How to set up a Google DFP account for booking of ads in your ePaper app

Introduction
Google DFP is a free online ad booking system. Visiolink has integrated a Google DFP module into our apps on iOS and Android for booking of interstitial ads between the pages of your publication and/or on the start screen of the app.

## Step 1: Create a Google DFP account
You must have a Google e-mail-address (gmail) and an AdSense account in order to create a Google DFP account.

- Create an AdSense and a Google DFP account here:

  https://www.google.com/adsense/dfp-signup

If you follow the link, you will be taken through both creation of an AdSense account and a Google DFP account.

Once created and logged in to your DFP account, you should see your "Home" screen that looks like this:
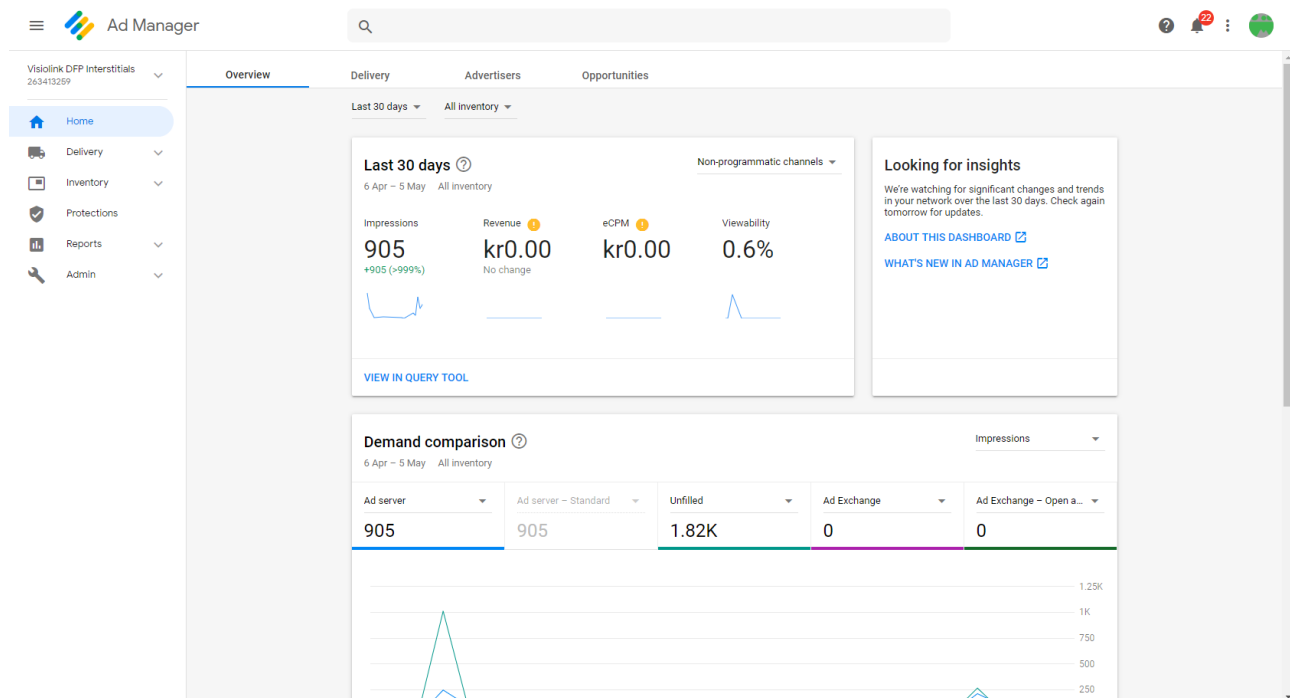
Step 2a: Create Ad Units for interstitials booking

You can create up to six Ad Units: five for booking interstitials after set pages and one for frequency-based interstitials.

1. Click the "Inventory" tab
2. Click "Ad units" in the left panel (if not already active)
3. Click "New ad unit"
4. The first field "Code" is important. It functions as the ID of the Ad Unit. If you would like to set an Ad Unit in the app after page 3, please call the code of the Ad Unit "page3" or similar. Only odd numbers are allowed. Numbers cannot be to consecutive pages (if you place one Ad Unit on page 1, the next Ad Unit cannot be placed on page 3). The frequency-based Ad Unit should be called "frequency" or similar.
5. Give the Ad Unit a name – it is a good idea to call it the same as the Code (this will also by default be suggested)
6. Set size to "Fixed size" and choose the predefined size "Custom rendering (native)"
7. Set target window to "_blank"
8. Repeat steps 3 through 7 until you have created up to six Ad Units named something like this: page3, page7, page11, page15, page19, frequency

Step 2b: Create Ad Units for front screen ad booking

Create an Ad Unit for each front screen ad module in your app.

1. Click the "Inventory" tab
2. Click "Ad units" in the left panel (if not already active)
3. Click "New ad unit"
4. The first field "Code" is important. It functions as the ID of the Ad Unit. Call it *frontscreen* or similar
5. Give the Ad Unit a name – it is a good idea to call it the same as the Code (this will also by default be suggested) or name it so that the name is easily recognizable for you
6. Set size to "Fixed size" and choose the predefined size "Custom rendering (native)"
7. Set target window to "_blank"
8. Repeat steps 3 through 7 until you have created as many ad units as you have front screen modules in your app

Step 3: Import Native Ad Template

Visiolink has created a Native Ad Template that allows you to control ad booking easily. The template is called "Visiolink Native Template" will be sent to you during the project. This should be imported into your DFP account like this:

1. Click the "Delivery" tab in the left panel
2. Click "Creatives"
3. Click "Native templates" in the top menu
4. Click the button "New native tamplate"
5. Click "Import"
6. Find the file "Visiolink Native Template"
7. Press save

Step 4: Send account ID, Native Ad Template ID and Ad Unit Codes to Visiolink
In order for Visiolink to be able to fetch ads from your account, your Account ID, your Ad Unit codes and the ID of the template that you have just imported must be provided to Visiolink.

1. **Account ID**
   a. Find the account ID in the left bar in the top when you are logged in to your DFP account. The number written under the name of your account is your Account ID
2. **Native Ad Template ID**
   a. Click the "Delivery" tab in the left panel
   b. Click the "Native" tab
   c. Now you see a list that should contain the template "Visiolink Native Template" (if you haven't renamed it). This has an 8 digit ID, which you must send to Visiolink
3. **Ad Unit Codes**
   a. When you have created your Ad Units you gave each of them a code. Please send these to Visiolink (for interstitials: if the page number is not evident from the Ad Unit Codes, please also send us a mapping of which Ad Units should be placed after which pages)