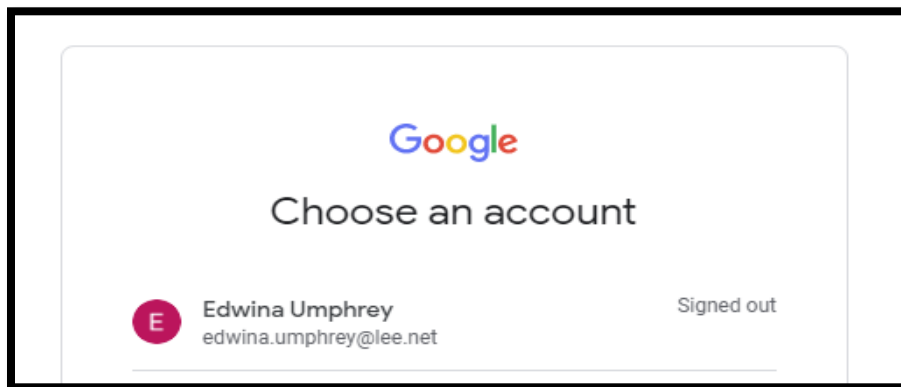


Google Ad Manager 360 Overview and Training:

Log in:

In a browser (Chrome or Firefox preferred) use this link: **admanager.google.com**

Choose the account you will use to log into the ad server and put in your password



You are now in your ad serving instance of Google Ad Manager.

If new users need to be created, please open a support ticket at: <https://townnews.com/support/>

Dashboard Overview:

The dashboard provides the overview of the user's inventory to review as well as the navigation you'll need to utilize when trafficking ads or running reporting. What users see will depend on their permissions within the system. All users see the following:

Top Navigation:

- **Delivery:** The list of line items or orders associated with you, as a trafficker or a salesperson. If you click **Recommended**, you'll see all line items that are underdelivering and missing creatives. Orders won't be included (only line items). If you click one of your saved filters, you'll see all line items or orders that match the saved filter's criteria.
- **Ad Speed:** The Ad Speed Home dashboard provides a snapshot of your network's ad serving speed over the last 30 days. It can help you identify the factors contributing to fast or slow load time and help you find ways to improve latency across your network.

Left Hand Navigation:

- **Delivery Tab**

- **Orders** – dashboard shows all of the logged in user's orders and allows for setting up a new order or forecasting for future orders.
- **Line Items** – dashboard shows all of the logged in user's line items and allows for setting up a new order, forecasting for future orders or exporting a list of line items based on specific criteria.
- **Creatives** – dashboard shows all of the standard and master/companion creatives currently available in GAM for your publication
- **Native** – dashboard allows you to see all native styles and create a native ad
- **Delivery Tools** – dashboard allows you to inspect and troubleshoot orders, line items and creatives currently running.

- **Inventory:**

- **Ad Units** – element of the page where an ad can be delivered. This dashboard shows a list of your available ad units.
- **Mobile Apps** -
- **Audience** – dashboard shows list of all available 3rd party audiences for ad targeting.
- **Key-values** – shows all current key value pairs and allows for set up of new ones. Key values can be set up and used for ad targeting to specific ad slots, key words and positions on a page.
- **Targeting presets** – publishers can set up targeting presets for targeting items that are used frequently.
- **Traffic forecast** – allows users to see across all publications (ad units) they have access to.

- **Reports:**

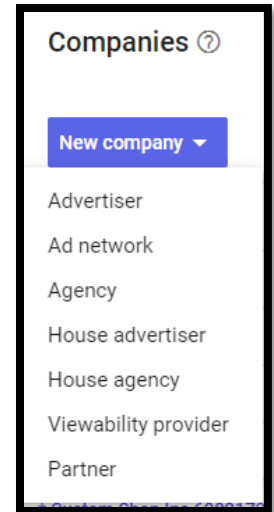
- **Reports** – create and run reports with metrics for historical, future sell-through and reach.

- **Admin:**

- **Companies** – dashboard that allows you to see current companies and set up new ones.

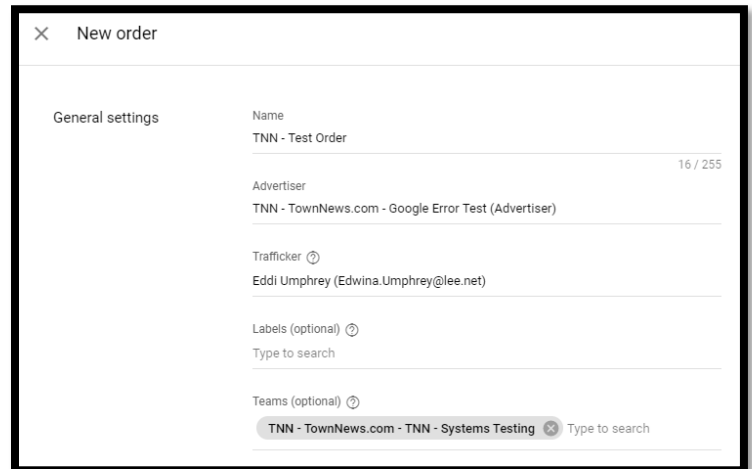
Create a new customer

1. Log in to Google Ad Manager.
2. Click Admin > Companies
3. New Company
 1. Choose company type (most commonly used types are advertiser and house)
 - a) Advertiser – organization purchasing your site inventory
 - b) Ad network - Company representing multiple advertisers/agencies
 - c) Agency – organization managing ad accounts for clients
 - d) House advertiser – used for in-house marketing teams
 - e) House agency – organization in your company managing ad accounts that promote your site
 - f) Viewability provider – third-party companies used to measure creative viewability
 - g) Partner – publishing partner with established agreements to share inventory and revenue.
4. Name field is required and TownNews naming taxonomy used
 1. PUB – Domainname.com – ADV – Advertiser Name
5. Save company

A screenshot of the 'New advertiser' form in Google Ad Manager. The form is titled 'New advertiser' with a close icon. It is divided into two sections: 'General settings' and 'Additional settings'. The 'General settings' section includes fields for 'Name', 'Teams (optional)' with a search icon, and 'Verified advertiser (optional)' with a 'Select' dropdown. The 'Additional settings' section includes fields for 'Labels (optional)' with a search icon, 'External ID (optional)', 'Comment (optional)', 'Phone (optional)', 'Fax (optional)', 'Email (optional)', and 'Address (optional)'. At the bottom of the form are 'SAVE' and 'CANCEL' buttons.

Create an order

1. Log in to Google Ad Manager.
2. Click Delivery > Orders > New order.
3. Enter your order information in the appropriate fields. Order names must be unique within your network
 1. TownNews has a specific taxonomy for orders and line items
4. Enter your order information.
5. Click Add line item or Save
6. Add a line item



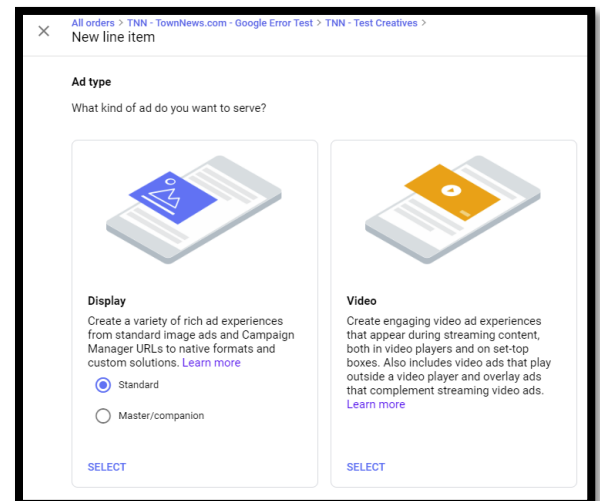
The screenshot shows the 'New order' form in Google Ad Manager. It has a title bar with a close button and the text 'New order'. Below the title bar is a section titled 'General settings'. It contains several input fields: 'Name' with the value 'TNN - Test Order' and a character count '16 / 255'; 'Advertiser' with the value 'TNN - TownNews.com - Google Error Test (Advertiser)'; 'Trafficker' with a help icon and the value 'Eddi Umphrey (Edwina.Umphrey@lee.net)'; 'Labels (optional)' with a help icon and a search bar containing 'Type to search'; and 'Teams (optional)' with a help icon and a dropdown menu showing 'TNN - TownNews.com - TNN - Systems Testing' and a search bar containing 'Type to search'.

Create a line item

What type of ad do you want to serve?

As the first step of adding a line item, you need to choose either the Display or Video ad type. This selection in Ad Manager determines the kind of creative the line item should serve. The creative is the central and most important piece of any advertiser's campaign, and the line item should be configured to ensure that the advertiser's creative requirements are met.

- **Display:** Work with a variety of display ads—with options from from standard image and HTML5 ads to native ads and custom ad solutions. Learn more about the [types of display creatives](#) you can work with.



The screenshot shows the 'New line item' form in Google Ad Manager. It has a title bar with a close button and the text 'New line item'. Below the title bar is a section titled 'Ad type'. It contains a question 'What kind of ad do you want to serve?' and two options: 'Display' and 'Video'. The 'Display' option is selected with a radio button. Below each option is a description and a 'SELECT' button. The 'Display' description says 'Create a variety of rich ad experiences from standard image ads and Campaign Manager URLs to native formats and custom solutions. Learn more' and the 'Video' description says 'Create engaging video ad experiences that appear during streaming content, both in video players and on set-top boxes. Also includes video ads that play outside a video player and overlay ads that complement streaming video ads. Learn more'.

Choose the Master/companion option to set up this line item to serve sets of creatives together (i.e. 728x90 and 300x250)
Only available in Google Ad Manager 360.

- **Video:** Work with a variety of video ads—from video ads that appear during streaming content to ads that appear in set-top boxes. Also includes video ads that play outside a video player and overlay ads that complement streaming video ads.

1. Line Item Name
2. Line item type and priority
 1. Sponsorship (4)
 2. Standard (6,8,10)
 3. Ad Exchange (for programmatic use)
3. Expected Creatives
 1. What creative sizes should run for this line item? We recommend using multiple sizes
4. Additional Settings (optional)
 1. Competitive exclusion settings
 1. Enable to allow line items from the same advertiser to show on the same page despite competitive exclusion labels. Disabled prevents line items from the same advertiser to show on the same page

× All orders > TNN - TownNews.com - Google Error Test > TNN - Test Creatives > New line item

Ad type: Display (Standard)

Name: Line item name goes here using TN Taxonomy

Line item type

Type and priority

☐ Sponsorship (4)

☒ Standard (6, 8, 10)

☐ Ad Exchange (12)

[SHOW MORE](#)

Standard: For impression-based campaigns.

Priority: Normal Priority value: 8

Expected creatives

300x250 320x50 728x90 [Add sizes](#)

[SHOW CREATIVE DETAILS](#)

Additional settings (optional)

Labels (optional)

Type to search

Competitive exclusion settings (optional)

Same advertiser exception

☐ Disabled

Delivery settings:

1. Enter the line item start date
2. Enter the line item end date
3. Depending on the line item type choose either the number of impressions or the % of total impressions.
4. The rate you will be charging
 1. CPM – cost per thousand impressions
 2. CPA – cost per acquisition (for lead campaigns)
 3. CPD – cost per day
 4. CPC – cost per click
5. Discount, if applicable

Delivery settings

Start time: 12:00 AM CST

End time: 11:59 PM [ALLOW GRACE PERIOD](#)

Quantity: 0 Impressions [SET CONTRACTED QUANTITY](#)

Rate : \$ 0 USD CPM

Discount (optional) : 0 Absolute value

Total value: \$0.00

Adjust delivery (optional):

Please be aware that any changes you make to delivery of a line item will affect every other line item that is booked at that same priority.

6. Deliver impressions

1. Evenly (default):
Serve impressions as evenly as possible across the number of days specified in a line item. Note that pacing can still vary on an hourly basis.
2. Frontloaded:
Serve more impressions at the beginning of the line items' run.
3. As fast as possible: Block lower-priority or lower-value line items from delivering in the selected placements until the requirement of this line item is met. Selection this option may result in the delivery of all booked impressions well before the specified end date of the line item.
4. All: All creatives associated with this line item appear together on a page or the line item cannot serve. **NOT RECOMMENDED.**

7. Display creatives:

1. Only one: Show only one creative per page if multiple creatives are associated with this line item.
2. One or more (default): Allow multiple creatives associated with this line item to show.
3. As many as possible: Show creatives in as many ad units as possible.
4. All: this is not recommended

8. Rotate creatives:

1. Evenly: Creatives rotate evenly.
2. Optimized (default): Creative with the highest CTR is shown more often.
3. Weighted: Creatives rotate at a frequency specified by the ad trafficker.
4. Sequential: Creative rotate in the order specified by ad trafficker. A number between 1 and 80 must be entered.
 1. Ad Manager shows a single creative no more than once per page. If you want the same creative to appear more than once per page, you must add multiple instances of that creative in the line item.

9. **Limit EEA serving:** Specific how the line item will server for traffic to your users in the European Economic Area (EEA). This is defaulted to “Don’t serve for any EEA ad requests”.

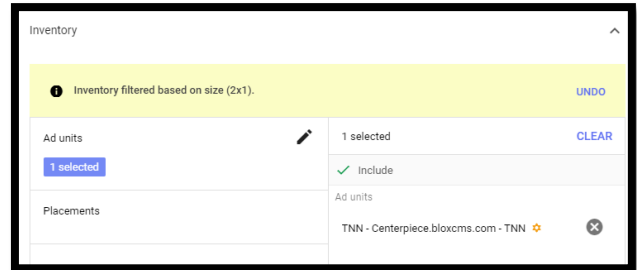
10. **Child-Directed ads:** Select whether to allow this line item to serve child-directed ads. Default is set to “Don’t serve on child-directed requests.”

11. **Day and time:** Specify days of the week and times when the ad can be delivered (day parting).

12. **Frequency:** Limit the number of times that ads from a line item can be served to an individual user.

Add targeting:

1. **Inventory:** defines the structure of your inventory, app, or other digital property. You target specific inventory (ad units and placements) to direct ads to serve to that inventory.
 1. Run of Network targeting: A "run-of-network" means all inventory in your network is targeted. Ads in a run-of-network campaign can potentially serve anywhere on your website or app. By default, line items (and other items that can target values) are run-of-network. Run-of-network targeting is useful for serving house ads and [dynamic allocation](#) line items.
 2. Also target more precisely by including or excluding specific sections or pages that are set up in your GAM 360 account
2. **Custom Targeting:** key value pairs set up to allow you to target by a specific position (above the fold, sticky-anchor) and/or keywords.
3. **Geography:** target a line item based on DMA, city, state, zip or counties
4. **Mobile application:** target a specific mobile application you have claimed from the Google Play Store or Apple Store.
5. **Device Category:** target line items based on device type
6. **Browser:** target line items to specific browsers
7. **Operating system:** target line items based on operating system
8. **Browser language:** target line items based on user's set browser language (does not apply to mobile apps). If a browser has more than one language assigned to it, each language generates an impression. In reports, this results in a higher number of impressions attributed to "browser language" than what's shown for total impressions for the line item.
9. **Device capability:** target line items based on the device's capability – mobile apps, mraid or phone calls. Mobile Apps targets in-app requests only. In-app web view requests cannot be targeted specifically; Ad Manager treats them as normal mobile web requests.
10. **Device manufacturer:** target line items based on the type of device the user is browsing on
11. **Bandwidth:** target line items based on user's bandwidth type (cable, DSL, etc)
12. **Mobile carrier:** target line items based on user's mobile carrier (AT&T, Verizon, etc)
13. **User domain:** target line items to only the domain or subdomains of the user's internet service providers (ISPs). If you wanted to target stanford.edu you are targeting students, faculty and staff of Stanford University only. If you target google.com you are targeting Google employees only. You can specify top level domains such as edu and gov (don't include the dot) and subdomains such as stanford.edu and usa.gov
 1. Invalid values include: <https://www.psychology.berkley.edu>, www.usa.gov and .edu
14. **Request format:** target video line items to serve to only rewarded ad inventory. Used for programmatic video advertising.



Check Inventory:

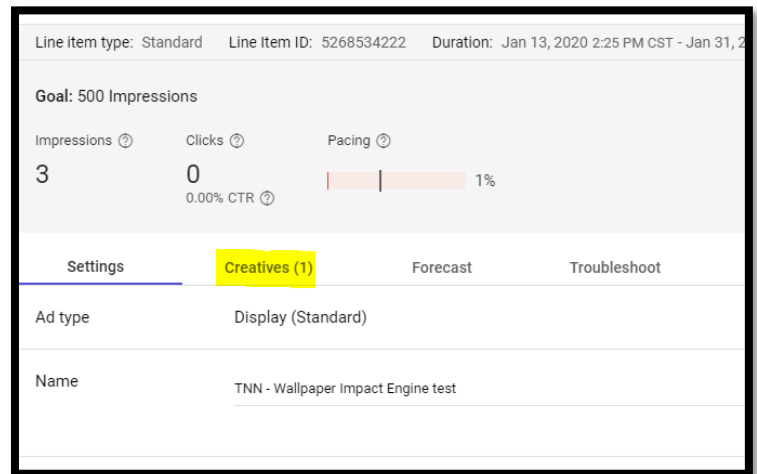
15. Before saving the line item it is a best practice to check and make sure the line item has enough inventory to deliver. This is a great way to troubleshoot any errors in ad trafficking or low inventory before the line item starts.
 1. Click the Check Inventory Button
 1. The results will show:
 1. Impressions already delivered (if the line item has started)
 2. How many impressions are like to deliver
 3. How many impressions are likely to deliver but may impact the same or lower-priority line items
 4. How many impressions are unlikely to deliver
 2. You can also View line items that are contending for the same inventory or the Breakdown by the line item's targeting

Save:

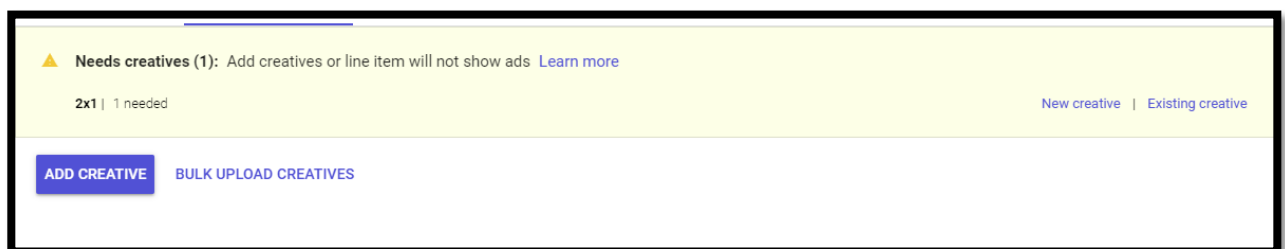
16. Save the line item and add creative

Adding Creative:

17. In the line item click on the creatives tab
18. This dashboard shows you how many creatives are currently running for the line item or whether a creative is needed



19. You can add creatives by either clicking on the “New Creative” link to the right of the ad size or click on the “Add Creative” button below the ad size



20. Once you have chosen your path to adding the creative, a new screen will pop up asking you what type of creative you would like to add
 1. Image: upload a standard image. The asset type can be .png, .jpg or .gif and GAM 360. We recommend 150 KB file size or less. **All landing pages (clickthru URLs) must be crawlable.
 2. Third party: some advertisers work with third-party ad servers such as Campaign Manager, Atlas or others. If an advertiser provides you with a piece of creative code

(known as an “ad tag”) that calls another ad server, you will need to traffic that as Third party.

3. Custom: You can create and manage your own custom creatives. Developing a custom creative requires some technical skill and an understanding of ad serving goals. Not recommended – please call TownNews for support.
4. Standard creative templates: these templates are available in GAM 360 by default.
5. HTML5: Assets must be uploaded as zip files. This is often a better option than .gif files for animation. The requirements for GAM 360 are located here: https://support.google.com/admanager/answer/7046799?hl=en&ref_topic=7041998
6. Campaign Manager: This creative type allows you to use redirect URLs generated from Google Campaign Manager. Utilizing this type with Campaign Manager should result in little or no reporting discrepancy.
7. Custom Creative Template: these templates can be created by an administrator or other technical source in your network. Not recommended – please call TownNews for support.

** If you do choose to create custom creatives or templates it is important to test them before going live on your site. Outside custom code is not supported by TownNews.com

New creative

Standard creative

- Image**
Upload standard images or specify URLs of creatives hosted on third-party ad servers. [Learn more](#)
Assets: GIF, JPG, PNG
- HTML5**
Upload an HTML5 zip file to create rich ad experiences. [Learn more](#)
Assets: ZIP file
- Third party**
Use code from third-party ad servers. [Learn more](#)
Assets: Third-party code
- Campaign Manager**
Use redirect URLs generated under Campaign Manager. [Learn more](#)
Assets: Campaign Manager URL
- Custom**
Supply your own code to create rich ad experiences. [Learn more](#)
Assets: Custom code
- Custom creative template**
Use templates defined in your network. May be prompted to input information or upload files. [Learn more](#)
Select a template [CONTINUE](#)
- Standard creative template**
Use templates included in Ad Manager by default. Templates support a variety of ad experiences. [Learn more](#)
Select a template [CONTINUE](#)

21. Upload your assets and save the creative.

22. Preview the creative on the page you targeted.