

**Prisma: Adding placements for import template**



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## Adding placements in Excel

There are several rules and definitions you should keep in mind when adding placements in Excel.

The following are also provided in this document:

- General rules for adding placements
- Example of standalone placement types
- Example of a package
- Example of a roadblock

### General rules for adding placements in Excel

When adding placements, you can choose values from the drop-down lists or enter values in each cell.

In addition, note the following:

- **Cells highlighted in yellow** Cells highlighted in yellow are required for the selected placement type.
- **Site name** You can enter placements for multiple sites in one proposal file. However, you need to enter the site name for the first placement only; the site name is applied to every placement that follows the first one.
- **Flight dates** The flight start and end dates must fall within the campaign dates (on both new and optimized proposals). Campaign dates are located in the **Campaign Information** box in the top-left corner of the proposal file. When entering dates, you can use any conventional date format. When you tab out of the cell, the date is converted to the mm/dd/yyyy format.

### Examples of standalone placement types in Excel

Use the values defined example to complete standalone placements in Excel.

The following example shows only required columns; optional columns are hidden for the purposes of this example.

	Site Name	Type	Placement Name	Supplier Product Name	Unit Dimensions	Positioning	Cost Method	Unit Type	Unit Rate	Planned Unit Amount	Planned Cost	Flight Start	Flight End	Served by
<b>Display</b>	example site .com	Display	Placement Name 1		120 x 600	Skyscraper	CPM	Impressions	6.50	1000000	6,500.00	6/1/2013	9/1/2013	3rd party
	example site .com	Display	Placement Name 2		300 x 600	Half Page Ad	Flat	Impressions	1,500.00	10000	1,500.00	6/1/2013	9/1/2013	3rd party
<b>Video</b>	example videosite .com	In-stream video	Video 1		N/A	N/A	CPM	Impressions	10.00	1400000	14,000.00	6/1/2013	9/1/2013	Site
											0.00			
<b>Mobile</b>	phonesite .com	Mobile	Mobile Placement		88 x 31	Micro Bar	CPM	Impressions	5.00	500000	2,500.00	6/1/2013	9/1/2013	Site
<b>Free</b>	another site .com	Display	Placement 88		300 x 100	3:1 Rectangle	Free	Clicks	0.00	100000	0.00	6/1/2013	9/1/2013	3rd party
											0.00			
<b>Fee</b>	yet another site .com	Fee	Production Fees				Flat	N/A	550.00	0	550.00	6/1/2013	9/1/2013	Site

For each placement type, enter values for the following cells:

- **Type**
- **Placement Name**
- **Publisher**
- **Product Name**
- **Unit Rate**
- **Planned Unit Amount**
- **Flight Start**
- **Flight End**

The following table contains information on the other required columns.

Display	Video	Mobile	Free	Fee
Can include traditional banner ads, videos, or tracking placements.	Can include pre-roll, mid-roll, and post-roll units.	Can include mobile web banners, posters, and SMS.	Can use for group buys (such as packages) or for standalone placements.	Can use for production fees.
Choose the following values: <b>Type:</b> Display, In banner, or In-page, depending on the ad server <b>Unit Dimensions:</b> Select an IAB dimension from the list. <b>Positioning:</b> Defaults based on chosen unit dimension. <b>Cost Method:</b> Choose a cost method. <b>Unit Type:</b> Defaults based on chosen cost method. <b>Served by:</b> 3rd party or Site	Choose the following values: <b>Type:</b> In-stream video <b>Unit Dimensions:</b> N/A <b>Positioning:</b> N/A <b>Cost Method:</b> Flat or Free <b>Unit Type:</b> N/A <b>Served by:</b> Site	Choose the following values: <b>Type:</b> Mobile <b>Unit Dimensions:</b> Select an IAB dimension from the list, or N/A for SMS placements. <b>Positioning:</b> Enter your own description. <b>Cost Method:</b> Choose a cost method. <b>Unit Type:</b> Defaults based on chosen cost method. <b>Served by:</b> Site	Add a placement as you normally would, but for <b>Cost Method:</b> choose Free.	Choose the following values: <b>Type:</b> Fee <b>Cost Method:</b> Flat <b>Unit Rate:</b> Cost of fees <b>Unit Type:</b> N/A <b>Planned Unit Amount:</b> 0 <b>Served by:</b> Site

## Packages

### Add a package row in Excel

Add packages in Excel to quickly and easily import them into Prisma.

1. Select **Package** from the **Type** list.
2. In the **Package Name** cell, enter a unique name for the package.
3. Do not enter a placement name in the package row.
4. In the **Supplier Product Name** cell, enter the name for the package again.
5. Enter values in the remaining required cells: **Cost Method**, **Unit Type**, **Unit Rate**, **Planned Unit Amount**, **Flight Start**, **Flight End**, **Served by**.

### Example of a package in Excel

A package is made up two types of rows: one package row and multiple placement rows.

#### Package row

The package row identifies the package as well as the total cost, planned unit amount, and flight for all placements in the package, as shown in the following example.


Site Name	Type	Package Name	Placement Name	Supplier Product Name	Unit Dimensions	Positioning	Cost Method	Unit Type	Unit Rate	Planned Unit Amount	Planned Cost	Flight Start	Flight End	Served by
examplesite.com	Package	Package 1		Package 1			CPM	Impressions	500.00	35000	17,500.00	6/1/2013	9/1/2013	3rd party
	Display	Package 1	Placement 1 of 3	Placement 1 of 3	120 x 240	Banner					0.00			
	Display	Package 1	Placement 2 of 3	Placement 2 of 3	120 x 60	Button 2					0.00			
	Display	Package 1	Placement 3 of 3		300 x 600	Half Page Ad					0.00			

## Add a placement row to a package in Excel

Add placements to packages in Excel to quickly and easily import them into Prisma.

You must first define a package row.

1. From the **Type** list, select the same type (e.g., **Display**) for all placements in the package.
2. In the **Package Name** cell for the placement, enter the package name. The names must match exactly (i.e., preserve lowercase and uppercase letters and spacing from the original package name).
3. In the **Placement Name** and **Supplier Product Name** cells, enter the placement name.
4. Enter values in the remaining required cells: **Unit Dimensions**, **Positioning**.

 **Note:** You cannot add fees to a package.

## Example of a package's placement row in Excel

Each placement row defines the package to which the placement belongs.

Each placement row also defines the placement name, unit dimensions, and positioning for the placement, as shown in the following example:

Site Name	Type	Package Name	Placement Name	Supplier Product Name	Unit Dimensions	Positioning	Cost Method	Unit Type	Unit Rate	Planned Unit Amount	Planned Cost	Flight Start	Flight End	Served by
examplesite.com	Package	Package 1		Package 1			CPM	Impressions	500.00	35000	17,500.00	6/1/2013	9/1/2013	3rd party
	Display	Package 1	Placement 1 of 3	Placement 1 of 3	120 x 240	Banner					0.00			
	Display	Package 1	Placement 2 of 3	Placement 2 of 3	120 x 60	Button 2					0.00			
	Display	Package 1	Placement 3 of 3		300 x 600	Half Page Ad					0.00			

## Roadblocks

### Add a roadblock row in Excel

Add roadblocks in Excel to quickly and easily import them into Prisma.

1. Select **Roadblock** from the **Type** list.
2. In the **Package Name** cell, enter a unique name for the roadblock.
3. Do not enter a placement name in the roadblock row.
4. In the **Supplier Product Name** cell, enter the name for the roadblock again.
5. Enter values in the remaining required cells: **Cost Method**, **Unit Type**, **Unit Rate**, **Planned Unit Amount**, **Flight Start**, **Flight End**, **Served by**.

### Example of a roadblock in Excel

A roadblock is made up of two types of rows: one roadblock row and multiple placement rows.

The roadblock row identifies the roadblock as well as the total cost, planned unit amount, and flight for all placements in the roadblock, as shown in the following example:

Site Name	Type	Package Name	Primary Placement (roadblock placements only)	Placement Name	Supplier Product Name	Unit Dimensions	Positioning	Cost Method	Unit Type	Unit Rate	Planned Unit Amount	Planned Cost	Flight Start	Flight End	Served by
examplesite.com	Roadblock	Roadblock 1			Roadblock 1			CPM	Impressions	6,000.00	25000	150,000.00	6/1/2013	9/1/2013	3rd party
	Display	Roadblock 1	Y	Placement 1 of 2	Placement 1 of 2	300 x 600	Half Page Ad					0.00			
	Display	Roadblock 1		Placement 2 of 2	Placement 2 of 2	120 x 60	Button 2					0.00			

### Add a roadblock placement row in Excel

Add roadblocks in Excel to quickly and easily import them into Prisma.

1. From the **Type** list, select the same type—either **Search** or **Display**—for all placements in the roadblock.

2. In the **Package Name** cell for the placement, enter the roadblock name. The names must match exactly (i.e., preserve lowercase and uppercase letters and spacing from the original roadblock name).
3. In the **Primary Placement** cell, enter Y to indicate the placement for which you want to track impressions, clicks, or actions. Because all placements are displayed at the same time, data can be tracked for one placement only.
4. In the **Placement Name** and **Supplier Product Name** cells, enter the placement name.
5. Enter values in the remaining required cells: **Unit Dimensions**, **Positioning**.  
You cannot add fees to a roadblock.

## Example of a roadblock placement in Excel

Add placements to roadblocks in Excel to quickly and easily import them into Prisma.

Each placement row defines the roadblock the placement belongs to and the placement name, unit dimensions, and positioning for that placement, as shown in the following example:

Site Name	Type	Package Name	Primary Placement (roadblock placements only)	Placement Name	Supplier Product Name	Unit Dimensions	Positioning	Cost Method	Unit Type	Unit Rate	Planned Unit Amount	Planned Cost	Flight Start	Flight End	Served by
examplesite.com	Roadblock	Roadblock 1			Roadblock 1			CPM	Impressions	6,000.00	25000	150,000.00	6/1/2013	3/1/2013	3rd party
	Display	Roadblock 1	Y	Placement 1 of 2	Placement 1 of 2	300 x 600	Half Page Ad					0.00			
	Display	Roadblock 1		Placement 2 of 2	Placement 2 of 2	120 x 60	Button 2					0.00			