

Bulk Uploading Sites, Ad Tags and Domains

The Publisher UI lets you bulk upload sites, ad tags, and domains. This saves time when you have a large number of items to set up in the the PubMatic account.

 Default sites and ad tags are not available in the **Download Sites** and **Download Ad Tags** template

 Sites and Tags can also be added individually in the Publisher UI. For more information about setting up sites and tags individually in the Publisher UI, refer to the [Account Setup Guide](#).

Bulk upload sites

Sites are often created for different pages of a website. For example, the homepage, a news website might have a news, sports, and entertainment pages.

If you have multiple ad slots on each page, then you'll want to create an ad tag for each one. If you have multiple properties, create a different site(s) and ad tag(s) for each one.

Follow these steps to bulk upload your sites.

1. From the Pub UI main navigation, select **Inventory > Sites & Tags**.
2. Select **Bulk Uploads > Upload Sites**.
3. Select the file type for the template you'll be downloading.
4. Click **Download Template**.
5. Open the downloaded file. Each line is a site, so complete the fields for each site.

Field	Description
Site ID	Leave blank for new sites.
Site/App Domain	The URL must start with https:// or https:// and contain .com or the equivalent at the end.
Site/App Identifier	This will appear in reporting.
Platform	Web, mobile web, or CTV
Primary Vertical or Category	Enter the IAB Category.
Secondary Vertical or Category	Optional
Monthly Ad Impressions	Expected monthly ad impressions.
Privacy Policy	URL of privacy policy - optional.
Is Default Site	Refer to Default Sites & Ad Tags for more information.
API Setting Enabled (Y/N)	Always set to Yes (Y)
COPPA Compliant	Enter Y if the site is child-directed.
CTV AppStore (Roku/Other)	Enter Roku or Other in this column.
Rich Media Compliance in case of App(Semi-Colon Separated List)	This field is used to indicate the Rich Media compliance of the App (Android/iOS) and Site (Possible values are - MRAID 1.0, ORMMA & MRAID 2.0). These values can be set/updated from Sites UI.
Content Object (Pass All (Default)/Pass PMP/Don't Pass)	Use to determine the Content in which the impression appears. Content object values are <i>always</i> used by PubMatic, but the following settings to let you determine whether to pass them beyond PubMatic: <ul style="list-style-type: none">• Pass All (Default): values pass in bid requests to all DSPs (PMP deals and open exchange).• Pass PMP: values pass in bid requests for PMP Deal IDs.• Don't Pass: values never get pass to buyers in the bid stream. NOTE: <i>do not</i> include the apostrophe in "Don't" within the template.
Override Publisher Data in case of App(Y/N)	This is used to delete a site via Bulk Upload operation. If nothing is set, it'll be internally considered as 'N'

Availability on App Store (Y/N)	Enter Y , since we don't support Roku apps that don't exist in the Roku app store. If you do want to add an app that doesn't exist in the Roku app store, then you should enter Other in the CTV AppStore (Roku/Other) column and N in this column.
AppStore URL/Android Bundle ID/iOS App ID	For Roku apps, enter the Roku app store URL or the Roku channel ID. For Other apps, enter the app store URL. You need to also enter either the CTV Bundle ID or the CTV App ID .
CTV Bundle ID	For Other apps, enter the bundle ID. If you don't have the bundle ID, enter the app ID in the CTV App ID column.
CTV App ID	For Other apps, enter the app ID. If you don't have the app ID, enter the bundle ID in the CTV Bundle ID column.
Is Secure Site	Enter Y if site is compatible with the HTTPS protocol.
Delete Site(Y/N)	Enter Y if site should be deleted or N to delete the site.

6. Save the file.
7. Return to the Publisher UI Upload Sites window and click **Choose File** to locate the file.
8. Click **Upload**.
9. Click **Refresh**. The message *File updated successfully* will appear in the upper-left corner. *If not successful, Failed Entries will appear. Click the **Failed Entries** button to view errors. If you continue to have entries that fail after fixing errors, please contact your Customer Success Manager for assistance.*
10. Continue to upload allowlisted domains using the instructions below for Bulk Upload Domains.

Bulk upload domains

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.

Bulk upload 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 as that will be displayed on a site.

Sites must be added to the PubMatic platform before creating associated ad tags.

1. Select **Inventory > Sites & Tags** from the main navigation.
2. Select **Bulk Uploads > Upload Tags**.
3. Click **XLSX** or **CSV** to set the format of the template you will download.



EMEA users

Users in EMEA should select the XLSX option.

4. To add ad tags, click **Download Template**.
To update ad tags, click **Download Ad Tags**.
5. Open the downloaded file and complete the fields for each site. Save the file to your computer when you're done.

Field	Description
Ad Tag ID (Should be blank for New Ad Tags)	
Ad Tag Name	This is auto-generated using the site domain, ad size, and fold placement. You can modify the name if you'd like.
Site/App Identifier	This will appear in reporting.
Format Type	Ad format for an ad slot in a site/app.
Response Code	Type of response code you use on your site.

Ad Size	Size is expressed in pixels as width x height.
Fold Placement	Placement of the ad with respect to visibility (unknown, above the fold, below the fold, partially above the fold).
Expansion Direction	Direction the ad will expand to support optimization (unknown, up, down, left, right).
User Data Parameters (Semicolon Separated List of key=value)	Parameters you want to send to PubMatic in the ad request.
Protocol	VAST 2.0/VAST 3.0 This applies only to Video.
VPAID Support	Applies only to Video.
Time Range Min	Applies only to Video.
Time Range Max	Applies only to Video.
MIME Type	Semicolon separated list. Applies only to Video.
Default Player Size	Width x height for static size/dynamic or blank for dynamic size. Applies only to Video.
Video AdServer Name	Applies only to Video.
Video Player Name (Applicable in case of Video)	Applies only to Video.
Secondary Ad Sizes	Max. of nine ad sizes, formatted as a semicolon separated list. This field applies only to multi-size ads
Delete Ad Tag	Y/N

6. Return to the Publisher UI and click **Choose File** > select your ad tag file > click **Upload**.
7. Click **Refresh**. The message *File updated successfully* will appear in the upper-left corner.
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