

## DFP LABELS

Labels have been created for to control the behaviors of interstitials, float bars and sidekick ads. They can be used for both the current Lee templates and the new Flex templates.

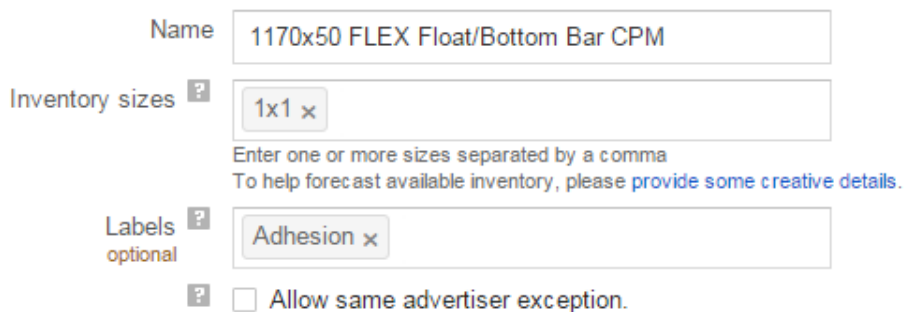
**Interstitial** - (includes gravity and smaller interstitials on both Lee and Flex templates) – this label is added to each creative as they are uploaded.

If you have multiple interstitials running on your site during a single day the frequency cap should be set at 1x24 for each of them at the line item level. At the creative level you will fill in the label section with “interstitial” – this setting creates a better user experience by allowing only 1 interstitial to show every 20 minutes to that same user.



The screenshot shows a form with a label 'Labels' and a sub-label 'optional'. To the right is a text input field containing the word 'Interstitial' followed by a small 'x' icon.

**Adhesion** – (float bars; Flex templates) – this label is added to each line item to keep more than one float bar from appearing on a page at one time (which will cause the top float bar to not close). If you schedule 2 float bars to run on any pages on your site on the same day conflicts can arise. By adding the “adhesion” label to each line item it will limit the ad call to only allow one float bar to be called at any one time.



The screenshot shows a form with the following fields:

- Name:** 1170x50 FLEX Float/Bottom Bar CPM
- Inventory sizes:** 1x1 x
- Labels:** optional Adhesion x
- Allow same advertiser exception:** ☐ Allow same advertiser exception.

Below the 'Inventory sizes' field, there is a note: "Enter one or more sizes separated by a comma. To help forecast available inventory, please [provide some creative details](#)."

**Sidekick** – (Flex templates only) – Sidekick is a new high impact ad slot that allows a 300x250 ad unit to expand out to the right on large screens only. Only one of these ads can appear per page or the expected behavior is compromised. To avoid having sidekick clashes, please add the “Sidekick” label at

each line item level.

Name	CAS - House - 13655 - Sidekick Test
Inventory sizes <span>?</span>	<div>300x250 ×</div> <div>Enter one or more sizes separated by a comma To help forecast available inventory, please <a href="#">provide some creative details</a>.</div>
Labels <span>?</span> optional	<div>Sidekick ×</div>
<span>?</span>	<input type="checkbox"/> Allow same advertiser exception.