

House Advertiser Booking

- 1. Select New Order on Delivery tab
- 2. Enter Name
- 3. Select House Advertiser from Advertiser drop down list

Order: New order		
Name	ADH - ABC Plumbing - Promo	
Advertiser	ADH - Marketing/House Free - 60001169 (House adve	
Trafficker ⊘	Ryan Tornquist (ryan.tornquist@lee.net)	
Labels ⑦	Add a label	
Teams ⑦ optional	Albany ×	
	Add a team	
tional order fields		

- 4. Select inventory size 300x250 or 728x90 recommended
- 5. Choose House for Line Item Type.
- 6. Enter .30 for Rate & set Value CPM to .30

Inventory sizes ⊘	● Standard 🔿 Master/companion roadblock ⑦ 🔿 Video VAST ⑦
	300x250 x
	Enter one or more sizes separated by a comma Target creatives and help forecast available inventory.
Labels ⑦ optional	Add a label
0	Allow same advertiser exception.
Comments optional	
	h
Custom fields ⑦ optional	Type to find items
Settings	
Туре 🔇	House - 16
Start time	2 4/21/17 🖬 12:00 AM CDT
End time	2 5/31/17 🛅 11:59 PM
Goa	I 100 % of remaining impressions
Rate 🤇	.30 CPM + USD
Value CPM 🤇	\$0.30 cancel
Total value	à

- 7. Add inventory domainname.com
- 8. If you are targeting a specific page be sure to add that as well
- 9. You can also add POS (ATF or BTF) if necessary Ad will run on Desktop and Mobile unless Device Categories are defined

Inventory	Browse	Search		Selected criteria	Reset
Key-values and Audience	Back	🛱 > Ad units >		Inventory	
Geography	Inventory filt	ered based on sizes (30	00x250). Show all	Ad units ≥ trib.com	×
Devices	trib.com				
Connection	trib.co	om_android	included	-	

To run **Desktop only**, Add Devices > Device Category = Desktop and Tablet

Add targeting

Targeting pr op	reset Save	d targeting presets (581)			
Inventory	Devices			Selected criteria	Reset
Key-values and Audience	Back			Inventory	
Geography	Type to filter items		trib.com	×	
Devices	Desktop Feature Phone		included	Devices Device categories	
Connection Smartphone		one	include *	Desktop	×
Tablet		included	Tablet	×	

To run **Mobile only**, Add Devices > Device Categories = Smartphone and Feature Phone Add targeting

Targeting pr or	reset Sav	ed targeting presets (581)			
Inventory	Devices			Selected criteria	Rese
Key-values and Audience	Back	> Device category >		Inventory	
Geography	Type to filt	er items		Ad units >	
Devices	Desktop		include 💌	Devices	
Composition	Feature	Phone	included	Device categories	
Connection	Smartph	ione	included	Smartphone	×
	Tablet		include *	Feature Phone	×



Test

10. Add Creative

11. Click to Upload Image or use Third party ad tags

Third party A highly customizable, interact a third-party ad server or Doub	ive creative. You can use any custom H leClick for Advertisers.	HTML and JavaScript snippets as well as tags from	
Flash A creative containing animatio	n, sound, video, or interactive features.	. Requires a Flash (SWF) file.	
Image A basic image creative. Requi	res a GIF, JPG, or PNG file.		
Click "Choose File" Type: Image Advertise	to Upload Image		
Name	Ad Name Goes Here		
Image files 🖬	Choose File No file chosen	1x density -	
	Use a remote image 😰		

Click Thur URL Goes Here

Destination 🖺 Click-through URL -

Target ad unit size 📓 300x250

Or for Third-party Ad Tags

Ad Name Goes Here	
	Manually insert macros
Paste ad tag code snippet here,	← Cachebuster 👔
Click Insert Macro if necessary.	← Escaped click macro
	← Click macro
	⇐ Width
	← Height
	Ad Name Goes Here Paste ad tag code snippet here, Click Insert Macro if necessary.