

# InView Video– DFP Booking

County employees returned to work after authorities completed the search, Pitts said.

Last week, three bomb threats closed the courthouse. Pitts did not believe there was a connection between Thursday's threat and the ones last week. However, he said the Elko County Sheriff's Office is making progress on the previous threats.

"We have some leads," Pitts said. "We're following up right now. Hopefully we'll have something wrapped (up soon)."

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**Tags** Bomb Threat, Law\_crime, Elko County Courthouse, Elko County Sheriff S Office

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**Earthgro**  
BROWN MULCH  
COLOR ADVANTAGE  
GUARANTEED  
2 cu. ft.

**\$3.33**

**2 cu. ft. Brown Mulch**

**BUY NOW**

Advertisement (1 of 1): 0:07

More saving. More doing.

**THE HOME DEPOT**



Double Knock Out® Rose

**\$19.95**  
**BUY**



Sky Pencil Holly

**\$19.95**  
**BUY**



Amethyst Falls Wisteria

**\$39.95**  
**BUY**



Willow Hybrid

**\$39.95**  
**BUY**

[fast-growing-trees.com](http://fast-growing-trees.com)

**We Want To Make You A Loan**  
**\$100 - \$1000**

**BARRICK**  
KID CREDIT

275-777-8155 275-777-4477  
2010 Main St. Elko, NV 89801

Local advertising by PaperG

## This Week's Circulars

**JCPenney**  
**OUR BIGGEST SALE**  
**HOVER FOR CIRCULAR**

**JCPenney**

**Smith's**  
**Low prices. Market fresh.**  
**99¢**  
**HOVER FOR CIRCULAR**

**Smith's**

**BIG 5**  
**HOVER FOR CIRCULAR**

**BIG 5**

**BIG LOTS!**  
**HOVER FOR CIRCULAR**

**BIG LOTS!**

**Sheraton**  
**Sheraton Sunnyvale Hotel**

## Line Item requirements

1. Up to 30 second video played on article pages, only begins playing if user scrolls to video placement. This guarantees high viewability and play through rates similar to preroll.
2. All sites will have new unit installed by June 23 and available for booking.
3. Create a new line item in DFP:
  - a. Inventory size should be Video VAST
  - b. Primary size is 640x480, 400x300 also supported
  - c. Max Duration should be 30 seconds
  - d. Type should be Standard or Sponsorship
  - e. Frequency caps are supported

Name

Inventory sizes **Video (VAST)** master and companion sizes  
Master Companion sizes optional

Max duration (seconds)   
optional

Labels

Exclude from same

☐ Allow same advertiser exception.

Comments optional

Custom fields

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Settings

Type

Start time   CST

End time

Goal  % of total impressions [set minimum quantity](#)

Rate

Discount

Total value \$832.00

4. Choose your targeting –must use Desktop ad units only. (domain.com, domain.com/news etc)

<a href="#">Video content</a> <a href="#">Video position</a> <a href="#">Inventory</a> <a href="#">Custom criteria</a> <a href="#">Geography</a> <a href="#">Devices</a> <a href="#">Connection</a>	<b>Browse</b> <b>Search</b>		<b>Selected criteria</b> <a href="#">Reset</a>
	<a href="#">Back</a>	<a href="#">Ad units &gt;</a>	<b>Video position</b>
	Inventory filtered based on sizes (400x300v, 640x480v). <a href="#">Show all</a>		All positions
	<input type="text" value="billings"/>		<b>Video content</b>
	billingsgazette.com included		All videos
			<b>Inventory</b>
			Ad units >
			billingsgazette.com <a href="#">×</a>
			3 items
			Save selected criteria as a preset <a href="#">?</a>
			<input type="text" value="Give this preset a name"/> <a href="#">Save</a>
	1 item <a href="#">Include all &gt;</a>		

5. Save your order and line item and add the creative. You will most likely get overbooking for the first several weeks as this is a new ad unit. Forecasting will take 2-3 weeks to become accurate.

# Creative requirements

1. Add new Creative Set
2. Choose Creative Set Type (Linear or Redirect, Overlay not supported)
  - a. Linear – Video we host on DFP or external URL – If the video is hosted in DFP choose video

Creative set name

Master 640x480v

Select a linear creative set type

[« Back](#)  
[Video »](#)  
A standard video ad that appears as a pre-roll, mid-roll, or post-roll.

[VPAID »](#)  
An interactive video ad that follows the Video Player-Ad Interface Definition (VPAID) defined by the IAB.

Fill out all of the information on this screen and drag the video into the file box.

Creative set name

Master 640x480v

[« Choose a different creative type](#)

Name

Click-through URL

Test

Hosting

DFP-hosted

Duration (seconds)

☐

 Allow creative duration to differ from asset duration.

Skippable

Disabled

Labels

optional

Add a label

Custom parameters

optional

Ad ID

optional

Third-party tracking URLs

optional

Type

URL


SSL compatible

Not yet scanned

[override](#)

Custom fields

Type to find items

 Drag and drop a file here

Or upload a new asset...

- b. Redirect – VAST tag from agency or advertiser

[LEE - leetemplates.com](#) > [Flex TEST Ads](#) > [LEE - InView Video](#) >

## Creative set: **New creative set**

Advertiser: LEE - leetemplates.com

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Creative set name

Master 640x480v

---

### Select a creative set type

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#### [Linear »](#)

A video ad that appears as a pre-roll, mid-roll, or post-roll. Can be hosted by DFP or by a third party.

#### [Overlay »](#)

A non-linear ad that covers part of the video content as it plays. Interactive overlays may expand when clicked.

#### [Redirect »](#)

A redirect ad, containing linear and/or non-linear ads, that points to a third-party ad server. Requires the VAST tag provided by the advertiser.

## Linear

**Video** – Use this type to upload video from advertiser to DFP

1. Set Click Through URL
2. Select DFP Hosted
3. Set duration in seconds, should match uploaded video play time. **(Cannot exceed 30 seconds or it will not run, typically 15 or 30 second video is normal)**
4. **Skippable must be set to disabled or it will not run.**

Creative set name

Master 640x480v

[« Choose a different creative type](#)

Name

Click-through URL  [?](#) [Test](#)

Hosting  [?](#)

Duration (seconds)  [?](#)

☐ Allow creative duration to differ from asset duration. [?](#)

Skippable  [?](#)

Labels  [?](#)  
optional


Custom parameters  [?](#)  
optional

Ad ID  [?](#)  
optional

Third-party tracking URLs   [?](#)  
optional

SSL compatible  [?](#) [override](#)

Custom fields  [?](#)



**Drag and drop a file here**  
Or upload a new asset...

Assets	Active	Duration	Type	Dimensions	Bitrate	Delivery
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No data to display

