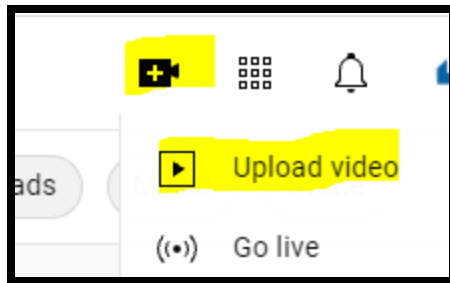


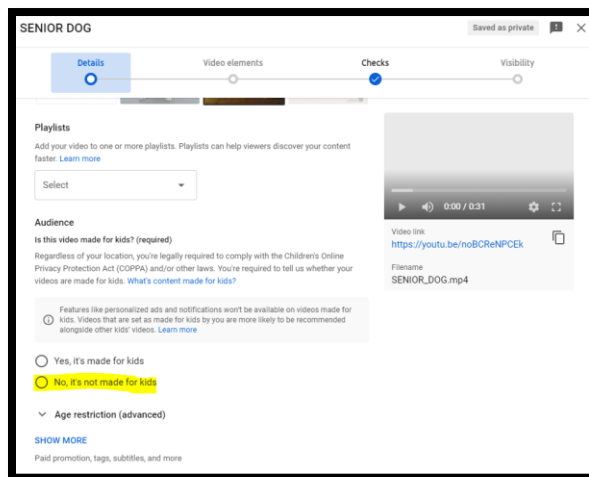
## In-Banner Video Ad Booking Instructions (using YouTube player to host video ad file)

### Create the video asset:

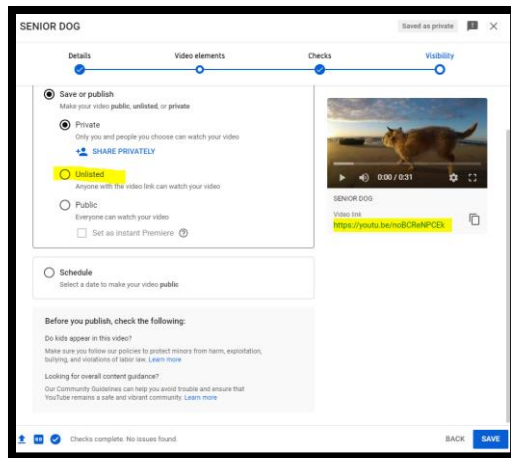
1. Log into your Youtube.com account
2. Click on the upload video button in the top right hand corner and then click on the Upload video link



3. Select the mp4 video you want to use for the advertiser's campaign
4. Once you've done that it brings you to the main page where you give your video a name and processes the video for you
5. For safety purposes click on No, it's not made for kids
6. Click next



7. On the video elements tab, you do not need to do anything so just click next
8. On the Checks tab Google will let you know if there are any copyright issues (music, images, etc. that may be copyright protected). If you see a green checkmark you are good so click next
9. On the visibility page you need to click "Unlisted" that way it doesn't get published to your channel but anyone looking at the ad on your site will be able to see it.



10. Copy the video link under the preview image and click save – keep that URL for use when booking the ad into Google Ad Manager.

## Create the line item and upload creative in Google Ad Manager:

### 11. Set up your order and line item in GAM

- a. Ad size is 300x250, 300x600 or 970x250
- b. Choose your inventory targeting, i.e. domainname.com
- c. Save the line item

### 12. Add the creative

- a. Use the Flex – In-Banner Video Ad (Alpha) creative template
- b. Fill out the click tag (advertiser's clickthru URL)
- c. Ad Size – 300x250 (Full Video), 300x600 (Full Video), 970x250 (Full Video)
  - i. You can choose inset video for each of those sizes, it adds a 5 pixel border around the video
- d. Add the image files – these are optional
  - i. If you choose to not add a background image, the video will “float” in the 300x250, 300x600 or 970x250 ad space and the ad will not click through to the advertiser's website and would not provide any metrics other than impressions delivered
  - ii. If you choose to use a background image they need to be made as follows:
    1. 300x250 – build the image as 300x250 the bottom 300x80 pixels is where the advertiser's message goes – the video will overlay the top portion of that image.
    2. 300x600 – build the image as 300x600 the bottom 300x430 is where the advertiser message goes – the video will overlay the top portion of the image
    3. 970x250 – build the image as 970x250 the right portion of the image 525x250 is where the advertiser message goes – the video will overlay the left side of the image
- e. Place your YouTube Embed URL – the link only, into the VideoURL slot
  - i. You can get this specific link by clicking the share button in YouTube > embed > then copying the URL out of the embed code.
    1. This is the entire embed code example, you DO NOT want this in GAM
      - a. `<iframe width="560" height="315" src="https://www.youtube.com/embed/e6KzjUOfmBk" title="YouTube video player" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture; web-share" allowfullscreen></iframe>`
    2. You will want just the link from that code, the example is below
      - a. `https://www.youtube.com/embed/e6KzjUOfmBk`
- f. Save Creative

User-defined variables

click TAG ?

http://www.townnews.com

Ad Size ?

300x250 (Full Video) ▾

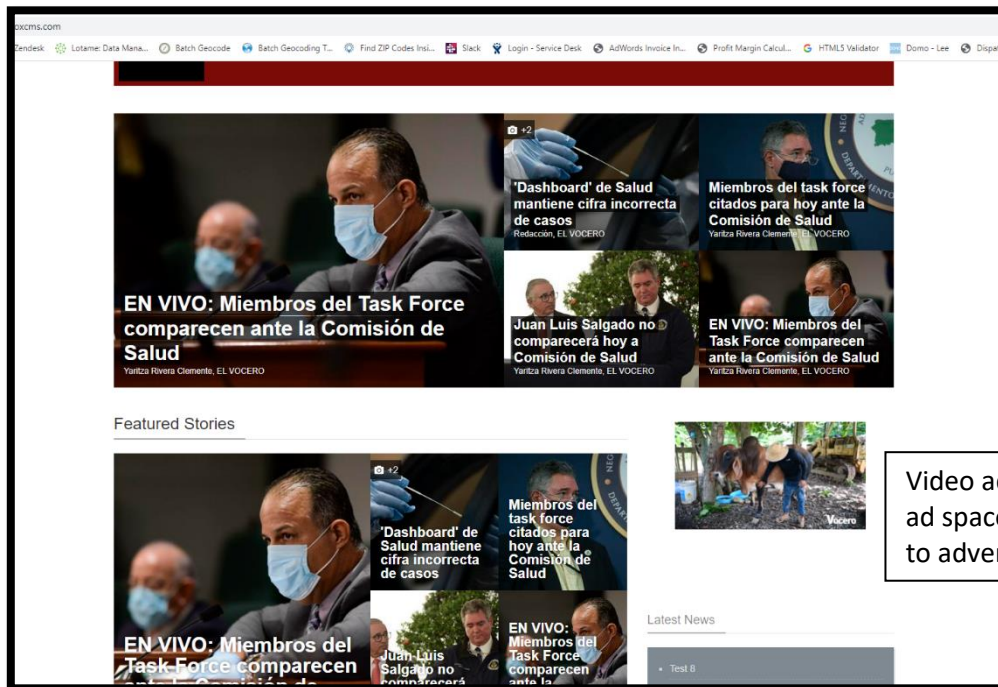
Video URL ?

1

https://cdn.field59.com/ELVOCERO/d178766bc6525871cf81671b582f2245b8f23bde\_f19-720p.mp4

INSERT MACRO

Without using background image (not recommended):



Video ad will float in 300x250 ad space, will not click through to advertiser's website

Sample showing 300x250 with background image:

tos.bloxcms.com/7/google\_preview=HVnZRNIMRvcYm6qigYwm8bYkGaiAYCagKDPJK\_8BAE&u=132916964&gdfp\_req=1&linetitleId=5790945042&creativeId=138364647856

Zendesk Lotame Data Mana... Batch Geocode Batch Geocoding T... Find ZIP Codes Ins... Slack Login - Service Desk AdWords Invoice In... Profit Margin Calcul... HTML5 Validator Domo - La

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Yaritza Rivera Clemente, EL VOCERO

**mantiene cifra incorrecta de casos**  
Redacción, EL VOCERO

**citados para hoy ante la Comisión de Salud**  
Yaritza Rivera Clemente, EL VOCERO

**Juan Luis Salgado no comparecerá hoy a Comisión de Salud**  
Yaritza Rivera Clemente, EL VOCERO

**EN VIVO: Miembros del Task Force comparecen ante la Comisión de Salud**  
Yaritza Rivera Clemente, EL VOCERO

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TownNews Test

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Video ad with black background and logo allows for entire space to be filled and for logo to click through to advertiser's website