



DFP Implementation Document

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# Implementation and Help Documents From Google DFP Support:

## GPT Tag Samples and Explanation

<https://support.google.com/dfp_premium/answer/1638622>

## Google DFP Tagging Documents:

<https://support.google.com/dfp_premium/topic/28149?hl=en&ref_topic=4388125>

## GPT modes and explanations

<https://support.google.com/dfp_premium/answer/183282>

## Asynchronous GPT Example

<https://support.google.com/dfp_premium/answer/1638622>

## Advanced GPT Samples

## Responsive ads

<https://support.google.com/dfp_premium/answer/3423562>

## Lazy Loading

<https://support.google.com/dfp_premium/answer/4578089>

# Implementation Notes:

## All Pages:

* Slot 0 and Teads1 will respond on all screen rez.
* Skin Right and Skin Left positions will only respond if browser width > 1366px wide
* googletag.pubads().setTargeting("gootest","[Google\_Test\_keyword]");

Replace [Google\_test\_keyword] with the value of "gootest" if it is in the URL as a parameter. (i.e. URL is thewest.com.au?gootest=hyundai, then replace [Google\_test\_keyword] with "hyundai" this is for testing purposes of campaigns on live environments.

* -googletag.pubads().setTargeting("pagetitle","[page\_title]"); //replace [page\_title] with the actual page name. Remove all special characters
* googletag.pubads().setTargeting("pagetype","[pagetype]");

Replace [pagetype] with Home/Article or any type you might have on your CMS (i.e. video)

* googletag.pubads().setTargeting("ss\_adunits",["ad\_unit\_level1","ad\_unit\_level2","ad\_unit\_level3","ad\_unit\_level4","ad\_unit\_level5"]);

Replace ad\_unit\_level1-5 with ad unit sections. (i.e. for WAN/thewest/home ad\_unit\_level1 = WAN, ad\_unit\_level2=thewest, ad\_unit\_level3=home)

## Home Page:

* 300x35 size is weather widget on Home page template only above 1366px wide or higher.
* Slot1 728x90 will be resized to 320x50 for browser width < 768px wide
* Slot2 300x600 will be resized to 300x250 (for mobile) for browser width < 1366 wide
* Slot 3 970x250 or 970x40 or 970x90 will be resized to 300x250 (for mobile) for browser width < 1366px wide
* Slot 4 will always respond with 300x250px ad.

## Section Level1 Pages:

* Slot1 728x90 will be resized to 320x50 for browser width < 768px wide
* Slot2 will respond with 300x250 on all browser sizes.
* Slot 3 970x250 or 970x40 or 970x90 will be resized to 300x250 (for mobile) for browser width < 1366px wide
* Slot 4 728x90 will be resized to 300x250 for browser width < 768px wide

## Section Level2 Pages:

* Slot1 728x90 will be resized to 320x50 for browser width < 768px wide
* Slot2 will respond with 300x250 on all browser sizes.
* Slot 3 Slot1 728x90 will be resized to 300x250 for browser width < 768px wide

## Article Pages:

* Slot1 728x90 will be resized to 320x50 for browser width < 768px wide
* Slot 2 300x600 on browser width > 1366px wide. Else no response.
* Slot 3 is for 300x250 on all screens.
* **Article title needs to be inserted on the last part of the ad unit.**

Example: Article Titled “pearce Harvey traded by lions” is on TheWest -> sport -> afl section, then Ad Path needs to be “/60035833/WAN/TheWest/sport/afl/pearce-harvey-traded-by-lions”

Please note all special characters needs to be removed. Spaces should be converted to “-“