



VRTCAL Prebid

VRTCAL currently provides 2 methods to integrate Prebid ad units: Prebid Server and Prebid JS.

For Self-Service applications that you have auto-verified, you still need a VRTCAL Team Member to whitelist your applications on the VRTCAL Platform. In order to do this, please e-mail support@vrtcal.com once you have implemented the steps below.

NOTE: VRTCAL does NOT require the passing of any special ad unit identifiers such as `ad_unit_id` or `placement_id` as our platform identifies your requests directly by the app bundle for apps or site domain for sites that are passed in the actual bid request. To satisfy the Prebid standard of having at least 1 parameter passed for our bid adapter, we've simply implemented a generic parameter called `'just_an_unused_vrtcal_param'` that is to be passed as the only parameter to our adapter. You can pass any string value as we don't actually use this value, but we recommend you just set to "1".

(1) Prebid Server VRTCAL Inclusion.

The following should be added to your demand partner configuration in order to have VRTCAL included for bidding. This includes Prebid Server accounts with AppNexus, Rubicon, and custom Prebid Server hosting partners.

```
{
  "bidder": "vrtcal",
  "params": {
    "just_an_unused_vrtcal_param": "1"
  }
}
```

(2) Prebid JS Configuration VRTCAL Inclusion.

The following should be added to your JSON bids object array in order to have VRTCAL included for bidding.

```
{
  bidder: "vrtcal",
  params: {
    just_an_unused_vrtcal_param: '1'
  }
}
```

Google DFP/GAM Prebid Plugin

If you use the Google DFP/GAM Prebid plugin, you should add the following bidder name and single parameter name and value in their console:

Bidder Name

vrtcal

Params

just_an_unused_vrtcal_param: "1"

Example entry in Google console:



The screenshot shows the Google Ad Manager console interface. On the left, there is a text input field containing the bidder name "vrtcal". On the right, there is a table with two columns: "Name" and "Value". The table contains one row with the name "just_an_unused_vrtcal_param" and the value "1". Below the table, there is a blue button labeled "Add Row".

| | Name | Value |
|---|-----------------------------|-------|
| 1 | just_an_unused_vrtcal_param | "1" |

VRTCAL is here to assist you! If you have any questions or need additional information, please reach out to your VRTCAL Publisher Manager or we are always available at hello@vrtcal.com.