

bigbrothecanada.globaltv.com

GPT Ads Requirements and Best Practices – 12/10/2015

# Document Revisions

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| **0.1** | 2015-12-09 | Initial draft | Luis Sastre-Verzun |
| **0.2** | 2015-12-10 | Adding key values for “env” | Luis Sastre-Verzun |
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# General Overview

This document outlines the general requirements for display and video ads served on any Shaw controlled properties.

The ad serving technology we use is [Double Click for Publishers (DFP)](https://support.google.com/dfp_premium#topic=28132) from Google and the front-end framework available is called [Google Publisher Tags (GPT).](https://support.google.com/dfp_premium/answer/181073?hl=en)

The requirements for our digital properties to display ads, segment our inventory for targeting and reporting and also send any additional attributes to the ad server.

# Requirements

**GENERAL/BASIC DATA**

1. It is recommended by Google to use GPT Asynchronous with Single Request Mode.

However, while we use Asynchronous mode on the majority of our sites, we do not make use of Single Request mode on most responsive sites as it requests all defined ads at once. You define slots which are not shown, they will be served, rendered and hidden. This counts an impression which is never shown to the user. **Do not request and render ads on page which are not shown to the user.**

1. The basic data for bigbrothercanada.globaltv.com is:
   1. Network code: “6872”
   2. Base Ad Unit: “shaw.globaltv.com/bigbrothercanada”

**DISPLAY**

1. GPT ad tags must be inserted on all pages in the below locations.
   1. Header

The header portion of the tag defines the slots on page.

Each slot must be defined with name, this name coincides with the div which will then display the ad.

Below is an example tag using our GlobalTV.com ad unit which we will go over.

<!-- Start: GPT Async -->

<script type=**'text/javascript'**>

***var*** gptadslots**=[];**

***var*** googletag **=** googletag **||** **{};**

googletag.cmd **=** googletag.cmd **||** **[];**

**(*function*(){** ***var*** gads **=** document.createElement**(**'script'**);**

gads.async **=** ***true*;** gads.type **=** 'text/javascript'**;**

***var*** useSSL **=** 'https:' **==** document.location.protocol**;**

gads.src **=** **(**useSSL **?** 'https:' **:** 'http:'**)** **+** '//www.googletagservices.com/tag/js/gpt.js'**;**

***var*** node **=** document.getElementsByTagName**(**'script'**)[**0**];**

node.parentNode.insertBefore**(**gads**,** node**);**

**})();**

</script>

<script type=**"text/javascript"**>

googletag.cmd.push**(*function*()** **{**

//Adslot 1 declaration

gptadslots**[**1**]=** googletag.defineSlot**(**'/6872/shaw.globaltv.com'**,** **[[**300**,**250**]],**'div-gpt-ad-360670100277843414-1'**).**addService**(**googletag.pubads**());**

//Adslot 2 declaration

gptadslots**[**2**]=** googletag.defineSlot**(**'/6872/shaw.globaltv.com'**,** **[[**728**,**90**]],**'div-gpt-ad-360670100277843414-2'**).**addService**(**googletag.pubads**());**

googletag.pubads**().**enableSingleRequest**();**

googletag.pubads**().**enableAsyncRendering**();**

googletag.enableServices**();**

**});**

</script>

<!-- End: GPT -->

* 1. Body

After defining the ad slots in the header we now expect divs to exist in the body which are “pushed” (rendered) on page.

<!-- Beginning Async AdSlot 1 for Ad unit shaw.globaltv.com ### size: [[300,250]] -->

<!-- Adslot's refresh function: googletag.pubads().refresh([gptadslots[1]]) -->

<div id=**'div-gpt-ad-360670100277843414-1'**>

<script type=**'text/javascript'**>

googletag.cmd.push**(*function*()** **{** googletag.display**(**'div-gpt-ad-360670100277843414-1'**);** **});**

</script>

</div>

<!-- End AdSlot 1 -->

<!-- Beginning Async AdSlot 2 for Ad unit shaw.globaltv.com ### size: [[728,90]] -->

<!-- Adslot's refresh function: googletag.pubads().refresh([gptadslots[2]]) -->

<div id=**'div-gpt-ad-360670100277843414-2'**>

<script type=**'text/javascript'**>

googletag.cmd.push**(*function*()** **{** googletag.display**(**'div-gpt-ad-360670100277843414-2'**);** **});**

</script>

</div>

<!-- End AdSlot 2 -->

If the header ad slot definitions match the body “push” commands, then the ads will be fetched and rendered on page.

Please note that, if the ad slot is defined in the header and a coinciding push function is run in the body using Single Request mode, all defined ad slots will be requested at once.

Kindly ensure that if using Single Request mode your developers only define ad slots which are shown on page.

For more information please reach out to the Shaw Digital QA team, or Shaw Digital AdOps team.

* 1. Generating a sample GPT tag

A site the AdOps team uses often to generate quick GPT tags is the [GPT Tag Generator](http://dfpgpt.appspot.com/).

Give it a try using the network code ‘6872’, ad unit ‘shaw.globaltv.com’ and ad unit size ‘300x250’!

* 1. GPT Developer Reference and Additional Help

[GPT Developer Reference](https://developers.google.com/doubleclick-gpt/reference)

[DFP Premium Help – Google Publisher Tags](https://support.google.com/dfp_premium/topic/28788)

**OUT OF PAGE (and WALLPAPER)**

1. Overview
   1. Out of Page ad slots are required on page in the event some creative must be returned which is not rendered or which requires only javascript to run. We usually use these slots to render wallpapers on pages, but they can be used to render unique ads such as [interstitials](https://en.wikipedia.org/wiki/Interstitial_webpage).
2. Header Out of Page ad slot GPT definition
   1. Below is a short example of how an out of page slot would be defined in the header.

<!-- Start: GPT Async -->

<script type=**'text/javascript'**>

***var*** gptadslots**=[];**

***var*** googletag **=** googletag **||** **{};**

googletag.cmd **=** googletag.cmd **||** **[];**

**(*function*(){** ***var*** gads **=** document.createElement**(**'script'**);**

gads.async **=** ***true*;** gads.type **=** 'text/javascript'**;**

***var*** useSSL **=** 'https:' **==** document.location.protocol**;**

gads.src **=** **(**useSSL **?** 'https:' **:** 'http:'**)** **+** '//www.googletagservices.com/tag/js/gpt.js'**;**

***var*** node **=** document.getElementsByTagName**(**'script'**)[**0**];**

node.parentNode.insertBefore**(**gads**,** node**);**

**})();**

</script>

<script type=**"text/javascript"**>

googletag.cmd.push**(*function*()** **{**

//Adslot oop declaration

gptadslots**[**0**]** **=** googletag.defineOutOfPageSlot**(**'/6872/shaw.globaltv.com'**,** 'div-gpt-ad-858345235100810604-oop'**).**addService**(**googletag.pubads**());**

googletag.pubads**().**enableSingleRequest**();**

googletag.pubads**().**enableAsyncRendering**();**

googletag.enableServices**();**

**});**

</script>

1. Body Out of Page ad slot render
   1. Below is a small example of how an out of page body slot would be rendered on page.

<!-- Beginning Async AdSlot oop for Ad unit shaw.globaltv.com ### size: -->

<!-- Adslot's refresh function: googletag.pubads().refresh([gptadslots[0]]) -->

<div id=**'div-gpt-ad-880492335147936265-oop'**>

<script type=**'text/javascript'**>

googletag.cmd.push**(*function*()** **{** googletag.display**(**'div-gpt-ad-880492335147936265-oop'**);** **});**

</script>

</div>

<!-- End AdSlot oop -->

1. Rendering Wallpapers
   1. If the specification for the site or page requires wallpaper, then some additional code is required.

How we accommodate a wallpaper served by the ad server at Shaw is to define the wallpaper render function on the page and execute this function from within the returned creative.

* 1. The below jquery/js function is what we use on most of our sites, depending on the site or page implementation the same code could be used, but if jquery is not available this may need to be rewritten in raw js or perhaps with your framework of choice.

**function** cwChangeWallpaperAd**(**b**,** a**)** **{**

**if** **(**screen**.**width **>=** 1150**)** **{**

jQuery**(**"body"**).**removeClass**(**"no-wallpaper"**);**

**if** **(typeof** **(**b**)** **===** "string"**)** **{**

jQuery**(**"body"**).**css**(**"background"**,** a **+** " url(" **+** b **+** ") no-repeat scroll 50% 0"**);**

**}**

**}**

**}**

* 1. Once this function is available on page the AdOps team may then have the ad server return the below creative using the Out of Page ad slot to call the function with the provided wallpaper creative and also change the background color.

<script type=**"text/javascript"**>

window.parent.cwChangeWallpaperAd**(**"https://smdgads.s3.amazonaws.com/wallpapers/5122648\_Shoppers\_ET\_Canada\_Spring\_2200x1000\_Brand2.jpg"**,**"#DFB4C7"**);**

</script>

**Note** - If a wallpaper is in the page/site spec but the developer wishes to use an alternative implementation then this must be discussed with the Shaw Digital team and Shaw Digital AdOps team because the AdOps team makes use of custom creative sets and additional tracking using the current implementation.

**VIDEO**

1. Overview
   1. Our video player is the lifeblood of Shaw, most of our users visit the site to watch video content and a large chunk of revenue is obtained from our video streams, short and long form assets.

Additionally, in most micro-sites and implementations our developers will provide an embedded video player link capable of handling all of our requirements.

* 1. For the most part, if the request coming from a video player to the Ad Server is not malformed, then the response from the server will contain everything required to play all the content in the ad playlist.

1. Framework
   1. [Interactive Media Ads](mailto:https://developers.google.com/interactive-media-ads/) Framework

The IMA SDK is a framework provided by Google for the handling of Video Ad Serving Template (VAST) creative playlists and payloads.

The video player for any long form content (i.e. Mr.Robot S01E01) should make a general VAST2 request to our ad server, which in turn will return a playlist of breaks using the cue sheet of the content.

Once the playlist is received it will make the appropriate requests to each break, returning one VAST ad at a time, and playing it.

All tracking requests must be handled as required. If the IMA SDK is included there is no concern here and all tracking events will fire at the appropriate times.

* 1. Ad Exchange handling

The video player must be able to make requests to our ad server capable of returning Ad Exchange creative.

The video player must be capable of rendering these Ad Exchange creative.

1. Creative Size
   1. This is locked at 320x240v for all video players as our video products in the ad booking system are all 320x240v.

If a particular micro-site is living under one of our main sites, i.e. bigbrothercanada.globaltv.com lives under globaltv.com, then we expect all of the existing globaltv.com booked line items (at 320x240v) to be eligible for the microsite at bigbrothercanada.globaltv.com.

If requests come in to the micro-site with another ad size we are then very limited in the amount of existing line items that may serve to the micro-site.

1. Asset Information (vid)
   1. Any requests made where the asset has been ingested into DFP with cue sheet information must also contain the asset ID in the request.
   2. Below is an example of a very large VAST2 request to DFP highlighting the vid key being included.

<http://pubads.g.doubleclick.net/gampad/ads?adk=3733449014&ciu_szs=728x90%2C970x90%7C728x90%2C320x50%2C300x250%2C300x250%2C300x250%2C300x250&cmsid=1991&correlator=3014292977745920&cust_params=environ%3Dprod%26audience%3Dsuccess%2Cpinpointfashionista%2Ccampaign_MrRobot_lookalike%2Ccampaign_SuperGirl_lookalike%2CForgedInFire2015%2CForgedInFire2015_lookalike%2CFirstDates2015Lookalike%2CMillionDollarListingSF2015%2CMillionDollarListingSF2015_lookalike%2CGlobalHighVideo%2CFirstDates2015%2CGlobalServer%26u%3D82151926352025370263803563377236580128%26adcall%3Dshowpromo_heavy%26abtest%3Dshowpromo_heavy&dt=1449713502002&eid=291885056&env=vp&flash=20.0.0.228&frm=0&gdfp_req=1&ged=ta1_ve3_pt8.u.8_td8_tt0_pd0_bs10_tv1_is0_er667.239.1250.1169_sv2_sp1_vi0.0.872.1758_vp35_ct1_vb0_vl1_vr1_eb23147&impl=s&iu=%2F6872%2Fshaw.globaltv.com%2Fthelateshowwithstephencolbert%2Fvideo%2Fepisode%2Fmarion-cotillard-and-joanna-newsom%2Fvideo&osd=6&output=xml_vast2&scor=2522878750752768&sdkv=3.220.0&sdr=1&sz=320x240&u_ah=870&u_asa=1&u_aw=1600&u_cd=24&u_h=900&u_his=6&u_java=false&u_nmime=7&u_nplug=5&u_tz=-300&u_w=1600&unviewed_position_start=1&url=http%3A%2F%2Fwww.globaltv.com%2Fthelateshowwithstephencolbert%2Fvideo%2Fepisode%2Fmarion-cotillard-and-joanna-newsom%2Fvideo.html%3Fv%3D582787651508&vid=582787651508>

The vid ID being added is important because DFP will know what the cue points are for this video.

For this particular id (582787651508) DFP has been provided a video with 5 cue points and a duration of 41:47. As such DFP will return an ad playlist with 5 mid-roll breaks at the below times. Letting the video player know when to stop the content, insert the ads, and subsequently resume the content on ad complete.

|  |
| --- |
| Content: **The Late Show with Stephen Colbert - Marion Cotillard and Joanna Newsom**  Status  **Active**  **Inactive**  –  Sources  [SM - The Platform - Global TV](https://www.google.com/dfp/6872#video/ContentSourceDetails/contentSourceId=1991) | Content ID: 582787651508  Duration  41:47  Cue points  13:27 | 19:13 | 23:53 | 33:28 | 37:45 |

**PAGE AND SECTION KEYWORDS**

1. Overview

Our sites require various key values passed in the ad requests. Most of these are mandatory, however, some are unique to the site. Below are the various cases

* 1. General

To add targeting key values to the ad request look in the GPT ad slot definition tag and add the setTargeting method with the argument key and [value]. The key is a string, and the value is an array.

…

<script type=**"text/javascript"**>

googletag.cmd.push**(*function*()** **{**

//Adslot 1 declaration

gptadslots**[**1**]=** googletag.defineSlot**(**'/6872/shaw.globaltv.com'**,** **[[**300**,**250**]],**'div-gpt-ad-106977897187450316-1'**).**addService**(**googletag.pubads**());**

googletag.pubads**().**enableSingleRequest**();**

googletag.pubads**().**setTargeting**(**'key'**,[**'arrayValue0'**]);**

googletag.pubads**().**enableAsyncRendering**();**

googletag.enableServices**();**

**});**

</script>

…

* 1. Section (on Home or Index pages)

From within the GPT header a static value must be added which adds the following to the GPT header.

For example, on [www.globaltv.com](http://www.globaltv.com) the below section value is targeted:

…

<script type=**"text/javascript"**>

googletag.cmd.push**(*function*()** **{**

//Adslot 1 declaration

gptadslots**[**1**]=** googletag.defineSlot**(**'/6872/shaw.globaltv.com'**,** **[[**300**,**250**]],**'div-gpt-ad-106977897187450316-1'**).**addService**(**googletag.pubads**());**

googletag.pubads**().**enableSingleRequest**();**

googletag.pubads**().**setTargeting**(**'section'**,[**'homepage'**]);**

googletag.pubads**().**enableAsyncRendering**();**

googletag.enableServices**();**

**});**

</script>

…

* 1. Section (on all other pages)

The section key must be passed in the ad request containing the value of the first part of the URL.

Since the general layout has been covered above included below are some simple examples:

Page URL: <http://www.globaltv.com/schedule/>

Section value in the header GPT code: googletag.pubads**().**setTargeting**(**'section'**,[**'schedule'**]);**

Page URL: <http://www.globaltv.com/thelateshowwithstephencolbert/video/episode/marion-cotillard-and-joanna-newsom/video.html?v=582787651508>

Section value in the header GPT code: googletag.pubads**().**setTargeting**(**'section'**,[**'thelateshowwithstephencolbert'**]);**

* 1. Page (on home and index pages)

The page value on index and home pages is almost identical to the section value.

For example, on [www.globaltv.com](http://www.globaltv.com) the below page value is targeted:

…

<script type=**"text/javascript"**>

googletag.cmd.push**(*function*()** **{**

//Adslot 1 declaration

gptadslots**[**1**]=** googletag.defineSlot**(**'/6872/shaw.globaltv.com'**,** **[[**300**,**250**]],**'div-gpt-ad-106977897187450316-1'**).**addService**(**googletag.pubads**());**

googletag.pubads**().**enableSingleRequest**();**

googletag.pubads**().**setTargeting**(**'page'**,[**'homepage'**]);**

googletag.pubads**().**enableAsyncRendering**();**

googletag.enableServices**();**

**});**

</script>

…

* 1. Page (on all other pages)

The page value on all other pages takes the second level and all subsequent levels of the URL path and uses those values as the array values for the page key.

Below are some URL examples containing the page key and the associated value array.

Page URL: <http://www.globaltv.com/schedule/>

Section value in the header GPT code: googletag.pubads**().**setTargeting**(**'page'**,[**'schedule'**]);**

Page URL: <http://www.globaltv.com/thelateshowwithstephencolbert/video/episode/marion-cotillard-and-joanna-newsom/video.html?v=582787651508>

Section value in the header GPT code: googletag.pubads**().**setTargeting**(**'page'**,[**'video', 'episode', 'marion-cotillard-and-joanna-newsom'**]);**

Page URL: <http://www.globaltv.com/thelateshowwithstephencolbert/video/>

Section value in the header GPT code: googletag.pubads**().**setTargeting**(**'page'**,[**'video'**]);**

* 1. Env (environment)

Adding the env key to requests with a value specifying the environment is critical to testing creative such as wallpapers before they go live.

The Ad Operations team may target the site/page only on the UAT environment which would allow designers to see how the site will look in a live production environment.

The targeting values for env are very straight forward, please see examples below.

If the environment is UAT:

googletag.pubads**().**setTargeting**(**'env'**,[**'uat'**]);**

If the environment is Pre-Production:

googletag.pubads**().**setTargeting**(**'env'**,[**'preprod'**]);**

If the environment is Production:

googletag.pubads**().**setTargeting**(**'env'**,[**'production'**]);**

* 1. Please note that the above examples may contain pseudo code, and while the value for setTarget keys expects an array, the author of this document has seen various implementations which may not be exactly as shown above.

For more information regarding the technical implementation please reach out to your Shaw Media Digital Project Team contact.

**AD UNIT PATH INCLUSIONS IN ALL AD REQUESTS**

1. Overview
   1. A requirement of all ad requests made to the ad server is that the ad unit path is constructed using the URL path of the site and site pages.
   2. For example, a microsite may be living under Global TV with ad unit path – shaw.globaltv.com/microsite.

And the microsite’s coming soon page would contain the ad unit path – shaw.globaltv.com/microsite/comingsoon

* 1. Certain micro-sites may not require this additional inventory segmentation, or very basic static values may be applied on the pages instead of using dynamic values and dedicating dev resources for a small site.

*If you aren’t sure the site you are working on needs dynamic URL path based ad unit paths, please reach out to your Shaw Digital Project Team contact.*

1. Examples
   1. Below are examples of how we currently construct the ad unit path using the URL path of our site pages:

Page URL - <http://www.globaltv.com/schedule/>

Ad Unit Path and defined ad slot - …”googletag.defineSlot('/6872/shaw.globaltv.com/schedule”…

* 1. Below is a 5 level deep example from GlobalTV.com:

Page URL – <http://www.globaltv.com/thelateshowwithstephencolbert/video/episode/marion-cotillard-and-joanna-newsom/video.html?v=582787651508>

Ad Unit Path and defined ad slot - …” googletag.defineSlot('/6872/shaw.globaltv.com/thelateshowwithstephencolbert/video/episode/marion-cotillard-and-joanna-newsom/video”

*(Please note this particular URL may no longer be available online due to licensing dates and so on)*

* 1. For technical information of the Shaw implementation please reach out to the Shaw Digital Project Team.

# Contact Information

|  |  |  |
| --- | --- | --- |
| **Role** | **Name** | **Title** |
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