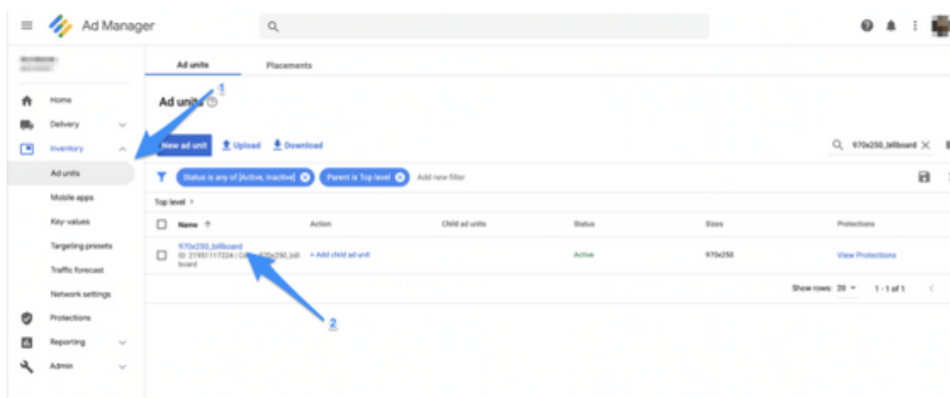


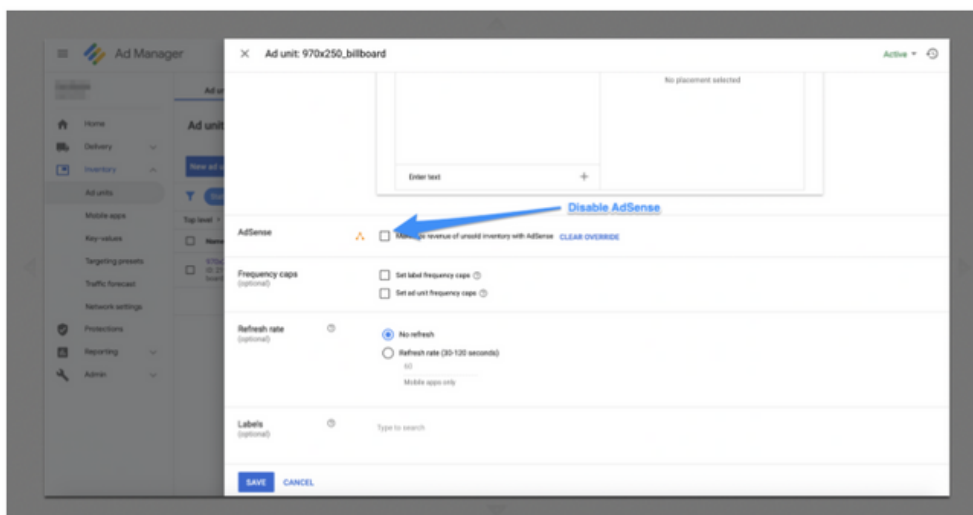
Prepare GAM for Setupad Ad Units A Step-by-Step Guide

1. Finding and Setting up the ad unit



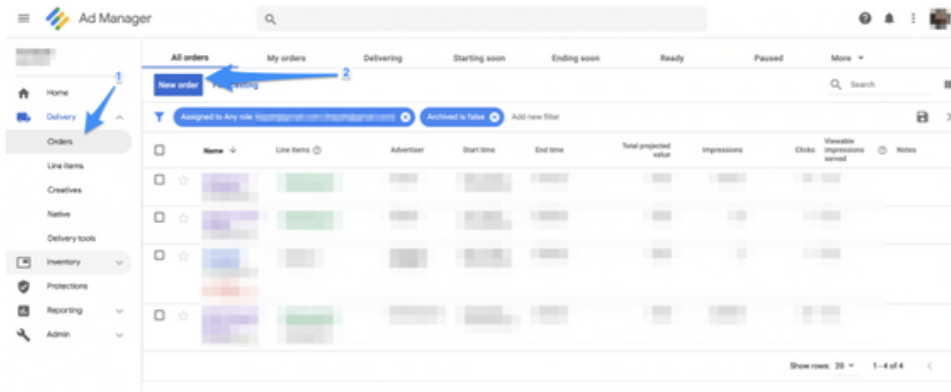
1.1. Go to Inventory > Ad units

1.2. Find the ad unit ready to be monetized by Setupad, in this example it is 970x250_billboard



Click on the ad unit and disable AdSense and click SAVE

2. Creating and Setting up Orders

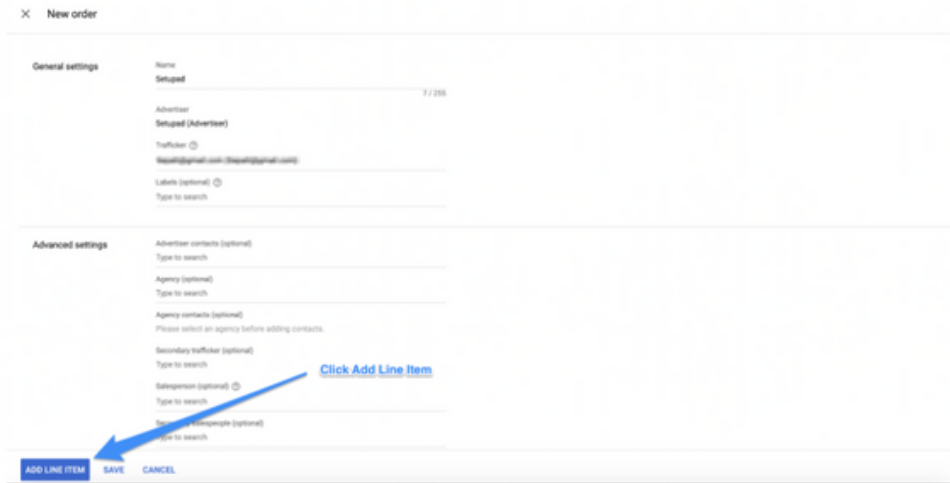


2.1. Go to Delivery > Orders

2.2. Click New order

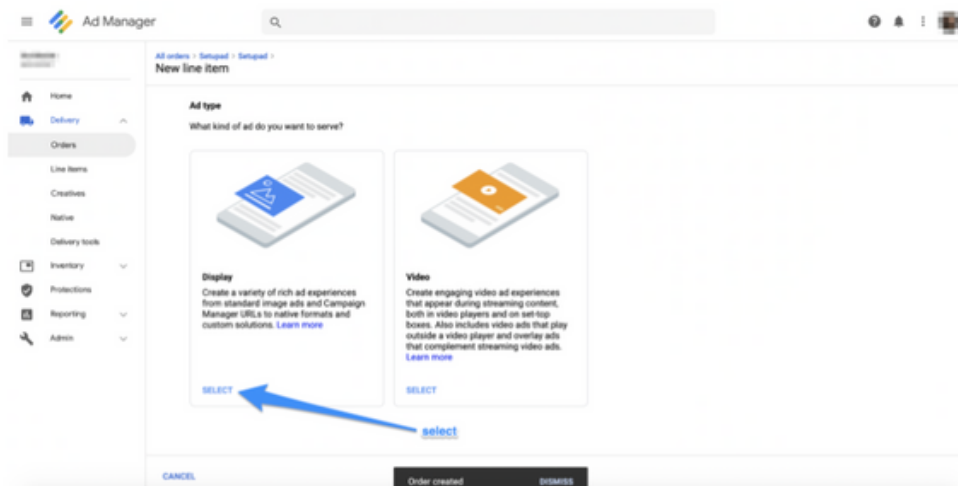
2.3. Enter the name of the order - Setupad

2.4. Add a new Company - Setupad

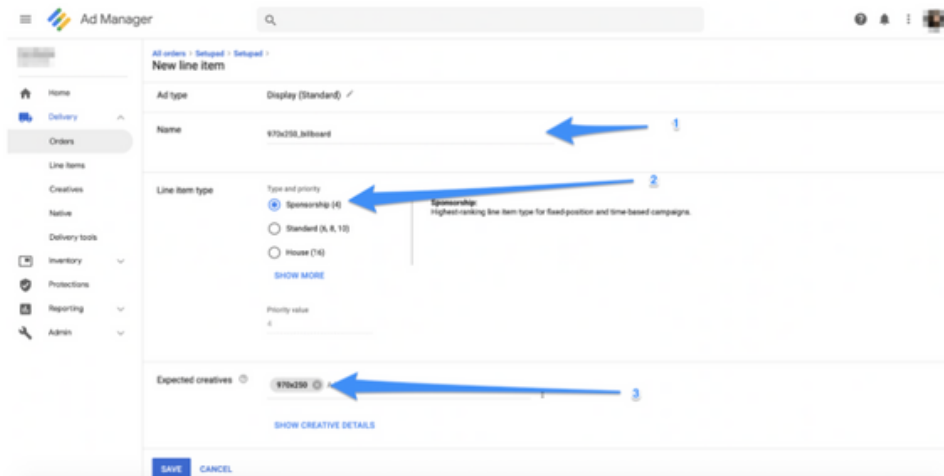


2.5. Click add line item

3. Adding Line Items to Setupad Order



3.1. Select Display ad type



3.2. Enter the name of the ad unit

3.3. Select priority - Sponsorship

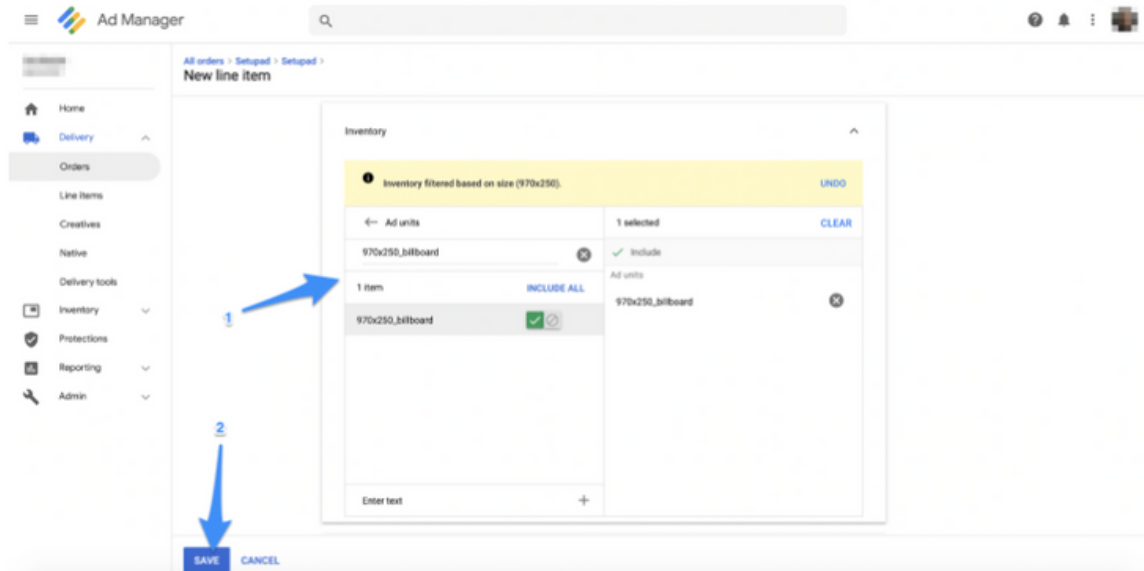
- Make sure that there are no other line items targeting this creative with sponsorship priority

3.4. Enter the size of the ad_unit/creative, in this instance it is 970x250



3.5. In Delivery settings select Start Time - Immediately

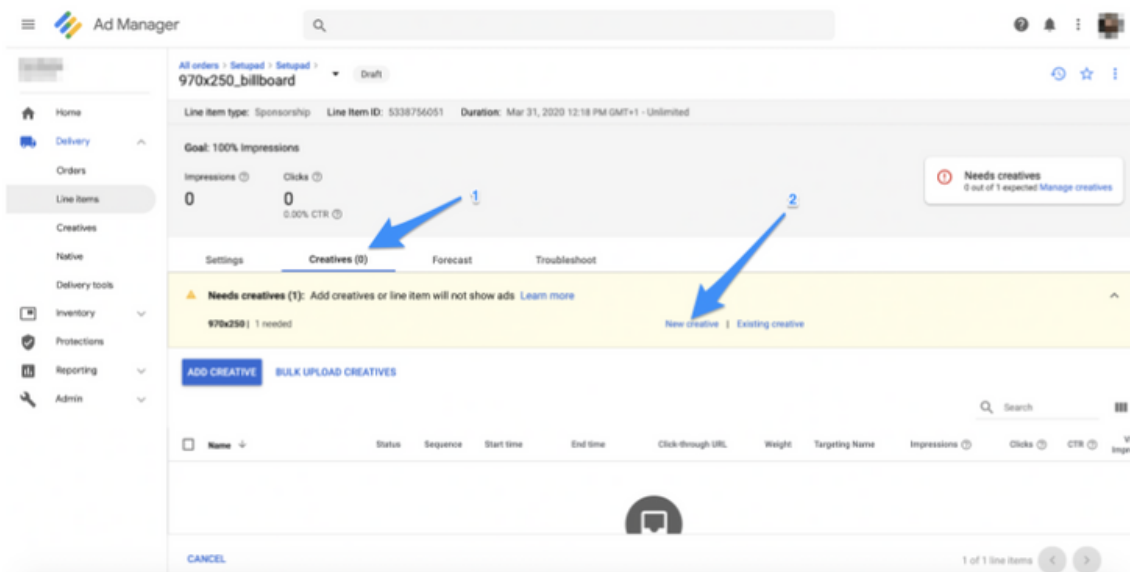
3.6. In Delivery settings select End Time - Unlimited



3.7. Find the ad unit to target (targeting the same one from the beginning of the Guide)

3.8. Click Save

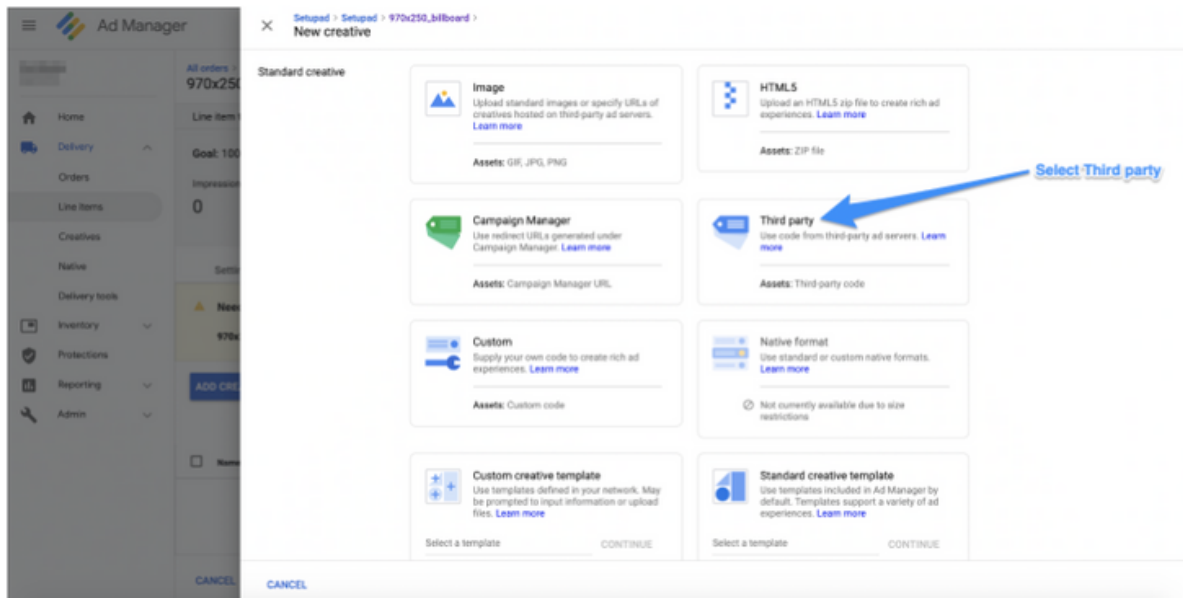
4. Adding Creatives



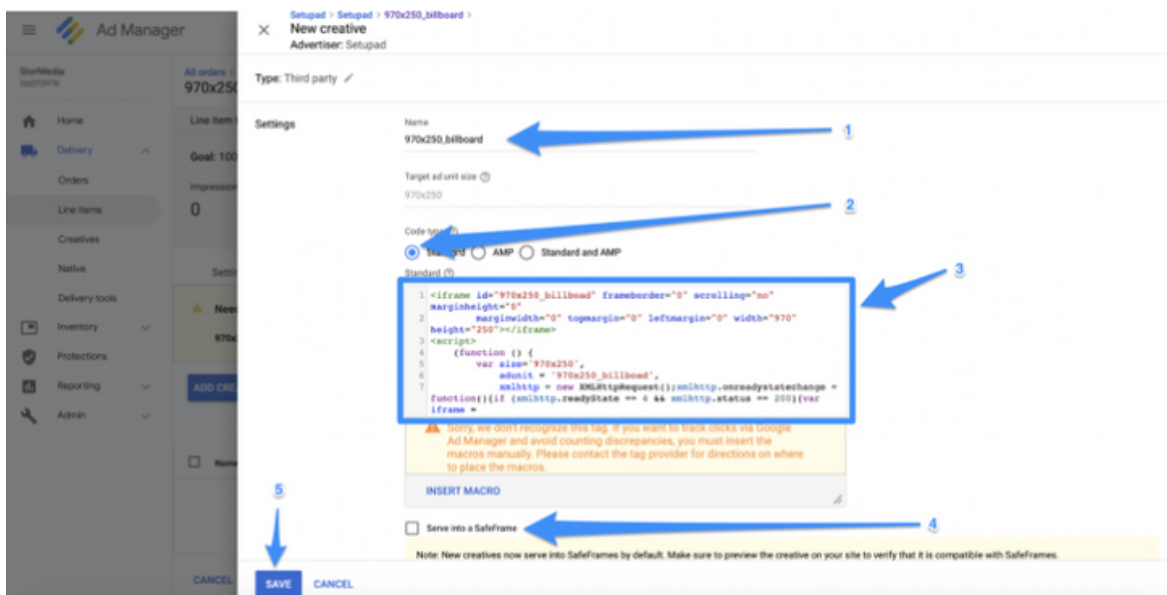
4.1. Go to line item > Creatives section

4.2. Click New Creative

SETUPAD



4.3. Select "Third party" creative code



4.4. Enter the name of the ad unit

4.5 Make sure that Standard is selected as the Code Type

4.6. Place the Setuppad ad unit tag inside of the code field

4.7. Disable "Save into a SafeFrame"

5. Launch the Setupad Order

The screenshot shows the Ad Manager interface for an order named 'Setupad'. The order is in 'Draft' status and has a 'Needs creatives' warning. The table below shows one line item with the following details:

Name	Status	Type	Start time	End time	Progress	Rate	Goal	Impressions	Clicks	CTR
970x250_billboard ID: 5338756251 970x250	Draft Not reserved	Sponsorship	Mar 31, 2020 12:18 PM GMT+1	Unlimited	N/A	€3.00 CPD	100% imps	0	0	0.00

5.1. Go back to the Setupad Order and click APPROVE.

The screenshot shows the Ad Manager interface after the 'APPROVE' button has been clicked. The line item status has changed from 'Draft' to 'Ready'. A notification banner at the bottom of the page reads 'Order approved'.

Name	Status	Type	Start time	End time	Progress	Rate	Goal	Impressions	Clicks	CTR
970x250_billboard ID: 5338756251 970x250	Ready	Sponsorship	Mar 31, 2020 12:18 PM GMT+1	Unlimited	N/A	€3.00 CPD	100% imps	0	0	0.00

The Setupad Ad Unit and Order is ready to be served.