

## Setting up Google Ad Manager Small Business

TownNews publisher partners who are not on iQ Ad Ops and want to set up their own Google Ad Manager Small Business instance need to work through the following steps (more information is available on these steps using Google's Help Documentation:

<https://support.google.com/admanager/answer/7084151?hl=en>)

1. Sign up for a Google AdSense account - this is a requirement before a Google Ad Manager Small Business account can be requested:  
<https://www.google.com/adsense/start/>
  - a. Click on the Get Started button in the top right hand corner
  - b. Fill out the form
2. Once the AdSense account has been established, there is a snippet of code that needs to be added to the header of the publisher partner's website (TownNews CS can help implement this). ***We recommend that the redesigned site or new site be live before adding the AdSense code to the account.***
  - a. This is also required before a Google Ad Manager Small Business account can be requested.
3. Once the AdSense account is set up and the code is implemented, Google will scan the website. It takes 24-48 hours. Now the publisher partner can request a Google Ad Manager Small Business account to be set up.
  - a. Go to [admanager.google.com](https://admanager.google.com) to sign up for an account.
  - b. Click **Create account**, then choose **For myself** or **To manage my business**.
  - c. Follow the prompts to complete the sign up.
4. Google will provision the Ad Manager account typically within 2-4 weeks. There is no support from Google other than the publisher partner emailing them. TownNews Customer Support and TownNews iQ Ad Ops teams cannot assist with this - Google does not allow us access to any of this information.
5. Once the Ad Manager account is created, Google has documentation available for setting up the ad unit inventory as well as setting up companies, orders, line items and creatives which will be scheduled to run on the publisher partner's website.
  - a. Setting up inventory:  
[https://support.google.com/admanager/answer/6026938?hl=en&ref\\_topic=2566458](https://support.google.com/admanager/answer/6026938?hl=en&ref_topic=2566458)
  - b. Traffic ads to your inventory:  
[https://support.google.com/admanager/answer/2566645?hl=en&ref\\_topic=2566458](https://support.google.com/admanager/answer/2566645?hl=en&ref_topic=2566458)
6. If the publisher partner is using Blox, we have documentation on how to download the ad unit map from Blox and work through the steps to then upload those ad units into Google

Ad Manager. This is for Blox only at this time - will not work for Rayos sites.

7. TownNews publisher partner Support should be able to assist in setting up the Google Ad Manager blocks in Blox for these publisher partners.

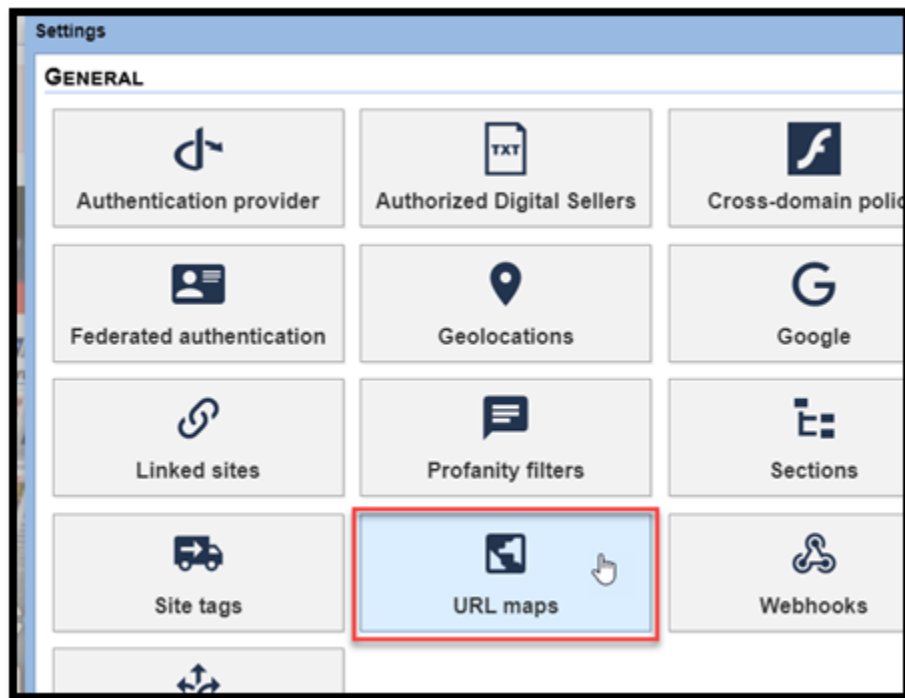
Google also offers a Google Ad Manager module in their Skillshop for more hands-on information on how Google Ad Manager works:

[https://skillshop.exceedlms.com/sl/127d87ff?utm\\_source=website\\_17th\\_Sep\\_19&utm\\_medium=card\\_catalogue&utm\\_campaign=google\\_ad\\_manager](https://skillshop.exceedlms.com/sl/127d87ff?utm_source=website_17th_Sep_19&utm_medium=card_catalogue&utm_campaign=google_ad_manager)

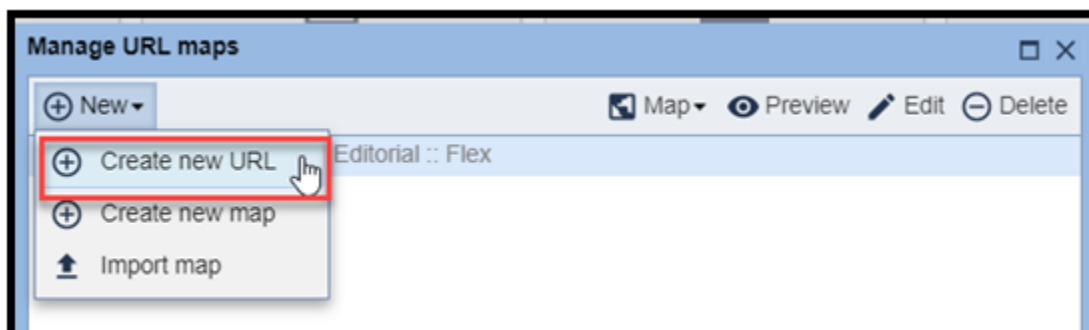
## Blox Ad Unit URL Map Utility

This is a utility feature that allows you to easily download the proper ad unit map for each page of your websites for Google Ad Manager.

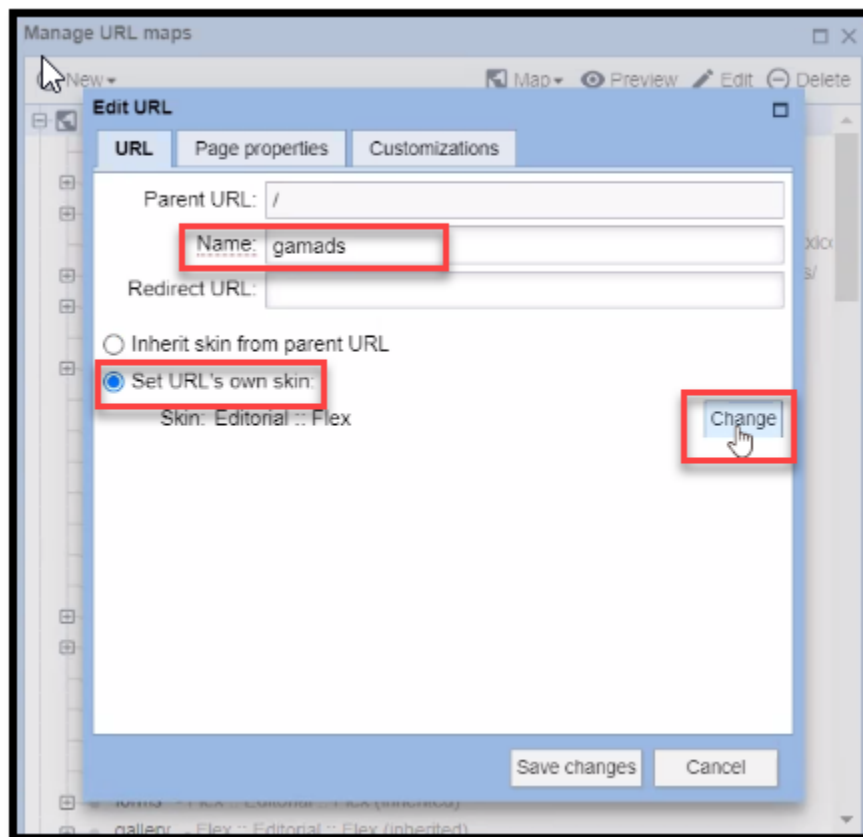
To begin, in the upper left corner dropdown menu, go to Settings / URL Maps. This opens the Manage URL Maps window.



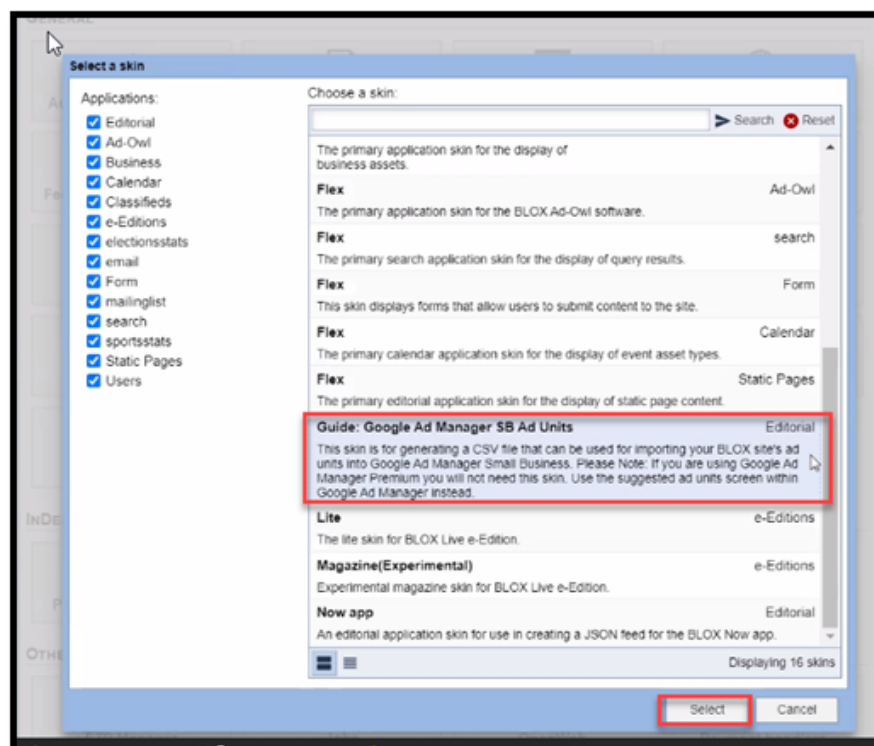
Click the Flexsystem line item - in the upper left, click 'Create new URL.'

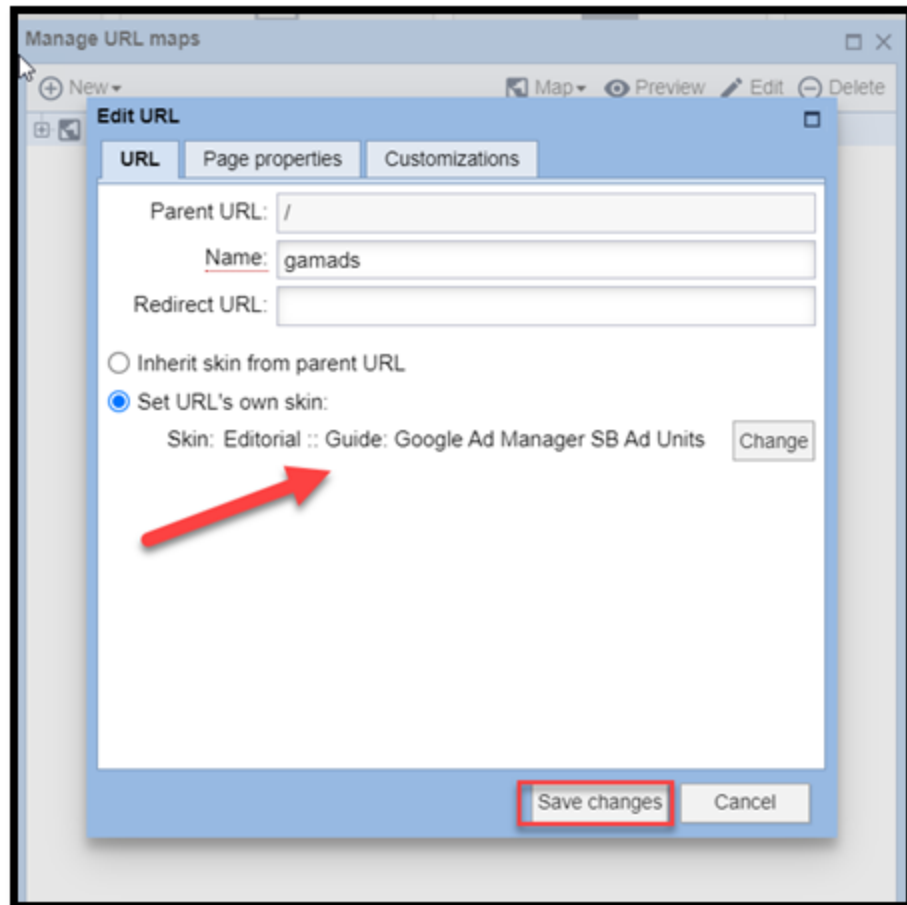


Name it 'gamads.' Click the 'Set url own skin' satellite button, then click 'Change.'

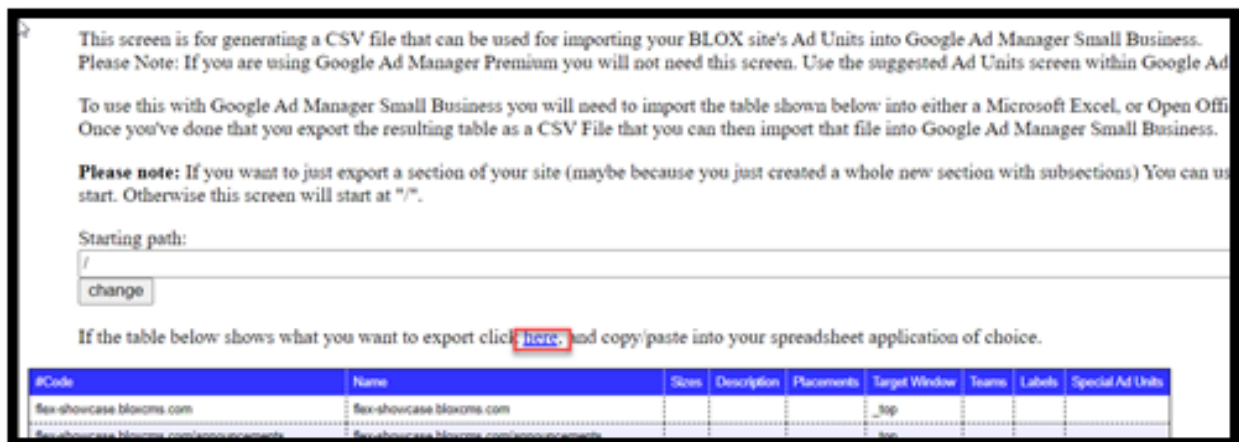


From the skin list, select 'Guide: Google Ad Manager SB Ad Units,' click select. You will be directed back to the Edit URL module - make sure the 'Guide: Google Ad Manager SB Ad Units' is displayed as the skin, then click 'Save Changes.'





Next, go to the live site and navigate to domain.com/gamads. Click the hyperlink 'click here' to view all ad unit information.



Download this spreadsheet - (rows 3 and 4 are sample rows to show what should be placed in the document, once referenced please delete the content)

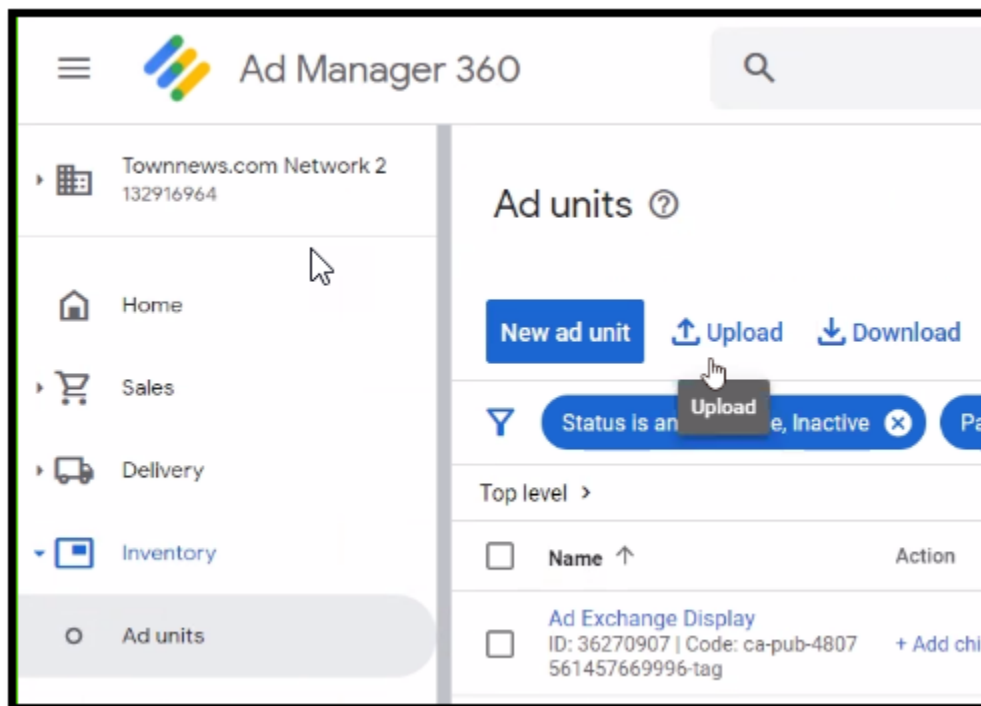
[https://drive.google.com/file/d/1xu6TM\\_41n39sDR5Evn0CLPP0f3dykgDW/view?usp=sharing](https://drive.google.com/file/d/1xu6TM_41n39sDR5Evn0CLPP0f3dykgDW/view?usp=sharing)

Copy and paste the information from your gamads url into the spreadsheet. Review the urls in the document and remove any pages you cannot or do not want to target with ads.

Add the below sizes relative to the platforms you use for each url (row) in column B.

- Desktop/Mobile Browser - 1x1, 2x1, 300x250, 300x600, 320x50, 640x480v, 728x90, 970x90, 970x250, 1170x90
- App - 300x50, 300x250, 320x50, 320x480, 480x320, 640x480v, 728x90, 768x1024, 1024x768
- Add any other sizes you would like to serve by url (row).

Log into GAM. Upload the document under Inventory/Ad Units/Upload. Browse to choose the file you just made or drop it on the upload.



#### Other Reference Sources -

Google Creating Ad Units in Bulk directions -

[https://support.google.com/admanager/answer/7029965?hl=en&ref\\_topic=4426071](https://support.google.com/admanager/answer/7029965?hl=en&ref_topic=4426071)