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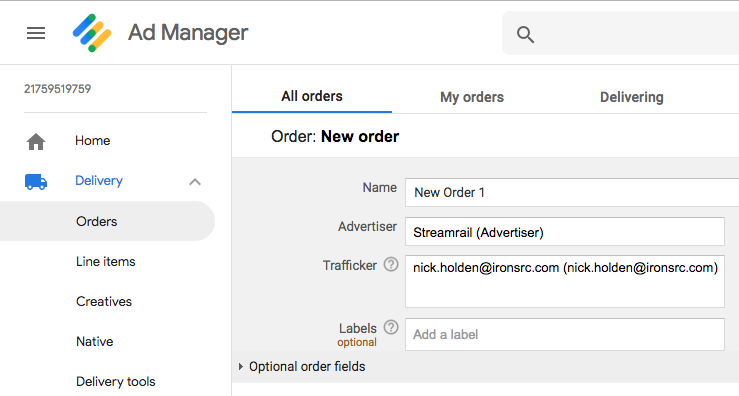
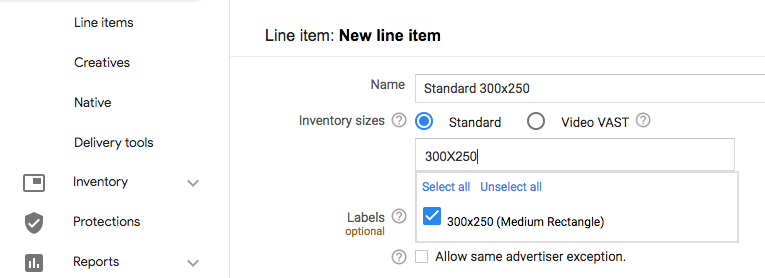
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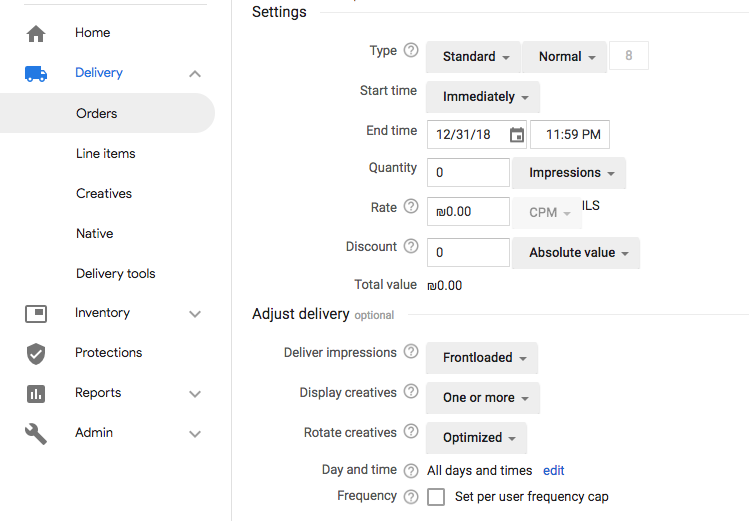
**SR-Blade Player Set Up in DFP**

This guide assists with setting up the Ad Unit as a line item in DFP. At the end of this guide, you'll need to ensure you have a DFP GPT tag of the corresponding 300x250 size on your site where the ad is to be served.

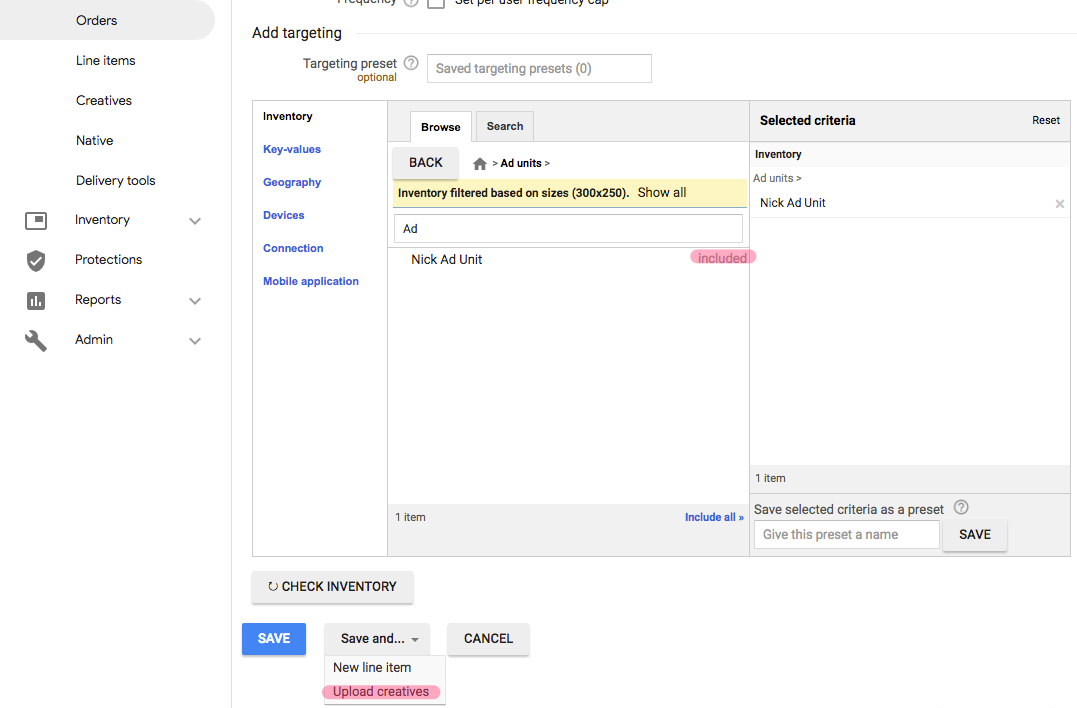
**Order/Line Item Settings**

1. Select '**Delivery**' 🡪 '**New order**'
2. Enter order '**Name**', '**Advertiser**' (if none exist yet, please create one), and '**Trafficker**'
3. Enter new line item name
4. '**Inventory sizes**' select '**Standard**'
5. Select custom ad slot '**300x250**'

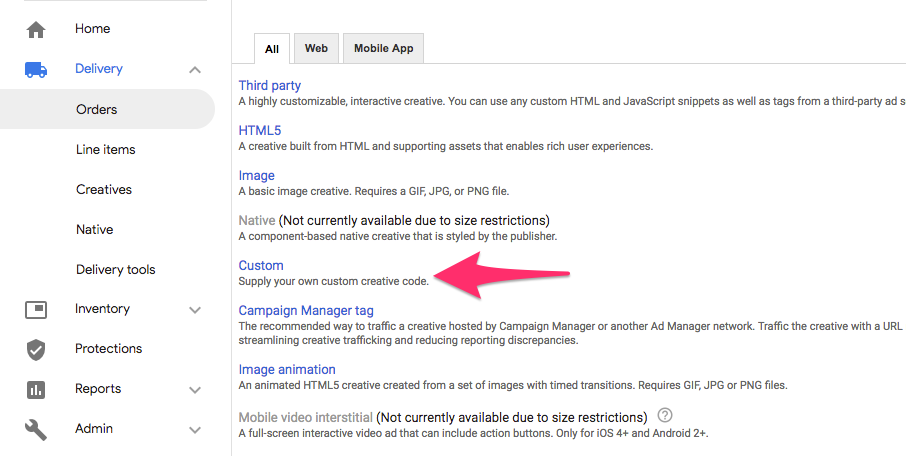
**Delivery Settings**

1. Choose the '**Type**' of delivery priority (Sponsorship = 100% SOV, Standard, etc.)
2. Select appropriate dates, rate, IO amount, and delivery options, according to your needs.

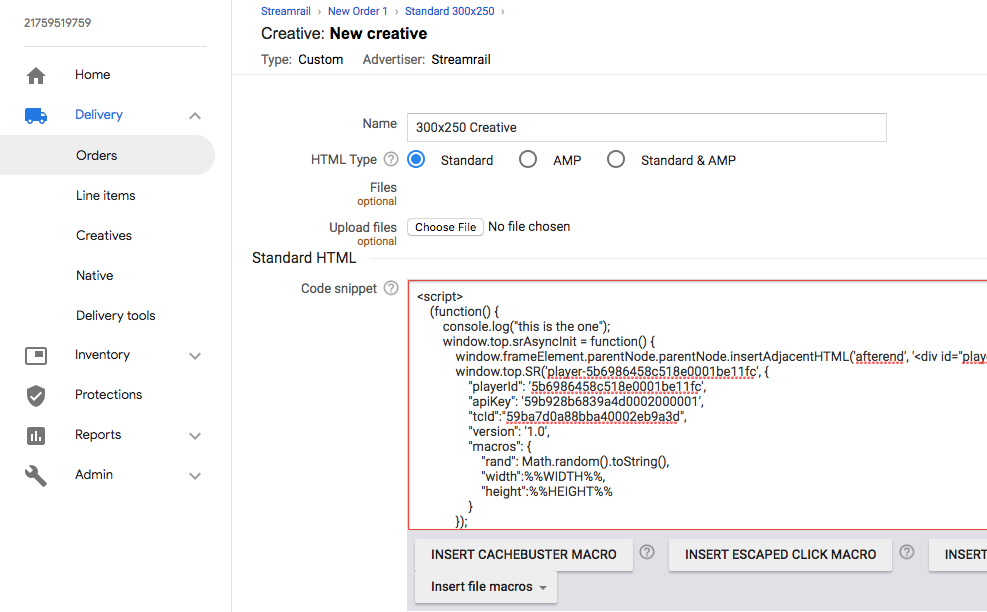
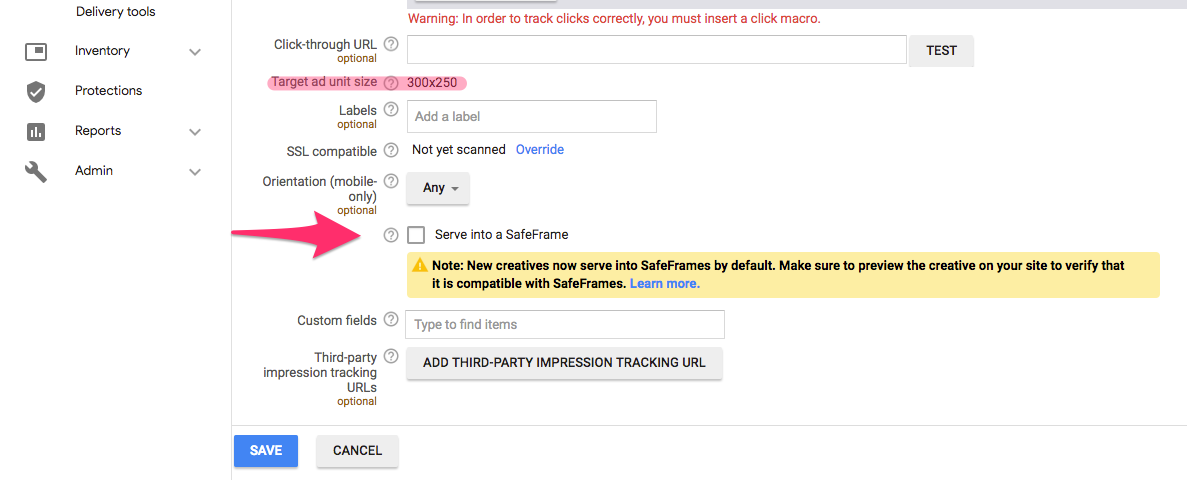
**Targeting**

1. Add the relevant targeting under '**Add Targeting**'. Add desired ad slot (should match '**Inventory Size**' 300x250)
2. Select desired Geo, Device, etc. (not mandatory).
3. Click '**Save and**...' drop down button to '**Upload creatives**'

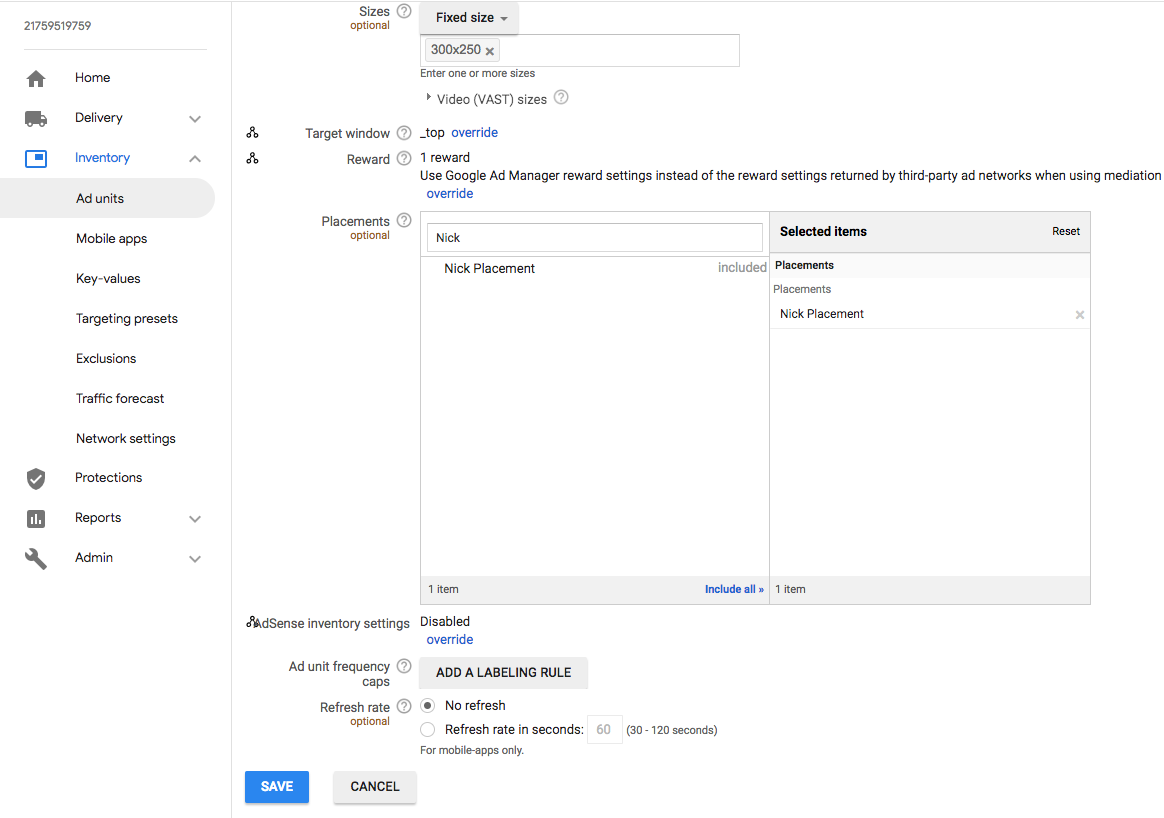
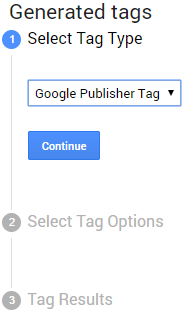
**Creative Type**

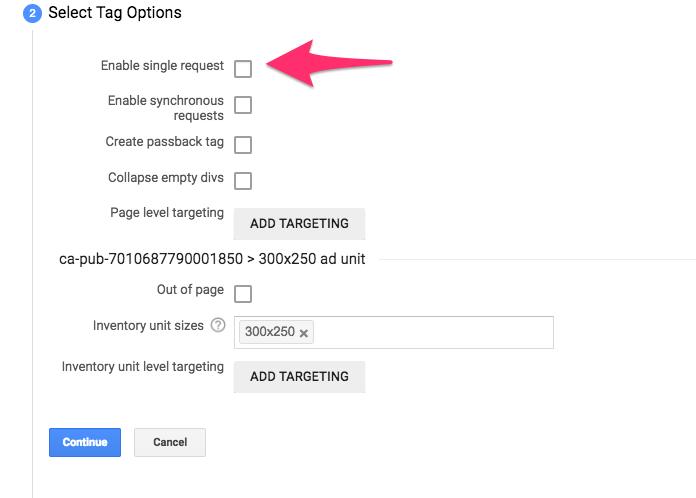
1. Select '**Custom**' creative

**Creative Settings**

1. Enter creative name
2. Paste In-content code into the '**Code Snippet**' box and add the relevant macros.
3. Confirm target ad unit size is 300x250
4. Untick '**Serve into a SafeFrame**'
5. Click save

**Generate Tags**

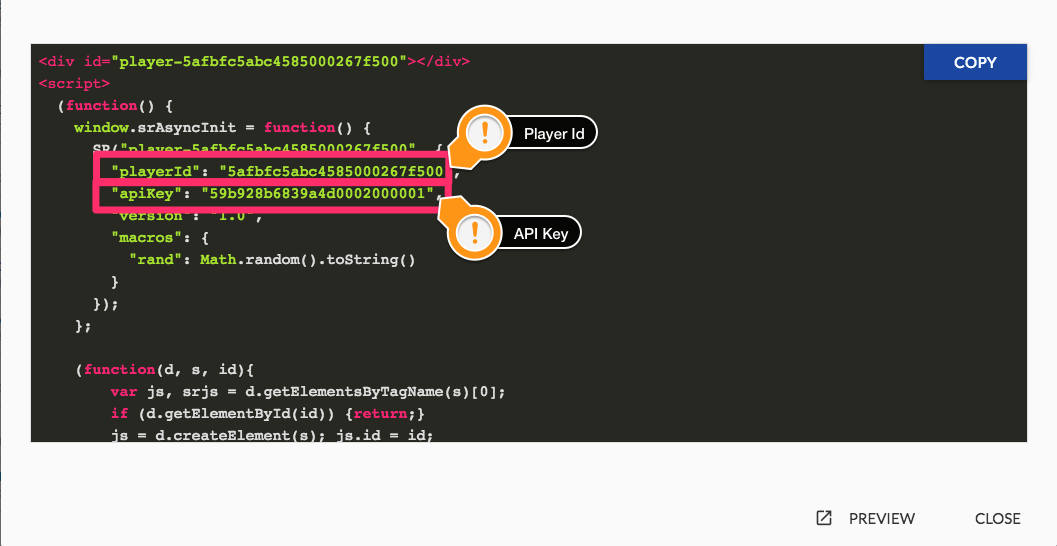
1. Go to '**Inventory**' 🡪 '**Ad units**'.
2. Input a **‘Code’** and **‘Name’**.
3. Select the appropriate size of the creative.
4. Include the relevant placement (if none exist, please create one).
5. Once everything is set up, click on **‘Generate Tags’**
6. Select **‘Google Publisher Tag’** as the tag type

1. Uncheck '**Enable single request**' and click '**Continue**'
2. Lastly, implement the newly generated tags on your site in the desired ad placement.

**Implementing a Sticky/ In-Text Player on DFP**

In order to implement a player configured as Sticky, In-Text, or both, minor adjustments will be needed.

In order to implement a Sticky player or In-Text player, please follow these steps:

1. Create the player according to your needs within the StreamRail platform and choose: sticky/in-text/sticky+in-text.
2. Grab the code of the player, and copy your player ID and apiKey:
3. Copy your player ID (marked in red) and apiKey (marked in blue) to the following player snippet, and copy the entire snippet:

**<script>**

**(function() {**

**window.top.srAsyncInit = function() {**

**window.frameElement.parentNode.parentNode.insertAdjacentHTML('afterend', '<div id="player-YOUR\_PLAYER\_ID"></div>');**

**window.top.SR('player-YOUR\_PLAYER\_ID', {**

**playerId: 'YOUR\_PLAYER\_ID',**

**apiKey: 'YOUR\_API\_KEY****',**

**version: '1.0',**

**macros: {**

**rand: Math.random().toString()**

**}**

**});**

**};**

**(function(d, s, id) {**

**var js, srjs = d.getElementsByTagName(s)[0];**

**if (d.getElementById(id)) {**

**return;**

**}**

**js = d.createElement(s);**

**js.id = id;**

**js.src = 'https://sdk.streamrail.com/blade/sr.bladex.js';**

**srjs.parentNode.insertBefore(js, srjs);**

**})(window.top.document, 'script', 'bladex-jssdk');**

**})();**

**</script>**

**Sticky player**

Follow the instructions on pages 2-7. Once you reach **Creative Settings,** implement the player snippet from the previous step (make sure the player ID and apiKey are replaced).

**In-Text Player**

Follow the instructions on pages 2-7. Change the size input on every step to 1x1 (for example: Inventory Unit Sizes) and implement the player snippet from the previous step (make sure the player ID and apiKey are replaced).

**Sticky and In-Text player**

Combine the instructions of both the Sticky and In-Text on this page.