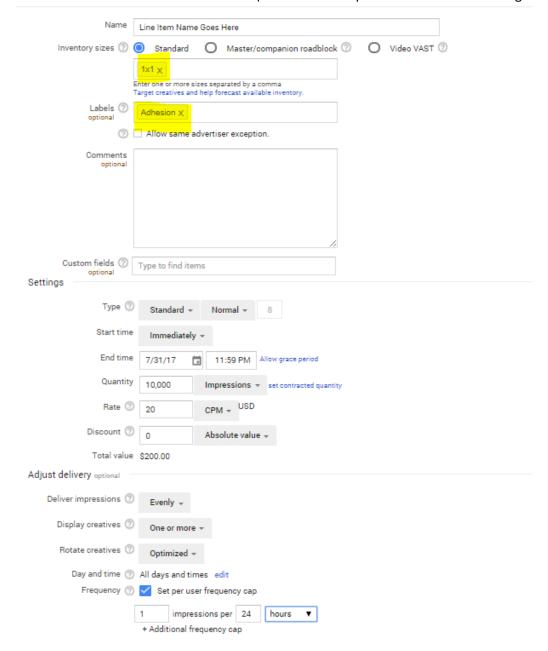
Local Online

Multi-Screen Adhesion Ads-DFP Booking

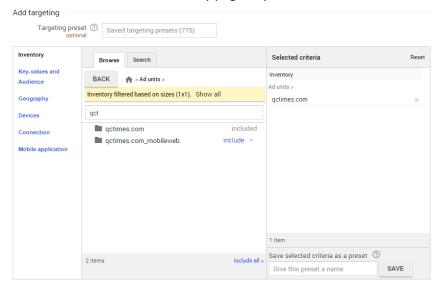
- 1. Create a new order in DFP:
 - a. Inventory size should be 1x1
 - b. Type should be standard or sponsorship (recommended standard to preserve actual cpm)
 - c. Place adhesion in the label field (adhesion labels prevents 2 ads from loading at the same time)





- 2. Choose your targeting domainname.com
- 3. Add any targeting requirements: section, frequency capping, etc.

This ad unit can run on any page of your website – book accordingly



- 4. Save your order and line item and add the creative
- 5. You must use the Flex Adhesion template from the User Defined Creative Templates in DFP
- Ad Sizes Required:
 300x600, 160x600, 728x90 and 320x100
- 7. Add your click thru link under ClickTag and upload creatives:

Flex - Adhesion

Multi size sticky creative. Fixed to	either bottom/right or bottom/center depending on viewport size.	
Name	LEE - Corporate Marketing/Multi Screen Adhesion Ads	
Target ad unit size 🕎	1x1	
User-defined variables		
clickTAG	http://amplifiedlocal.com	
300x600 ②	Test Banner 300x600.jpg edit	
160x600 ②	Test Banner 160x600.jpg edit	
728x90 ②	Test Banner 728x90.jpg edit	
320x100 ②	Test Banner 320x100.jpg edit	
Tracking Pixel ⑦ optional		
Labels ⑦ optional	Add a label	
SSL compatible ?	Not yet scanned Override	
Orientation (mobile- ② only) optional	Any 🕶	
Custom fields ②	Type to find items	

8. Save and APPROVE order