

REVEAL AD – DFP Booking

Lee will no longer be using any type of ad to overlay content.
This ad replaces the current full page Gravity Ad.

1. This ad is booked in the 2x1 ad slot.
 - *Remember – if you also are running a PAW ad on the same page and same date, the 2 ads will rotate.**

2. Create a new order in DFP:
 - a. Inventory size should be 2x1
 - b. Type should be standard or sponsorship.
 - c. Frequency capping is up to each market's processes and procedures regarding high impact ad slots.

Creatives (1)
Settings
Delivery forecast and contending line items
Troubleshoot

Name

Inventory sizes Enter one or more sizes separated by a comma. Target creatives and help forecast available inventory.

Labels optional

Allow same advertiser exception.

Comments optional

Custom fields optional

Settings

Type

Start time CDT

End time

Goal % of total impressions set minimum quantity

Rate USD

Discount

Total value \$2,300.00

Adjust delivery optional

Display creatives

Rotate creatives

Day and time edit

Frequency Set per user frequency cap

- Choose the targeting - domainname.com plus any other geographic or section targeting that is applicable.

Add targeting

Targeting preset optional

Inventory	Browse	Search	Selected criteria	Reset
<ul style="list-style-type: none"> Key-values and Audience Geography Devices Connection Mobile application 	<p>BACK Home</p> <p>Inventory filtered based on sizes (2x1). Show all</p> <p>Type to filter items</p> <ul style="list-style-type: none"> Ad units include Placements 		<p>Inventory</p> <p>Ad units > billingsgazette.com ></p> <p>test x</p>	
	2 items		1 item	
			Save selected criteria as a preset <small>?</small>	
			<input type="text" value="Give this preset a name"/>	<input type="button" value="SAVE"/>

- Save your order and line item and add the creative
- You **MUST** use the **Flex – Reveal** template from the User Defined Creative Templates in DFP

User-defined template

A creative based on a user-defined creative template.

Flex - Reveal plate

Standard DFP creative template.

- Images required:
 - Fullsize desktop/tablet image: 1920x600
 - Mobile/smartphone image: 800x250
 - Video using YouTube embed URL is supported
- Give the creative a name
- Add the clickthru URL
- Upload the desktop/tablet and mobile images or YouTube embed code

Flex - Reveal

An ad unit that spans the entire width of page, above header/navigation area.

Name Creative name

Target ad unit size

User-defined variables

clickTAG Creative click URL

BG Color optional [expand](#)
 BG Color Two optional [expand](#)

Image One No file chosen
 Image Two No file chosen
 Image Three No file chosen

Mobile Image edit optional

Image One Animation optional
 Image Two Animation optional
 Image Three Animation optional

Animation Delay optional
 Loop Animation optional

YouTube Embed Code optional [expand](#)
 YouTube Audio optional
 YouTube Controls optional
 Tracking Pixel optional

BG Color – main background color, defaults to black. Only #hex values are allowed. If BG Color Two is used, this will become the left side

Image One – If using YouTube video embed code, the recommended image size is 1000x400. For full screen with no YouTube video, ad size is 1920x600 and transparent PNG files are preferred, especially when used with a gradient background.

Image Two - If using YouTube video embed code, the recommended image size is 1000x400. For full screen with no YouTube video, ad size is 1920x600 and transparent PNG files are preferred, especially when used with a gradient background.

Image Three - If using YouTube video embed code, the recommended image size is 1000x400. For fullscreen with no YouTube video, ad size is

Mobile Image - If defined, this will replace all ad content on small screen sizes. Recommended size: 800x250

Image One Animation - Animation direction for first image. Only functional when using multiple images. Default is Fade In/Out. Other options are up, down, left or right.

Image Two Animation - Animation direction for first image. Only functional when using multiple images. Default is Fade In/Out. Other options are up, down, left or right.

Image Three Animation - Animation direction for first image. Only functional when using multiple images. Default is Fade In/Out. Other

Animation Delay - The delay between image animations in milliseconds. Default is 3 seconds (3000).

Loop Animation - If set to true, the ad will continue to animate between images otherwise stop after last available image. Default is false.

YouTube Embed Code - YouTube IFRAME embed code. This will be placed on right side of ad content. You MUST use the iframe code for this to work properly.

YouTube Audio - Audio preferences for embedded video. 'Always' - will start audio as soon as video loads. 'Never' - will mute the player at all times. 'Hover' - will un-mute the player when user hovers ad content. Default is hover.

Tracking Pixel - Third-party tracking pixel URL. These are typically requested to be added by agencies that provide third party ad tags.

10. Save the creative and preview

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55°

BREAKING Billings Clinic dismisses nurse for stealing drugs meant for patients

SHRINE Wednesday, March 29 thru Sunday, April 2