


Native Ad Unit – Expanded Native Booking Native Ad Unit + Sponsored Article or Photo Gallery

Booking the Sponsored Article line item:

Sponsored Article to be served via DFP on newspaper section of **/paid-post/sponsored**. The template supports full HTML assets embedded inside of newspaper website page. Any advertising surrounding the native article must be specifically targeted. The sponsored page has no right rail, just room for an above and below the fold 728x90/970x250.

- Example page URL: http://www.billingsgazette.com/paid-post/sponsored/?native_id=testad
Inventory size: 3x1



Inventory sizes ?

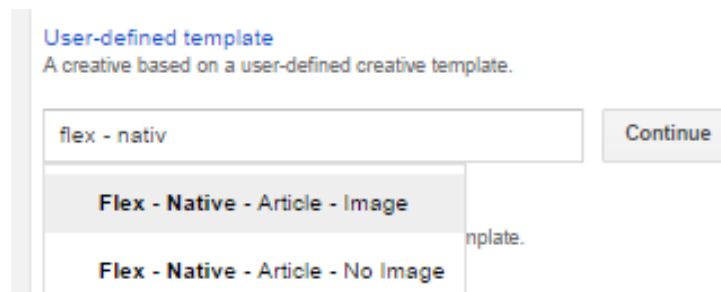
Enter one or more sizes separated by a comma
Target creatives and help forecast available inventory.

- Inventory section: **/paid-post/sponsored** (this is the same on every domain)
- Key-value : k=(this is the value of the native_id in the click URL from the native ad unit that was created). “K” value should be unique in most cases so the headline in the ad unit ad will click through to the specific content.

- Best practice: advertiser name_campaign name, i.e. hyvee_christmas
- This should be unique in most cases unless you would like your advertisers to rotate

Selected criteria	Reset
Inventory	
Ad units > dev.leetemplates.com > paid-post >	
sponsored *	X
Key-values and Audience	
Keyword, Tag (k) is testad	X

- Select the appropriate User-defined network creative template depending on whether or not you have an image to be shown in your article:
 - Flex – Native – Article – Image**
Flex – Native – Article – No Image



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

flex - nativ Continue

Flex - Native - Article - Image

Flex - Native - Article - No Image

5. Add appropriate creative elements to complete the native article creative.

NOTE: Use the “expand” links to see larger window for full HTML pasted into Body

Flex - Native - Article - Image

Flex based creative to generate Native Article. Currently only supported when booked to /paid-post/sponsored Supports HTML in Body

Name

Target ad unit size  3x1


User-defined variables

Headline [expand](#)

Attribution [expand](#)

Image No file chosen

Body [expand](#)


Labels  optional

OR

Flex - Native - Article - No Image

Flex based creative to generate Native Article. Currently only supported when booked to /paid-post/sponsored. No image hosting in this template. Supports HTML in Body

Name


Target ad unit size  3x1

User-defined variables

Headline [expand](#)

Attribution [expand](#)

Body [expand](#)


Labels  optional

6. Save the creative and preview your work.

Booking the Sponsored Gallery line item:

Sponsored Gallery to be served via DFP on newspaper section of **/paid-post/sponsored**. The creative template supports up to 15 photos with captions. Any advertising surrounding the native article must be specifically targeted. The sponsored page has no right rail, just room for an above and below the fold 728x90/970x250.

1. Example page URL: http://www.billingsgazette.com/paid-post/sponsored/?native_id=test_gallery
2. Inventory size: 3x1

Inventory sizes 

Enter one or more sizes separated by a comma
[Target creatives and help forecast available inventory.](#)

3. Inventory section: **/paid-post/sponsored** (this is the same on every domain)
4. Key-value : k=(this is the value of the native_id in the click URL from the native ad unit that was created).
"K" value should be unique in most cases so the headline in the ad unit ad will click through to the specific content.

- a. Best practice: advertiser name_gallery name, i.e. test_photos
- b. This should be unique in most cases unless you would like your advertisers to rotate

Selected criteria	Reset
Inventory	
Ad units > dev.leetemplates.com > paid-post >	
sponsored ✨	X
Key-values and Audience	
Keyword, Tag (k) is tested	X

5. Select the Flex – Native – Gallery User-defined network template.
 - a. **Flex – Native – Gallery**

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

flex - native

CONTINUE

- Flex - Native - Article - Image
- Flex - Native - Article - No Image
- Flex - Native - Gallery**
- Flex - Native - Grid

- 6. Template will house up to 15 individual photos with captions.
- 7. Captions can be marked up with html to link to the advertiser’s website.

Flex - Native - Gallery

Flex based creative to generate Native Photo Gallery. Currently only supported when booked to /paid-post/sponsored

Name

Creative Ad Name

Target ad unit size

3x1

User-defined variables

Headline

Headline for Gallery

expand

Attribution

Advertiser's Name

expand

Description

Description of Gallery

expand

Image1

BUTAE0000034829-001.jpg

edit

Caption1

optional

Caption each photo

expand

Image2

Choose File

No file chosen

Caption2

optional

expand

Image3

Choose File

No file chosen

Caption3

optional

expand

Image4

optional

Choose File

No file chosen

Caption4

optional

expand

Image5

optional

Choose File

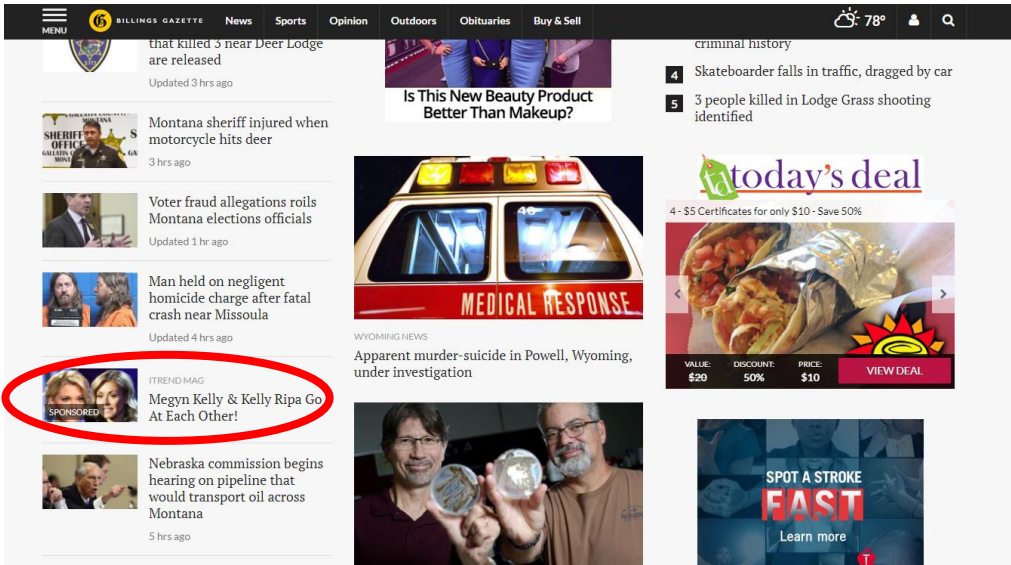
No file chosen

Caption5

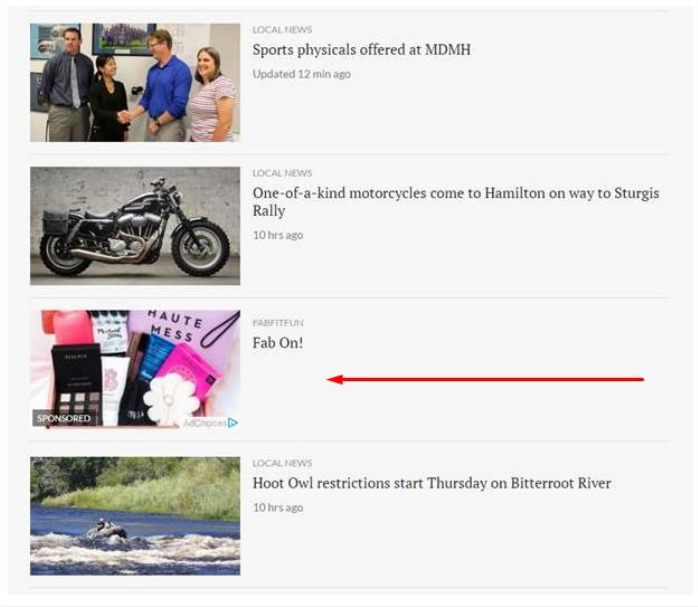
- 8. Save the creative and preview your work.

Booking the Native Ad Grid line item:

The Native Ad Unit on the homepage is placed into “The Latest” list.



On section fronts it now appears in the article stack.



1. Book in the 3x1 ad slot (3x1ad 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 time-based (sponsorship) or impressions-based (standard).
3. Insert dates the ad is will run.
4. Add inventory – domainname.com
Add any targeting requirements: section, frequency capping, etc.
5. Add Key-Value Position: Flex – native - Grid: pos=native_ad_grid

Inventory	Key-values and Audience	Selected criteria	Reset
Key-values and Audience	Position (pos) is: Flex - Native - Grid (native_ad_grid)	Inventory	
Geography	Add key	Ad units > billingsgazette.com >	
Devices	- OR -	homepage	x
Connection		Key-values and Audience	
Mobile application	+ Add set	Position (pos) is Flex - Native - Grid (native_ad_grid)	x

6. Save Order
7. Add your Creative(s) by using the
Flex – Native – Grid template
8. Image must be 800x450 (16:9 ratio)
9. Attribution – a short text element, normally the advertiser name or categorization
10. Headline – primary text, it is clickable

Flex - Native - Grid

Name

Target ad unit size

User-defined variables

Headline [expand](#)

Click URL

Image No file chosen

Attribution [expand](#)

11. URL – clickthru URL will go to the sponsored content page on your domain and must contain the unique native_id parameter:
[http://www.billingsgazette.com/paid-post/sponsored/?native_id=\(unique identifier for advertiser goes here\)](http://www.billingsgazette.com/paid-post/sponsored/?native_id=(unique identifier for advertiser goes here))

12. Sample Native Ad:

