

Centro Brand Exchange

QUALITY

93%

RATING

BY TRUST METRICS

INSTRUCTIONS TO ACCESS THE CENTRO BRAND EXCHANGE VIA YOUR DEMAND-SIDE PLATFORM

Here are simple instructions to get started with the Centro Brand Exchange. If you don't see your DSP listed below or would like to receive our site list as an excel document, please reach out to us at brandexchangeRTB@centro.net.

If you are using AppNexus:

1. Email brandexchangeRTB@centro.net to ensure we activate your bid seat.
2. If you would like to exclusively purchase Centro Brand Exchange inventory, search and select Centro Media within the third-party Inventory tab.
3. Add the Centro Brand Exchange site list to your master white list to ensure you include our entire premium inventory in your targeting.

If you are using The Trade Desk:

1. Email brandexchangeRTB@centro.net to ensure we activate your bid seat.
2. To connect to our inventory, select the Centro Brand Exchange logo within the supply function of the Trade Desk UI.
3. If you are using a master white list to target, please add the Centro Brand Exchange site list to guarantee you are bidding on our inventory.

If you are using DoubleClick Bid Manager (Invite Media), MediaMath, Turn, DataXu, SiteScout and more:

1. Email brandexchangeRTB@centro.net to ensure we activate your bid seat.
2. Add the Centro Brand Exchange site list to your master white list to ensure you include our entire premium inventory in your targeting.

Any questions? Contact us at: brandexchangeRTB@centro.net