Quick sheet: Adding Sites and Tags in the Publisher UI

This document provides high-level steps and tips to follow to set up sites and tags individually, and uploading domains to allowlist for an account.

> ⓘ **Related Documentation**
>
> - To use **Bulk Upload** for Sites and Tags, refer to Bulk Uploading Sites, Ad Tags & Domains.
> - More detailed account setup instructions can also be referenced the Account Setup Guide.

To set up important elements of your account, complete the following steps using the instructions below:

1. Add sites to your account.
2. Add domains to allowllist.
3. Create ad tags.

Add Sites

Sites are often created for different areas of a website. For example, the home page and subpages for sports, news, entertainment, and more. A publisher will often want to have a unique ad tag for each slot on a page. If you have multiple properties, you may want to set a different site for each.

Sites can be added through bulk upload or individually. **Sites must be added to the PubMatic platform before creating associated ad tags.**

1. Select **Inventory > Sites & Tags**.
2. Click **Add a Site/App**.
3. Select **Web** or **Mobile Web** from the **Platform** drop-down menu.
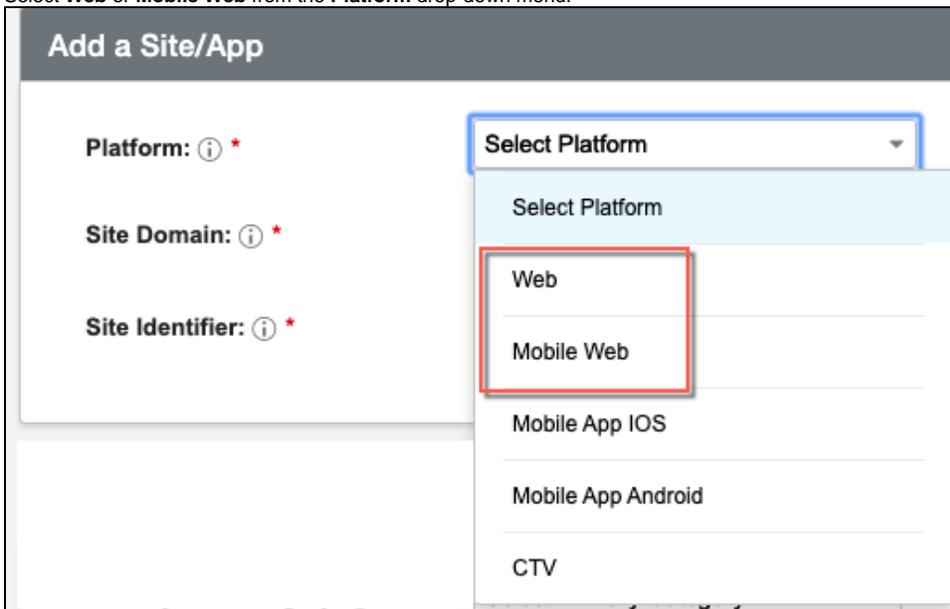
4. Enter the fully-qualified domain for the site.

> ⓘ The URL must start with **https://** or **https://** and contain **.com** or the equivalent at the end.

5. Enter a name for the **Site Identifier**.
6. Select **Secure** if the site is compatible with the HTTPS protocol.
7. Select a **Primary IAB Category** from the drop-down menu and **Secondary IAB Category**, if applicable.
8. Complete remaining details in the **Configuration Preferences** section, including:

   - Select **Monthly Ad Impressions** for the site.
   - Add URL of your **privacy policy**, if desired.
   - Select **COPPA Compliant** if the app is child-directed.
   - Check the **API Settings** box according to the integration type:

Integration type	Check the API Settings box?
Exchange Bidding (EB)	Yes

Index integrations	Yes
Server-to-server	Yes
Transparent Ad Marketplace (TAM)	Yes
Prebid integrations	Automatically checked

9. Select **Save** or **Save and Add Another Site**.

Upload domains to allowlist

Domains for allowlisting can be added at any time, but **at least one domain must be allowlisted for a site.**

1. Select **Inventory > Sites & Tags** from the main navigation.
2. Select **Bulk Uploads > Upload Domains**.
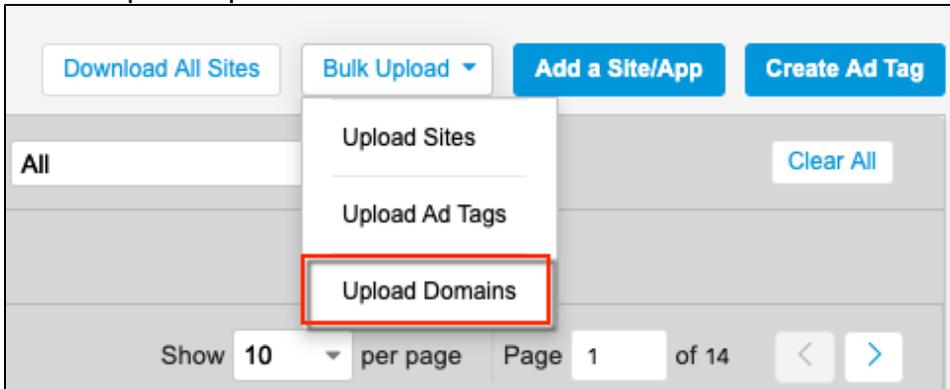
3. Download the template and enter the **Site URL** (*which is the Site Identifier indicated in the Publisher UI*) and the **Domain URL** for each you want to allowlist.
4. Return to the Publisher UI Upload Domains window and click **Choose File** to locate the file.
5. Click **Upload.**

After allowlisted domains are added, the **Domains** column will indicate the number of domains added for each site. "0" in the Domains column indicates that no domains have been allowlisted for a site. A minimum of "1" should be listed for active sites.

ⓘ To learn more about managing an allowlist, refer to Allowlist documentation.

Create Ad Tags

Ad tags are associated with sites that have been added to the PubMatic platform. Typically, publishers create a separate ad tag for each ad that will be displayed on a site. Ad tags can be added individually using the instructions below or in bulk upload.

1. Select **Create Ad Tag**.
2. Select the site or app for which the ad tag will be applied.
3. Enter the **Format Type** and **Response Code**.
4. Complete **Ad Slot Preferences**:
   - **Ad Placement**: Select the placement of the ad relative to the page (Top, Bottom, Middle, Left or Right of Page).
   - **Fold Placement**: Select the placement of the ad relative to the fold (Above the Fold (ATF), Below the Fold (BTF), or Partially above the Fold).
   - **Expansion**: Select the direction the ad will expand (Up, Down, Left or Right).
5. Select **User Data Parameters**. For Mobile/Video, add details such as location, DMA, etc., adding as many details as possible.
6. Add a passback by either using **Select Existing Placement** and selecting from the list or to add a new passback, choose **Provide Passback Script**. The PubMatic system will automatically recommend an ad tag name, however, this can be customized as needed.

> ⓘ Passback ad network mapping is mandatory for tag-based accounts, but optional for API and ORTB accounts.

> ⊘ **Note for Exchange Bidding (EB) Ad Tags**
>
> When creating EB ad tags, select **Provide Passback Script**, and add **USD 0.0** for **eCPM** and for the script, simply add **<!>.**