio)
10. Attribution – a short text element, normally the advertiser name or categorization
11. Headline – primary text, it is clickable
12. URL – advertiser's click thru URL

Flex - Native - Grid

Name	<input type="text" value="Creative name goes here"/>
Target ad unit size ?	3x1
User-defined variables	
Headline	<input type="text" value="Click worthy headline"/> expand
Click URL	<input type="text" value="URL to Content or Site"/>
Image	<input type="button" value="Choose File"/> No file chosen
Attribution	<input type="text" value="Advertiser Name "/> expand
Labels ? <small>optional</small>	<input type="text" value="Add a label"/>
SSL compatible ?	Not yet scanned override
Orientation (mobile-only) ? <small>optional</small>	<input type="button" value="Any"/>
Custom fields ?	<input type="text" value="Type to find items"/>
Unlink from creative template ?	<input type="checkbox"/>

Example Native Ad:

SPONSORED

PILLSBURY

Taco Crescent Ring