# Publisher Profile Lists

Hello, when querying the marketplace in Rialto you can include or exclude lists of publishers. This can be useful for situations where you are receiving a publisher’s content through another channel such as a DDA pool or EBA; and you want to maintain a single list of publishers for use in multiple queries.

In this session you will learn what Publisher Profile lists are and how to create one to apply to a query.

As an Administrator you can create a query to include or exclude particular publishers from searches. This is most often used when creating Selection Plans and allows you to avoid redefining the same list for a whole series of profiles.

To create a new Publisher List, you’ll go to Market > Profiles and Rankings > Publishers Lists. Here you can see any lists that have already been created. To make a new one click Add Publisher List.

Click on the title to rename your list and you can add a description if you’d like. Next, you’ll search for the publishers you want to include or exclude. A list of publishers will populate as you type in the name. Check the box next to those you want; your changes are saved automatically. Now you have a predefined list of publishers that can be used within any query.

For this example, you’ll add the list to a Recommendation Profile query, so you’ll go to Market > Profiles and Rankings > Recommendation Profiles. In this case we’ll modify an existing query. Click on the row action tool and select Edit.

After the query builder loads, add a new line to the query. Select Publisher lists from the first drop down, and then whether you want to include or exclude the publishers. In the third field select which Publisher List you want to apply. Click Save when you’re done. Your Publisher List has now been applied to this Recommendation Profile.

You now know what Publisher Profile Lists are and how to apply them to a query to either include or exclude those publishers. Thanks for watching!