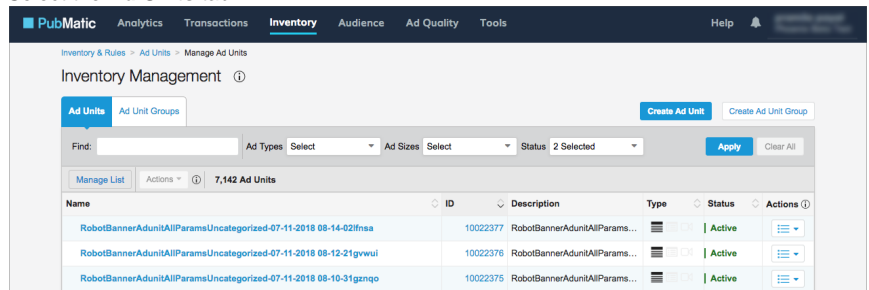# Creating Ad Units in UAS

Ad Units represent monetizable inventory within web pages, mobile apps, and video players. An ad unit defines specific inventory attributes such as size, creative types, and page location. The Unified Ad Server generates an ad tag code that uniquely identifies an ad that will fill an ad slot. When you create an ad unit, you specify size, video ad attributes, native ad attributes, and general details like refresh rates and frequency caps.

Create Ad Units as "Parent" units to "Child" ad units. When the server calls a Parent Ad Unit, it also calls all associated child units. UAS allows six levels of hierarchy between a *top* Parent ad unit and its Child ad units.

Ad Unit Groups bundle together similar ad units to create a logical collection of related ad units. For example, the leaderboard across the top of all major hub pages, holiday campaign units, and so on.

Accessing Ad Units in PubMatic

1. Select I**nventory & Rules** > **Ad Units** from the main navigation menu.
2. Select the **Ad Units** tab.

Creating Ad Units

To create an ad unit, select **Inventory & Rules** > **Ad Units** from the main navigation, then use the **Create Ad Unit** button. On the **Create Ad Unit** page, complete the sections **Ad Unit Information and Specification** (including the General Attributes details subsection).

> * Indicates required fields.

Ad Unit Information

The **Ad Unit Information** section includes basic identifying information for the Ad Unit as well as its hierarchy; that is, whether it has a Parent Ad Unit, or if it is related to other Ad Units as part of an Ad Unit Group.

1. Enter a **Name*** for the ad unit (255 characters maximum). Use a descriptive name to differentiate each ad unit in a list.
2. Enter a **Description** for the ad unit. Use a description that helps distinguish it from other ad units.
3. Select a **Parent Ad Unit*** for the new ad unit if applicable.

> Use a Parent Ad Unit to create contextual relationships between ad units; for example, *all soccer ads for* a sports web site.

> Ad units can have only one parent. If there is no hierarchical relationship, use the *default* value, Network as the Parent Ad Unit.

4. Use the steps below to select one or more Groups if appropriate.
   1. If necessary use the disclosure triangle to expand the **Select Ad Unit Groups** panel.
   2. Scroll through the **Available** groups list, or enter a group name in the **Available > Search** field to find matching groups from the list. Use the **Select All** button to move all groups to the Selected list.
   3. Choose a group name to move it into the **Selected** list on the right. Repeat for each additional selection.
   4. Remove a group from the **Selected** list with the **X** button to the right of the selected group's name. Clear the **Selected** list using the **Clear All** button.

> Use Ad Unit Groups to organize unrelated ad units in a way that is meaningful to you or your organization. For example, all leaderboard ads across all sport types for a sports web site. Create new Ad Unit Groups in UAS at *Inventory & Rules > Ad Units > Manage Ad Unit Groups.*

Exclusions

Add an exclusion to an order based on page content, context, or competitive ads. A Unified Ad Server Administrator must add Exclusions using the Admin interface prior to including them in an order. To add an exclusion, select **Admin > Exclusions** from the main navigation, then use the following instructions.

> If your UAS account has existing Ad Exclusions already, then skip to **Assigning Exclusions to Ad Units** below.

Ad Exclusion

Use the **Ad Exclusion** to ensure that your ad units are not served to undesirable or inappropriate websites or web pages. By default, Exclusions are applied to all line items in the order they are associated with.

Competitive Exclusion

Use **Competitive Exclusion** to restrict your ads from being displayed if a competitor's advertisement has already been loaded on the page. Exclusion labels can restrict categories or advertisers. By default, the selected exclusions apply to all of the ad units in the order.

Assigning Exclusions to Ad Units

Once an admin has added your exclusions to UAS, you can apply them to ad units using the **Ad Exclusions** section of the **Create Ad Unit** page.

1. Use the **Ad Exclusions > Available** panel to search for exclusions by name. Use the **Show** checkboxes to filter the list by **Active, Inactive, or both**.
2. Select an exclusion name to move it into the **Selected** list to the right. Use the **Select All** button to move all exclusions into the **Selected** list.
3. Remove selected exclusions using the **X** button to the right of each exclusion name, or use the **Remove All** button to clear the **Selected** list.

Ad Unit Specification

The **Specification** section lets you determine the type of ads the new ad unit supports (for example, Banner/Rich Media, Native, or Video), along with the attributes, categories, and exclusions that apply to the new ad unit.

1. If you want to copy specifications from an existing ad unit, toggle the **Copy Specs From Existing Ad Unit** control to **Yes**, then choose the existing ad unit's name from the drop-down list. The specifications from the selected ad unit automatically populate the specifications fields of the new ad unit.

> You can edit copied field values. You can also reset the new ad unit's specifications by toggling the Copy Specs From Existing Ad Unit control back to No.

2. Select a **Primary Category*** *(the IAB Tier 1 category for contextual content)* using the **Select IAB Category** drop-down list, or toggle the **Primary Category** control to **Uncategorized** to have no primary category.

> You can still use Secondary Categories (below) even if you leave the Primary Category as Uncategorized.

3. Now choose one or more **Secondary Categories** *(the IAB Tier 2 category for ad content)*, if applicable, to better define the inventory:
    1. Use the **Select IAB Category** drop-down list to search for and select up to *three* secondary categories.
    2. Select a category name to move it into a list of selections on the right. Repeat for each additional category.
    3. Remove a category from the list of selections using the **X** button to the right of a category name, or use the **Clear All** button to clear your three selections.
    4. Select **Done** to save your selected categories.
4. Select the **Supported Creative Types*** for your ad unit, then complete the Ad Type Attribute fields described in the following sections for each type of ad unit:
    - Banner/Rich Media
    - Native Ads
    - Video

> If you select multiple Supported Creative Types, you must define attributes for each type you selected.

Ad Type Attributes

> Best Practice: define as many attributes as possible to help DSPs decide to bid on your inventory.

Banner/Rich Media Ad Type Attributes

If you chose *Banner/Rich Media* as a **Supported Creative Type**, you can choose from a range of sizes for your ad unit.

1. Use the **Select Ad Sizes** drop-down list to move your selected size(s) into a list to the right, or use **Select All** to move all sizes into your selections list.
2. Remove a size from the list of selections using the **X** button to the right of a size name, or use the **Clear All** button to clear all of your selections.

3. Select **Done** to save your selected sizes.

Native Ad Attributes

If you chose *Native* as a **Supported Creative Type**, you must add one or more templates in the **Native Ad Type Attributes** section.

To add Supported Templates:

1. Use the **Add Template*** template button to open the **Add Native Template** dialog.
2. Select a **Source*** for the Ad Template:

1. **Choose an Existing Template** from a drop-down menu. You can edit the name of the template.
2. **Copy an Existing Template** from the drop-down menu. You can edit the name and all other attributes of the template.
3. **Create a Template** shows the template creation form that lets you define a new template from scratch.

1. For all options in step **2**, enter a **Name*** for the Native Ad Template. If you chose option **2a** above, you can now skip to step **6**.
2. Select a **Type***. An example layout of your selected type appears to the right.
Edit the associated attributes that appear in the **Attributes** panel below the **Type** drop-down.
3. Complete/Modify the details for the selected template type.

> *Custom* templates allow *only five of the same* attribute. For example, a *Custom* template could have five *Main Images*, then would not let you add a sixth.

4. Use the **Add** or **Save and Add** button to save your current template.
5. Restart at step **1** to add another template.

Video Ad Attributes

If you chose Video as a **Supported Creative Type**, then you must define the attributes in the **Video Ad Type Attributes** section.

1. Choose one of the following **Video Protocol** options:

- **VAST 2.0:** the second version of the IAB's video ad-serving template.
- **VAST 3.0:** has all the functionality of VAST 2.0, plus enhanced ad-management features.

Video Ad Serving Template (VAST): a standardized communication protocol that informs an ad server every time a video ad plays. This protocol is designed specifically for popular on-demand video players where ad responses are measured by each video play, but are not an executable ad format.

1. Select one of the following options:

- **No VPAID support**
- **VPAID 1.0/VPAID 2.0**

Video Player-AD API Definition (VPAID): establishes a common interface between video players and ad units, enabling a rich, interactive, in-stream ad experience. This standard works with emerging in-stream ad formats such as non-linear video ads and interactive video ads.

1. Select one or more **Supported Mime Types***.
2. Select a **Video Player Size*** from the drop-down list.
3. Select a **Minimum*** and **Maximum*** **Ad Duration** from each drop-down list of seconds, or choose **Other** and enter a custom number of seconds for **Min/Max**.
4. Select **Yes** to enable support for a **Companion Ad** if it's supported.
5. Select **Yes** to allow the user to skip the video ad after a set number of seconds. If you enable skipping, also specify the number of seconds that must elapse before the user can skip the ad (the minimum wait time is five seconds).
6. Select **Yes** to enable video ads to autoplay if it's supported.

General Attributes

General attributes include frequency caps and an indication of whether your ad unit is COPPA compliant.

GDPR opt-out/PubMatic opt-out: If a user has not provided the consent to PubMatic (opt-out), UAS will filter all the Ad Units/Orders/Line Items/Creatives that have a frequency cap applied to it.

1. Use the **Add Frequency Cap** button to add one or more caps. Enter the number per time unit (that is, Minute, Hour, Day, Week, or Lifetime). You can add one or more frequency caps. Use the **X** button to the right of a frequency cap to remove it.

Frequency Caps specify how often how often your ad unit appears for a user within a given time period; for example: 2 a day, 20 a week, and so on.

2. Toggle whether your ad unit is **COPPA Compliant** or **Non-Compliant**.
COOPA (Children's Online Privacy Protection Act) imposes certain requirements on collecting digital information from children younger than 13.
3. Use the **Save** button to save your ad unit.