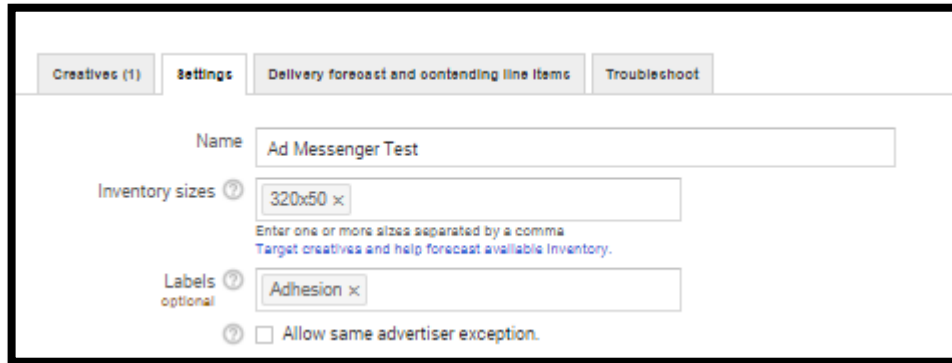


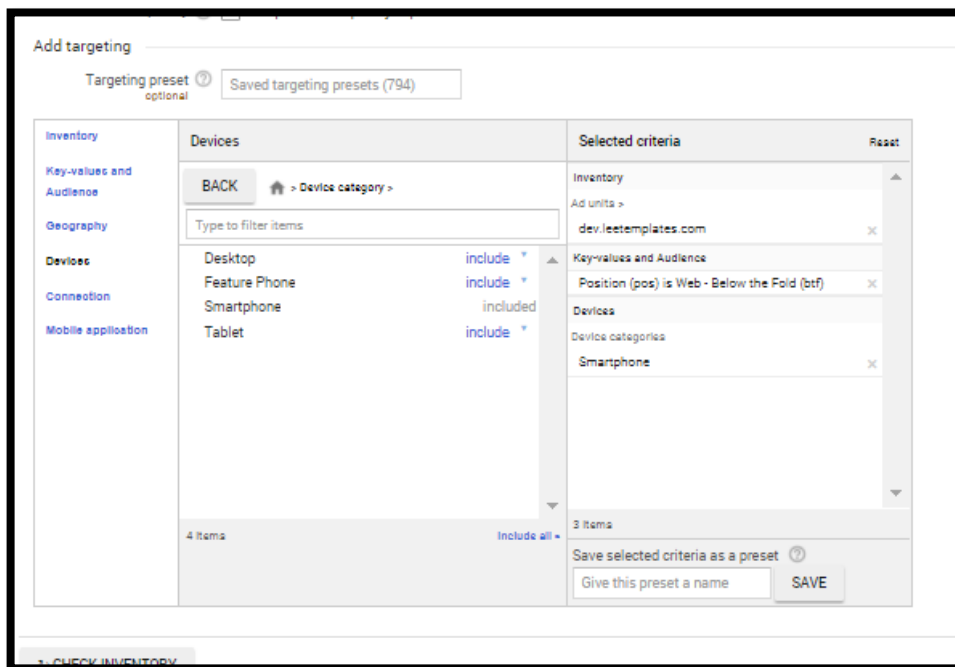
AD MESSENGER – DFP Booking

1. Create a new order in DFP:
 - a. Inventory size should be 320x50
 - b. Labels field should include Adhesion
 - c. Type should be standard or sponsorship.
 - d. Frequency capping is up to each market's processes and procedures



The screenshot shows the 'Settings' tab in the DFP interface. The 'Name' field is 'Ad Messenger Test'. The 'Inventory sizes' field contains '320x50'. The 'Labels' field contains 'Adhesion'. There is an unchecked checkbox for 'Allow same advertiser exception'.

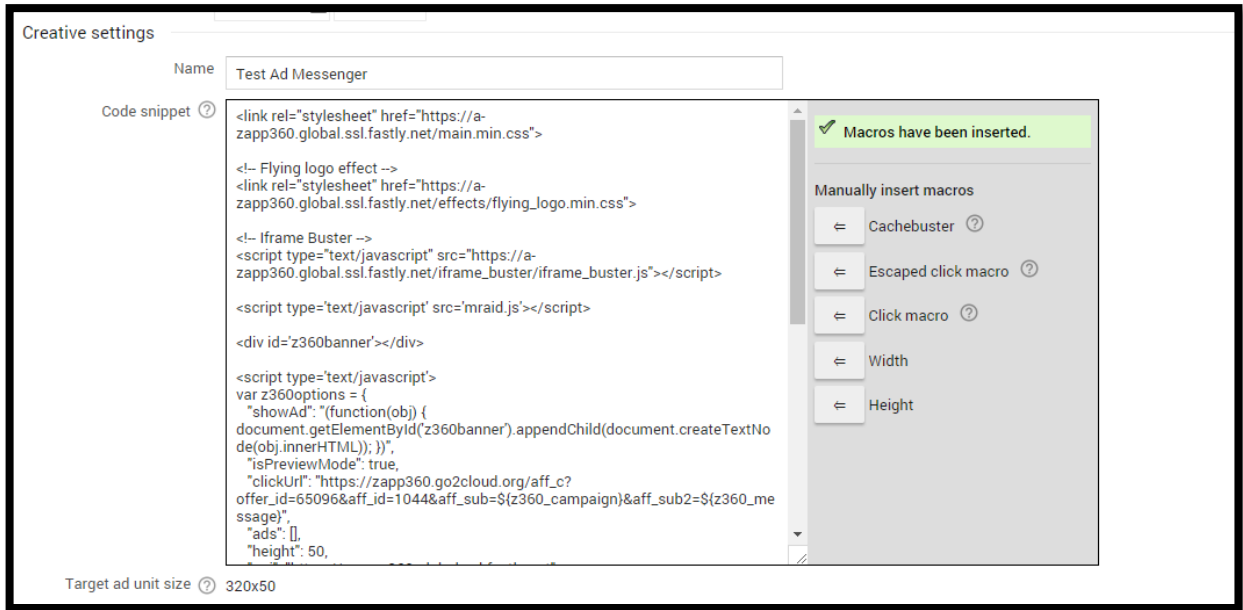
2. Choose the targeting - domainname.com, domainname.com_android, domainname.com_iphone plus any other geographic or section targeting that is applicable.
3. Position = below the fold
4. Device category - smartphone



The screenshot shows the 'Add targeting' interface. The 'Targeting preset' field is 'Saved targeting presets (794)'. The 'Devices' section is expanded, showing 'Desktop', 'Feature Phone', 'Smartphone', and 'Tablet'. The 'Selected criteria' section includes 'Inventory', 'Ad units > dev.leetemplates.com', 'Key-values and Audience', 'Position (pos) is Web - Below the Fold (btf)', and 'Device categories > Smartphone'. There are 'Include all' and 'Save selected criteria as a preset' buttons.

5.

6. Save your order and line item
7. Add the creative using Third Party creative type
8. Copy Ad Messenger ad tag into the code snippet box



Sample:

