Programmatic Direct Campaign Setup Request

Requester Name	
Requester Email	
Advertiser Name	
Agency Name	
DSP	
Deal Type	
Deal/Order Name	•
Deal/Order Name	
Deal ID (if existing)	
Campaign Start Date)
Campaign End Date	J
Campaign Life Date	
Impression Goal	J
Budget	
CPM	
Targeting Criteria	
Creative Specs/Formats	
Tracking/3rd Party Tags	
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Special Instructions	