

Basic AdLayer Integration Instructions for Brightcove

Follow these instructions to integrate our AdLayer onto your website. We highly recommend that you back up your work first and install these elements on a test web page. Our database has been set to generic controls and advertisements use non paying demonstration tags until the integration has been approved.

Once you have completed this installation please send us your test web page link for our review. Typically final positioning adjustments are needed which is handled by us from our database rule set.

Quick Look

AdLayer has a very small footprint on publisher websites. All the code required by our network of ad services is dynamically built on our servers and delivered as a code layer to your website. Some simple interactions with your code layer may be required for some ad creatives such as signaling the player to pause. When our code layer has completed its task it is removed from the browser.

Basic integration is in 3 parts:

- Div Container – A simple Div used as a point of entry for AdLayer
- Detection Code – A couple lines of javascript to detect triggers and carry publisher ID's
- API Access – Confirm a setting in Brightcove

Div Container

Directly above the code location where your player is placed add the following:

```
<div id="LD"></div>
```

It is also important that the container for the player have an id associated with it. If your site currently does not have this it is suggested you wrap this in another div. The ID of this wrapping div can be anything you want.

Detection Code

Detection Code is the primary element of AdLayer and must be added to the web page containing the player.

```
<script src="http://dev.layerdynamics.com/layerdynamics/adlayer/LD_adlayver_ver0001c.php?  
a=_____&b=_____&c=_____&d=_____"/>
```

Please enter the publisher ID's you received in your Welcome email into this script.

API Access

Log in to your Brightcove account. In the Publishing module select the player you are using. Double click the player row (or select the Settings icon at the bottom). Make sure under Web Settings that the "Enable ActionScript/JavaScript API's" is selected. Save your changes.

Miscellaneous

In-player Video Ad with Companion Banner

The Basic ad strategy may include a video advertisement either at the beginning (pre-roll) or end (post-roll) of a publisher video clip. Many ad networks who deliver this creative offer a companion banner to be displayed concurrently with the video ad. Video ad sizes are typically 320x240 or 480x360. Companion banner ad sizes are most often 300x250. You can choose to have these two elements occupy a single frame we call "adbox" (typically overlaying the player frame) or you can have the companion banner located in an external zone such as next to the player.

If you choose to have the companion banner in a separate zone please place it in a container such as a table cell or div with an assigned ID. Provide the ID to us so we can include it in the rule set.