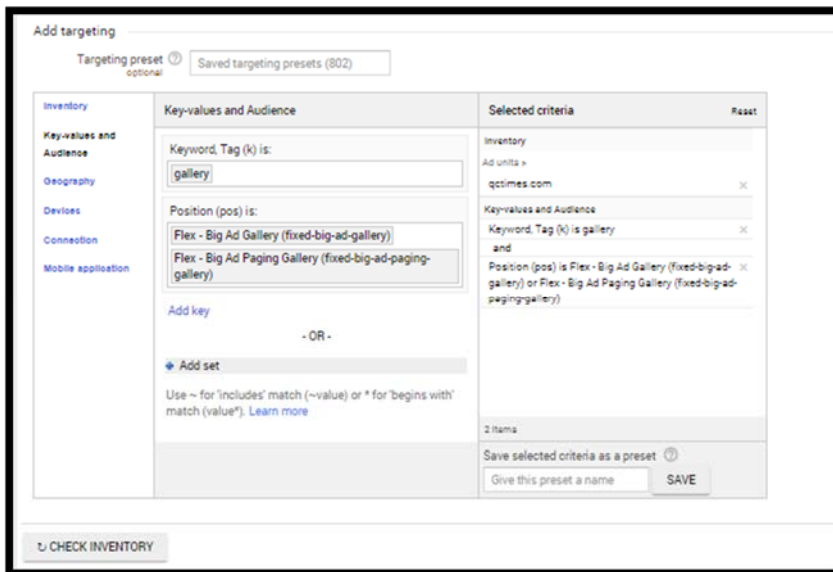


PHOTO GALLERY – DFP INSTRUCTIONS

1. Create a new order in DFP:
 - a. Inventory size should be 300x250
 - b. Targeting: domainname.com
 - c. Custom criteria (keyword targeting, position targeting or both)
 - i. K – keyword that is attached in Blox (must be in first 5 keywords) to your specific gallery. Keyword in Blox must match exactly what you put in DFP.
 - ii. POS – position
 - iii. If you want to include the ad inside a gallery that is not in-line you will need to make sure you have at least two 300x250 creatives attached to the line item and book to: pos = Flex – Big Ad Gallery or Flex – Big Ad paging gallery.
 - d. Type should be standard or sponsorship. We recommend standard to preserve actual cpm

Example: keyword only targeting



The screenshot shows the 'Add targeting' interface in the DoubleClick Platform (DFP). The 'Targeting preset' section is optional and shows 'Saved targeting presets (802)'. The 'Key-values and Audience' section is active, showing 'Keyword, Tag (k) is: gallery' and 'Position (pos) is: Flex - Big Ad Gallery (fixed-big-ad-gallery)'. The 'Selected criteria' section shows the selected criteria: 'Inventory', 'Ad units > qctimes.com', 'Key-values and Audience', 'Keyword, Tag (k) is gallery', and 'Position (pos) is Flex - Big Ad Gallery (fixed-big-ad-gallery) or Flex - Big Ad Paging Gallery (fixed-big-ad-paging-gallery)'. The 'Add key' button is visible, and the 'Add set' button is also present. The 'Save selected criteria as a preset' button is at the bottom right, with a 'Give this preset a name' field and a 'SAVE' button. A 'CHECK INVENTORY' button is at the bottom left.

Example: keyword and position targeting

Add targeting

Targeting preset optional Saved targeting presets (802)

Inventory	Key-values and Audience	Selected criteria	Reset
Key-values and Audience	Keyword, Tag (k) is: <input type="text" value="gallery"/>	Inventory	
Geography	Add key	Ad units >	X
Devices	- OR -	qctimes.com	X
Connection		Key-values and Audience	
Mobile application	◆ Add set	Keyword, Tag (k) is gallery	X
	Use ~ for 'includes' match (~value) or * for 'begins with' match (value*). Learn more		
		2 items	
		Save selected criteria as a preset <small>optional</small>	
		<input type="text" value="Give this preset a name"/>	SAVE

Keywords:**Obituary galleries: obituary****Employment galleries: jobs-galleries****Pet galleries: petfinder****These are the keywords being used across all Lee markets.**