

# What is ads.txt?

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In an effort to maintain transparency in the advertising marketplace and protect the valuable inventory that you offer, Sortable is in full support of the IAB ads.txt initiative.

## What is ads.txt?

Ads.txt (which stands for Authorized Digital Sellers) is an initiative by the Interactive Advertising Bureau (IAB) Tech Lab to improve transparency in programmatic advertising. It aims to stop the spread and sale of counterfeit inventory and domain spoofing by increasing transparency. Placing an ads.txt file in your site's code identifies who is authorized to sell (or resell) your inventory.

## What do I need to do?

Below, you'll find instructions on how to get your ads.txt lines for each of your sites being managed by Sortable. Save this file and host it at the root level of your domain (for example, [yoursite.com/ads.txt](#)).

Keep your ads.txt file updated to ensure that buyers are able to verify that they are buying from Authorized Digital Sellers of your inventory. To keep ads.txt updated automatically, check out [Hosted Ads.txt](#).

## What if I have my own demand seats?

The lines available in the Sortable UI provide the information you need for the inventory and partners being managed by Sortable. If you are working with other partners, or you are using your own partner IDs (outside of Sortable), add/update line items to the ads.txt file as follows:

Domain, member ID, relationship with the publisher and, if applicable, the certification ID (i.e. TAG ID)

## How do I retrieve and replace my ads.txt lines?

1. Log into your [Sortable dashboard](#).
2. Select **Site Settings** on the left navigation bar.
3. Click **Ads.txt**.

The screenshot shows the Sortable Ads.txt management interface. The left sidebar contains navigation options: DEMO, Dashboards, Reports, Site Settings (highlighted with an orange box), Ad Tags, Ads.txt (highlighted with an orange box), Billing, and Documentation. The main content area is titled 'Ads.txt for Example 1' and includes sections for 'Use hosted ads.txt', 'Manage custom ads.txt lines', and 'View current ads.txt lines'. A 'COPY' button is highlighted with an orange box.

4. Click the text field under **Select a site**.
5. Select a site.
6. Click **COPY**.

This screenshot is identical to the first one, showing the Sortable Ads.txt management interface. The 'COPY' button is highlighted with an orange box.

7. Replace the current Sortable lines in your existing ads.txt file (hosted at the root of your domain) with the lines from step 6.
8. Repeat steps 3 to 7 for each of your sites.

If you are interested in learning more about Ads.txt, we encourage you to look at the resources available from IAB on this initiative. You can read more from the IAB [here](#).

## What is hosted ads.txt?

Hosted ads.txt is a service that Sortable provides to ensure you are always using our latest ads.txt file. To find out more, check out [Hosted Ads.txt](#).

For industry insights and information about our product offerings, [check out our blog!](#)

Want to see our products in action? For a demo, fill out a form [here](#).