PLATFORM & AUDIENCE

This document covers the steps to implement prebid.js with the Ozone adapter including a bidder and user sync configuration for LMC's News Pass. This will enable ad requests to Ozone from the header of the publisher page allowing Ozone to send server side requests to ad partners. This page illustrates a sample implementation: https://www.ardm.io/ozone/2.5.0/lmc-test.html.

Step One: Host Prebid.js Build that includes the Ozone adapter

Ozone uses a custom Prebid.js adapter to transmit ad requests to the Ozone service. The Ozone adapter is available to download as part of a prebid.js build on Prebid.org. When downloading a prebid.js build ensure 'Ozone Project' is selected in the list of adapters and 'User ID: PubCommon ID' modules are included along with any other modules you require. The publisher then needs to host the downloaded javascript file. If the publisher does not have an existing prebid.js build, Ozone can assist with generating the build.

Step Two: Configure pbjs.setConfig

You will need to set four configurations within the pbjs.setConfig function (for reference this is also where any price granularity and timeout settings would also be defined):

1. Define 'lmc' object including following parameters:
    a. 'endpointOverride.origin' This overrides the auction and cookie sync origins, this should be set to https://bidder.newspassid.com/
    b. 'kvpPrefix' This overrides the prefix applied to custom key value pairs pushed into ad server targeting that identify additional bid information. This should be set to 'lmc' or can be disabled entirely by setting enhancedAdserverTargeting to false.
2. Within the userSync object enable cookie sync on aliased bidders within pbjs.setConfig via aliasSyncEnabled.
3. Within the userSync object enable iframe sync for lmc bidder
4. Within the userSync object define the pubCommonid (publisher common ID).

To add these see below example of code defining all four.

```
pbjs.setConfig({
            userSync: {
                aliasSyncEnabled: true, /* false by default */
                userIds: [
                        {
                        name: "pubCommonId",
                        storage: {
                            type: "cookie",
                            name: "_pubcid",          // create a
cookie with this name
                            expires: 365              // expires
in 1 years
                        }
                    }
                ]
                ,
                filterSettings: {
                    iframe: {
                        bidders: 'lmc',
                        filter: 'include',
                        iframeEnabled: true
                    }
                }
            },
            lmc: {
                kvpPrefix: 'lmc',
                endpointOverride: {
                    origin: 'https://bidder.newspassid.com/'

                }

            }
        });
```

Step Three: Set adUnit Configuration for the lmc bidder

You'll need to create an ad unit configuration for your prebid adUnits and include configuration for the lmc bidder. Below is a sample ad unit configuration for mediaType banner:

```
var adUnits = [{
    code: 'example-banner-ad',
    mediaTypes: {
        banner: {
            sizes: [
                [300, 250],
                [300, 600]
            ]
        }
    },
    bids: [{
        bidder: 'lmc',
        params: {
  //NOTE: Below IDs are suitable for testing but should be swapped for your
respective production IDs.
            publisherId: 'LMCTESTING01',
            siteId: '4204204201',
            placementId: '8000000015'
            customData: [{"settings": {}, "targeting": {"page_type":
"article, "key2": "value", "key3": ["value1", "value2"]}}]
    }]
  }
}];
```

The Ozone Adapter has 4 attributes that need to be included in the adUnit configuration:
1. publisherId – The value for production use will be provided by your LMCrepresentative. The above example can be used for testing.
2. siteId – The value for production use will be provided by your LMCrepresentative. The above example can be used for testing.
3. placementId – The value for production use will be provided by your LMCrepresentative. The above example can be used for testing.
4. customData - a JSON array that allows key-value pairs to be passed for any targeting data. **Note that Ozone requires a page type key to identify article, index and home pages**. Additional keys are recommended examples would include; site section, position, slot, high viewability.

Step Four: Create ad server line items

Finally you will need to ensure there is an active order in your ad server consisting of line items at each price increment targeting the below KVP. These line items should have the [universal prebid creative](#) associated.

```
hb_bidder=lmc
```