Google Ad Manager Station Guide

(Formerly DoubleClick for Publishers (DFP))

Overview

The Google Ad Manager Station Guide illustrates how to add your inventory to Google Ad Manager. Google Ad Manager is an advertisement software as a service application run by Google and is available to local station videos only. Learn more

The examples below demonstrate only the basic fields that need to be filled out. You can of course add more information but this page shows you how to add just the basics.

Sponsorship messaging can be added at the show level and can be controlled under the Additional Data tab at the asset level. Metadata entered into the platform is passed to the ad server in the form of tags that can be targeted.

ⓘ   Pre-roll is available on desktop, mobile web, iOS and Android mobile apps, Roku, Apple TV, Fire TV and Android TV.

How to use

⊘   **If you do not yet have access to Google Ad Manager, please fill out this form and we'll add you to the system.**

- Once you've been added to the system, log in to **https://admanager.google.com/home/** with the user info you received from Google.
- If you have access to multiple accounts for Google Ad Manager, select **National Pubic Media (NPR & PBS) – DFP (6735)**.
- Select **New Order** (Figure 1.1).

⚠   **If you have existing orders, they will display in the table. If this is your first order, the table will be empty (Figure 1.2).**
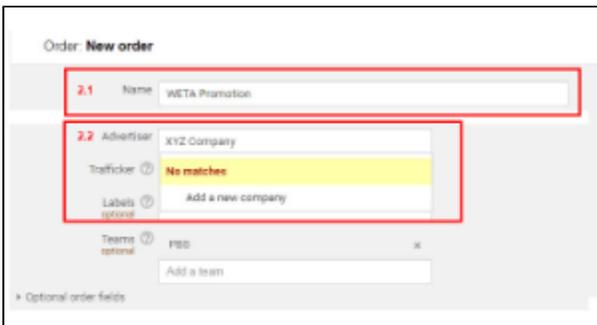
Figure 1

- In the Name textbox, give your order a **name** by which it can be identified (Figure 2.1).
- Click the **Advertiser dropdown menu** and, if there are no advertisers listed, click **Add a new company** (Figure 2.2).

⚠   **If you are using Google Ad Manager for the first time there will be no companies listed.**

Figure 2

- Click the **Type dropdown menu** and click the **type of advertiser** (Figure 3.1).
- In the Name textbox, type the **company name** (Figure 3.2).
- Be sure Credit status displays **Active** (Figure 3.3).
- When finished, click **Save** (Figure 3.4).

Figure 3

- In the Name textbox, type a **name for your line item** (Figure 4.1).
- In the Inventory sizes section, select **Video VAST** (Figure 4.2).
- Click inside the **first box on the left** to bring up options and click **400x300v** (Figure 4.3). This field should always be filled in. Include a buffer for good measure. For example, if your sponsorship message is 30 seconds, insert 32 seconds into this field.

⚠ The creative size for video always needs to be 400x300v. This size is a placeholder and is not indicative of the video size that is displayed live. When you upload your assets as a 400x300v, Google Ad Manager will automatically transcode the assets into a variety of file types and sizes. Google Ad Manager will then serve the appropriate version according to the user's bandwidth/connection and device.

Figure 4

- In the Settings section, click the **Type dropdown menu** and select a **line item type** (Figure 5.1). Learn more about line item types
- Click the **calendar icon** in both the Start time and End time textboxes to bring up a calendar (Figure 5.2). Select the day and time that you want your ad to start running and expire.
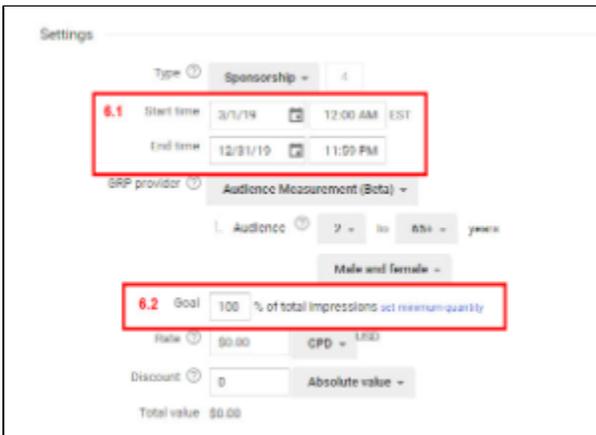
Figure 5
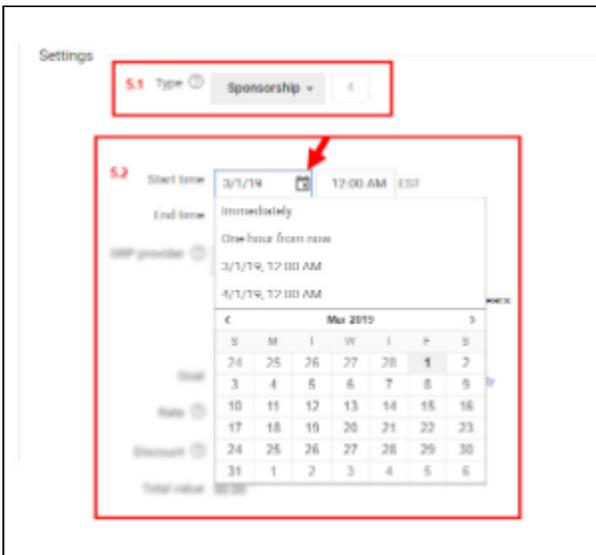
- If you selected Sponsorship in the Type dropdown menu, type the **percentage goal** in the Goal textbox (Figure 6). This indicates the percentage of time your line item delivers to the content you have selected (Figure 6).
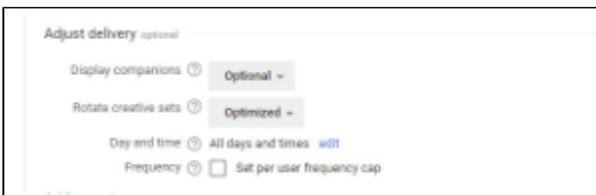
⚠ **Fields that display in the Settings section change according to what you choose in the Type dropdown menu.** Learn more about line item types

Figure 6

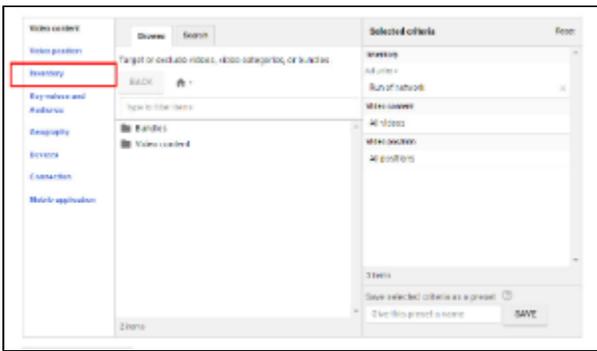- Add **Delivery settings** (If applicable) – Learn more about delivery

Figure 7

This section demonstrates how to designate where your ad is going to run.

- On the left side of the screen, click **Inventory** (Figure 8).
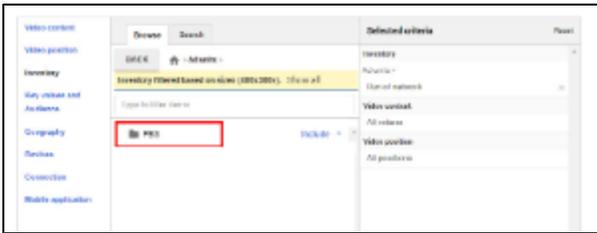
Figure 8
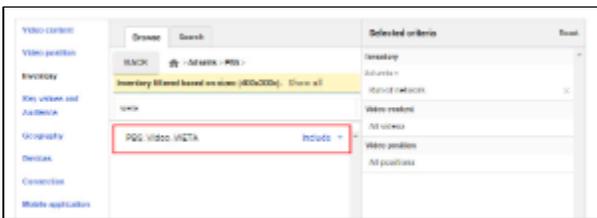
- Click **Ad units** (Figure 9).

Figure 9
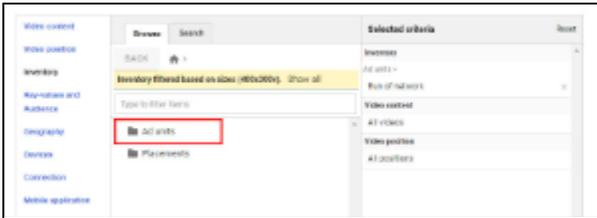
- Click **PBS** (Figure 10).

Figure 10

- Click the **ad unit that is unique to your station** (Figure 11). *Example: PBS_Video_"STATION CALL LETTERS"*
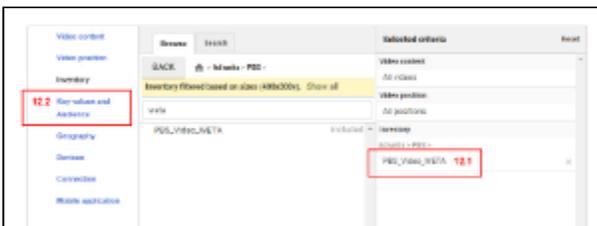
Figure 11

This section demonstrates how to attach your sponsorship message to content.
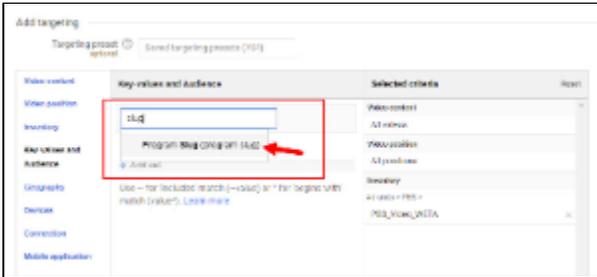
- The ad unit displays on the right side of the page under Inventory (Figure 12.1).
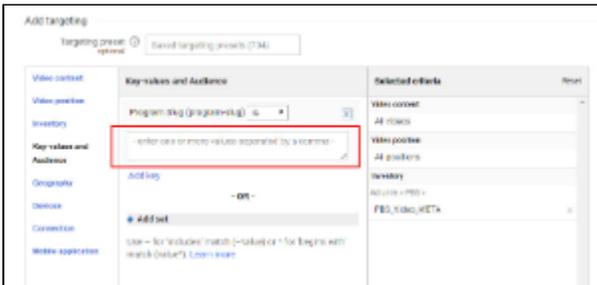- In the left side menu, click **Key-values and Audience** (Figure 12.2).

Figure 12

- In the textbox provided, type **slug** (Figure 13). When possible matches appear beneath the textbox, click **Program Slug (program-slug)**.

Figure 13

- In the textbox beneath Program Slug, type the **name of the show** you want (Figure 14).
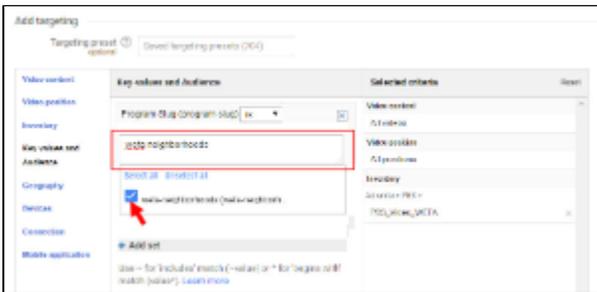
Figure 14

- As you type, available options appear in a dropdown. Click the **checkbox next to the show(s)** that contain the individual episodes that can be targeted (Figure 15).
- Once you've selected the **show(s)**, click anywhere outside the text box.

⚠ **Please do not target content outside of your local station content. It will not work.**
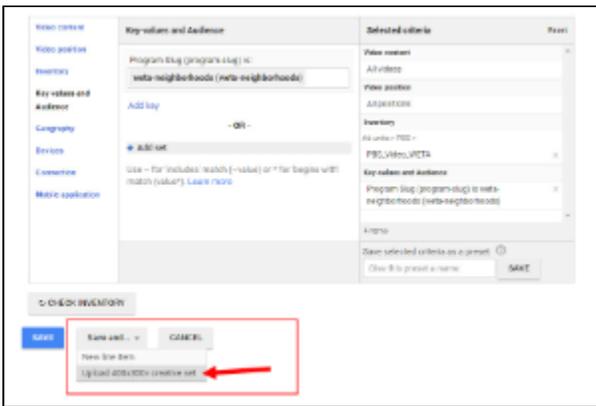
Figure 15

- The selected show displays. Ensure that the show(s) you've selected are also included in the line item targeting on the right (Figure 16).

Figure 16

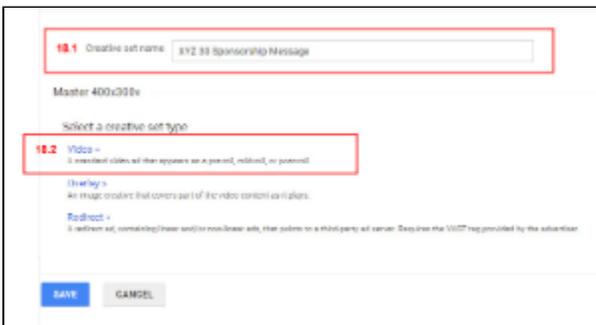- Click **Save and Upload new 400x300v creative set** (Figure 17).

Figure 17

This section demonstrates how to upload your sponsorship message to Google Ad Manager.

- In the Creative set name textbox, type a **name for your creative set** (Figure 18.1).
- Click **Video** (Figure 18.2).

Figure 18

- In the Name textbox, type the **name of your creative** (Figure 19.1). You can give it the same name as your creative if you wish.
- In the Click-through URL textbox, type the **full URL of the page** to which the creative should link (Figure 19.2). You do not need to include "http://." *Be sure to click the* **Test** *button to test your URL!*
- In the Duration textbox, type the **duration of your sponsorship message** (Figure 19.3). Duration is in seconds (i.e.: 60 seconds = 1 minute).
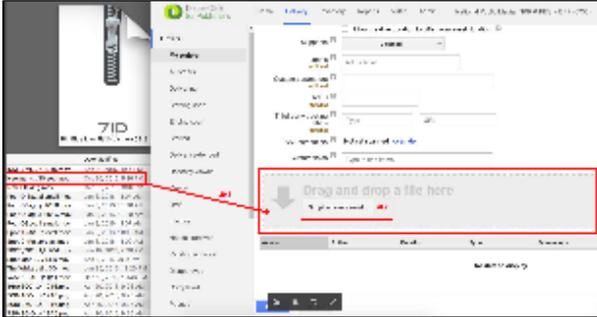
Figure 19
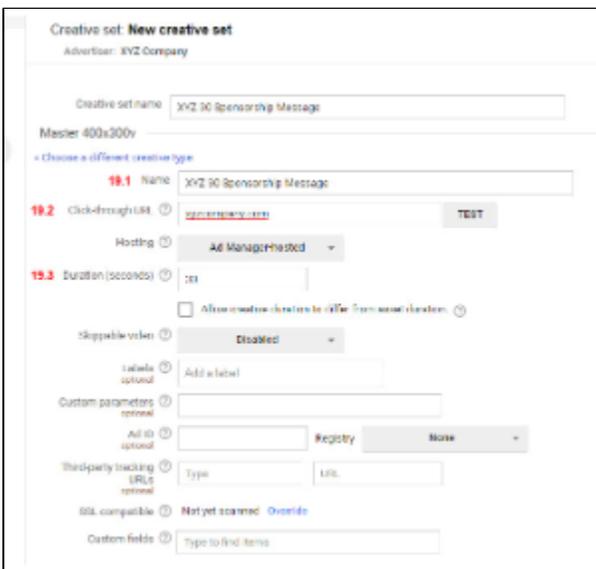
- You can add your file in one of two ways:
    - Drag and drop your **file** from a location on your computer (Figure 20.1).
    - Click the *Or upload a new asset* **button** to add the file from your computer (Figure 20.2).

See PBS creative specs

Figure 20

- Wait for your file to upload. This process should only take a few seconds. When the file has been uploaded, a message stating that transcoding has begun appears (Figure 21.1).
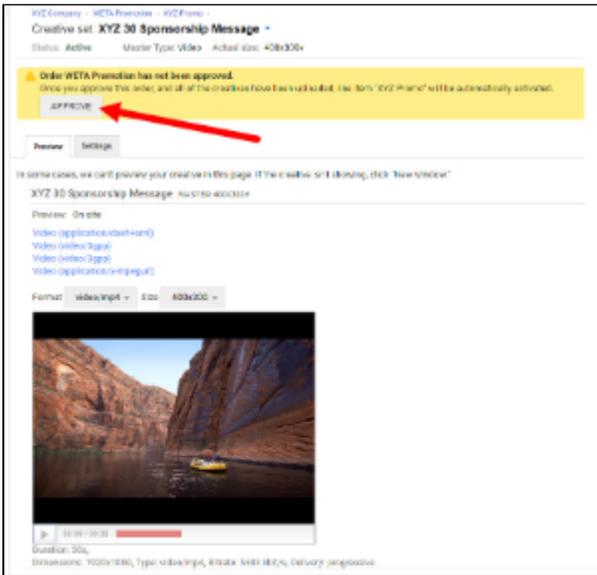- Click **Save** (Figure 21.2).

⚠ **It may take a few minutes for your sponsorship message to transcode. You do not have to wait for the transcoding process to finish before clicking Save.**
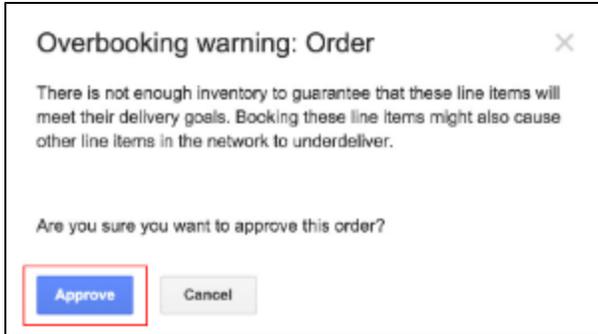
Figure 21
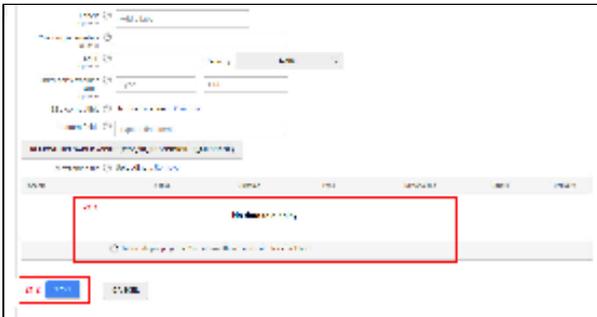
- Click **Approve** (Figure 22).
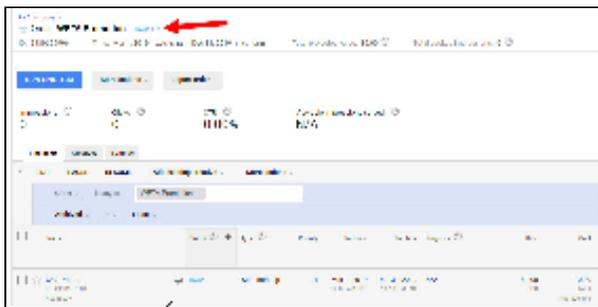
Figure 22

- Google Ad Manager will typically warn of overbooking an order. Don't worry about this and click **Approve** (Figure 23).

Figure 23

- If your sponsorship message displays a blue Ready label in the Status column and near the Order title at the top of the page, it is ready to deliver (Figure 24). If you do not see the blue Ready label, please revisit previous steps.

Figure 24

ⓘ **Need trafficking help?** Please contact Google Ad Manager Support, publisher-support@google.com. The Google Ad Manager help icon located in the upper right corner of the screen is also very useful for basic questions.

If you have any account related questions, please contact mrvogrin@pbs.org.