

Creating Video Ad Tags in PubMatic

Use the following instructions and guidelines to create an ad tag for video inventory. For complete instructions for creating sites, apps, and ad tags in PubMatic, see [Account Setup Guide for Publishers \(Sites & Ad Tags\)](#).

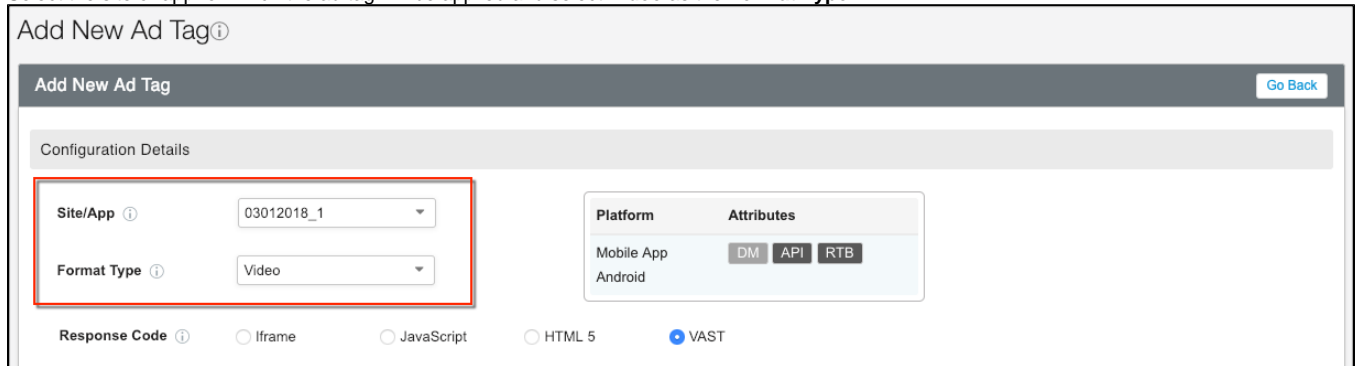
Auto-fill

Some selections will auto-fill default options or will grey-out options that are not applicable to a selection.

1. Select **Inventory > Sites & Tags** from the main navigation.
2. Click **Create Ad Tag**.

Configuration Details

Select the site or app for which the ad tag will be applied and select **Video** as the **Format Type**.




Default response code

VAST will automatically be selected as the response code when video is selected.

Video Preferences

Refer to the preference settings below, noting specific preference options for CTV video ad tags below.

- **Ad Server:** Select the video ad server that will use this tag. If your ad server is not listed, select **Other** and enter the ad server name in the space provided.
- **Video Player:** Select the video player that will load the ad. If your video player is not listed, select **Other** and enter the ad server name.
- **Protocol:** Select the VAST Protocol that your video player supports (*VAST 2.0* or *VAST 3.0*). Select 2 or 3 to use both InLine and Wrapper VAST.
 - To use only InLine VAST when using the ad tag directly in your ad server, manually modify the `vadFmt` parameter.
 - To use only InLine VAST with an OpenRTB integration with PubMatic, dynamically pass the `protocols` array values 2 and/or 3 alone.
- **VPAID Support:** Select **No VPAID** if your video inventory does not support **VPAID**, or **VPAID 2.0** if it is supported.

 Selecting VPAID 2.0 will force all of your video impressions to be considered VPAID compatible. This can cause VPAID creatives to fail if not all of your inventory supports VPAID.

If the inventory served through this ad tag is a combination of both VPAID and non-VPAID, select **No VPAID** and send the VPAID version dynamically through the `vapi` parameter (tag or custom S2S integrations) or through the `api` parameter (OpenRTB integrations).

- **MIME Types:** Select the MIME types supported by the selected video player. Common MIME type combinations for VPAID inventory include: (mp4, javascript, webm, & ogg) or (mp4 & javascript).
- **Player Size:**
 - Select **Dynamic** if the site's video player size is not fixed and can be resized with the browser window. In the resulting ad tag, modify the appropriate parameter placeholders (vw and vh) with the corresponding Ad Server or Video Player macros, which will determine the player size when the ad is run.

 If using an OpenRTB integration with PubMatic, dynamically send the `w` and `h` parameters instead.

- Select **Static** if the player size is fixed. Enter the width and height of the player.

- **Ad Duration:** Enter the minimum and maximum duration for the video ads. (*Minimum must be > 0 seconds and Maximum must be < 500 seconds*).
- **Placement Type:** Select whether the placement will be **Static** or **Dynamic**.
 - If **Static:** Select **In-Stream** or one of the **Out-stream** options (*In-Banner, In-Article, In-Feed, or Interstitial/Slider/Floating*).
 - If **In-Stream** is selected:
 - Select the **Linearity** (*see below for details*).
 - Select the **In-Stream position** (*Pre-roll, Mid-roll or Post-roll*)
 - If **Dynamic:**
 - Select the **Linearity** (*see below for details*).
 - Select the **In-Stream position** (*Pre-roll, Mid-roll or Post-roll*)
- **Linearity:** Select whether the ad type is **Linear** or **Non-linear** or if **Any** if both are supported.
 - **Linear** video ads play before, after or during a break in the video content.
 - **Non-linear** video ads appear along with the video content. (e.g., Overlays, which cover part of the video as it plays.)
- **Playback Methods:** Select one or more methods. The playback method determines how the video playback starts. (Options vary across platforms)
- **Skippable:** Select whether or not the video ads are skippable.
 - If Skippable, enter the number of seconds before the skip button is displayed or skip functionality is allowed
- **Max Bitrate:** Set the maximum bitrate for the video ad if you'd like to limit the file size of the creative media files. This can be helpful for mobile, where bandwidth is lower.
- **Companion Ad:** Select whether or not companion ads are supported. If supported, enter a companion ad size.

CTV Video Preferences

- **Protocol:** Select the VAST Protocol that your video player supports (*VAST 2.0 or VAST 3.0*). Select 2 or 3 to use both InLine and Wrapper VAST.
 - To use only InLine VAST when using the ad tag directly in your ad server, manually modify the **vadFmt** parameter.
 - To use only InLine VAST with an OpenRTB integration with PubMatic, dynamically pass the "protocols" array values 2 and/or 3 alone.
- **MIME Types:** Select the MIME types supported by the selected video player.
- **Player Size:**
 - Select **Dynamic** if the site's video player size is not fixed and can be resized with the browser window. In the resulting ad tag, modify the appropriate parameter placeholders (vw and vh) with the corresponding Ad Server or Video Player macros, which will determine the player size when the ad is run.



If using an OpenRTB integration with PubMatic, dynamically send the **w** and **h** parameters instead.

- Select **Static** if the player size is fixed. Enter the width and height of the player.
- **Ad Duration:** Enter the minimum and maximum duration for the video ads. (*Minimum must be > 0 seconds and Maximum must be < 500 seconds*).
- **Placement Type:** Select whether the placement will be **Static** or **Dynamic**.
 - If **Static:** Select **In-Stream** or one of the **Out-stream** options (*In-Banner, In-Article, In-Feed, or Interstitial/Slider/Floating*).
 - If **In-Stream** is selected:
 - Select the **Linearity** (*see below for details*).
 - Select the **In-Stream position** (*Pre-roll, Mid-roll or Post-roll*)
 - If **Dynamic:**
 - Select the **Linearity** (*see below for details*).
 - Select the **In-Stream position** (*Pre-roll, Mid-roll or Post-roll*)
- **Linearity:** Linear is selected by default. **Linear** video ads play before, after or during a break in the video content.
- **Playback Methods:** Select the checkbox for **Autoplay on page load, sound on**, if desired. The playback method determines how the video playback starts.
- **Skippable:** Select whether or not the video ads are skippable.
 - If Skippable, enter the number of seconds before the skip button is displayed or skip functionality is allowed
- **Max Bitrate:** Set the maximum bitrate for the video ad if you'd like to limit the file size of the creative media files. This can be helpful for mobile, where bandwidth is lower.

User Data Parameters

Select **User Data Parameters**.



Default parameters

Default parameters will display based on requirements for the site or app selected in the Configuration Details section. Include as many parameters as possible, selecting each from the drop-down.

- Enter values in default parameter fields.
- Click **Select UDP** to select additional ad parameters you want to include in the ad request.
- Once selected, enter values/macros for each.

Passback and Basic Details

1. Click **Provide Passback Script**:

- Select the existing placement or provide a **passback** script for which you want to pass back the non-monetized impressions from PubMatic for this ad tag.



Empty VAST script

Enter an empty VAST script, specific to video, for example, `<VAST version="2.0"></VAST>`

2. Click **Save**.



Additional parameters

Additional Parameters may be added once the tags are downloaded. Add parameters by appending "&" followed by *parameter name=value*. Refer to [Video Parameters](#) for specific parameters.