RICH MEDIA – GET TAGS FROM CELTRA

Click on campaign – click on **PUBLISH** –> **OPEN**

**Environment:** (standard tag) Web Browser - **Ad Server:** Google Ad Manager

Scroll down to tag code – click anywhere in gray box – right-click COPY then PASTE in GAM (DFP)

CROWN/SUPER CROWN SETUP IN GAM (DFP)

GET AD TAG FROM CELTRA - Go to ad – click on **Name** – click on **Creatives** –> **New creative** –> **Third Party**

Paste tag code and give it the same name from Celtra – click on **Companion | 55x1** –> **ADD** –> **New creative**

Scroll down to **Custom creative template** – type “Crown” where it says select a template, then choose

**HNP | Crown & Super Crown - Flex1 Collapse Template** – **CONTINUE** *use same Celtra name just add FLEX at the end* –>**SAVE**

RICH MEDIA ADS SETUP IN GAM (DFP)

GET AD TAG FROM CELTRA - Go to ad – click on **Name** – click on **Creatives** –> **New creative** –> **Third Party**

Paste tag code and give it the same name from Celtra –> **SAVE**

AD TAGS IN GAM (DFP)

In the XLS file you’ll use the *Iframes/JavaScript Tag* column for these. The system should always recognize them. Copy/paste tag then click **ADD IN MACROS** for tracking purposes.

***IF YOU GET THIS ERROR:****Missing click tag. Add a valid click tag or
exit function before uploading the creative to Ad Manager.*

*This would need to likely come from the originator of creative since it is going back in through their code. The client is providing HTML code for each ad to animate. Within that code there are specific instructions to the ad server that need to be just so in order for us to traffic the ad. The Click Tag that I’m referring to does aid in the click through URL, but it more facilitates the ability to actually click the ad itself to then direct to the click through URL.*

CLICK TAGS FROM A XLS FILE

Click tags can be used on any ad. It is just a replacement for the click thru URL but it has tracking attached to it.

It is usually found in the last column of the XLS file

When adding a click tag in a Celtra creative you will most likely get an error about the “Report Label” being too long (which is the name of the click tag) just rename it! I usually use the name supplied in the XLS file

MOAT TAGS

*Do you know if Hearst can accept MOAT Monitoring/Blocking tags? Yes we do.*

STATIC/ANIMATED BANNER ADS SETUP IN GAM (DFP)

Go to ad – click on **Name** – click on **Creatives** –> **BULK UPLOAD CREATIVES**

Drop in JPG, PNG or GIF files –> **CONTINUE**  –> Top Right, Check **Creative Name** Box –> Click **BULK EDIT**

Check Destination Box –> Paste URL –> Click **Done** –> Click **SAVE**

***MAKE SURE DESTINATION URL IN SF MATCHES CLICK THRU URL IN ADWATCH.***

CAMERA READY ADS THAT ARE SCALED TOO BIG

We in the creative department need to resize them and either upload them to GAM or email them to Houston.

Houston DOES NOT resize camera ready ads.

TO CHECK LIVE IN SALESFORCE

Click on URL sent via email – make sure you are in **Hearst Product Display**

Click pencil on the right of **Is Product Live?** Check Box -> Click on **Live Date** -> select the date ad starts

***MAKE SURE DESTINATION URL IN SF MATCHES CLICK THRU URL IN ADWATCH.***

Sometimes they upload camera ready creative here in the **Notes & Attachments** section or in the **Hearst I/O window Notes & Attachments** section