

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)

Name

Line Item Name Goes Here

Inventory sizes

☒ Standard
 ☐ Master/companion roadblock
 ☐ Video VAST

1x1

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

Labels optional

Adhesion

☐ Allow same advertiser exception.

Comments optional

Custom fields optional

Type to find items

Settings

Type

Standard Normal 8

Start time

Immediately

End time

7/31/17 11:59 PM

Allow grace period

Quantity

10,000 Impressions

set contracted quantity

Rate

20 CPM USD

Discount

0 Absolute value

Total value

\$200.00

Adjust delivery optional

Deliver impressions

Evenly

Display creatives

One or more

Rotate creatives

Optimized

Day and time

All days and times

edit

Frequency

☒ Set per user frequency cap

1 impressions per 24 hours

+ Additional frequency cap

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

Add targeting

Targeting preset optional ?

Inventory	Browse	Search	Selected criteria	Reset
Key-values and Audience Geography Devices Connection Mobile application	BACK > Ad units > Inventory filtered based on sizes (1x1). Show all <input type="text" value="qct"/> <div> qctimes.com included qctimes.com_mobileweb include </div>		Inventory Ad units > qctimes.com ×	
2 items Include all			1 item Save selected criteria as a preset ? <input type="text" value="Give this preset a name"/> SAVE	

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
6. 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

Target ad unit size ?

User-defined variables

clickTAG

300x600 ? [Test Banner 300x600.jpg](#) [edit](#)

160x600 ? [Test Banner 160x600.jpg](#) [edit](#)

728x90 ? [Test Banner 728x90.jpg](#) [edit](#)

320x100 ? [Test Banner 320x100.jpg](#) [edit](#)

Tracking Pixel optional ?

Labels optional ?

SSL compatible ? [Override](#)

Orientation (mobile-only) optional ?

Custom fields ?

8. Save and APPROVE order