

# In-Game Advertising Onboarding Process



**iab.**  
TECH LAB



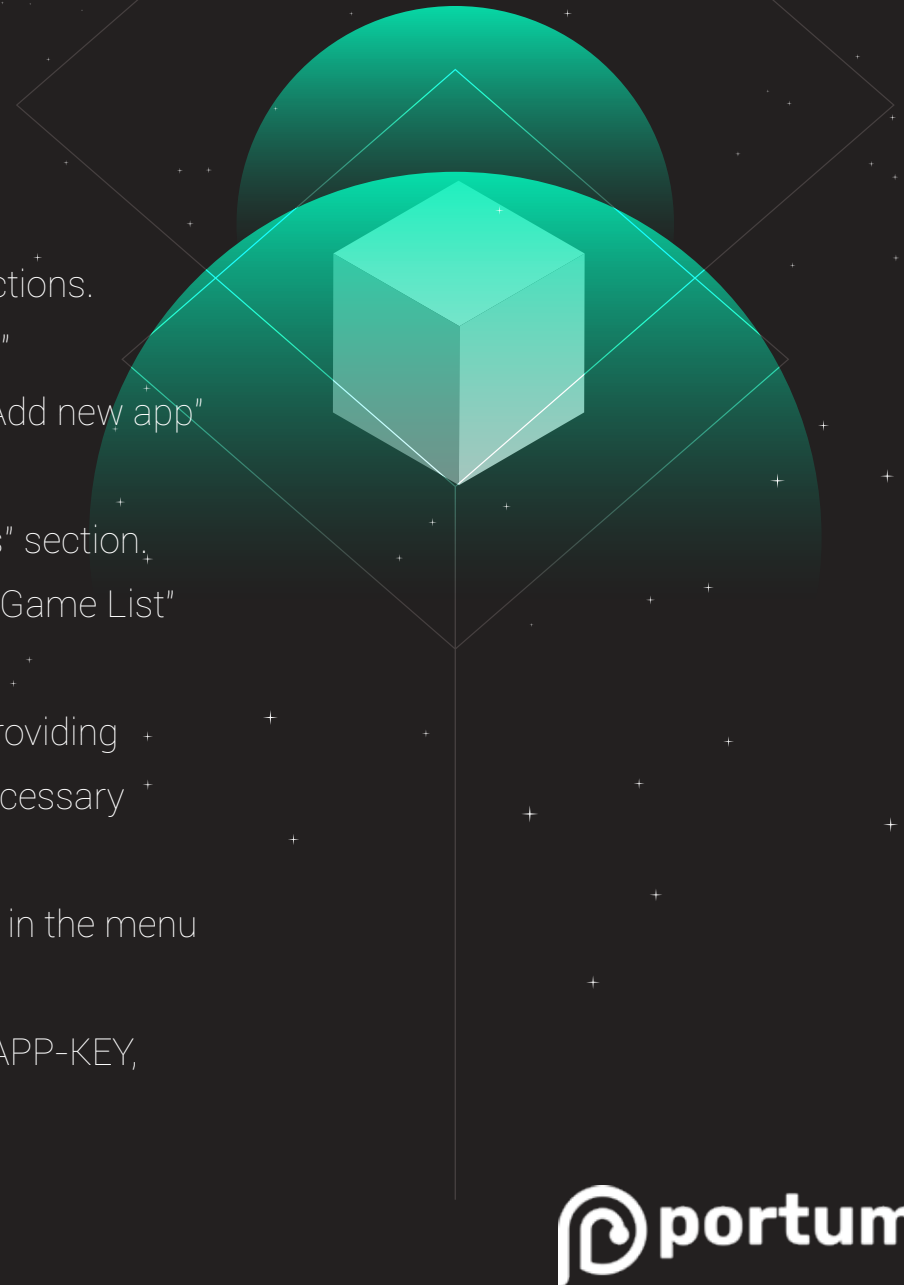
*This documentation is prepared  
suitable according to IAB procedures.*

# In-Game Advertising Onboarding Process

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- 1) An agreement is signed between Portuma and the game studio.
- 2) The developer continues to the "Acces" and then "Game Developer" sections.
- 3) The developer provides the necessary information and clicks "Register."
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- 5) The developer provides the necessary information in the "Ad Properties" section.
- 6) The developer can see the added games through goes "Apps < Apps < Game List" sections.
- 7) The developer, through "Advertising Spaces < Add New AdSpace" for providing in-game advertising integration on games. The developer provides the necessary information in the "App Field Properties" section.
- 8) The developer can see ads by clicking the "Advertising Spaces" section in the menu located on the left.
- 9) After the signed agreement SDK and TXT files will be sent to you with APP-KEY, API-USERS, and API-PASSWORD information.
- 10) The integration has been completed.



1) An agreement is signed between Portuma and the game studio.



2) The developer continues to the "Acces" and then "Game Developer" sections.

**portuma**

## Sign In

Portuma ID\* Password\*

[Forgot password?](#)

Login To Platform

If you do not have a subscription, you can subscribe with your title below.

Game Developers Brand Advertisers Gamer

3) The developer provides the necessary information and clicks "Register."



4) The developer logs in as "Game Developer" and then continues to the "Add new app" section to add games.



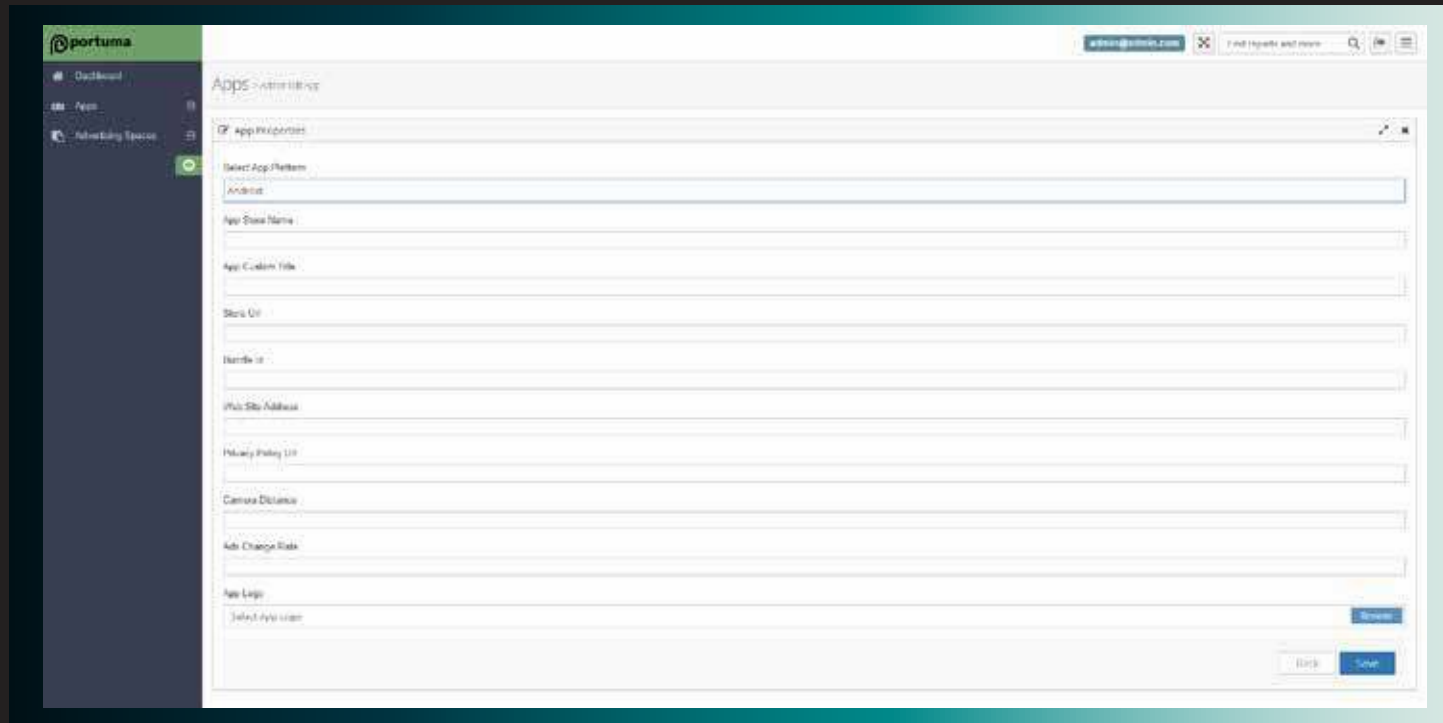
The registration form for Portuma includes the following fields and options:

- First Name\*
- Last Name\*
- Role selection:  Game Developer,  Brand Adviser,  Gamer
- Email Address\*
- Confirm Email Address\*
- Country:  Phone Number\*
- Warning: Please do not enter country code. Just enter your phone number!
- Password\*
- Confirm Password\*
- Address\*
- I agree with the [Terms and Conditions](#)
- Buttons: Register, Back To Login Page

The dashboard shows a table of apps with the following data:

App Name	Ad Title	Impressions	Cost
Bank Street	BankStreetPay BackStreet	381	\$1.29
Bank Street	BankStreetPay BackStreet 2	417	\$1.39
Bank Street	Bank Street Future Top	462	\$1.28
Bank Street	BankStreetPay Bank Street	5172	\$1.28
Bank Street	Bank Street Future Top	5189	\$1.08
Bank Street	BankStreetPay Bank Street 2	5190	\$1.27

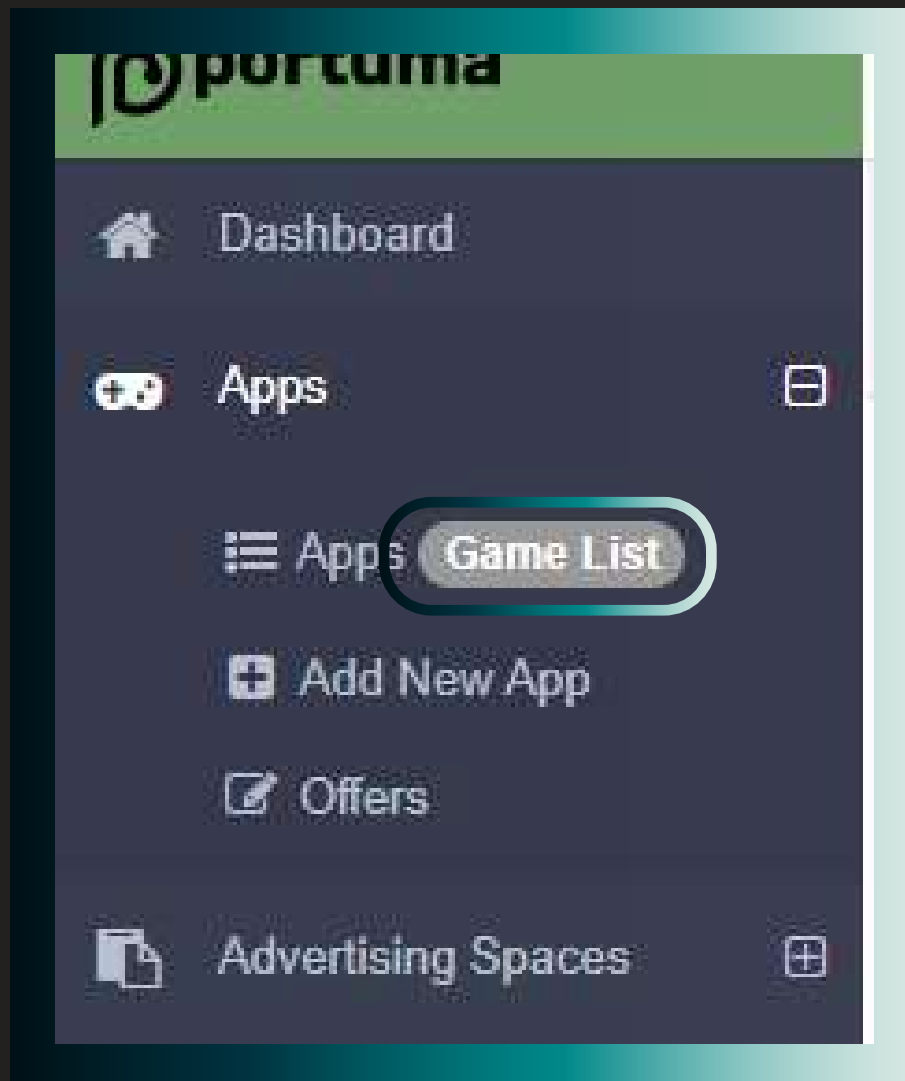
5) The developer provides the necessary information in the "Ad Properties" section.



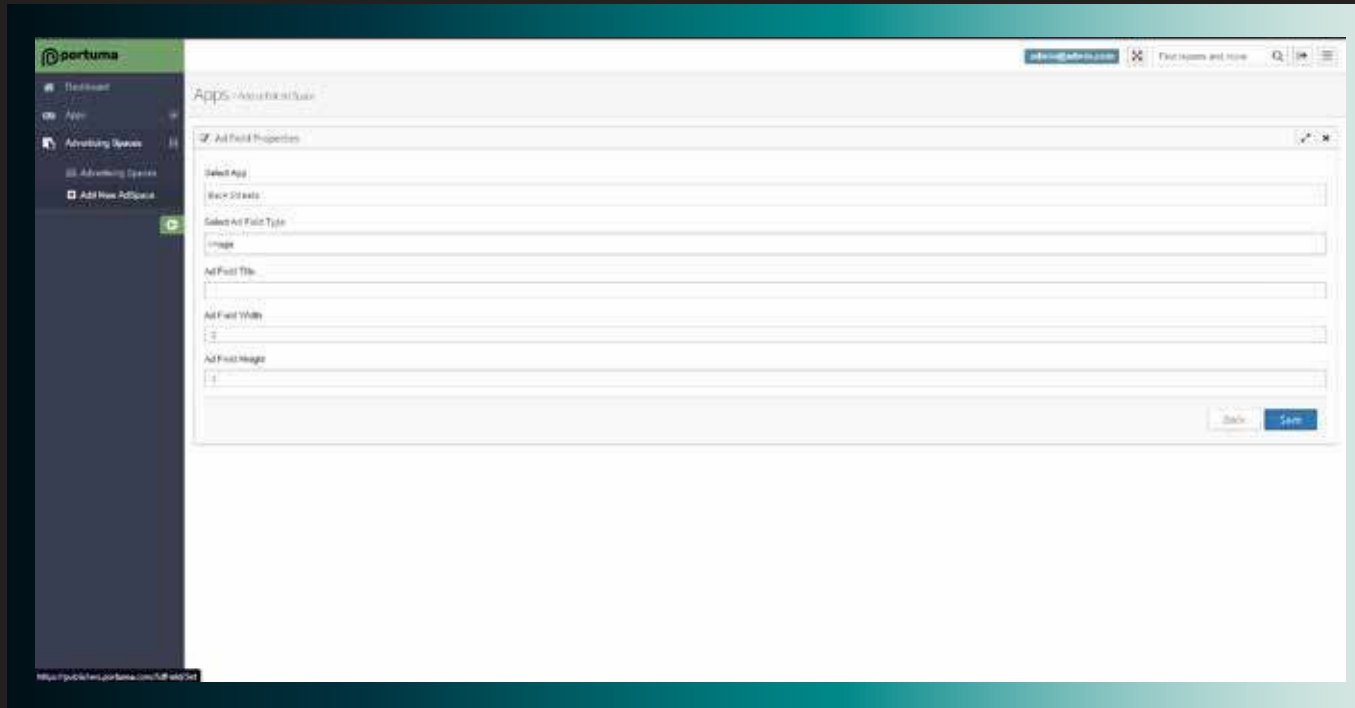
The screenshot shows the Portuma Admin Panel interface. On the left is a dark sidebar with navigation options: 'Dashboard', 'Apps', and 'Advertising Spaces'. The main content area is titled 'AD Properties' and contains a form with the following fields: 'Select App Platform' (with 'Android' selected), 'App Store Name', 'App Custom Title', 'Store URL', 'Bundle ID', 'Web Site Address', 'Privacy Policy URL', 'Camera Distance', 'Ads Change Rate', and 'App Logo' (with a 'Select App Logo' button). At the bottom right of the form are 'Back' and 'Save' buttons.

- **App platform:** Choose the platform on which you publish the game. (Android / Apple)
- **App store name:** Choose the name of the game in online stores.
- **App custom tile:** Choose the name of the game that shows in the Portuma panel.
- **Store URL:** Provide the URL of the game.
- **Bundle ID:** Provide the unique ID of the game.
- **Web site address:** Provide the website of the game studio.
- **Privacy policy URL:** Provide the privacy policy URL of the game studio.
- **Camera distance:** Default 400
- **Ads change rate:** Leave this line empty.
- **App logo:** Add your game logo that will appear in the Portuma panel.

- 6) The developer can see the added games through goes "Apps < Apps < Game List" sections.



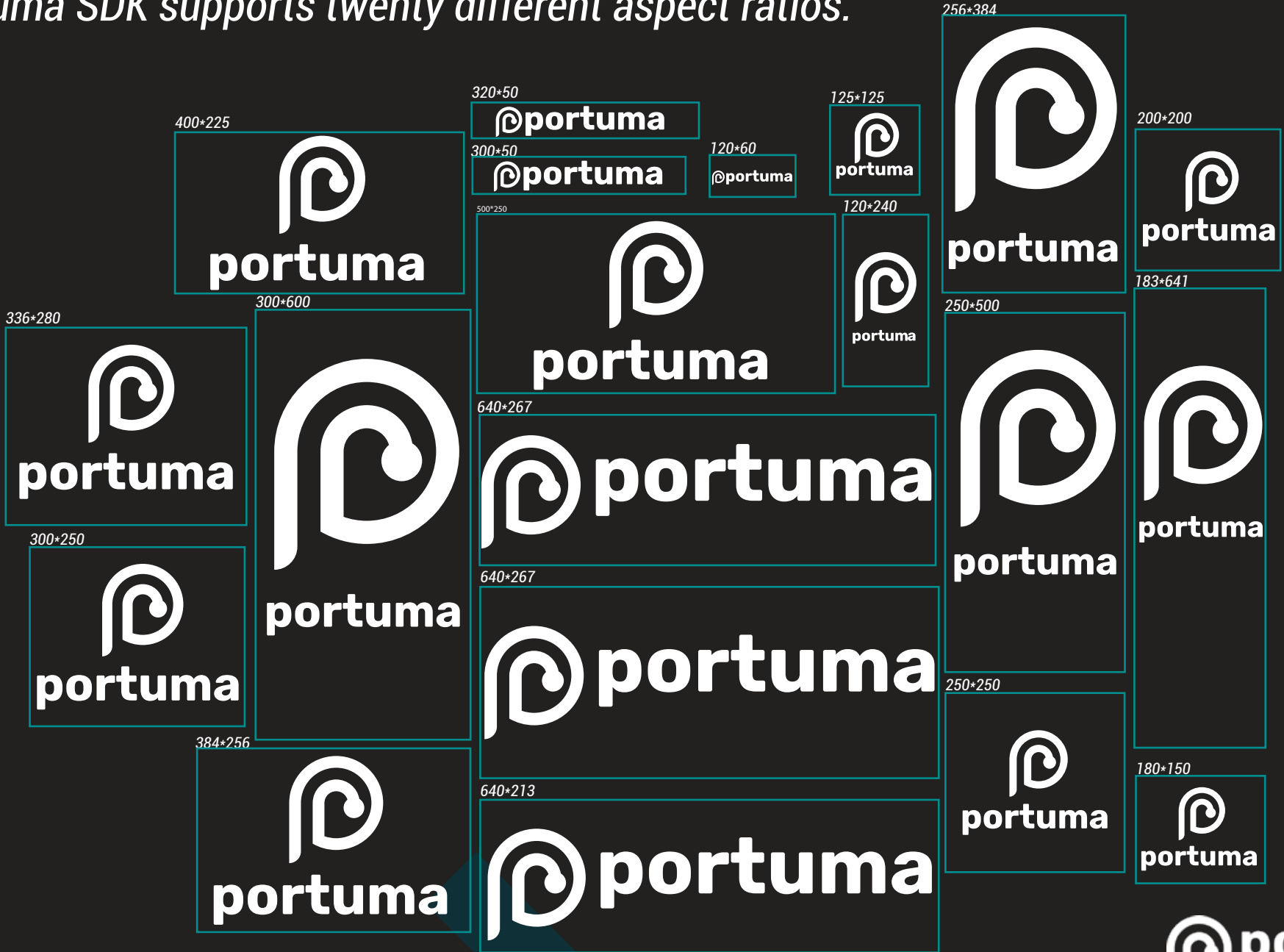
- 7) The developer, through "Advertising Spaces < Add New AdSpace" for providing in-game advertising integration on games. The developer provides the necessary information in the "App Field Properties" section.

The image shows a screenshot of the Portuma web interface. On the left is a dark sidebar with the Portuma logo and navigation options: 'Dashboard', 'App', 'Advertising Spaces', and 'Add New AdSpace'. The main content area is titled 'Apps > Add New AdSpace'. Below this, there's a section for 'App Field Properties' with a checkbox that is checked. The form contains several input fields: 'Select App' (a dropdown menu), 'Back Details' (a text input), 'Select Ad Field Type' (a dropdown menu with 'Image' selected), 'Ad Field Title' (a text input), 'Ad Field Width' (a text input), and 'Ad Field Height' (a text input). At the bottom right of the form are 'Back' and 'Save' buttons.

- **Select app:** You can see games here which you added before. In this section, you can choose the game that you want to add in-game advertising space.
- **Select ad field type:** Choose the advertising format (Image / HTML)
- **Ad field title:** Provide the ad name that shows in Portuma panel.
- **Ad field width:** Please enter this field in accordance with the IAB standard advertising ratios that we have stated on the next page. Otherwise, your ads will be deemed invalid.
- **Ad field height:** Please enter this field in accordance with the IAB standard advertising ratios that we have stated on the next page. Otherwise, your ads will be deemed invalid.

# Aspect Ratios

*Portuma SDK supports twenty different aspect ratios.*





8) The developer can see ads by clicking the "Advertising Spaces" section in the menu located on the left

The screenshot shows the Portuma web application interface. On the left, there is a dark sidebar with the Portuma logo and navigation menu items: Dashboard, Apps, Advertising Spaces, Advertising Spaces, and Add New AdSpace. The main content area is titled 'Apps - Advertising Spaces' and features a table of advertising spaces. The table has columns for App Name, Ad Field Title, Ad Field Type, Sample Image, Height, and Width. The data rows show various ad fields for the 'Back Streets' app and one for 'Wonder Racer'. At the bottom of the table, it indicates 'Showing 1 to 10 of 10 entries' and includes pagination controls.

App Logo	App Name	Ad Field Title	Ad Field Type	Sample Image	Height	Width
	Back Streets	Dover Reklam	Image	Ad Field Image	800	1400
	Back Streets	Reklam Tabelası	Image	Ad Field Image	800	1400
	Back Streets	Reklam Tabelası-2	Image	Ad Field Image	800	1400
	Back Streets	Reklam Tabelası-3	Image	Ad Field Image	800	1400
	Back Streets	Reklam Tabelası-4	Image	Ad Field Image	800	1400
	Back Streets	Reklam Tabelası-5	Image	Ad Field Image	800	1400
	Back Streets	Deneme Field	Image	Ad Field Image	1600	1400
	Back Streets	Billboard	Image	Ad Field Image	100	100
	Wonder Racer	Wonder Billboard	Image	Ad Field Image	600	1400
	Genemia	Muga nin Reklam	Image	Ad Field Image	300	500

Showing 1 to 10 of 10 entries

Previous 1 Next

<https://publishers.portuma.com/AdField/index>

**9)** After the signed agreement SDK and TXT files will be sent to you with APP-KEY, API-USERS, and API-PASSWORD information. You can access the SDK instruction from our website.



**10)** Game developers should add the TXT file sent to them to the root directory of their website. The file needs to be indexed as "https://www.example.com/app-ads-txt". Instead of "example", you can consider your own website.



**11)** After all, stages are completed, the relevant game studio will be compatible with Portuma's in-game advertising (IGA) integration.

**If you require any further information,  
feel free to contact us!**

hello@portuma.com

