

Create and edit a product

Products are a way to group inventory into specific packages, which can then be used to create deals.

Before you Begin: Be sure the required Sites and Ad Tags have been added prior to creating a Product.

Creating a new product

1. Select **Transactions > Products** from the main navigation.
2. In the Product Management page, click **Create Product** in the upper right corner.

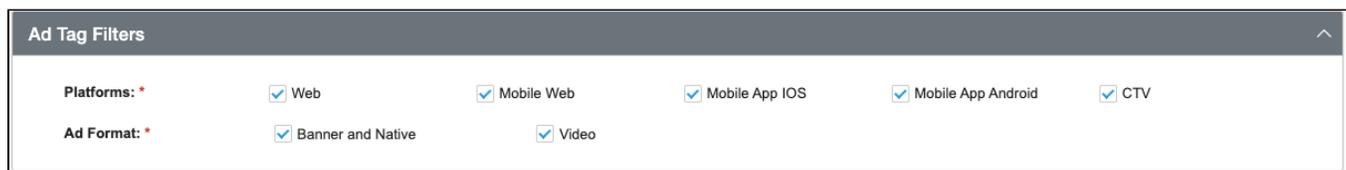
Product Information

Product Name: The recommended naming convention is **Site Name-Placement-Section**. For example, OurDomain-728x90-Desktop

Description: Enter a description for this product.

Publisher Category: Select categories that describe the site(s) included in this product.

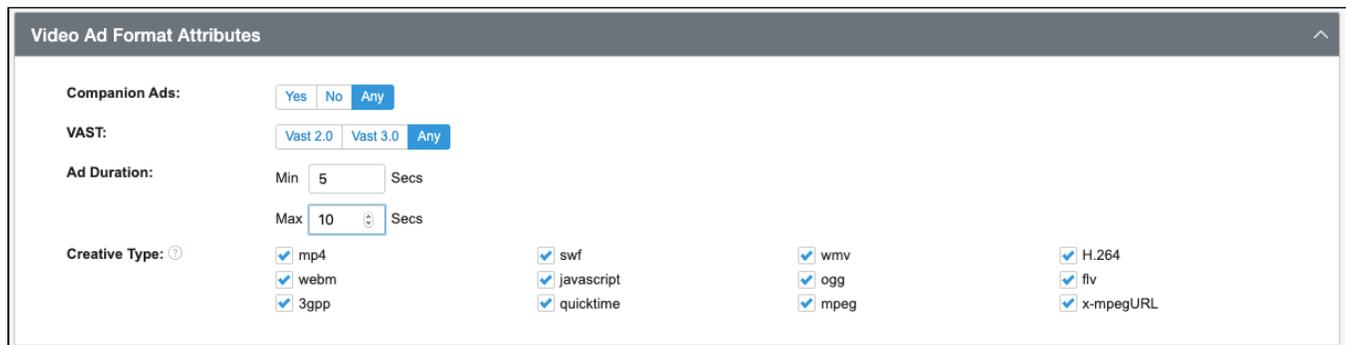
Select Ad Tag Filters



1. Select the Platform(s) that apply to this product.
2. Select the Ad Format(s) that applies to this product (see above screenshot). Note that when Video is selected, the [Video Ad Format Attributes](#) will appear.

Video Ad Format Attributes

This section is visible only when video ad format is selected.



- **Companion Ads:** Select whether or not companion ads are supported. If supported, enter a companion ad size.
- **VAST:** Select the VAST Protocol (**VAST 2.0** or **VAST 3.0**) your video player supports, or select **Any** to accept either.
- **Ad Duration:** Enter the minimum and maximum duration for the video ads. (*Minimum must be > 0 seconds and Maximum must be < 500 seconds*).
- **Creative Type:** Select each creative type you support. **Flash types (mp4, flv, wmv, swf and H.264) are NOT supported.**
 - HTML 5 types: mp4, ogg, webm and javascript

Ad Units ^

Placement/Position: Select

Ad Sizes: Any Select

Sites: Any Select 58 Items available

Ad Tags: Any Select 95 Items available

Sections: Any Select

Ad Unit details

1. Select all **Ad Placement/Positions** from the menu that you want to make available in this product.

Placement/Position:

Ad Sizes:

Sites:

Ad Tags:

Sections:

Select ▼

Select All Clear All

Search: |

Above the Fold

Below the Fold

Partially Above the Fold

Unknown

Cancel
Done

2. Click **Select** if you want to choose specific **Ad Sizes** to include in this product.



When selecting ad sizes that have more than one option of the same ad size (e.g., Sidekick v. Medium Rectangle), be sure to select the correct one in the list.

3. Click **Select** if you want to choose specific **Sites** for this product.
4. Click **Select** if you want to choose specific **Ad Tags**. The ad tags in the list reflect ad unit details selected.
5. Click **Select** if you want to choose site-specific **Sections**.
6. Select **Save and Finish**.

Edit a product

To edit a product, click the product name in the list on the **Product Management** screen, make your edits, and click **Save**.