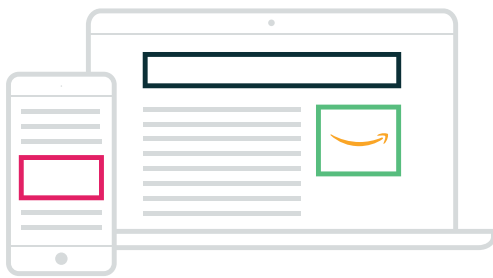
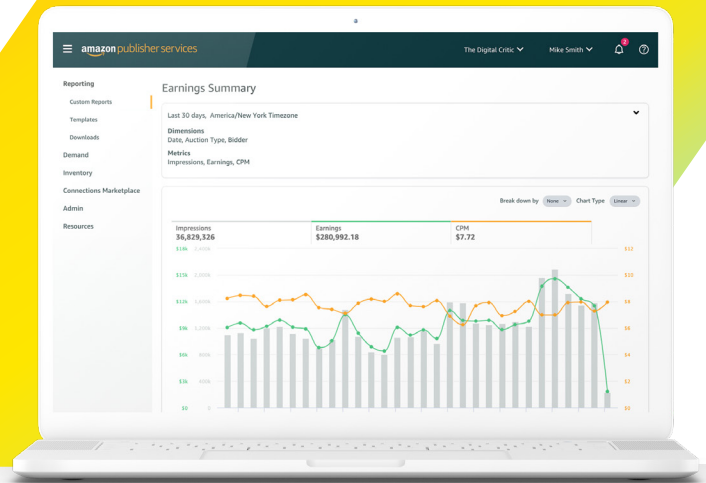


Managed for you

Improve earnings with one simple server-to-server header bidding integration. Access unique demand from Amazon and other buyers.



Unique and unified demand

Access demand from leading bidders, including Amazon - all through your UAM integration. All bidders compete equally and transparently.



One contract, one check

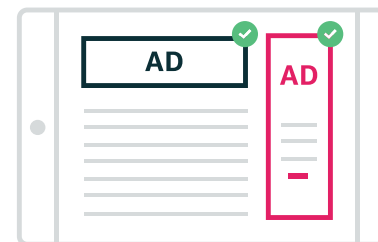
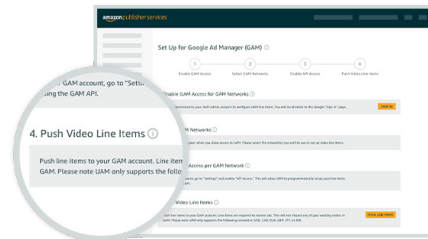
Access all demand with one click-through agreement. We combine all earnings and send you one payment in just 60 days.

“As a news organization, ad quality is a priority for us. Unified Ad Marketplace offers high quality ads and the CPMs are one of the strongest of all our bidders.”

Mark Stallings
Manager of Digital Operations, Daily Herald **Daily Herald**

Simple server-side integration



One integration connects you to all buyers. Automatically set up ad server line items with a few clicks.



Improved user experience

Access ads from Amazon and other buyers. Reduce latency with one ad call to our server.

What is the difference between UAM and TAM?

		
Contract with buyers	Publishers sign one click-through contract with APS (Amazon Publisher Services) and APS signs contracts with buyers	Publishers sign contracts directly with each buyer and also with APS to access Amazon demand.
Payments	APS combines all earnings from Amazon and buyers, sends one monthly payment to the publisher.	Each buyer pays the publisher directly. APS pays the publisher for Amazon demand.
Header bidding methodology	Server-to-server	

Frequently asked questions

What is required to use Unified Ad Marketplace (UAM)?

Unified Ad Marketplace is an invitation-only service. Generally speaking, UAM is designed for web publishers who directly or exclusively represent their site and use Google Ad Manager (formerly DoubleClick for Publishers or DFP) as their ad server.

Who are the buyers on UAM?

Buyers on UAM include district m, OpenX, Pubmatic, Magnite Index Exchange, Smaato and more. We are always integrating new demand partners so this list will be updated over time.

What ad formats are supported?

UAM serves a variety of creatives, such as product ads from Amazon and ads from third party advertisers.

Desktop: 728×90, 300×250, 160×600, 300×600, 970×250

Mobile Web: 300×250, 320×50

Tablet Web: 728×90, 300×250, 160×600, 300×600, 970×250

What geographies are supported?

With UAM, publishers around the world can monetize their traffic. Size of advertiser demand can vary across countries.

Can I use UAM alongside other header bidding solutions?

Yes, UAM will work alongside other header bidding solutions or wrappers. The UAM JavaScript should be placed outside of other header bidding wrappers.

How are line items set up in Google Ad Manager (GAM)?

UAM requests access to your GAM account and automatically sets up line items with your permission. The new order and line items pushed for UAM will not affect any existing orders or line items.

How do I get started with UAM?

Create an account using the invitation code and the approved site in the invitation email. If you haven't received an invitation email, see if you qualify here. Set up your GAM account with a UAM order and line items so GAM can receive UAM bids. We have automated this step with a one-click push. Integrate the JavaScript on your website's page header so ads on your page can request bids from UAM. Set up your payment information so you can start receiving payments.

What reporting is available?

Reporting includes bid requests, impressions and earnings with filters for sites, ad slots, sizes, price points, and devices.

How do I get paid?

UAM consolidates earnings from all bidders and issues one payment on a net 60-day basis. For example, revenue earned in January net of tax will be paid at the end of March if it meets the USD \$5 minimum earnings threshold.

What are the fees for using UAM?

UAM charges a 10% transaction fee from SSP bid prices prior to conducting a first price auction.

I received an invitation which mentions one approved site but I own more sites. Can I use UAM on all my sites?

Other sites must also undergo the same review process to be approved. Please first create an account with the approved site, then contact us with your remaining sites.