TargetSmart

Media Buying Platform Users Guide

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User Guide Quick Access Links:

❏ Referenced Video Tutorials

- **Video Tutorial: Setting up Advertisers**

- **Video Tutorial: Single Creative Upload**

- **Video Tutorial: Bulk Creative Upload**

- **Video Tutorial: Campaign Build Process: Setup, Flights, and Dayparts**

- **Video Tutorial: Campaign Build Process: Geography**

- **Video Tutorial: Campaign Build Process: Audience, Device, and Retargeting**

- **Video Tutorial: Campaign Build Process: Supply Set Up**

- **Video Tutorial: Campaign Build Process: Creative and Frequency Set Up**

- **Video Tutorial: Campaign Build Process: Summary Tab**

- **Video Tutorial: Accessing Campaign Reports and Bulk Editing**

❏ Log in to the Media Buying Platform

Go to https://my.targetsmart.com/mbp/ and log in.

❏ Create Advertiser

🎥 **Video Tutorial: Setting up Advertisers**

1. In the left menu bar, click on Setup, Advertisers then New.
2. Enter the name of the Advertiser.
3. Enter the URL for the advertiser including https://.
4. Select the category of the ads you will be running.
5. Confirm your Time Zone. This is required.
6. Select any Sensitive Categories if your campaign is related to more sensitive topics such as gambling, tobacco, cannabis, etc. This will allow those types of sites to be included in your supply.
7. Click Create.

❏ Edit Advertiser

1. To edit the advertiser, click Advertisers on the left menu, select all.
2. Find the Advertiser you created, click it. You can scroll through the advertisers using the arrows at the bottom left. They are sorted in the order they were created. Or you can use the search box in the upper left.
3. Edit the information you need and click Save.

❏ Load Single Creative

🎥 **Video Tutorial: Single Creative Upload**

- ❏ ***All creatives related to political or sensitive categories uploaded into The Media Buying Platform will be reviewed for acceptable content within 24 hours. Sensitive categories include: Alcohol, Cannabis, CBD, Cosmetic Procedures and Body Modification, Drugs and Supplements, Firearms, Free Gifts, Quizzes and Surveys, Gambling, Get Rich Quick, Ringtones and Downloadables, Sexual and Reproductive Health, Tobacco and Smoking.***

- ❏ ***Disclaimers are required on all Political Ads. Digital Ad disclaimer laws vary by locality, city, state, etc. All disclaimers should be reviewed by the client's counsel. Example:*** ***Paid for by Friends of Senator Smith******.***

1. **Display Creative**
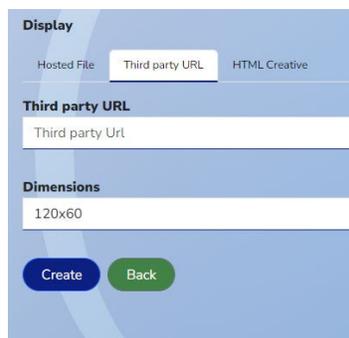   a. On the left side menu, click Creatives then New for a single creative upload.

   b. Enter Name of your creative element. Be sure to choose a name that includes your campaign name and include the dimensions of the file if it is a png or jpg. (Example: Testing_Ad_160x600)
   c. Select the type of creative– Display.
   d. Select the advertiser that will use this creative element.
   e. If you need information on acceptable sizes click the arrow beside Acceptable Sizes. The most common sizes used for Display ads are: 160x600, 300x50, 320x50, 300x600, 320x480, 468x60, 728x90, 300x250.
   All Acceptable Display Ad Sizes:

Acceptable Sizes			
120x60	120x600	125x125	160x600
168x28	180x150	200x200	234x60
250x250	250x360	300x50	300x60
300x90	300x100	300x250	300x300
300x600	320x50	320x80	320x100
320x480	336x280	468x60	468x90
480x80	480x320	640x360	640x480
700x100	728x90	750x100	750x200
240x400	768x1024	800x250	930x600
970x90	970x250	980x120	980x240
1024x768	970x550	325x50	245x245
425x425			

   f. If you have a Hosted Creative file, Select Choose File to select your file from your computer. Select the creative from your files, then click "Upload".
   g. If you are using a third-party creative server, you need to have a VAST tag and enter the VAST tag HTML content into the 3rd party URL section. Enter the dimensions of the creative element.
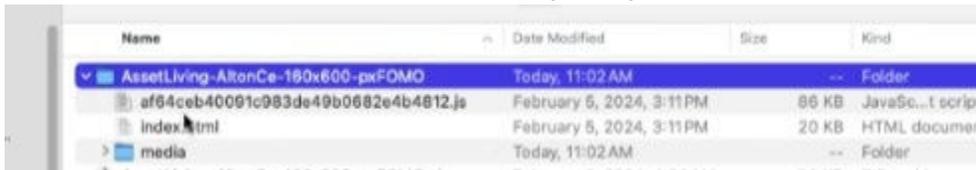

   h. If you are loading HTML creative, you can add the HTML content in the box,

then select the size of the creative.
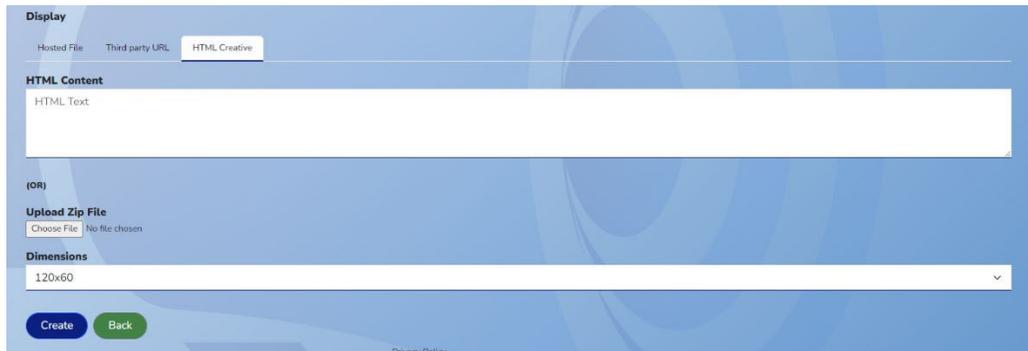
 i. OR to load HTML creative, you can load a zip file with the Java Script (.js) and HTML file (.html) in the root folder and another folder of all the creative elements. Example Zip folder:

 i. Add the Landing Page URL for the creative including https:// at the beginning of the landing page.

 j. Click Create.

2. Video Creative

 a. On the left side menu, click Creatives then New for a single creative upload.
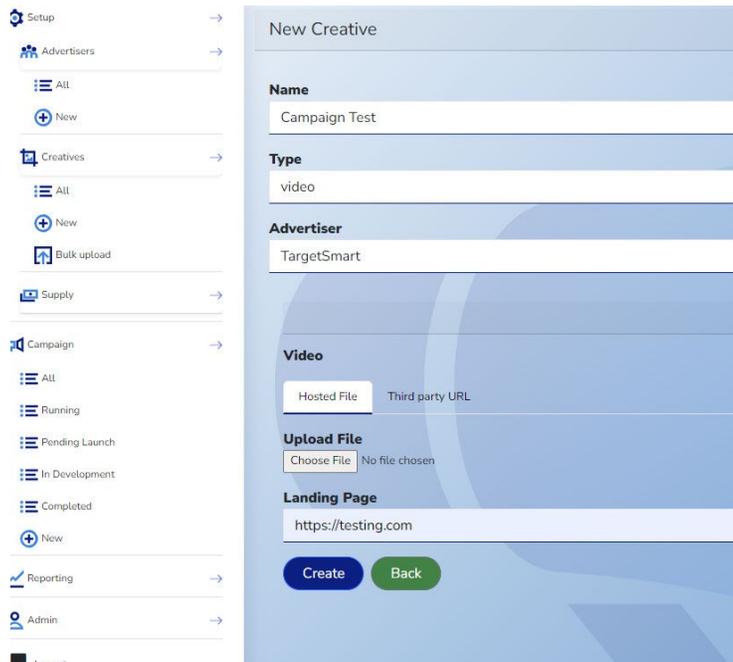
 b. Enter Name of your creative element.

 c. Select the type of creative– Video.

 d. Select the advertiser that will use this creative element.

 e. Select Choose File to select your file from your computer. For CTV Ads: use

an mp4 file that's less than 1GB in the following sizes: 1280x720 for 720p HD, 1920x1080 for 1080p Full HD, and 854x480 for 480p Resolution.

    f. Select the creative from your files, then click "Upload".

        i. If you are using a third-party creative server, you need to have a VAST tag and enter the VAST tag info into the 3rd party URL section.

    g. Add the Landing Page URL for the creative including https:// at the beginning of the landing page.

    h. Click Create.

3. Native Creative

    a. On the left side menu, click Creatives then New for a single creative upload.

    b. Enter Name of your creative element.

    c. Select the type of creative– Native.

    d. Select the advertiser that will use this creative element.

    e. Add who the Ad is Sponsored by.

    f. Add the Landing Page URL for the creative including https:// at the beginning of the landing page.

    g. Add the Headline for your Native Creative: 55 characters or less (min 5), including spaces

    h. Add Description for the Native Creative: 120 characters or less (min 5), including spaces

    i. Select Choose File to select your file from your computer. Make sure it's a static image under 5MB with the size of 1200x627, 800x600, and 600x600.Then click Open.

    j. Click Create.

Example of where the headline, description, and sponsored by sections show on a Native Creative:

SCA Wildland Fire Academy

The Student Conservation Association (SCA) is the largest provider of hands-on environmental conservation programs for youth and young adults. This year, the SCA is teaming up with the U.S. Forest Service to confront the current climate-driven wildfire crisis by launching the inaugural SCA Wildland Fire Academy coming Fall 2023.

Sponsored by Student Conservation Association

# ❏ Load Bulk Creative

🎥 **Video Tutorial: Bulk Creative Upload**

- ❏ **All creatives related to political or sensitive categories uploaded into The Media Buying Platform will be reviewed for acceptable content within 24 hours. Sensitive categories include: Alcohol, Cannabis, CBD, Cosmetic Procedures and Body Modification, Drugs and Supplements, Firearms, Free Gifts, Quizzes and Surveys, Gambling, Get Rich Quick, Ringtones and Downloadables, Sexual and Reproductive Health, Tobacco and Smoking.**
- ❏ **Disclaimers are required on all Political Ads. Digital Ad disclaimer laws vary by locality, city, state, etc. All disclaimers should be reviewed by the client's counsel. Example: Paid for by Friends of Senator Smith.**

Use these directions if you have multiple creative ad file types you want to load for one or more Advertisers for display and video files, not html.

1. Go to Creatives, Bulk Upload. Click on Choose Files.
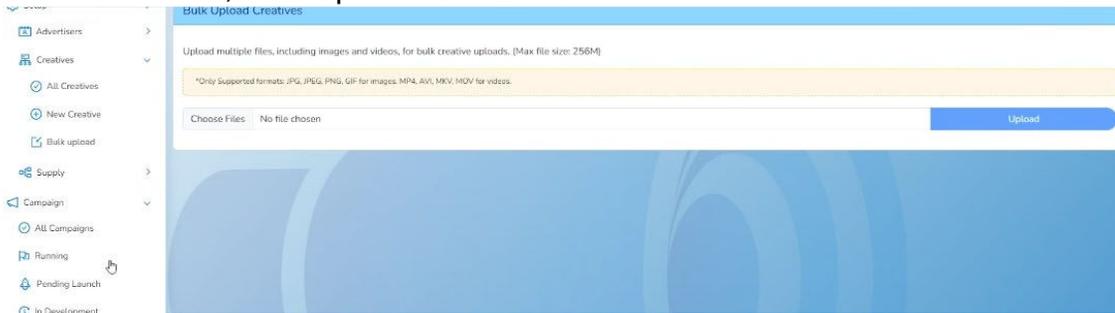
2. Select all the creatives you want to load. Click Open. Then Upload.
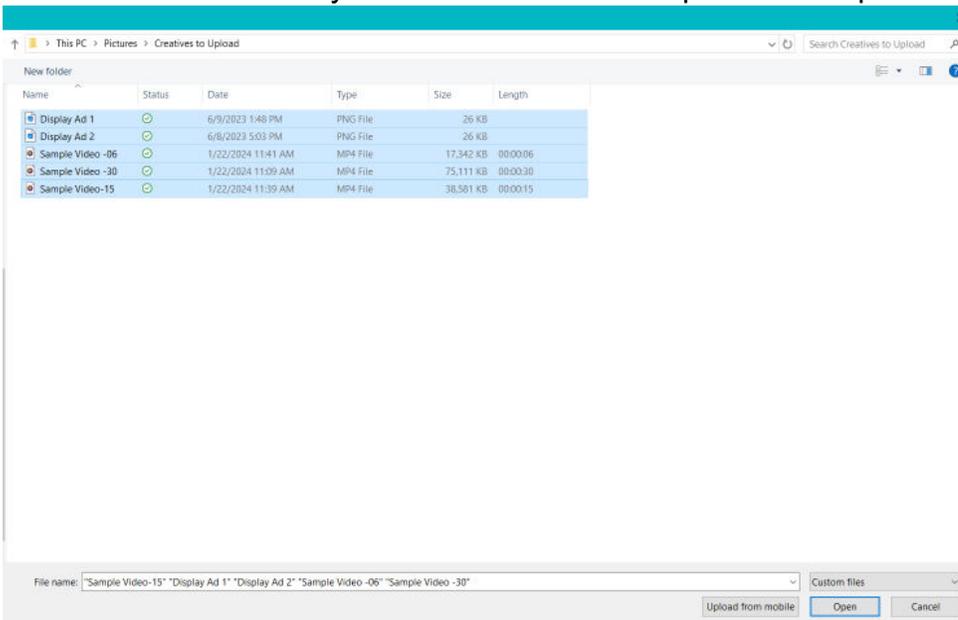
3. Enter the clickthrough URL for the creatives, if they're all the same, click the box at the top of the URL column that says "Copy for all."
4. Double check all the Creative Types column are correct for the type of file loaded.
5. Select the Advertiser for the creative. If they're all the same, check the box at the top of the Advertiser column that says "Select for All."
6. Click Upload.
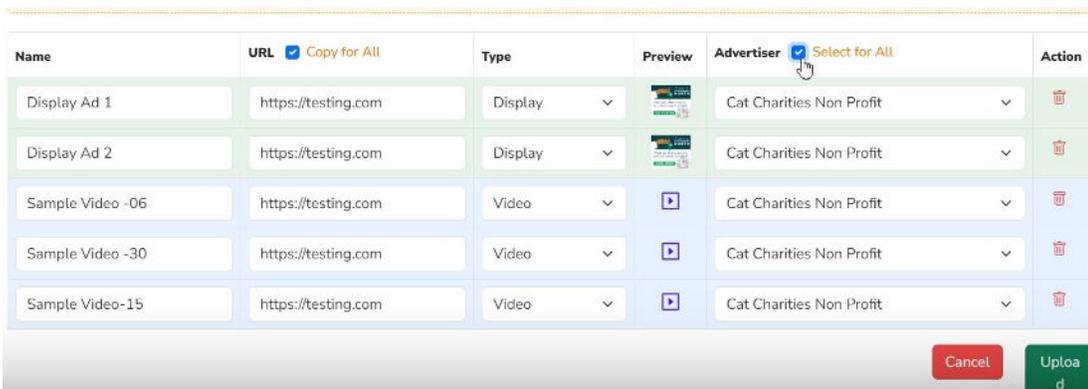
❏ Review Creative Files

1. Click "All Creatives" on the left menu.
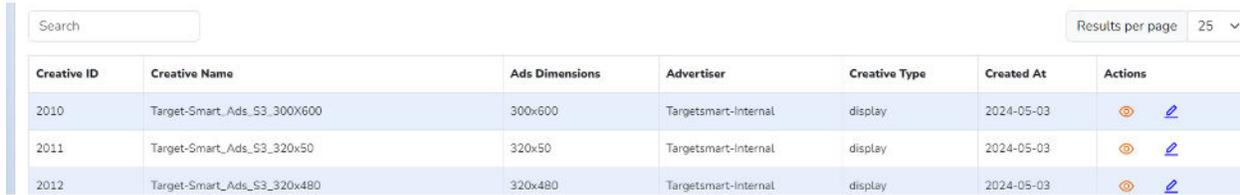
Creative ID	Creative Name	Ads Dimensions	Advertiser	Creative Type	Created At	Actions
2010	Target-Smart_Ads_S3_300X600	300x600	Targetsmart-Internal	display	2024-05-03	👁 ✏
2011	Target-Smart_Ads_S3_320x50	320x50	Targetsmart-Internal	display	2024-05-03	👁 ✏
2012	Target-Smart_Ads_S3_320x480	320x480	Targetsmart-Internal	display	2024-05-03	👁 ✏

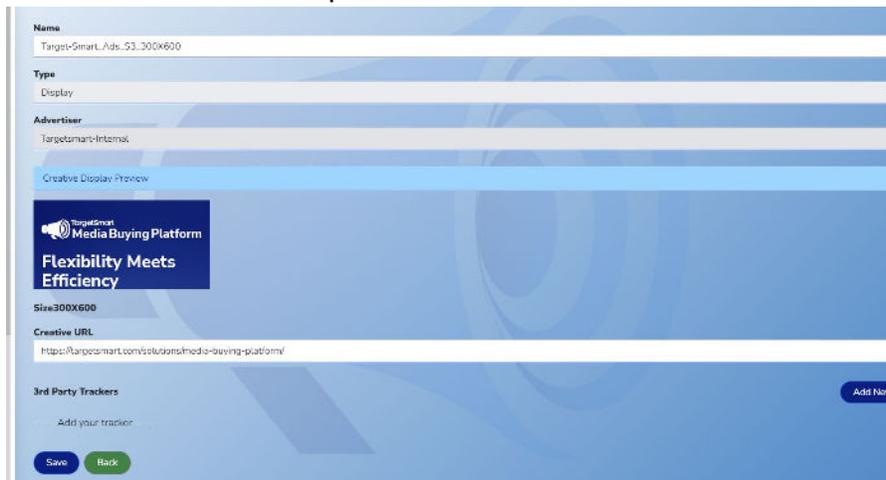2. Click the red eye icon to see the active campaigns that contain this creative file.
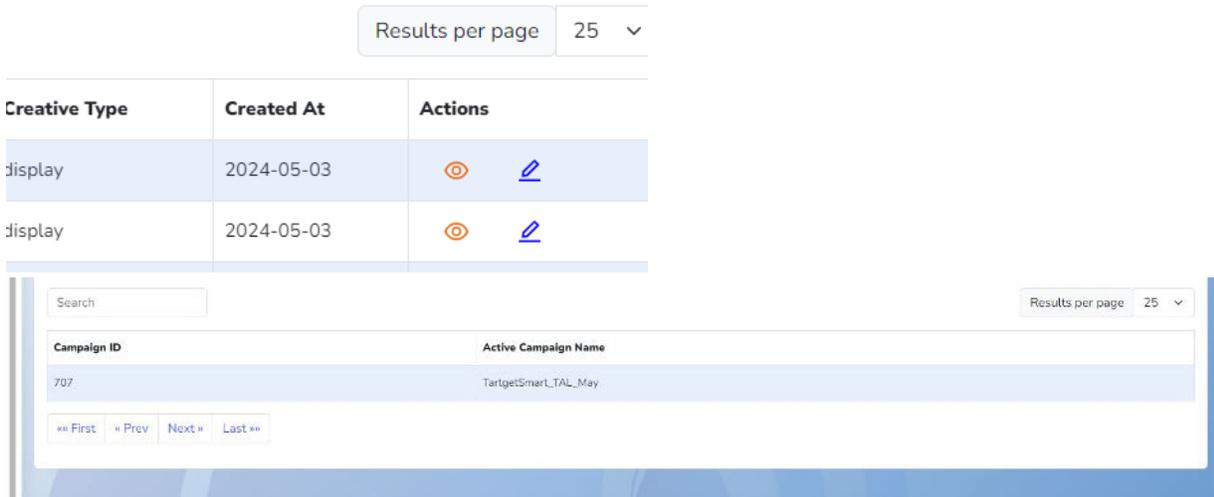
Creative Type	Created At	Actions
display	2024-05-03	👁 ✏
display	2024-05-03	👁 ✏

Campaign ID	Active Campaign Name
707	TartgetSmart_TAL_May

«« First   « Prev   Next »   Last »»

3. Click the pencil to edit the creative.

Name
Target-Smart_Ads_S3_300X600

Type
Display

Advertiser
Targetsmart-Internal

Creative Display Preview

TargetSmart
Media Buying Platform
Flexibility Meets Efficiency
Size300X600

Creative URL
https://targetsmart.com/solutions/media-buying-platform/

3rd Party Trackers   Add New
   Add your tracker

Save   Back

❏ Create Deals: PMP- Private Marketplace

We recommend you contact us to assist in creating deals.

1. Click Supply, Deals, New PMP
2. When creating the deals, only create Display deals for Display campaigns, Video deals for Video campaigns, and Native deals for Native campaigns. Click New PMP on the left menu under Supply.

3. Enter the Name of the Deal with No Spaces.
4. Enter the ID from the Supplier.
5. Enter the dates for the Deal to Start and End.
6. Select the Seller.
7. Select Deal Type (Market or Fixed)
8. Enter the Price from the Supplier.
9. Click Create.

❑ Create Allow/Block List

1. Click Supply, Allow/Block, New.
2. Enter the name of your List.
3. Select if it will be an Allow list, which is a list of publishers to be the only ones serving the ads (very limiting). We recommend creating a Block list which instead blocks ads from being served on that list of publishers and still allows the ads to be served to the supply package and/or open internet (serving more ads than an allow list).
4. Enter a description of your list.
5. Choose your file to load. File should be a csv with the first column named "type" and second column named "value". For Websites: Enter Domain into type and the website you want to allow or block in value. For Apps: Enter Bundle into type for a bundle id, or Name as type for application names that don't have bundle Ids and usually have "Com." at the beginning. You can also create one list for all 3 types.

type	value
domain	cnn.com
domain	msnbc.com
domain	nytimes.com
domain	washingtonpost.com
domain	theatlantic.com
domain	huffpost.com
domain	salon.com

type	value
name	COM.PINGER.TEXTFREE
name	COM.PINGER.TEXTFREE
name	COM.ANDROID3_2023
name	COM.MINGLE.DATEINASIA
name	COM.INNOVATE.INDIASOCIAL
name	COM.INNOVATE.KOREASOCIAL

type	value
bundle	1529988919
bundle	1020608293
bundle	1596466863
bundle	6464451134
bundle	6470905348
bundle	1572966539
bundle	6470903137
bundle	1095008002
bundle	1529988919

6. Click Create.

❏ **Editing Allow/Block List**

1. Click Supply, then Allow/Block, select All.
2. Select the Supply list you want to edit.
3. Make your edits. Then click Save.

❏ Create Streaming Package

1. Click Supply, Streaming Packages, New Package
2. Enter the name of the Package. We suggest naming it after your campaign for reference.
3. Select your Publishers networks to include in the deal.
4. Click Create.

❏ Creating Wire Segments

1. Go to WIRE Segments on the left menu to create the audience retargeting segment associated with a website pixel initially created in WIRE. Click New Segment on the left menu.
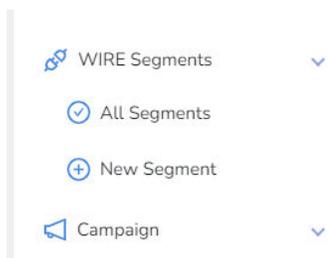
2. Enter the name of the segment, domain you have entered into WIRE for tracking, the URL pages you want to track with https:// and only a comma separating each URL page, and select the Agency the retargeting audience is for.

Example:

3. To see the WIRE segment audiences you made, click All Segments under Wire Segments on the left menu.

❏ Building the Campaign

🎥 **Video Tutorial: Campaign Build Process: Setup, Flights, and Dayparts**

During this task you will be building the campaign. Click New under "Campaign" on the left menu.

Definitions of Campaign Types in Left Menu Bar
- All – Includes every campaign in your system
- Running – Active campaigns serving impressions
- Pending Launch – the Start Campaign toggle is on in Campaign Setup and the start date is in the future
- In Development – the Start Campaign toggle is off in Campaign Setup. From this screen you can edit campaigns
- Completed – Campaigns that are past their end date. From this screen you can search and clone campaigns

Clone an actively running campaign

- You can clone an actively running campaign to set up a similar campaign more quickly. Go to campaigns, running, and click the green clone button to clone that campaign and update the specifics for your new campaigns.

Set up a New Campaign:

1. **Set Up Tab**:

   a. Name the Campaign.
   b. Enter any IO number for billing under the "Reference/IO Number" if you have that need. This is optional but could be used as a good way to consolidate reporting.
   c. Select Campaign Type: Video, Display, or Native
   d. Choose how you want to budget for the campaign – impressions or spend
   e. Enter your impression goal or spend amount.
   f. Select Advertiser you created.
      Note: If you do not see the option to add a margin and need it for your agency, please contact your client service representative.
   g. Click Next.

2. **Flights Tab:**
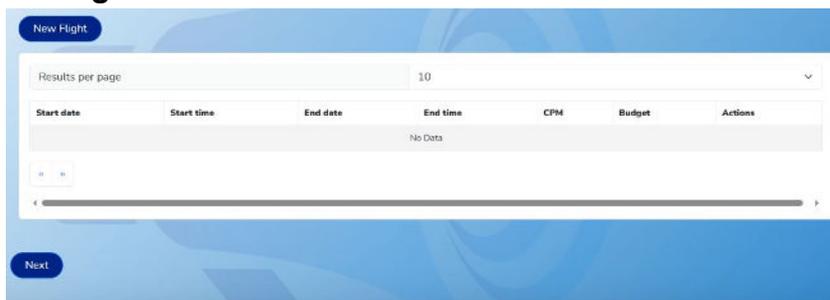
   a. Click New Flight.
   b. Enter start date and end date of the flight.
   c. Enter start time and end time of the flight. Time is in 24-hour format.

d. Enter your ceiling price for the CPM (cost per thousand impressions). We recommend the following pricing:

Display or Native	$5-10
Preroll/Online Video (OLV)	$15-22
Connected TV (CTV)	$27-35

e. Enter your budget for this flight. As a reminder, the sum of all your flight budgets cannot exceed the campaign budget. You can enter up to 2 decimal places (Example 8.50).

f. Click Add Flight.

g. Click Next.
h. If you have additional flights, click New Flight again and repeat the steps above.
i. On the main flights page, if you need to edit your flight, click on the pencil icon beside that flight. If you would like to delete the flight, click on the red trash can icon.

3. **Dayparts Tab**: Choose a preset option or use the Clear option and manually highlight the times you want the ads to run. If you leave the time zone blank on the Dayparts tab, the time zone for the campaign will be the same as the time zone set for the advertiser. If you select a value for time zone on the Dayparts tab, then that will be time zone for that specific campaign. Click Next.
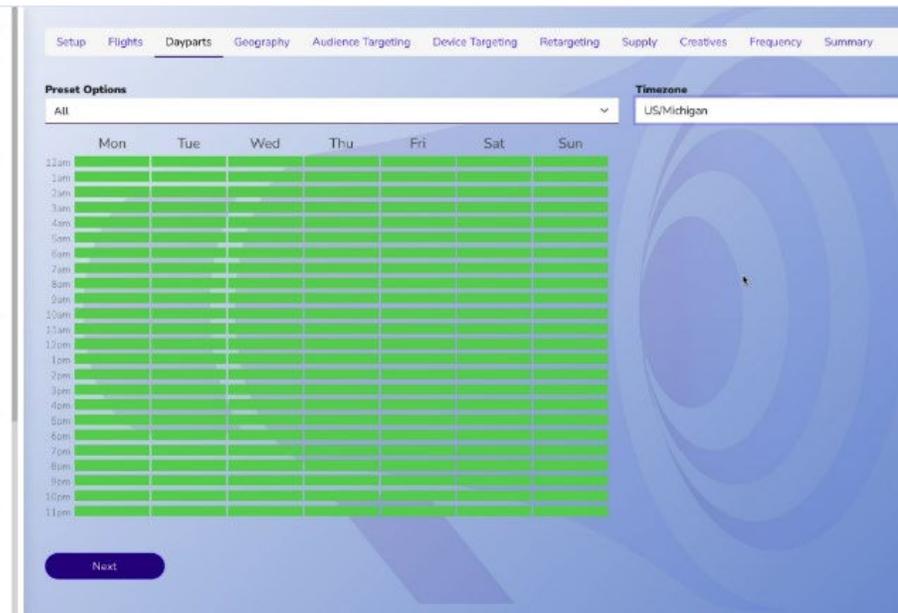
🎥 **Video Tutorial: Campaign Build Process: Geography**

3. **Geography**: Choose to target by Audience Geography or target by Geofencing using the toggles are the top of the page. You can only do one or the other not both in the same campaign.

Target by the Country/State/City, Designated Market Area, District, County, Urbanicity, Zip Code, or Point and Radius.

To include the targeted geo click the green icon, to exclude click the red icon. The inclusions and exclusions work across all the geography types so you could target the Washington, DC DMA and then go to the state section and exclude MD, DC and WV to get only northern Virginia.
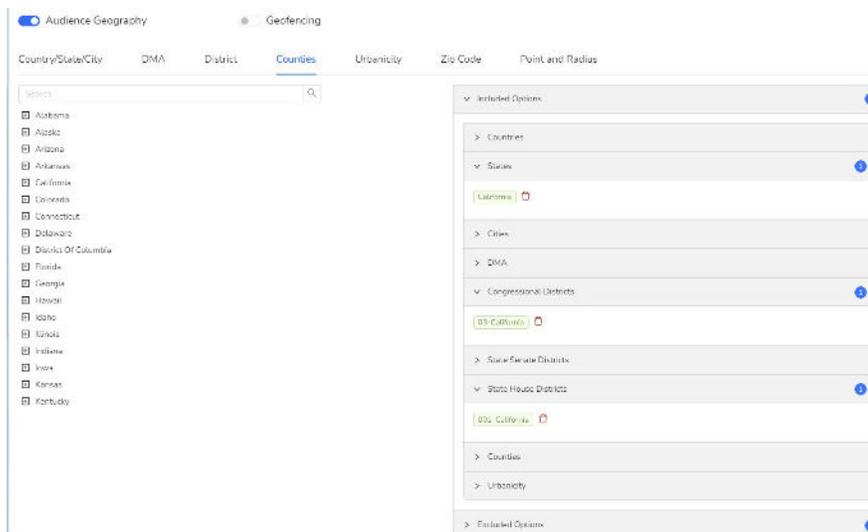
a. **Target by Country/State/City:**

b. **Target by Designated Market Area (DMA) Targeting**: Select the market areas you want to include.

c. **Target by District:** Target the district of voters you want to reach:

d. **Target by County:** Target the county of voters you want to reach:
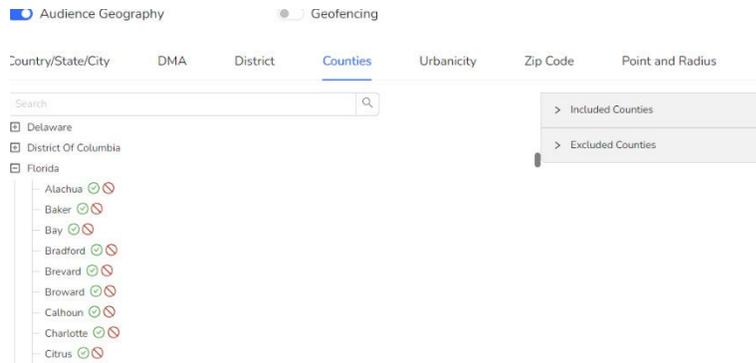
e. **Targeting by Urbanicity:** Urbanicity is a measure of rural, suburban, urban and population density. Target the urbanicity of geography you want to reach:
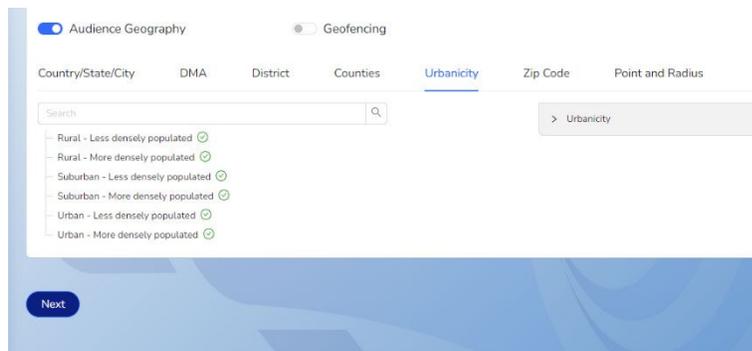
f. **Targeting by Zip Code:** If you want to load a file with several zip codes at once that you want to target, select zip code, then create a spreadsheet with the first column labeled "zip" in all lowercase or the "z" can be capitalized and put a list of Zip Codes below on each row as shown. Click Next once it's loaded. If you need to delete the loaded zip codes, click the "Clear Zip Codes". If you need to download the list that was loaded, click Download Zip Codes.

g. **Targeting by Point and Radius:** Enter the address and select the radius in Kilometers or Miles from the location to target and enter a value for the radius. Click add address. If you only want to target devices when they enter that location, toggle to Geofencing, and then you will go next to the Device Targeting Tab versus Audience Targeting.

🎥 [Video Tutorial: Campaign Build Process: Audience, Device, and Retargeting](#)

4. **Audience Targeting Tab**:

a. **Age**: If you are targeting by Age, select the Ages here.

b. **Gender**: If you are targeting by Gender, select the Genders here.

c. **Audience Segments**: If you are targeting a Custom Audience, find your audience under My Segments. Click the ✓ icon to include, or the ⊘ icon to exclude for the audience. Select whether you want the audience combination of identifiers to be treated as "and" or "or" when deciding who to include and exclude. If you loaded a new audience and don't see it in "My Segments" yet when building the campaign, you can click the Refresh button if you want to check if it showed up a few moments later.

d. **Election History**: You would select Voter, then the political behavior that fits your audience. Then in Election History, you select the Precinct Election Results to target those voters.
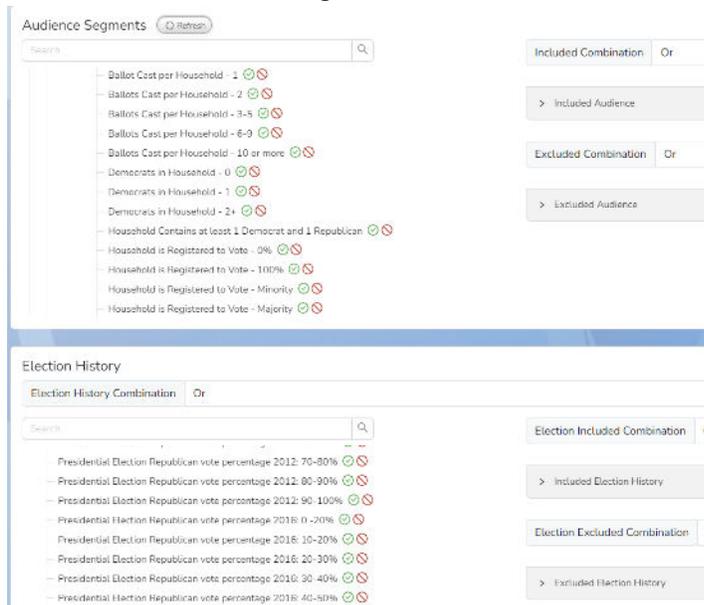
5. **Device Targeting Tab** Select Desktop, Mobile, and Tablet for Display, Native, and Video campaigns. For CTV Connected TV or OTT (over the top) campaigns select all device types. If targeting a specific language audience, you can select a language in Browser Language. If you only want to target specific types of operating systems, you can do that in the OS Type section.

6. **Retargeting Tab:**

To create a retargeting campaign, select the "Running" campaigns that you want to retarget in the Deliver to Households Exposed to Campaign section. If you want to make sure certain audiences who have seen another campaign cannot see this retargeting campaign, add those running campaigns to the Do Not Deliver to Households Exposed to Campaigns section. This removes the Included and Excluded segments from the Audience tab so that the audience targeted is just the retargeting audience. If you want to target the audience segments again instead of retargeting, just remove the campaigns from the retargeting fields, then navigate to the audience targeting tab to add back your audience segments.

🎥 **[Video Tutorial: Campaign Build Process: Supply Set Up](#)**

7. **Supply Tab**:
   a. Select all the supply packages or PMPs (private Marketplace) set up for you that matches the type of campaign you are running (display, OLV online video, CTV connected tv). For non-political campaigns, select Standard and/or High Viewability supply categories for the type of ad you're running. If you're running a political ad, select only the political supply for your ad type.

b. Add any allow/block lists.
c. Add an inventory type if you want to target only a specific type (Apps/Websites).
d. Select any Streaming Packages that were created.
e. Select SSP if applicable. Then Next.

🎥 **Video Tutorial: Campaign Build Process: Creative and Frequency Set Up**

8. **Creatives Tab**:
   a. Click Add New. Select all creatives you loaded to your advertiser and click Add.
   b. You then assign each creative element to a specific Flight and Data Segment. To apply the same flight or segment to all creatives, click the "Select All Flights" and/or "Select All Segments" to make all the creatives have matching flights and/or segments.
   c. Share of Percentage Toggle: By turning this on, you are given additional flexibility with the creative. You can allocate more delivery to common sizes or use this as an opportunity to perform A/B Testing.
   d. Click Next.

*Share of Percentage **cannot exceed 100%** total across all creatives
*Choose '**Select All Flights**' to select all flight options across all creatives
*Choose '**Select All Segments**' to select all data segment options across all creatives

A/B Testing Example:

9. **Frequency and Recency**:
    a. **Frequency**: Select the maximum exposure of the ad you want in a time interval from the drop-down box. We recommend 7 Ads per Day.
    b. **Recency**: Select the maximum time interval between 2 exposures to the ad from the drop-down box. We recommend 4 Ads per Hour.
    c. Click Next.

🎥 **Video Tutorial: Campaign Build Process: Summary Tab**

10. **Summary Tab**: Double check your campaign settings are set up for success. This is where you can verify trackers for creatives as well. This is what it will look like:

Setup

Campaign Name: TartgetSmart_TAL_May	**Creative Type:** Display	**Advertiser:** Targetsmart-Internal
IO Number: -	**Budget Type:** Spend	**Goal:** 1200

Flights

Start Date	Start Time	End Date	End Time	CPM	Budget / Impression
5-1-2024	09:00	6-29-2024	23:59	8	400

Dayparts

Preset Option: All

Geography

Behavior: Audience Geography

Countries

Included Data
1. United States Of America

Geography

Behavior: Audience Geography

Countries

Included Data
1. United States Of America

Regions

No Regions Added

Cities

No Cities Added

DMA

No DMA Added

Districts

No Districts Added

Counties

No Counties added

Urbanicity

No Urbanicity Added

Zip Codes

No Zip file is uploaded

Point and Radius

No Areas Pointed

Audience Targeting

Age: Any   **Gender:** Both

Audience Segments

Included Data	Combination	Excluded Data
1.	**Included Combination:** -	No Segment Data Added
2.	**Excluded Combination:** -	

Election History

Included Data	Combination	Excluded Data
No Election Data Added	**Election History Combination:** And	No Election Data Added
	Election Included Combination: -	
	Election Excluded Combination: -	

Device Targeting

Device Targeting

Device Type: Desktop, Mobile, Tablet	**Os Type:** Nil	**Browser Language:** Nil

Supply

Supply Package: Standard Display, High Viewability Display, Display Excluding Gaming And Dating Sites	**Allow / Block:** ,	**Inventory Type:** Nil
Streaming Package: Nil	**Supply-Side Platform:**	

Creatives

Creative ID	Name	Flights	Data Segments	Trackers
1999		5-1-2024 - 6-29-2024	—	View Tracker
2000		5-1-2024 - 6-29-2024	—	View Tracker
2001		5-1-2024 - 6-29-2024	—	View Tracker
2002		5-1-2024 - 6-29-2024	—	View Tracker
2003		5-1-2024 - 6-29-2024	—	View Tracker
2004		5-1-2024 - 6-29-2024	—	View Tracker
2005		5-1-2024 - 6-29-2024	—	View Tracker
2013		5-1-2024 - 6-29-2024	—	View Tracker
2014		5-1-2024 - 6-29-2024	—	View Tracker
2015		5-1-2024 - 6-29-2024	—	View Tracker
2016		5-1-2024 - 6-29-2024	—	View Tracker
2017		5-1-2024 - 6-29-2024	—	View Tracker
2018		5-1-2024 - 6-29-2024	—	View Tracker
2019		5-1-2024 - 6-29-2024	—	View Tracker
2020		5-1-2024 - 6-29-2024	—	View Tracker
2021		5-1-2024 - 6-29-2024	—	View Tracker
2022		5-1-2024 - 6-29-2024	—	View Tracker

Frequency

Frequency Cap: 25 Per Day	**Recency Cap:** 10 Per Hour

🔵 Start Campaign

Done

❏ Campaign Set Up Checklist:

Advertiser Set-Up:
- ✓ Be sure to select the correct time zone and enter website for Advertiser.

Set-up tab:
- ✓ Make sure you select the correct budget type.

Flights tab:
- ✓ Make sure the sum of all the budgets of each flight do not exceed the overall budget from the previous set-up tab.
- ✓ Check your CPM to make sure they're reasonable for the type of campaign you're running.

Dayparts tab:

- ✓ Make sure you have the times selected in green when you want the ads to run.

Geography tab:
- ✓ Select Audience Geography if you're going to target a specific audience segment in the Audience Targeting tab and want to apply extra geo specific settings to the audience.
- ✓ Select Geofencing if you're only targeting a geography and not adding a specific audience segment in the Audience Targeting section.
- ✓ If using Point and Radius, make sure you enter an accurate address and select a value for the radius. Do not leave it at 0.

Audience Targeting tab:
- ✓ Make sure you have the audience segments selected if you are selecting specific segments. Make sure you choose "OR" for the audience combination not "AND" or you will limit your ad serve.

Device Targeting tab:
- ✓ Make sure you have the devices selected that you are targeting. Choose all for OTT campaigns.

Retargeting tab:
- ✓ Make sure you have the active campaigns selected you want targeted if you are setting up a retargeting campaign.

Supply tab:
- ✓ Make sure you have all the supply packages or PMPs (private Marketplace) set up for you that matches the type of campaign you are running (display, OLV online video, CTV connected tv). Only select Political Supply for political campaigns.

Creatives tab:
- ✓ Make sure you have all the creatives assigned to a flight and data segment if you are targeting a specific audience segment. Be sure you're using the most popular

creative sizes. Verify trackers you added to the creatives are accurate by clicking "verify trackers."

Frequency tab:
    ✓ Make sure you have a value entered for Frequency and Recency.

11. If all the settings look good, toggle on "Start Campaign" and click Done at the bottom to put the campaign in Pending Launch status. The campaign will launch based on the date and time entered in your flights. If you do not toggle on "Start Campaign" and hit done your campaign will remain in In Development status and will NOT launch until you toggle on "Start Campaign" and click Done.

❏ Accessing Campaign Reports

🎥 **Video Tutorial: Accessing Campaign Reports and Bulk Editing**
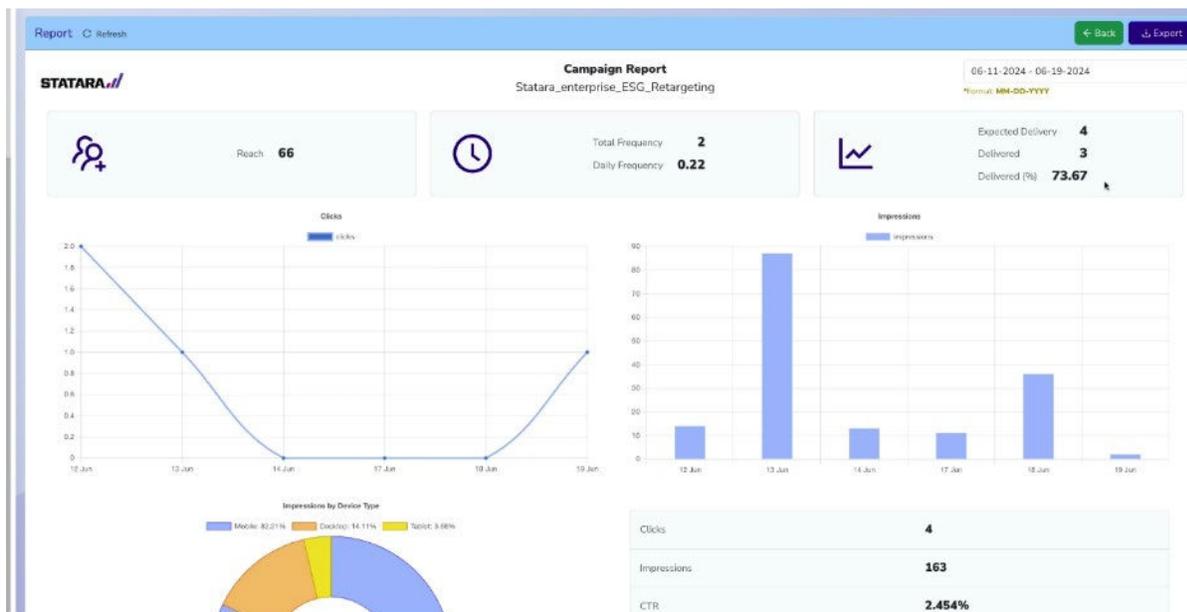
1. To access your report, click Reporting on the left menu.
2. Click Running to access reports for campaigns that are running or Complete for campaigns that have completed.
3. Select the campaign you want to see the report for.
4. Edit the date on the top right if needed.
5. Click Export to export as a pdf. You can select which parts of the report to include. You can remove pacing from completed campaign reports.
6. You can export sections of the report as well if the option is to the top right of the box.
7. If you need to block a publisher from the report that you don't want your ads serving on, just click the 🚫 button to block the publisher.

8. If you need to unblock a publisher, go to Allow/Block Lists on the left menu. Click All Lists. Use the search box in the upper left corner to enter your campaign ID number. The list name will be in the format of Campaign [campaign id]- Blocklist. Click on the row to open the edit blocklist screen. Click the green icon at the end of the row to remove the publisher and allow your ads to be served on the publisher again. Then click save.

❏ Bulk Edit Campaigns

You can bulk edit campaigns. Select the Advertiser first, then select the campaigns you want to edit. You can adjust the CPM, Frequency, Recency, and whether it's targeting the Open Internet Supply or not. Then click Save.

9. Non-Political Supply Best Practices

Display Ad Best Practices:

If you are running a Non-Political Display Campaign, you'll want to select a Standard Display package for the standard sites/apps, High Viewability Display to target the maximum websites at the highest viewability area, above-the-fold, or Display Excluding Gaming and Dating Sites to exclude gaming/dating sites. If you want to exclude gaming, dating, or religious sites just add "Gaming Blocklist", "Dating Blocklist", and/or "Religious Blocklist" to the blocklists. Toggle the switch ON to publish on the supply packages only. Toggling the switch off will open your campaign up to open internet impressions outside your selected package(s). Then click Next.

Preroll Ad Best Practices:

If you are running a Non-Political Preroll (online video) campaign, you'll want to select a Standard OLV- Standard package for the premium sites/apps or Standard OLV- Premium to target premium publishers. If you want to exclude gaming, dating, or religious sites just add "Gaming Blocklist", "Dating Blocklist", and/or "Religious Blocklist" to the blocklists. Toggling the switch off will open your campaign up to open internet impressions outside your selected package(s). Then click Next.

CTV Ad Best Practices:

If you are running a Non-Political CTV campaign, select a Non-Political CTV Supply Package like Standard CTV, CTV Minorities Mycode, CTV Spanish Language, or Live Sports CTV. You can add the vMVPD blocklist if you don't want to include Virtual Multichannel Video Programming Distributors like Pluto and Sling that don't report on individual channels within the network that delivered the ad. If you want to target only specific channels or networks, create a Streaming Package on the Media Buying Platform. Then apply that to your campaign on the Supply Tab. Toggling the switch off will open your campaign up to open internet impressions outside your selected package(s). Then click Next.

Cannabis Ad Best Practices:

If you are running an ad for cannabis, select CTV Cannabis for your supply package for CTV ads, select Display Cannabis for your Display cannabis ads, and select OLV Cannabis for your online video (preroll) ads. Feel free to add blocklists and streaming packages as needed. Toggling the switch off will open your campaign up to open internet impressions outside your selected package(s). Then click Next.

10.   Non-Political CPM Guide

We recommend the following ceiling price for the CPM (cost per thousand impressions). If we can buy bids lower than the CPM we will do so and pass the savings onto you.

Display Supply CPM recommendation:

Standard Display	For non-political display or native campaigns	$6-8
High Viewability Display	For non-political display campaigns, includes premium inventory that has higher viewability (above-the-fold)	$8-10
Display Excluding Gaming and Dating Sites	For any display campaigns that want to specifically exclude most gaming and dating sites in their inventory	$8-10
Display Cannabis	For display campaigns advertising cannabis	$8-10

Online Video/Pre-roll Supply CPM recommendation:

Standard Pre-roll	For non-political online video	$10-15
Premium Pre-roll- Standard	For non-political online video campaigns, includes premium inventory excluding most gaming and dating sites	$17-25
High Viewability Pre-roll	For non-political online video campaigns, includes premium inventory that has higher viewability	$17-25
OLV Cannabis	For online video campaigns advertising cannabis	$17-25

CTV Supply CPM recommendation:

Standard CTV	For non-political CTV campaigns, includes all channels	$25-30
Live Sports CTV	For non-political CTV campaigns targeting Live Sports channels	$32-40
CTV Spanish Language	For non-political CTV campaigns targeting Spanish language channels	$32-40
CTV Cannabis	For CTV campaigns advertising cannabis	$38-45
Streaming Package	When you create a Streaming Package within the Media Buying Platform, your ads will only run on these channels/networks.	$40-50

11.   Political Supply Best Practices

Political Display Ad Best Practices:

If you are running a Political Display Campaign, select Political Display, Display Political Local, and/or Display Political- No Dating No Gaming for the supply. If you want to exclude gaming, dating, or religious sites just add "Gaming Blocklist", "Dating Blocklist", and/or "Religious Blocklist" to the blocklists. Your campaign will be delivered to the packages and open internet, unless you toggle on the last button to not target the open internet. Then click Next.

Political Preroll Ad Best Practices:

If you are running a Political Preroll (online video) campaign select one or all of the following packages: High Viewability OLV Preroll, OLV Political Local, Premium Preroll- Political. If you want to exclude gaming, dating, or religious sites just add "Gaming Blocklist", "Dating Blocklist," and/or "Religious Blocklist" to the blocklists. Toggling the switch off will open your campaign up to open internet impressions outside your selected package(s). Then click Next.

Political CTV Ad Best Practices:

If you are running a Political CTV campaign and want to target only specific channels or networks, create a Streaming Package on the Media Buying Platform. Then apply that to your campaign on the Supply Tab. Select any or all of the following supply packages: CTV Political Local, CTV_Political_no vMvPD, Political CTV. Toggling the switch off will open your campaign up to open internet impressions outside your selected package(s). Then click Next.

12.　　Political CPM Guide

We recommend the following ceiling price for the CPM (cost per thousand impressions). If we can buy bids lower than the CPM we will do so and pass the savings onto you.

Display Supply CPM recommendation:

All Political Display	For Political targeting display campaigns	$8-10

Online Video/Pre-roll Supply CPM recommendation:

OLV Political Local	For standard political online video campaigns	$17-25
High Viewability OLV Political	For political preroll campaigns, includes premium inventory that has higher viewability (above-the-fold)	$17-25
Premium Pre-roll- Political	For online video political campaigns with premium inventory excluding most dating or gaming sites	$17-25

CTV Supply CPM recommendation:

Political CTV and CTV Political Local	For standard political CTV campaigns, includes channels that allow political advertising	$35-43
CTV Political No vMVPD	For CTV campaigns excluding vMVPD channels (like Pluto, SlingTV) so that all specific channels the ad streamed on will be shown.	$35-45
Streaming Package	When you create a Streaming Package within the Media Buying Platform, your ads will only run on these channels/networks. You still need a supply package from above added.	$40-50

13.   Creative Best Practices

Native: Specs

All creatives should have the following elements:

1. THE DOMAIN/SITE
An example of where your native ad can run, not part of the native ad specs.

2. IMAGE
Recommend all sizes: 1200 x 627, 800 x 600, 600 x 600 pixels
- Accept JPG and PNG files
- Optimal file size is 750 KB
- High resolution creative
- Minimum: 72 pixels per inch
  Recommended: 144 pixels per inch

3. HEADLINE
Maximum of 55 characters, minimum of 5 characters, including spaces.

4. BODY
Maximum of 120 characters, minimum of 5 characters, including spaces.

4. SPONSORED BY
Enter who the Ad is sponsored by.

Destination URL: The image must be clickable and lead to the article/post.

1. The Denver Post

2.

3. **10 Reasons Why This Hotel Is Ideal For Your Next Trip.**

4. Best Next offers a wide variety of accommodation at the world's top destination.

To Explore...

5. Sponsored By Best Next
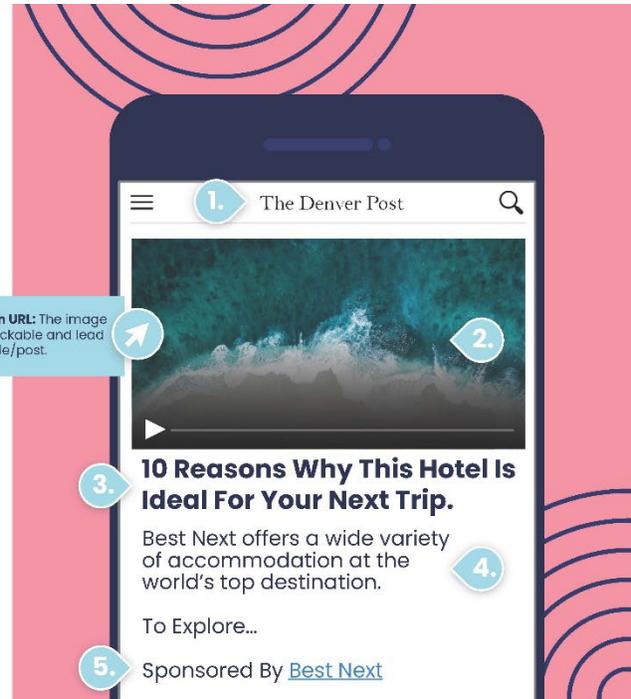
/// Native: Use Cases

NATIVE ADS are great for testing because of their ease of set up and increase on performance.

WHEN YOUR GOAL IS:
- Clicks or click-through rates
- Site visit or content reads
- Sign-ups, conversions or sales

Display Ad Sizes

- 300x600
- 320x480
- 728x90
- 160x600
- 468x60
- 300x50
- 320x50
- 300x250

All standard display units run across desktop, mobile, and tablet inventory.

HTML5

4mb maximum file size

30s maximum time

160x600

320x480
TargetSmart Media Buying Platform
Reach your target audience with MBP
Get Started

300x600
TargetSmart Media Buying Platform
Reach your target audience with MBP
Get Started

300x250
TargetSmart Media Buying Platform
Reach your target audience with MBP
Get Started

320x50
TargetSmart Media Buying Platform
Reach your target audience with MBP
Get Started

300x50
TargetSmart Media Buying Platform
Reach your target audience with MBP
Get Started

728x90
TargetSmart Media Buying Platform
Reach your target audience with MBP
Get Started

468x60
TargetSmart Media Buying Platform
Reach your target audience with MBP
Get Started

/// Display: Use Cases

DISPLAY ADS offer data gathering and per-ad click tracking which provides great information on user preferences, etc.

WHEN YOUR GOAL IS:
- Impressions & unique reach

Video: Formats

⟫⟫ **Native Outstream**

A video ad placed between the paragraphs of an article. Plays only when in view.

⟫⟫ **Interstitial Video**

Ads expand to fill mobile screen.

⟫⟫ **In-Stream Video**

This video ad plays before, during or after a user's intended video.

Ad

Ad

X
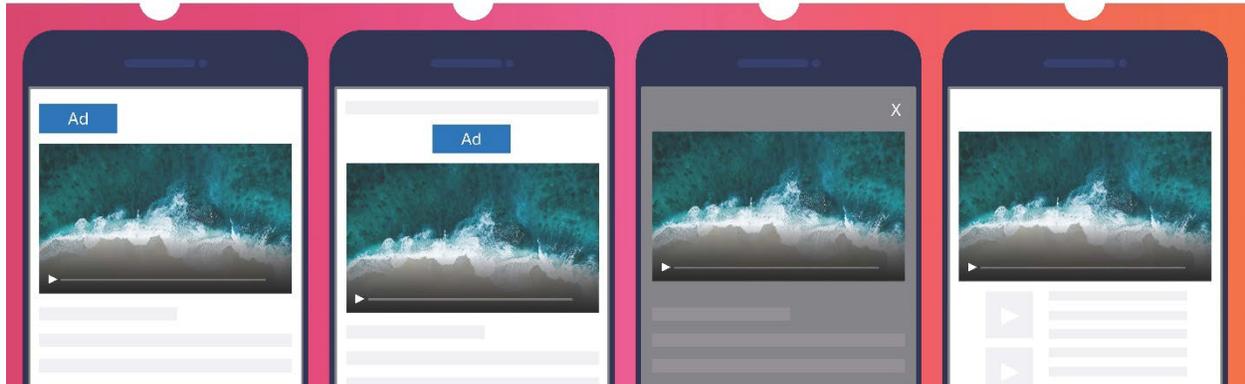
Video: Specs

Aspect Ratio	16:9
Video Length	15s – Most Common
	30s – Most Common
	60s
Resolution *HD resolution strongly recommended	1280 x 720 for 720p
	1920 x 1080 for 1080p
	STANDARD RESOLUTION 360–576p (e.g., 854 x 480)
File Type	MP4 (Max 150mb)

Ad
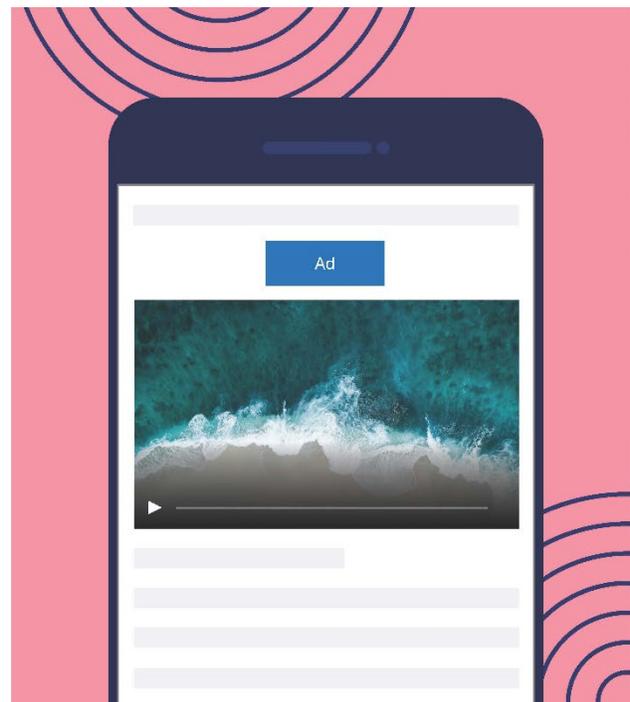
Video: Best Practices

CATCH YOUR VIEWER'S ATTENTION IN THE FIRST 3 SECONDS.

MOBILE FIRST APPROACH: LOGOS, BRAND CUES AND PRODUCT SHOTS NEED TO BE LARGE ENOUGH.

CREATE ADS THAT CAN STILL CONVEY A MESSAGE IF SHORTENED TO 10–20 SECONDS.

FOCUS ON A NARRATIVE THAT DEMONSTRATES YOUR LARGER BRAND STORY.

SHOW CUSTOMERS HOW YOUR VALUES ALIGN WITH THEIRS.

INCLUDE CLOSED CAPTIONS.

INCLUDE A STRONG CALL TO ACTION (CTA).

/// Video: Use Cases

BRAND AWARENESS

Video advertising can be a great way to create an emotional connection to your brand.

IN TANDEM WITH IN-BANNER VIDEO DISPLAY ADS:

You can use the same video, in an in-banner display asset to re-engage with those who have expressed interest in the ad already.

IN TANDEM WITH CONNECTED TV:

Incorporating connected TV (CTV) into your video strategy unlocks an even larger opportunity to capture your audience's attention.
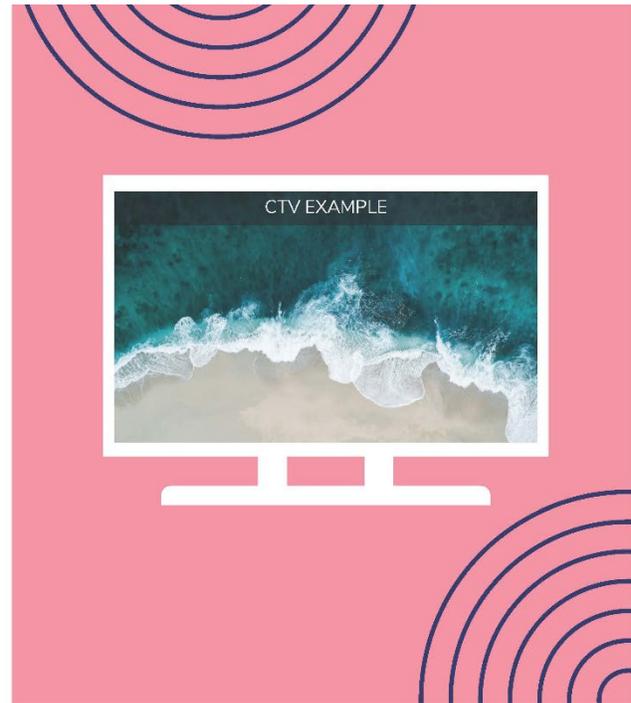
CTV: Specs

Aspect Ratio	16:9
Video Length	15s – Most Common
	30s – Most Common
	60s
Resolution *HD resolution strongly recommended	1280 x 720 for 720p
	1920 x 1080 for 1080p
	STANDARD RESOLUTION
	360–576p (e.g., 854 x 480)
File Type	MP4 (Max 1gb)

CTV EXAMPLE

CTV: Best Practices

CATCH YOUR VIEWER'S ATTENTION IN THE FIRST 3 SECONDS.

CREATE ADS THAT CAN STILL CONVEY A MESSAGE IF SHORTENED TO 10–20 SECONDS.

FOCUS ON A NARRATIVE THAT DEMONSTRATES YOUR LARGER BRAND STORY.

SHOW CUSTOMERS HOW YOUR VALUES ALIGN WITH THEIRS.

INCLUDE CLOSED CAPTIONS.

INCLUDE A STRONG CALL TO ACTION (CTA).

/// CTV: Use Cases

》》 BRAND AWARENESS

Video advertising can be a great way to create an emotional connection to your brand.

》》 IN TANDEM WITH IN-BANNER VIDEO DISPLAY ADS:

You can use the same video, in an in-banner display asset to re-engage with those who have expressed interest in the ad already.

》》 IN TANDEM WITH CONNECTED TV:

Incorporating connected TV (CTV) into your video strategy unlocks an even larger opportunity to capture your audience's attention.

/// Multi-Channel Tactics: Extending Campaign Reach

The importance of a multi-channel tactic is to increase your reach by capturing users who are on only some of the other channels.

Already Running Campaign On	% Population for Existing Channel	Total % Population Reach Adding Display	Total % Population Reach Adding Native	Total % Population Reach Adding Video
DISPLAY	80%		87%	94%
NATIVE	53%	87%		82%
VIDEO	75%	94%	82%	