# 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)."

Copyright 2015 Elko Daily Free Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

**Tags** Bomb Threat, Law_crime, Elko County Courthouse, Elko County Sheriff S Office

View (1) Comments

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

Local advertising by PaperG

## This Week's Circulars

HOVER FOR CIRCULAR

JCPenney

HOVER FOR CIRCULAR

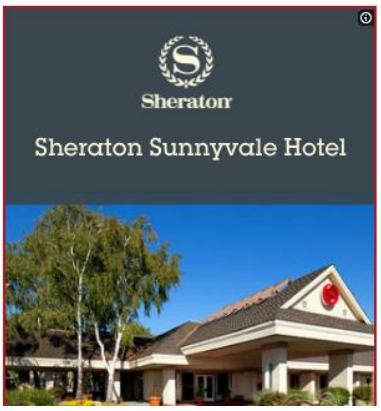
Smith's

HOVER FOR CIRCULAR

BIG 5

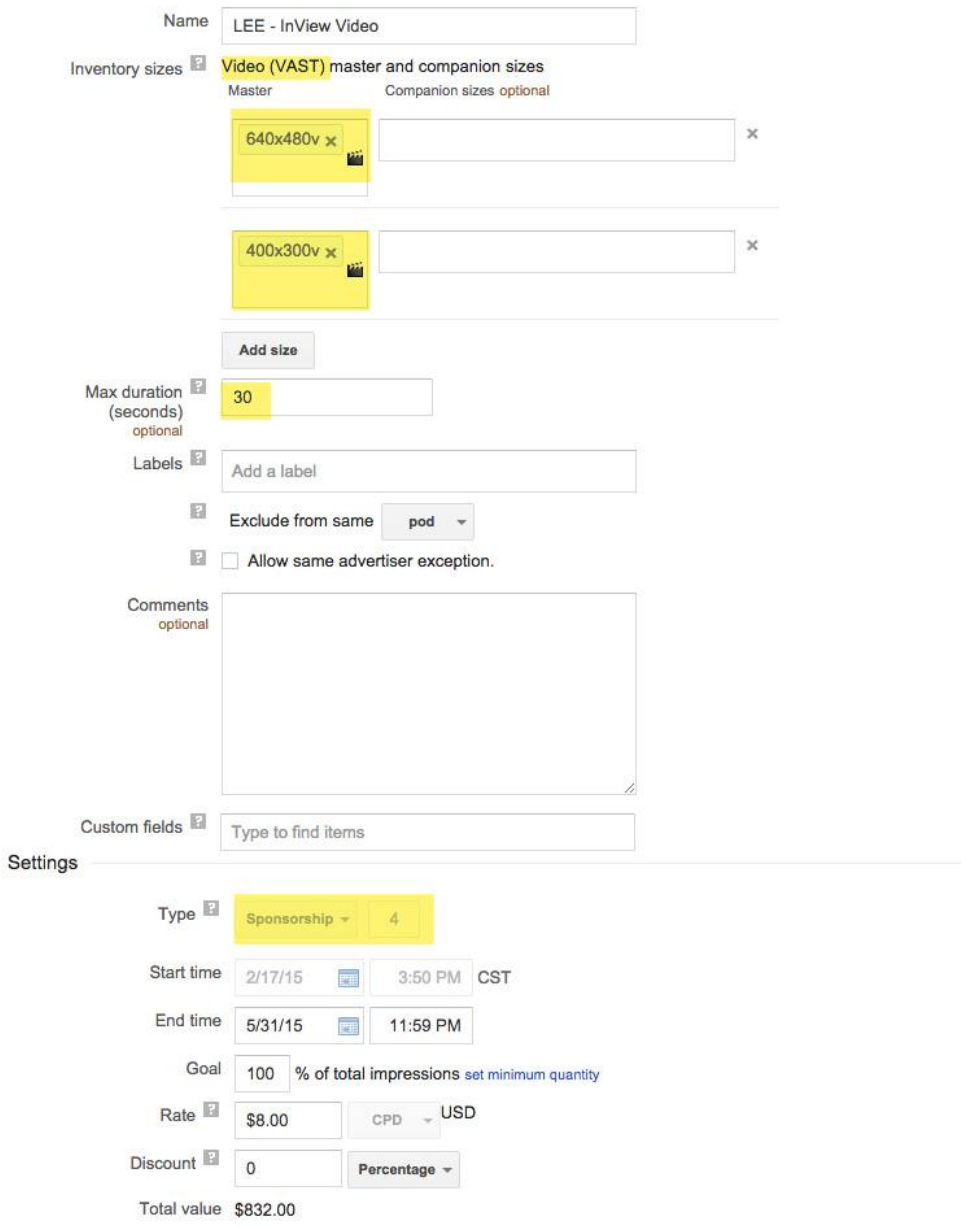
HOVER FOR CIRCULAR

BIG LOTS!

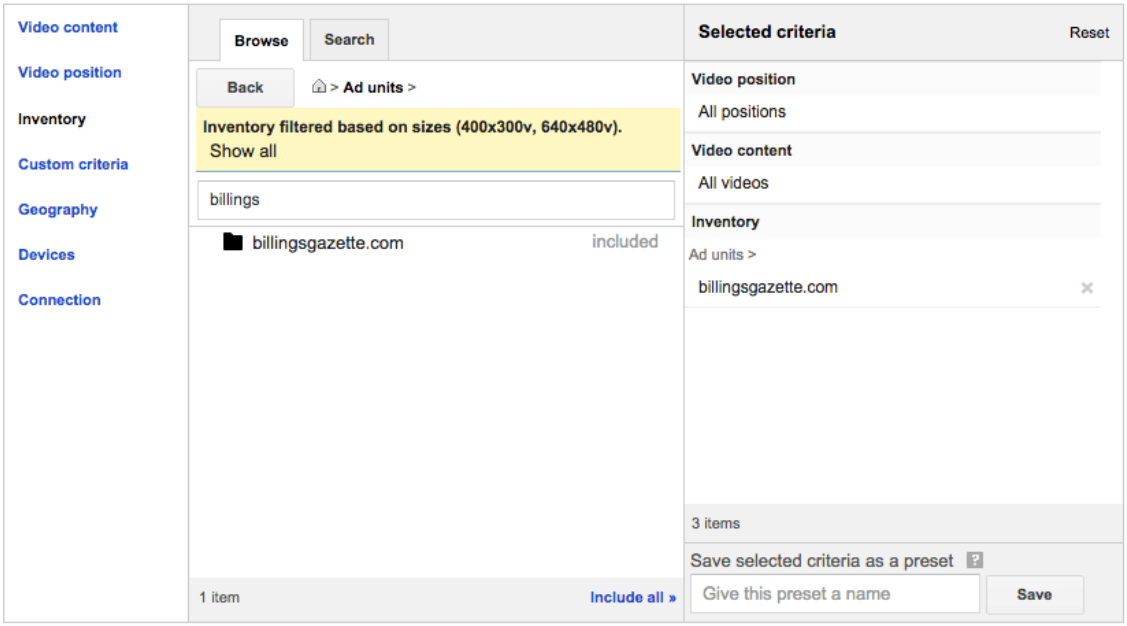


# Line Item requirements

1. Up to 30 second video played on article pages, only begins playing if user scrolls to video placement. This guarantees high viewabilty 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



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

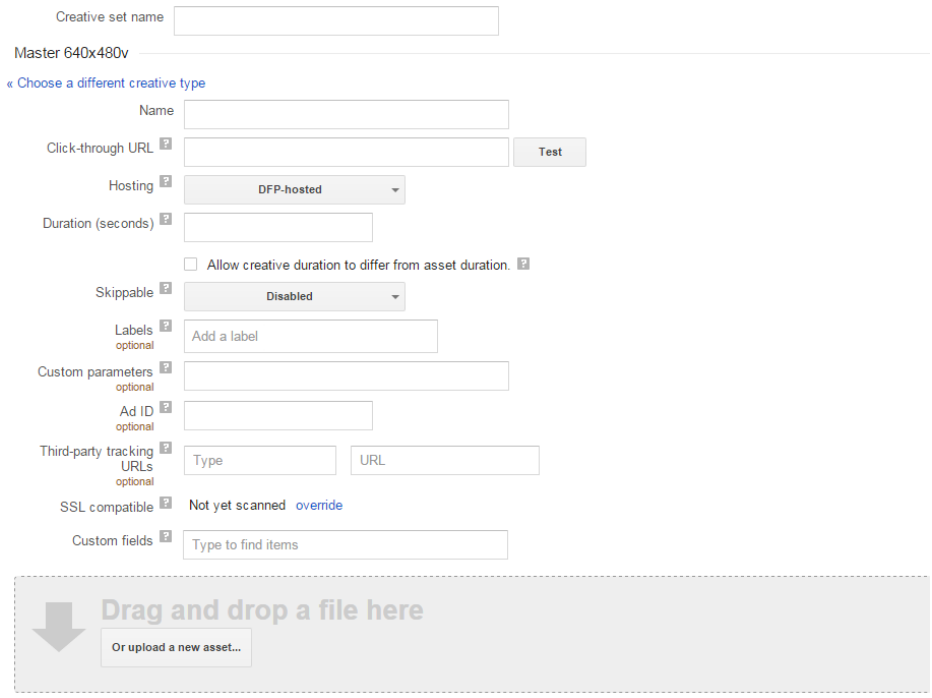



5. Save your order and line item and add the creative. You will most likely get overbooking for the first several weeks as this is a new ad unit. Forecasting will take 2-3 weeks to become accurate.

# 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

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




    b. Redirect – VAST tag from agency or advertiser

# Creative set: **New creative set**

Advertiser: LEE - leetemplates.com

Creative set name

## Master 640x480v

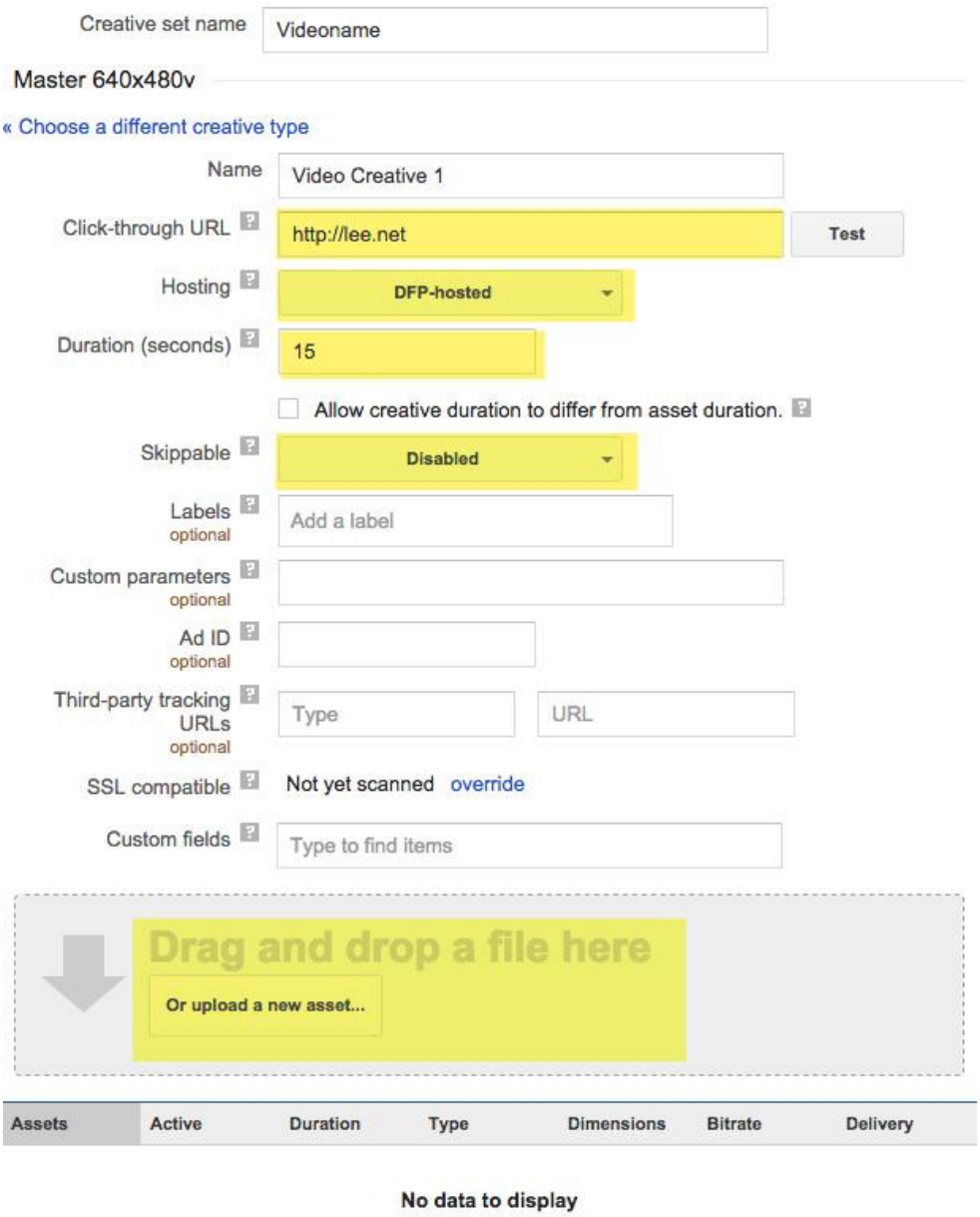
### Select a creative set type

**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.**