

AMP PLAYBOOK

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Requirements

- <https://amp.dev/documentation/components/amp-iframe/>
- <https://amp.dev/documentation/components/amp-ad/>

Integration steps

1. Add Cookie Sync

The cookie sync must be added within an amp iframe, you can only have one amp-iframe per page so this would need to be added to a preexisting iframe if it already exists. Newpassid's UserSync pixel:

```
<amp-iframe width="1" title="User Sync"
  height="1"
  sandbox="allow-scripts allow-same-origin"
  frameborder="0"

src="https://bidder.newpassid.com/static/load-cookie.html/static/load-cookie.html?bidder=newpassid"
  id="newpassid-load-cookie">
  <script>function pubcidUuid(){var
e,o,t="";for(e=0;e<32;e++)o=16*Math.random()|0,8!=e&&12!=e&&16!=e&&20!=e|| (t+="-"),t+=(12==e?4:1
6==e?3&o|8:o).toString(16);return t}function storePubcid(e){let o=!1;if(window.localStorage){let
t=new Date(Date.now()+31536e6).toGMTString();console.log(`storing _pubcid  & expiry ${t} as
_pubcid_exp in local storage:
${e}`),window.localStorage.setItem("_pubcid",e),window.localStorage.setItem("_pubcid_exp",t),win
dow.localStorage.getItem("_pubcid")===e&&(o=!0)}if(document.cookie){let t="_pubcid="+e";
expires="+new Date(Date.now()+31536e6).toUTCString()+"; path="/";console.log("storing _pubcid as
cookie: ",t),document.cookie=t,document.cookie.search(e)>-1&&(o=!0)}return o}function
getCookie(e){var o=(";" +document.cookie).split("; "+e+"=");return
2==o.length?o.pop().split(";").shift():null}console.log("document.cookie=",document.cookie);let
pubcid=window.localStorage.getItem("_pubcid");null==pubcid&&(pubcid=window.sessionStorage.getIte
m("_pubcid")),null==pubcid&&(pubcid=getCookie("_pubcid")),null==pubcid?(pubcid=pubcidUuid(),cons
ole.log("generated pubcid value",pubcid),storePubcid(pubcid)?console.log("successfully stored
the pubcid value"):console.log("failed to store the pubcid value - maybe consider not appending
it?")):console.log("Successfully found existing _pubcid");let
ampAds=document.getElementsByTagName("amp-ad");console.log("ampAds = ",ampAds);for(let
e=0;e<ampAds.length;e++){let
o=JSON.parse(ampAds[e].getAttribute("rtc-config"));o.vendors.newpassid&&(o.vendors.newpassid.P
UBCID=pubcid,ampAds[e].setAttribute("rtc-config",JSON.stringify(o)))}</script>
  <amp-img src="https://bidder.newpassid.com/" layout="nodisplay" placeholder></amp-img>
</amp-iframe>
```

2. Create ad unit tag

Display

AMP ad unit tag template:

```
<amp-ad
  data-block-on-consent
  width="ADUNIT_WIDTH"
  height="ADUNIT_HEIGHT"
```

```

type="doubleclick"
data-slot="YOUR_DFP_ADUNIT"
json='{ "targeting": {YOUR_TARGETING_CUSTOM_DATA} '
rtc-config='{
    "vendors": {
        "newspassid": {
            "PUBLISHER_ID": "NEWSPASSID_PROVIDED_PUBLISHER_ID",
            "SITE_ID": "NEWSPASSID_PROVIDED_SITE_ID",
            "TAG_ID": "NEWSPASSID_PROVIDED_STORED_REQUEST_ID",
            "PLACEMENT_ID": "NEWSPASSID_PROVIDED_PLACEMENT_ID",
            "AD_UNIT_CODE": "YOUR_AD_UNIT_CODE",
        }
    }
}'>

```

</amp-ad>

- [PUBLISHER_ID](#) - Newspassid provided publisher identifier
- [SITE_ID](#) - Newspassid provided site identifier
- [TAG_ID](#) - Newspassid provided stored request identifier
- [PLACEMENT_ID](#) - Newspassid provided stored imp identifier

Sample display AMP ad unit tag:

```

<div class="mpu">
  <amp-ad
    data-block-on-consent
    width="300"
    height="250"
    type="doubleclick"
    data-slot="/52230573/AMP_testadunit"
    json='{ "settings": {}, "targeting": { "pos": "mpu" } }'
    rtc-config='{
      "vendors": {
        "newspassid": {
          "PUBLISHER_ID": "LMCTESTING01",
          "SITE_ID": "4204204201",
          "TAG_ID": "4441070001",
          "PLACEMENT_ID": "8000000015",
          "AD_UNIT_CODE": "mpu",
        }
      }
    }'>

</amp-ad>

```

</div>

3. DFP Targeting Keys

The following Key Value pairs are utilised within AMP line items targeting:

- np_pb = <price> (used instead of hb_pb)
- np_bidder = newpassid (used instead of hb_bidder)
- np_size = <size> (e.g 300x250)

4. Create creatives for AMP in DFP

Type: custom

DFP Creative code:

```
<script
src="https://cdn.jsdelivr.net/npm/prebid-universal-creative@latest/dist/creative.js"></script>

<script>
var ucTagData = {};
ucTagData.adServerDomain = "";
ucTagData.pubUrl = "%%PATTERN:url%%";
ucTagData.targetingMap = %%PATTERN:TARGETINGMAP%%;

ucTagData.hbPb = "%%PATTERN:np_pb%%";
ucTagData.uuid = "%%PATTERN:np_cache_id%%";
ucTagData.size = "%%PATTERN:np_size%%";
ucTagData.mediaType = "%%PATTERN:np_format%%";
ucTagData.env = "%%PATTERN:np_env%%";
ucTagData.adId = "%%PATTERN:np_adid%%";

ucTagData.cacheHost = "%%PATTERN:np_cache_host%%";
ucTagData.cachePath = "%%PATTERN:np_cache_path%%";

try {
    ucTag.renderAd(document, ucTagData);
} catch (e) {
    console.log(e);
}
</script>
```

Sample Test Page

- <https://prebid.the-ozone-project.com/adops/testpages/standalone/2.5.1/amp-banner-cname.html>