



# The Trade Desk Trafficking Guidelines

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*Last Updated: July 19, 2023*

# 1. Click “+New Creative”

The screenshot shows the 'theTradeDesk' interface for 'Nova\_Test\_Advertiser' under the 'Creatives' section. The top navigation bar includes 'LIBRARIES', 'REPORTS', 'TOOLS', and 'LEARN'. The main content area features a sidebar with filters for 'Type', 'Ad Format', 'User Approval Status', and 'Supply Vendor Approval Status'. The main table is currently empty, displaying the message 'There are no creatives matching the selected filter.' A red arrow points to the '+ New Creative' button, which is highlighted with a red box. Other buttons for '+ Bulk Import' and '+ Vendor File Converter' are also visible.

**theTradeDesk** LIBRARIES ▾ REPORTS ▾ TOOLS ▾ LEARN

Nova\_Test\_Advertiser / Creatives

**Creatives** [+ New Creative](#) [+ Bulk Import](#) [+ Vendor File Converter](#)

Type

- Hosted Image 0
- Hosted Video 0
- Hosted Audio 0
- Hosted Flash 0
- Hosted HTML5 0
- Hosted Native 0
- Hosted Native with Video 0
- Third Party 0
- Third Party Video 0

Ad Format

User Approval Status

- All 0
- Not Approved 0
- Approved 0

Supply Vendor Approval Status

- All 0
- Pending 0
- Limited 0
- Disapproved 0

| Name   | Ad Format | Vendor Status | User Approval | Media | Securable | Date Created ▾ | Start Date | End Date | Time Zone | Id | Integer Id |
|--|-----------|---------------|---------------|-------|-----------|----------------|------------|----------|-----------|----|------------|
| There are no creatives matching the selected filter. |           |               |               |       |           |                |            |          |           |    |            |

## 2. Select “Third Party Display” > Paste Nova Tag.

Add Creative ✕

**1 Basic Information**

2 Details

3 Tracking & Declarations

4 Flight Dates

5 Summary

Creative Type Third Party Display ?

Provide your full ad tag from your third party ad server below.

Third party ad tag goes here

```
<script type="text/mediavoice-tag" data-mediavoice-tag-version="2">
{
  "creative": {
    "instance": "f668c9ca66054d1f95e2c56f20766cdd",
    "name": "Stay comfortable while youre working from home. Check out these tips for the perfect
place to sit (or stand). #LifeAtHomeWithIKEA"
  },
  "meta": {
    "random": "%%TTD_CACHEBUSTER%%",
    "server": {
      "adFormat": "%%TTD_ADFORMAT%%",
      "adGroupID": "%%TTD_ADGROUPID%%",
      "advertiserID": "%%TTD_ADVERTISERID%%",
      "campaignID": "%%TTD_CAMPAIGNID%%",
      "category": "%%TTD_CATEGORY%%",
      "creativeID": "%%TTD_CREATIVEID%%",
      "dealID": "%%TTD_DÉALID%%",
      "deviceType": "%%TTD_DEVICEYPE%%",
      "exchangeID": "%%TTD_TDID%%",
      "impressionID": "%%TTD_IMPRESSIONID%%",
      "name": "ttd",
      "partnerID": "%%TTD_PARTNERID%%",
      "supplyVendor": "%%TTD_SUPPLYVENDOR%%"
    }
  },
}
```

Cancel Next

### 3. Ad Format: Select “300x250”.

Securable: Select “This creative may be served on secure web pages”.

Add Creative

Basic Information

Details

Tracking & Declarations

Flight Dates

Summary

Name\*

Yieldmo\_Test\_Creative

Description

Ad Format\*

300x250

Landing Page URLs\*

https://www.yieldmo.com

Ad Server ?

Other

Creative Placement ID ?

Securable

This creative may be served on secure web pages

This creative may not be served on secure web pages

By indicating that this creative is securable, you are confirming that all URLs referenced in this ad tag and any external scripts begin with "HTTPS". The one exception being the click url which may be "HTTP".

Cancel Back Next

**Note:** You may add an additional creative as 300x600 using the same Nova ad tag. We also support 320x480 and 336x280 sizes.

# Select 'No' for 'Expandable?'

Add Creative ✕

- ✓ Basic Information
- ✓ Details
- 3 Tracking & Declarations**
- 4 Flight Dates
- 5 Summary

JavaScript Tracking Tag (i.e. Impression Tracker)

JavaScript Tracking Tag

JavaScript Tracking Tag

1x1 Pixel Impression Tracking URL

1x1 Pixel Impression Tracking URL

1x1 Pixel Impression Tracking URL

Expandable?

Yes

No

Yahoo Offer Type

Cancel Back Next

**Note:** Expandable ads are a different category not applicable to Nova Social Display format

## 4. Optional: Add viewability script to the “JavaScript Tracking Tag” field

Add Creative

Basic Information

Details

3 Tracking & Declarations

4 Flight Dates

5 Summary

JavaScript Tracking Tag (i.e. Impression Tracker)

JavaScript Tracking Tag

JavaScript Tracking Tag

1x1 Pixel Impression Tracking URL

1x1 Pixel Impression Tracking URL

1x1 Pixel Impression Tracking URL

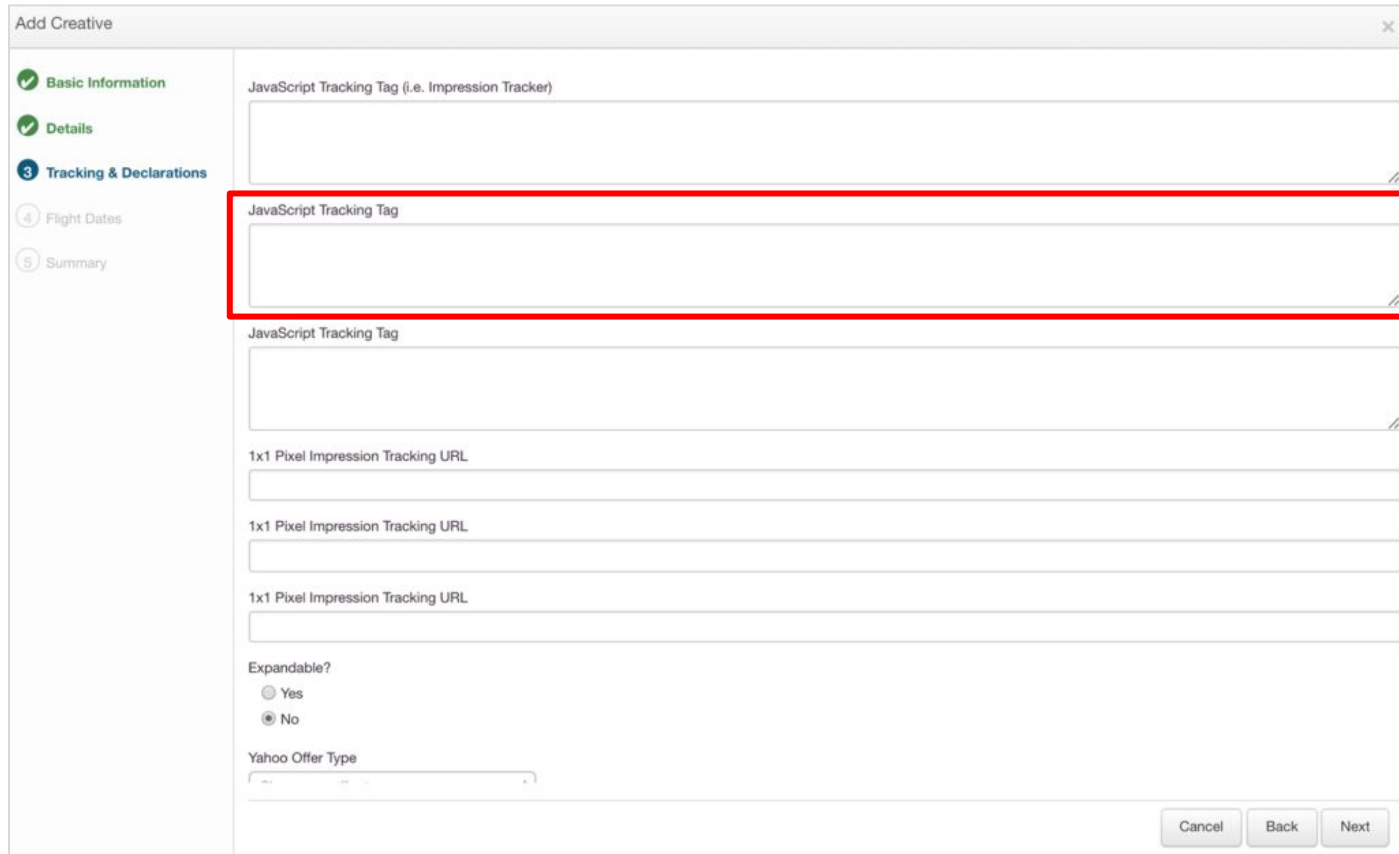
Expandable?

Yes

No

Yahoo Offer Type

Cancel Back Next

The image shows a screenshot of a web form titled "Add Creative". On the left side, there is a vertical navigation menu with five items: "Basic Information" (checked), "Details" (checked), "3 Tracking & Declarations" (selected), "4 Flight Dates", and "5 Summary". The main content area is divided into sections. The first section is labeled "JavaScript Tracking Tag (i.e. Impression Tracker)" and contains a large text input field. The second section is labeled "JavaScript Tracking Tag" and contains another large text input field, which is highlighted with a red rectangular border. Below this are three sections, each labeled "1x1 Pixel Impression Tracking URL" followed by a text input field. At the bottom of the form, there is a section labeled "Expandable?" with two radio buttons: "Yes" (unselected) and "No" (selected). Below that is a dropdown menu labeled "Yahoo Offer Type". At the very bottom right, there are three buttons: "Cancel", "Back", and "Next".

# 5. Input flight dates and select time zone

Add Creative ✕

- ✓ Basic Information
- ✓ Details
- ✓ Tracking & Declarations
- 4 Flight Dates**
- 5 Summary

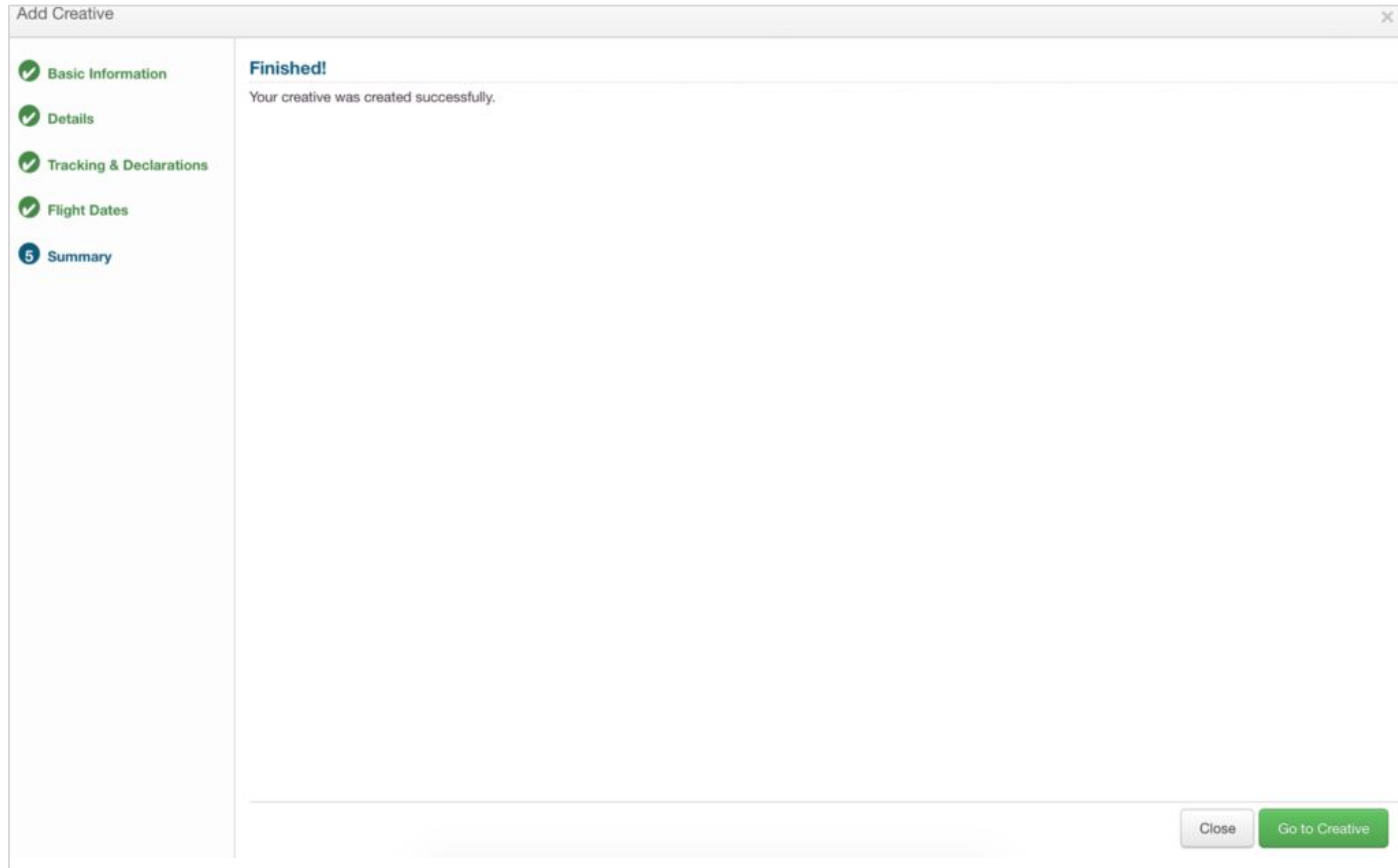
Start Date  12:00 AM

End Date  11:59 PM

Time Zone

Cancel Back Create

## 6. Click “Go to Creative”



The screenshot shows a window titled "Add Creative" with a close button (X) in the top right corner. On the left side, there is a vertical list of steps, each with a green checkmark icon: "Basic Information", "Details", "Tracking & Declarations", "Flight Dates", and "Summary". The "Summary" step is highlighted with a blue circle containing the number 5. The main area of the window displays a "Finished!" message in bold blue text, followed by the text "Your creative was created successfully." At the bottom right of the window, there are two buttons: a grey "Close" button and a green "Go to Creative" button.



## 7. You will now be able to approve your creative!

The screenshot displays the Trade Desk interface. At the top, there is a blue navigation bar with the Trade Desk logo and menu items: LIBRARIES, REPORTS, TOOLS, and LEARN. The main content area is divided into sections. On the left, there is a 'Preview' section with a 'Creative' field that is currently empty. To the right of this field is a pink callout box with the text: 'Note: Creative cannot be previewed in The Trade Desk. Preview using [test-a-tag.com](https://test-a-tag.com) or Nova Preview Tool.' Below the 'Creative' field is the 'Ad Tag' section, which contains a text area with the following code: 

```
<script type="text/mediavoice-tag" data-mediavoice-tag-version="2">
{
  "creative": {
    "instance": "f668c9ca66054d1f95e2c56f20766cdd",
    "name": "Stay comfortable while youre working from home. Check out these tips for the perfect place to sit (or stand). #LifeAtHomeWithIKEA"
  },
  "meta": {
    "random": "%TTD_CACHEBUSTER%",
    "server": {
      "adFormat": "%TTD_ADFORMAT%",
      "adGroupID": "%TTD_ADGROUPID%",
      "advertiserID": "%TTD_ADVERTISERID%",
      "campaignID": "%TTD_CAMPAIGNID%"
    }
  }
}
```

 Below the code is a 'Share Link' section with a warning: 'By sharing this link, you understand that anyone with this link can preview the creative.' and a 'Share' button. At the bottom, there is a 'Details' section with a 'Name' field containing the text 'Yieldmo\_Test\_Creative'. In the bottom right corner, there is a green 'Approve' button and a circular arrow icon.

theTradeDesk

LIBRARIES ▾ REPORTS ▾ TOOLS ▾ LEARN

OpenX Disabled

No Assigned Ad Groups

**Preview**

Creative

**Note:** Creative cannot be previewed in The Trade Desk.  
Preview using [test-a-tag.com](https://test-a-tag.com) or Nova Preview Tool.

Ad Tag ?

```
<script type="text/mediavoice-tag" data-mediavoice-tag-version="2">
{
  "creative": {
    "instance": "f668c9ca66054d1f95e2c56f20766cdd",
    "name": "Stay comfortable while youre working from home. Check out these tips for the perfect place to sit (or stand). #LifeAtHomeWithIKEA"
  },
  "meta": {
    "random": "%TTD_CACHEBUSTER%",
    "server": {
      "adFormat": "%TTD_ADFORMAT%",
      "adGroupID": "%TTD_ADGROUPID%",
      "advertiserID": "%TTD_ADVERTISERID%",
      "campaignID": "%TTD_CAMPAIGNID%"
    }
  }
}
```

Share Link By sharing this link, you understand that anyone with this link can preview the creative. Share

**Details**

Name Yieldmo\_Test\_Creative

Approve

# Thank You!

For any follow-up questions,

Please contact [support@createwithnova.com](mailto:support@createwithnova.com)



*CreateWithNova.com*