DFP training decks

DFP_Training_Decks.
zip

IO Example

F1000-DEV-Zone-Tes
t-IO.xlsm

Useful links

DART: http://dfp.doubleclick.net (currently only works in IE browser)

Dashboard: http://dfpdashboard.doubleclick.net

Reports: http://dfpreports.doubleclick.net

Help: http://support.google.com/dfp_premium

IAB: http://www.iab.net/guidelines/508676/508767/displayguidelines (industry guidelines on sizes, format, etc.)

Overview

- DFP: Doubleclick for Publishers. There is Doubleclick for Advertisers (DFA) and for Media (DFM).
  - Google bought Doubleclick and is slowly making it more Google-like (ie: colorful UI, working in all browsers rather than just IE)
  - Dashboard provides a useful overview & widgets
    - Tag Generator widget
  - Reports is the query tool site
  - DART is the main module for seeing all the information about the ads and the site
- Site: Within DFP, we have a number of 'sites'
  - live F1000 = site019.opus
  - Dev1, Dev2, Stage = c.site019.opus
  - Monthly Update email = d.site019.opus
- Operative: F1000's site traffic is too small for us to deal directly with Google. We license DFP through an advertising agency called Operative. They also handle ad trafficking and campaign management for us.
  - We are still sharing the account with The Scientist and the contract ends in the spring.
- You'll need to have DFP accounts in order to access things – who should have accounts?
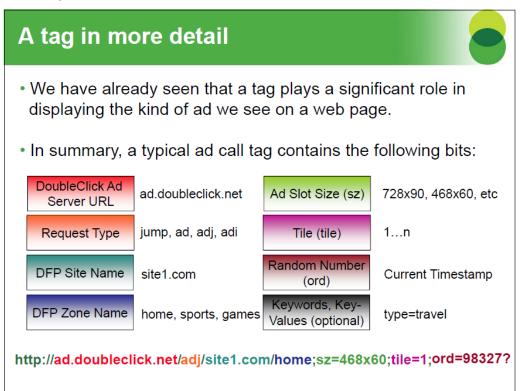
Trafficking

- IO: Insertion Order is the sales form
- Ad unit: an individual ad space. A single page could have multiple ad units in a variety of sizes (e.g., the homepage has 3 ad units – 2 728x90 leaders, 1 300x250 rectangle).
  - Visit the IAB site to see standard ad names and sizes (ie: 300x250 is commonly called a "medium rectangle" rather than 'square')
- Ad type: F1000 mainly uses 4 of the DFP ad types

- o Standard ad type: F1000's normal paying client placement; multiple clients can rotate through the same ad unit in this ad type setting
- o Sponsorship ad type: For exclusive, 100% share of voice. No other ad will appear.
- o Bulk/Time-Based Bulk: for exchange ads (be it manually exchanged or done automatically via an ad network)
- o House: lowest level, for internal self-branded ads
- Priority
  - o DFP has 16 levels of priorities (1=highest, 16=lowest) within each ad type. An ad can be standard ad type, priority 4 and this means it has priority over an ad set to standard, priority 8. However an ad set to sponsorship, 8 would still have priority over a standard, 4.

DFP ad tag format

F1000 tag example:
http://ad.doubleclick.net/adj/site019.opus/home;tile=2;dcopt=ist;pos=F1000_Rect_300x250;faculty= 1;micro=;sz=300x250;ord=6268588681885112?

**NB: the current use of the "pos=" for the 160x600 skyscraper and 300x250 rectangle merely reinforces the "sz=" information. It would be better if it was for the actual position of the ad unit on the page (ie: pos=right for the skyscraper on the browse pages).

Current Scenarios

Rebecca will have an exchange with a society and wants to run the ads only in the Posters homepage for a certain time period.

Editorial will run an ad for a FM for a certain time period.

Client A wants to run ads in all pages related to Cell Biology, Immunology, Pharmacology.

Client B wants to run ads in all Biology related pages.

Client C wants to run ads on the main homepage and Posters homepage.

Client D wants to run ads in all of Medicine, except for Oncology and Women's Health.

Potential Future Scenarios

Client only wants to run ads on article pages because it's of higher value (ie: it's an actual content page and/or it contains information about their product).

Target ads to run just in Posters, and/or just in Research, and/or just in Evaluations (ie: across the F1000 "network").

Client wants to run a "rising star" ad format (see IAB) ; we should keep new ad formats/technology in mind as the site develops.