

Campaign Manager User Guide



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Entering New Campaigns

The Ando Media Campaign Manager is a management system enabling streaming broadcasters to traffic commercial and non-commercial advertisements on their streams. Campaign Manager includes tools to manage contracts and generate billing reports based on actual performance data. Management functions are organized into several levels:

Advertisers

Everything in the system is organized by advertiser. An advertiser will contract with a streaming station to run one or more campaigns.

Campaigns

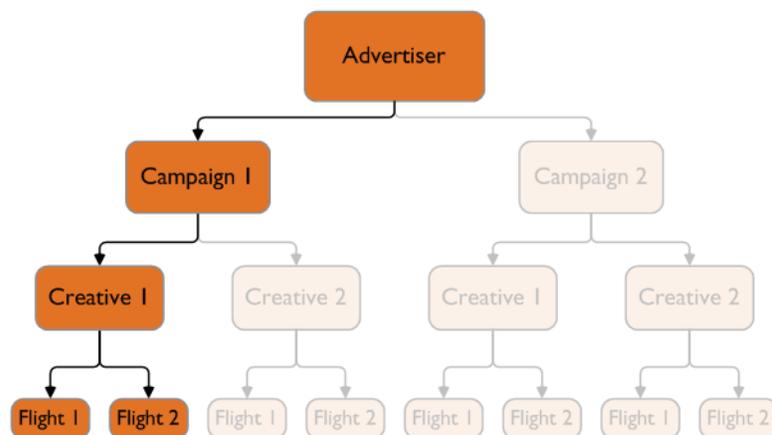
A campaign is a series of related advertisements organized to promote a product or theme. A campaign includes one or more pieces of creative.

Creative

Creative can be referred to a number of ways. Whether you call the creative an ad (audio or video), a spot or a banner, the creative is the basic unit of a campaign. Each piece of creative will have one or more flights.

Flights

The flight is the definition of when a piece of creative can be used. The flight includes both the start and end dates and the allowed dayparts.



This section will walk you through the steps involved in creating new campaigns:

Step 1: Create an advertiser record if required. See page 2.

Step 2: Create a new campaign. See page 3.

Step 3: Add creative to the campaign. See page 6.

Step 3a: Edit the creative details. See page 11.

Step 3b: Attach a synched banner to the creative if desired. See page 12.

Step 4: Upload the audio file. See page 13.

Step 5: Assign the creative to a station in your network. See page 14.

Step 6: Activate the campaign and the creative. See page 14.

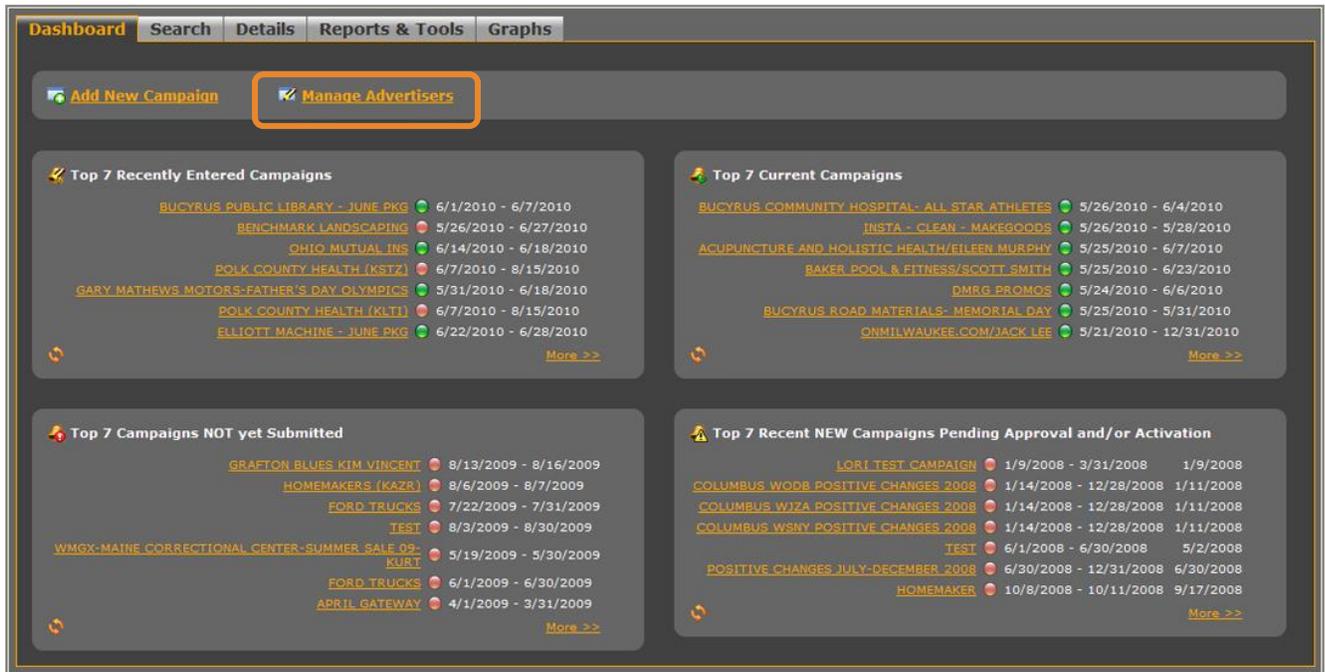


Everything in the system is organized by advertiser. An advertiser will contract with a streaming station to run one or more campaigns.

Adding New Advertisers

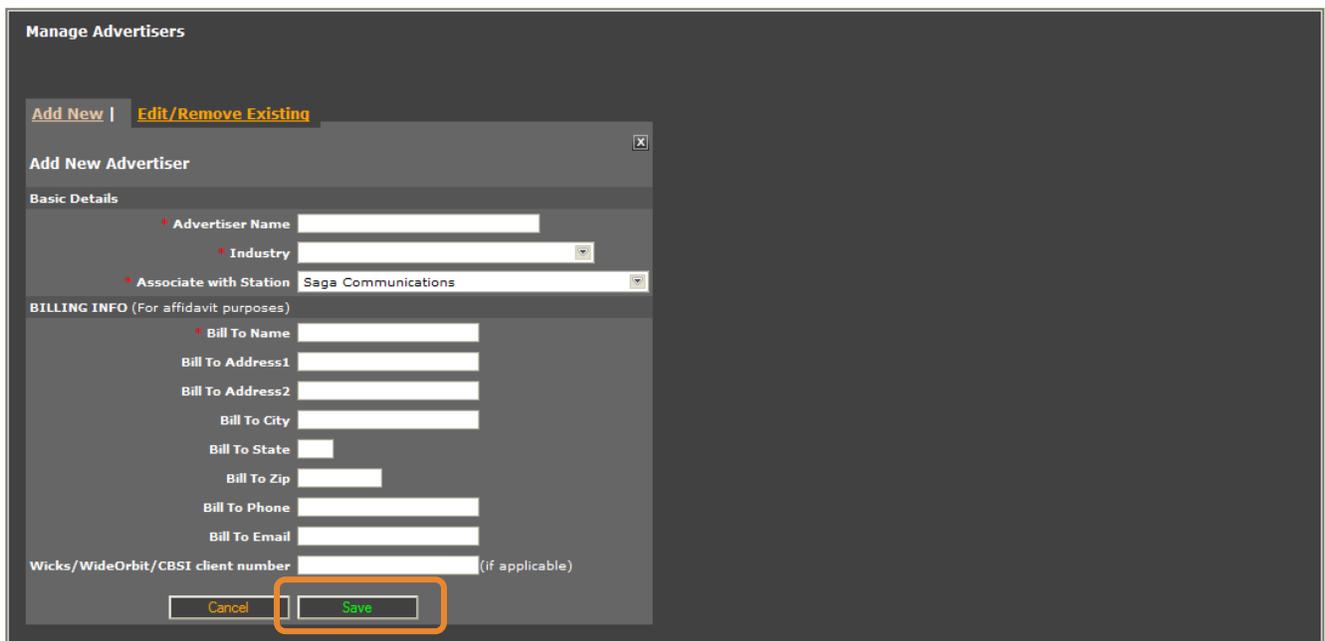
1

To create a new advertiser record, click **Manage Advertisers** on the Campaign Manager Dashboard.



2

Select **Add New** and enter the advertiser information (each field is detailed on the next page). When all details have been entered, click **Save** to return to the **Manage Advertisers** main page.





Fields marked with an asterisk are required.

Basic Details	
Advertiser	Each advertiser should have a unique name. The system allows duplicate names, but will assign a unique Advertiser ID for each created record. Taking the time to make sure an advertiser is not already in the system will aid in searches later on.
Industry	Each advertiser should be assigned to an industry from the drop-down list. This attribute is used to calculate and manage industry separations on playback, making sure that ads for auto dealers play back-to-back for example.
Billing Info	
Bill To Name	All billing information will be included on the campaign confirmation report.
Bill To Details	More complete information here means more complete information on generated reports.

Adding New Campaigns



On the Campaign Manager Dashboard, click **Add New Campaign**.

The screenshot shows the Campaign Manager Dashboard with the following sections:

- Navigation:** Dashboard, Search, Details, Reports & Tools, Graphs
- Buttons:** Add New Campaign (highlighted), Manage Advertisers
- Top 7 Recently Entered Campaigns:**
 - BUCYRUS PUBLIC LIBRARY - JUNE PKG (6/1/2010 - 6/7/2010)
 - BENCHMARK LANDSCAPING (5/26/2010 - 6/27/2010)
 - OHIO MUTUAL INS (6/14/2010 - 6/18/2010)
 - POLK COUNTY HEALTH (KSTZ) (6/7/2010 - 8/15/2010)
 - GARY MATHEWS MOTORS-FATHER'S DAY OLYMPICS (5/31/2010 - 6/18/2010)
 - POLK COUNTY HEALTH (KLTJ) (6/7/2010 - 8/15/2010)
 - ELLIOTT MACHINE - JUNE PKG (6/22/2010 - 6/28/2010)
- Top 7 Current Campaigns:**
 - BUCYRUS COMMUNITY HOSPITAL- ALL STAR ATHLETES (5/26/2010 - 6/4/2010)
 - INSTA - CLEAN - MAKEGOODS (5/26/2010 - 5/28/2010)
 - ACUPUNCTURE AND HOLISTIC HEALTH/EILEEN MURPHY (5/25/2010 - 6/7/2010)
 - BAKER POOL & FITNESS/SCOTT SMITH (5/25/2010 - 6/23/2010)
 - DMRG PROMOS (5/24/2010 - 6/6/2010)
 - BUCYRUS ROAD MATERIALS- MEMORIAL DAY (5/25/2010 - 5/31/2010)
 - ONMILWAUKEE.COM/JACK LEE (5/21/2010 - 12/31/2010)
- Top 7 Campaigns NOT yet Submitted:**
 - GRAFTON BLUES.KIM VINCENT (8/13/2009 - 8/16/2009)
 - HOMEMAKERS (KAZR) (8/6/2009 - 8/7/2009)
 - FORD TRUCKS (7/22/2009 - 7/31/2009)
 - TEST (8/3/2009 - 8/30/2009)
 - WMGX-MAINE CORRECTIONAL CENTER-SUMMER SALE 09-KURT (5/19/2009 - 5/30/2009)
 - FORD TRUCKS (6/1/2009 - 6/30/2009)
 - APRIL GATEWAY (4/1/2009 - 3/31/2009)
- Top 7 Recent NEW Campaigns Pending Approval and/or Activation:**
 - LORI TEST CAMPAIGN (1/9/2008 - 3/31/2008) 1/9/2008
 - COLUMBUS WODB POSITIVE CHANGES 2008 (1/14/2008 - 12/28/2008) 1/11/2008
 - COLUMBUS WJZA POSITIVE CHANGES 2008 (1/14/2008 - 12/28/2008) 1/11/2008
 - COLUMBUS WSNY POSITIVE CHANGES 2008 (1/14/2008 - 12/28/2008) 1/11/2008
 - TEST (6/1/2008 - 6/30/2008) 5/2/2008
 - POSITIVE CHANGES JULY-DECEMBER 2008 (6/30/2008 - 12/31/2008) 6/30/2008
 - HOMEMAKER (10/8/2008 - 10/11/2008) 9/17/2008



Complete each field. When each field is complete, click **Save** to close the form. You will be redirected to a page allowing you to add creative to this campaign. See page 6.

Add New Campaign

Basic Details

* Advertiser [Create New](#) | [Use Existing](#)

* Campaign Name (e.g Toyota Q1 2008)

* Product Name (e.g Camry)

* Campaign Source

Campaign Billing ID

* Start Date

* End Date

* Traffic Type Impressions Spots

For the entire campaign

* Include campaign in On Track reports? Yes No

* Display performance progress bar on campaign? Yes No

Agency/Direct Details

* Campaign \$ CPM (use 0 if N/A)

* Campaign Revenue Total (use 0 if N/A)

Monthly Billing

Billing Year

January \$ 2009

February \$ 2009

March \$ 2009

April \$ 2009

May \$ 2009

June \$ 2009

July \$ 2009

August \$ 2009

September \$ 2009

October \$ 2009

November \$ 2009

December \$ 2009

Basic Details

Advertiser	Before creating a new campaign, a record of the advertiser must exist. A new advertiser can be created or an existing advertiser selected using the adjacent links.
Campaign Name	Enter a description of this campaign. This campaign name is description you see on the Campaign Manager Dashboard. For example, "Toyota".
Product Name	Description of the product being advertised. For example "Camry". This also is used as the default name for components being added to the campaign.



Campaign Source	This describes how the campaign was sold and where it will play. For example, “Corporate – Local” campaigns are sold on the corporate level and will play on local streams. Properly setting this field will optimize later searches and allow for better filtering of reconciliation reports. Options include: Local – Local Local – Network Corporate – Local Corporate – Network 3rd Party – Local 3rd Party – Network
Start Date	With end date, defines the allowable date range for this campaign.
End Date	With start date, defines the allowable date range for this campaign.
Traffic Type	Campaigns can be trafficked based on number of Impressions or number of Spots. Spots is simply a measure of how many times a piece of creative plays, while impressions takes that figure and multiplies it by the number of listeners the play reaches. The target number of spots or impressions will impact the On track Indicator report and will impact the play spread when components are told to schedule evenly over multiple flights. Pre-rolls or targeted instream campaigns must be trafficked as spots. Broadcast instream campaigns can be trafficked either by spots or by impressions.
Allocation	Enter the total number of spots or impressions desired for the entire campaign.
Include in On Track Reports?	Located on the Tools & Reports tab, the On Track Indicator report shows the performance of selected campaigns, showing the relationship between spot or impression goals and actual performance.
Display Performance Bar?	The performance bar appears on the campaign details screen, giving a view of how many spots/impressions have been counted in relation to the campaign goal.
Agency/Direct Details	
Campaign \$ CPM	Reflected in reconciliation report.
Campaign Revenue Total	Reflected in reconciliation report.
Monthly Billing	
Monthly billing information is optional, but if you do include these figures they will appear on the campaign confirmation report.	



Adding New Creative

I Choose the type of component you would like to add. There are several different types of creative that can exist in the Ando Media system.

Broadcast Instream Audio/Video

Typically this is audio content which is played on the Internet streams of terrestrial radio stations. On-air ads are removed and replaced with different content. If you are a terrestrial radio station looking to traffic instream audio ads, this is the option for you.

Pre-roll/Gateway Audio/Video

This is usually an audio or video ad which plays before a stream starts. You can also use this to schedule audio and video ads into your podcast content if you are also using PodFuse.

Targeted Instream Audio/Video

These are typically ads which are played within the stream of playlist-based or 'on-demand' content channels. Examples of on-demand channels would be AOL Radio, Accuradio, Pandora, FineTune.com and more.

Post-roll/Both Audio/Video

Additional options are available for use with podcasts. The system supports pre-roll/gateway advertising, post-roll ads or advertising schedule for both pre-roll and post-roll use.

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Campaigns that are trafficked by spots can only support broadcast instream spots. When working on a campaign trafficked by spots, clicking the New Component option on the campaign details header will link directly to the Broadcast Instream Audio/Video page.



2

When adding a new component, you will be asked a few basic questions. After completing the fields on this page, click **Next**. Depending on the type of element you are adding, you will see one of the screens detailed on the next few pages.

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Additional fields will be available when you specify the number of flights for this component. See page 12.

NOTE: Campaigns trafficked by "impressions" can always have a gateway placement assigned as well. Campaigns trafficked by "spots" cannot have a gateway placement attached to the same campaign.

Adding a New Component

How long is the element?

Is this an Audio or Video Element?

What type of element are you adding?

If banners attached, please select the appropriate size

Field	
How long is the element?	Options are available ranging from 5 to 120 seconds.
Is this an Audio or Video Element?	Options are available to select either audio or video ad types.
What type of element are you adding?	Depending on how the campaign is trafficked, options may be available for In-stream , Pre-roll/Gateway , Post-roll (podcast only) , Both (podcast only) or Targeted instream .
Banner size?	If banners are associated with this component, select the banner size from the list.



Add New Broadcast Instream Audio/Video

Specify information about this audio spot

Campaign \$49 Eliminator Sale
 Start Date 11/11/2009
 End Date 11/14/2009
 Allocation 500,000 Impressions

Spot Description (e.g. "Jim's Cars") Saturday Only

Billing Type Per CPM

Rate \$ 0

Traffic Spread Specify number of impressions for each flight

How many flights? - select -
 (e.g. 3/1/2008-3/31/2008 and 4/1/2008-4/31/2008)

Cancel Save

"Billing Type" and "Rate" are used for billing purposes. To run a CPM buy, select "Per CPM". Then enter the "Rate" per CPM. For example, if you are selling this at a "\$2 CPM" you'd select "Per CPM" on the billing type, and enter "2" in the rate.

Instream *Video* files are only supported if you are using Ando Media's Video Injector Platform. For more information about this please [email us](#)

Header	
Campaign	Displays a description of the current campaign.
Start/End Dates	Shows start and end dates for the current campaign.
Allocation	Shows impressions goal or spot play goal for the current campaign.
Spot Details	
Spot Description	Enter a descriptive name for this piece of creative. Spot descriptions must be more than four characters long.
Billing Type	Select either per spot or per CPM .
Rate	Enter the per spot or per CPM billing rate.
Traffic Spread	Select the option of either specifying the number of impressions or spot plays for each flight, or to spread the number of impressions or spot plays equally over each flight.
How Many Flights?	Select the number of unique date ranges for this piece of creative.

After specifying the number of flights for this piece of creative, additional fields will be displayed allowing you to define each flight.



Add New Gateway/Pre-roll Audio/Video

Specify information about this gateway

Campaign \$49 Eliminator Sale
 Start Date 11/11/2009
 End Date 11/14/2009
 Allocation 500,000 Impressions

Spot Description (e.g. "Jim's Cars")

CPM Rate \$

Gateway Click Thru (e.g. "http://www.toyota.com")

How many flights?
 (e.g. 3/1/2008-3/31/2008 and 4/1/2008-4/31/2008)

Header	
Campaign	Displays a description of the current campaign.
Start/End Dates	Shows start and end dates for the current campaign.
Allocation	Shows impressions goal or spot play goal for the current campaign.
Spot Details	
Spot Description	Enter a descriptive name for this piece of creative. Spot descriptions must be more than four characters long.
CPM Rate	Enter the per CPM billing rate.
Gateway Click-thru	Enter the URL of the optional gateway click-thru.
How Many Flights?	Select the number of unique date ranges for this piece of creative.

After specifying the number of flights for this piece of creative, additional fields will be displayed allowing you to define each flight.



Add New Post-roll (Podcast only) Audio/Video

Specify information about this gateway

Campaign \$49 Eliminator Sale
 Start Date 11/11/2009
 End Date 11/14/2009
 Allocation 500,000 Impressions

Spot Description (e.g. "Jim's Cars")

CPM Rate \$

Gateway Click Thru (e.g. "http://www.toyota.com")

How many flights?
 (e.g. 3/1/2008-3/31/2008 and 4/1/2008-4/31/2008)

Header	
Campaign	Displays a description of the current campaign.
Start/End Dates	Shows start and end dates for the current campaign.
Allocation	Shows impressions goal or spot play goal for the current campaign.
Spot Details	
Spot Description	Enter a descriptive name for this piece of creative. Spot descriptions must be more than four characters long.
CPM Rate	Enter the per CPM billing rate.
Gateway Click-thru	Enter the URL of the optional gateway click-thru.
How Many Flights?	Select the number of unique date ranges for this piece of creative.

After specifying the number of flights for this piece of creative, additional fields will be displayed allowing you to define each flight.



Add New Both (Podcast only) Pre/Post-roll Audio/Video

Specify information about this gateway

Campaign \$49 Eliminator Sale
 Start Date 11/11/2009
 End Date 11/14/2009
 Allocation 500,000 Impressions

Spot Description (e.g. "Jim's Cars")

CPM Rate \$

Gateway Click Thru (e.g. "http://www.toyota.com")

How many flights?
 (e.g. 3/1/2008-3/31/2008 and 4/1/2008-4/31/2008)

Header	
Campaign	Displays a description of the current campaign.
Start/End Dates	Shows start and end dates for the current campaign.
Allocation	Shows impressions goal or spot play goal for the current campaign.
Spot Details	
Spot Description	Enter a descriptive name for this piece of creative. Spot descriptions must be more than four characters long.
CPM Rate	Enter the per CPM billing rate.
Gateway Click-thru	Enter the URL of the optional gateway click-thru.
How Many Flights?	Select the number of unique date ranges for this piece of creative.

After specifying the number of flights for this piece of creative, additional fields will be displayed allowing you to define each flight.



Add New Targeted Instream Audio/Video

Specify information about this audio spot

Campaign \$49 Eliminator Sale
 Start Date 11/11/2009
 End Date 11/14/2009
 Allocation 500,000 impressions

Spot Description (e.g. "Jim's Cars")

CPM Rate \$

Traffic Spread

How many flights?
 (e.g. 3/1/2008-3/31/2008 and 4/1/2008-4/31/2008)

Header	
Campaign	Displays a description of the current campaign.
Start/End Dates	Shows start and end dates for the current campaign.
Allocation	Shows impressions goal or spot play goal for the current campaign.
Spot Details	
Spot Description	Enter a descriptive name for this piece of creative. Spot descriptions must be more than four characters long.
CPM Rate	Enter the per CPM billing rate.
Traffic Spread	Select the option of either specifying the number of impressions or spot plays for each flight, or to spread the number of impressions or spot plays equally over each flight.
How Many Flights?	Select the number of unique date ranges for this piece of creative.

After specifying the number of flights for this piece of creative, additional fields will be displayed allowing you to define each flight.

- Specify the start and end date for each flight. If you opted to manually specify the requested spots or impressions, enter that value as well. When each flight has been configured, click **Save** to continue.

Flight #1

Flight 1 Date Ad Should Start

Flight 1 Date Ad Should End

Requested Impressions 32,500

Flight #2

Flight 2 Date Ad Should Start

Flight 2 Date Ad Should End

Requested Impressions 32,500



Daypart Scheduling

1

Select the allowable days for this flight, and the allowable dayparts.

Daypart Scheduling allows you to assign when spots will play on the stream

Existing Play Schedule

No Schedule Created!

Allow *TEST*...

Monday - Friday Saturday - Sunday Every Day Clear

... to Play these Days: Monday Tuesday Wednesday Thursday Friday Saturday Sunday

...Between these Times

a1	(7 hours)	7:00:00 AM - 1:59:59 PM
a2	(1 hours)	10:00:00 PM - 10:59:59 PM
a3	(2 hours)	11:00:00 AM - 12:59:59 PM
a4	(2 hours)	2:00:00 PM - 3:59:59 PM
a5	(13 hours)	6:00:00 AM - 6:59:59 PM
a6	(11 hours)	6:00:00 AM - 4:59:59 PM
All Day	(24 hours)	12:00:00 AM - 11:59:59 PM
Custom	(2 hours)	8:00:00 AM - 9:59:59 AM

ADD to Schedule >>

[MANAGE CUSTOM DAYPARTS](#)

Done!

2

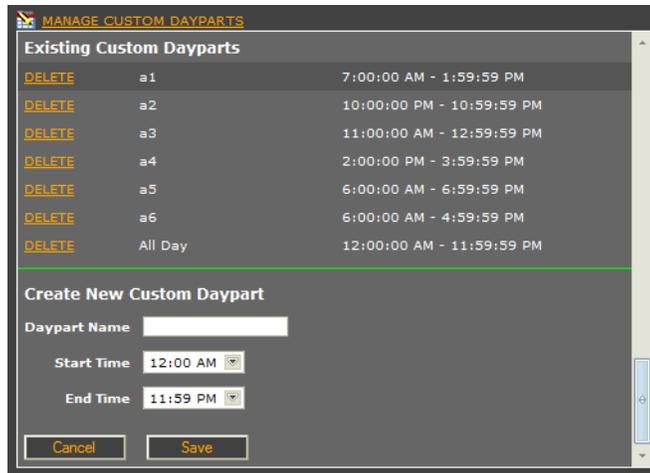
Once all options have been set, click **Add to Schedule** to add the daypart to the play schedule. Multiple dayparts may be configured, but they should not overlap. Click **Done** when all dayparts have been entered.

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If this campaign is trafficked based on cost-per-spot, you can optionally specify a number of spots to play during the selected daypart on the specified days.



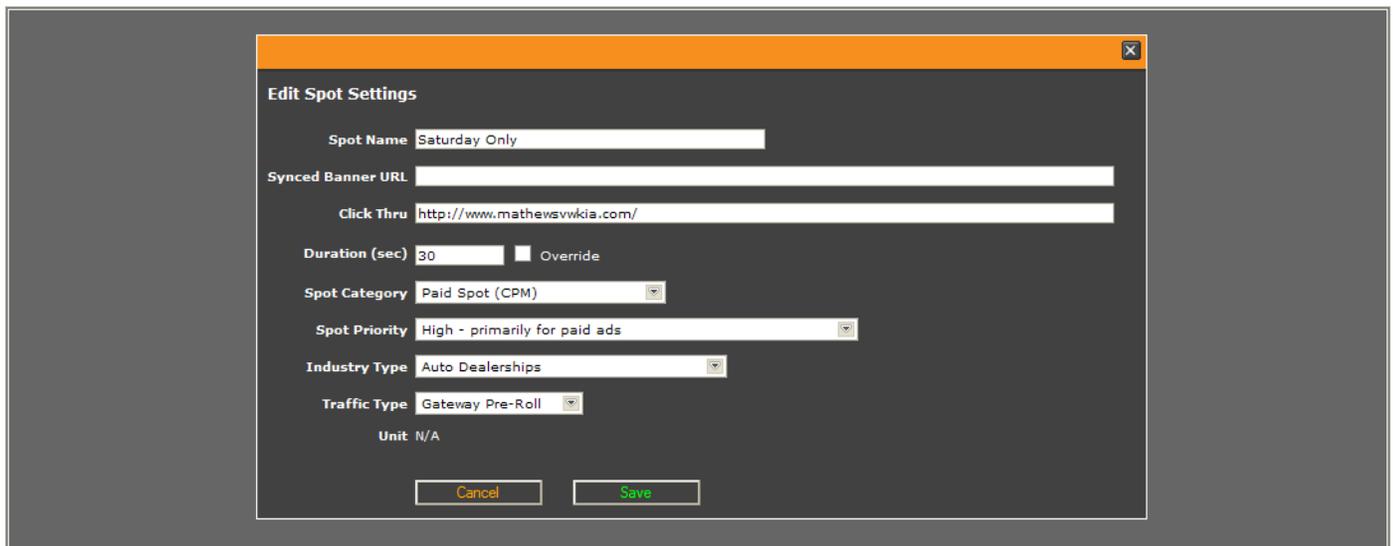
Managing Custom Dayparts



Enter a unique name for the daypart, set the start and end times, and click **Save** to create a new daypart. To remove an existing daypart, click the **Delete** link.

Editing Creative Details

- 1 Select **Edit Spot Details** from the Spot Actions drop-down on the creative to be edited.
- 2 Set the options for this creative and click **Save** to save your changes.



Edit Spot Settings	
Spot Name	Allows the user to edit the description of this piece of creative.
Synced Banner URL	This field gets filled in when the audio file is uploaded.



Click-thru	Optionally, enter the URL of the banner click-thru.
Duration	This field will be filled in automatically when the audio file is uploaded.
Override Checkbox	Checking this option will override the auto-generated duration calculation, allowing you to manually enter an alternate duration.
Spot Category	Impacts the way spots are prioritized for playback. Options include: Paid Spot (CPM) Paid Spot (PI) Unpaid Spot (PSA, other) Music Bed Song Sweeper Bumper Promo Station ID Liner Jingle Stinger Notice TargetSpot Dry Liners Short Shows (roughly 2-5 min)
Spot Priority	Options include: Urgent – play first if available High – primarily for paid ads Medium – primarily for unpaid spots and PSAs Low – play only when higher-priority spots aren't available Lower Lowest
Industry Type	Allows the user to set the industry for this spot. Used to calculate and manage industry separation rules to make sure, for example, that two car dealership ads don't play back-to-back.
Traffic Type	Options include: Gateway/Pre-roll Targeted Instream Regular Instream



Setting Targeting Options

1 Select **Targeting Codes** from the Spot Actions drop-down on the creative to be edited.

2 Set the options for this creative and click **Save** to save your changes.

PLEASE READ: You have to select a Code in any of the tabs for your ad to play. Currently, Targeted Instream is capable of targeting to any of the following codes depending on the nature of your Targeted Ad Injector implementation.

Targeting Options for this Ad

View only checked

USA International Device Custom

<input type="checkbox"/> Check/Uncheck All	DMA Code	City, State
<input type="checkbox"/>	662	Abilene-Sweetwater, TX
<input type="checkbox"/>	705	Wausau-Rhineland, WI
<input type="checkbox"/>	536	Youngstown-Warren, OH
<input type="checkbox"/>	771	Yuma, AZ
<input type="checkbox"/>	596	Zanesville, OH

Close Save

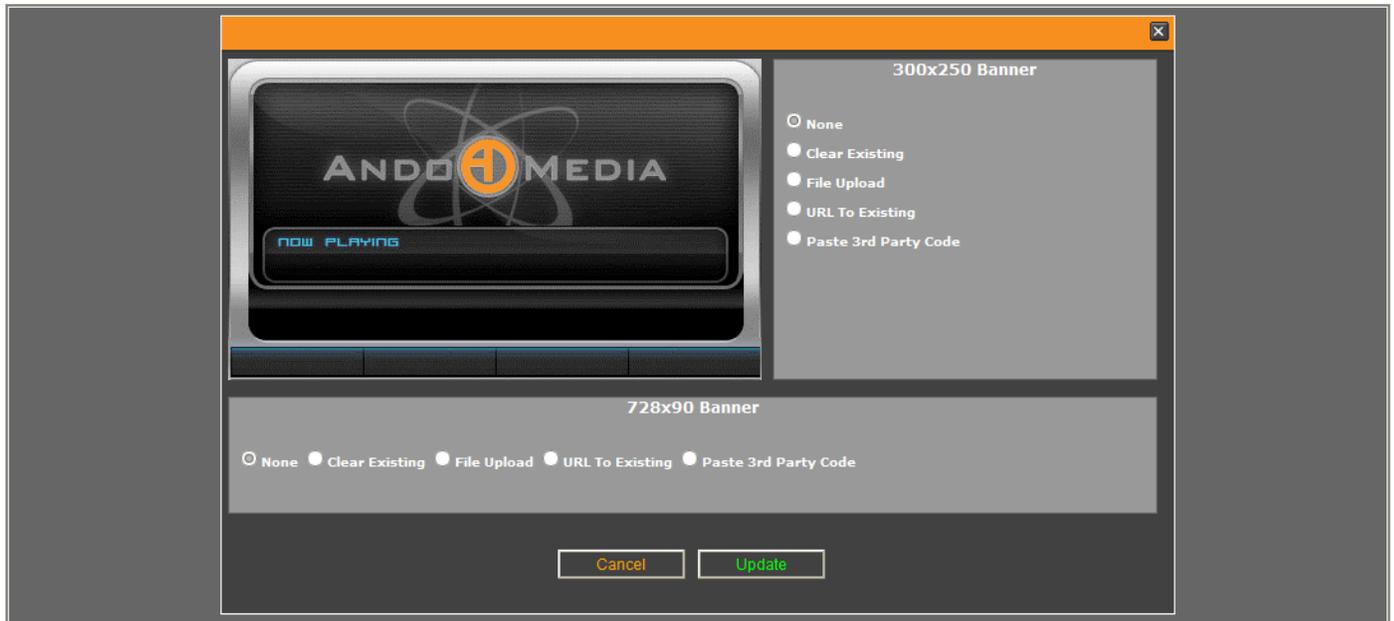


Attaching Synched Banners

Offers the option to display a companion banner while the audio spot plays. You can paste third-party banner code or upload JPG/GIF banner graphics. Synched banners will change the banner graphic when the associated audio/video ad plays, opening click-thru links in a new browser window.

1 Select **Synched Banners** from the Spot Actions drop-down on the creative to be edited.

2 Set the options for this banner and click **Upload** to save your changes.



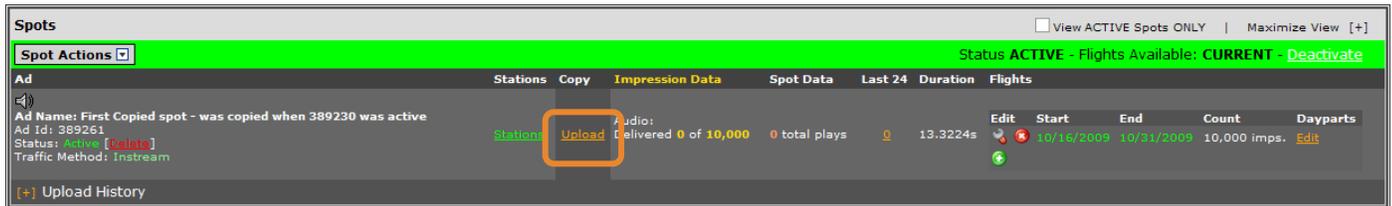
Banner Placement Options	
None	Will not place a banner in this location on the player.
Clear Existing	Allows you to clear a previously configured banner.
File Upload	Requires users to browse to a local JPG or GIF banner for upload. Also allows for specifying a click-thru URL.
URL to Existing	If the banner does not exist on a local drive, it can be referenced by URL.
Paste 3 rd Party Code	3rd party banner control HTML can be pasted.



Uploading Audio Files

1

Click the **Upload** copy link on the creative detail.



2

Enter the audio file source. After setting all options, click **Upload** to upload the audio.

Upload a New File

Local File	Browse to the local file to upload. While there are no file naming restrictions, only MP3, WAV, WMA, FLV or WMV file extensions are supported.
Remove Silence	Optionally removes silence from beginning and end of audio file.
Normalize Volume	Normalizes volume level across entire audio file.

Reference an Existing File

URL	This would reference a URL for an audio file not stored on your local PC.
-----	---

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After being uploaded, the file is converted to 192kbps MP3. If **Remove Silence** is selected, all the silence from the beginning and end is trimmed.

If **Normalize Volume** is selected, the gain of the audio is raised to maximum value. The peak level of the audio is determined and the rest of the audio is raised to meet that value. For instance, each audio sample can range from 0 to 32000, where 0 is quiet and 32000 represents the maximum volume. If the system determines no individual sample is greater than 20000, the level of each sample in the audio by 12000 (32000 - 20000). This is called normalizing because it raises the gain of the audio relative to a normalized value (that being one of maximum gain without the clipping that occurs with samples over 32000)



Assigning the Creative to a Station in your Network

- 1 Initially, the campaign will not be assigned to any stations. To allow this creative to run on specific stations, click the Stations link to open the Assign Stations box.



The screenshot shows a table with the following columns: Ad, Stations, Copy, Impression Data, Spot Data, Last 24, Duration, and Flights. The 'Stations' column contains a link labeled 'Stations' which is highlighted with an orange box. The 'Impression Data' column shows 'Audio: Delivered 0 of 10,000' and '0 total plays'. The 'Spot Data' column shows '0'. The 'Duration' column shows '13.3224s'. The 'Flights' column shows 'Edit', 'Start', 'End', 'Count', and 'Dayparts'. The 'Start' date is '10/19/2009' and the 'End' date is '10/21/2009'. The 'Count' is '10,000 Imps.'. The 'Dayparts' column has an 'Edit' link. The status bar at the top right indicates 'Status ACTIVE - Flights Available: CURRENT - Deactivate'.

- 2 The stations presented are based on rights associated with your login account and are organized by market. To choose the stations you want for this creative, highlight the corresponding station names in the Matching Stations column. Click the > button to move the highlighted selections into the Selected Stations list. To select all matching stations, click the >> button. Stations can be removed by clicking the < or << buttons.

- 3 Click **Save** to save your changes. Click **Close** to close the form.

Activating Campaigns and Creative

- 1 Before creative will run as part of a campaign, both the campaign and the creative must be activated. To activate a new campaign, click the **Ready to Activate** button on the campaign header.



The screenshot shows a campaign header for '0-DOWN INCENTIVES (ID: 104159)'. The contract entered is '11/19/2009 5:47:05 PM'. There are three buttons: 'Campaign Options', 'Reporting', and 'Tools'. A 'Ready to Activate' button is highlighted with an orange box. The text '100% complete' is visible at the bottom right.

- 2 To activate creative, click the **Activate** link on the Spot Detail.

t

Active campaigns and creative can be temporarily suspended. Paused campaigns and deactivated creative will be removed from active play until they are re-activated.

To pause an active campaign, click the Pause button on the campaign details header. To deactivate a piece of creative, click the Deactivate link on the spot header. Both can be put back into active rotation by clicking Re-activate.

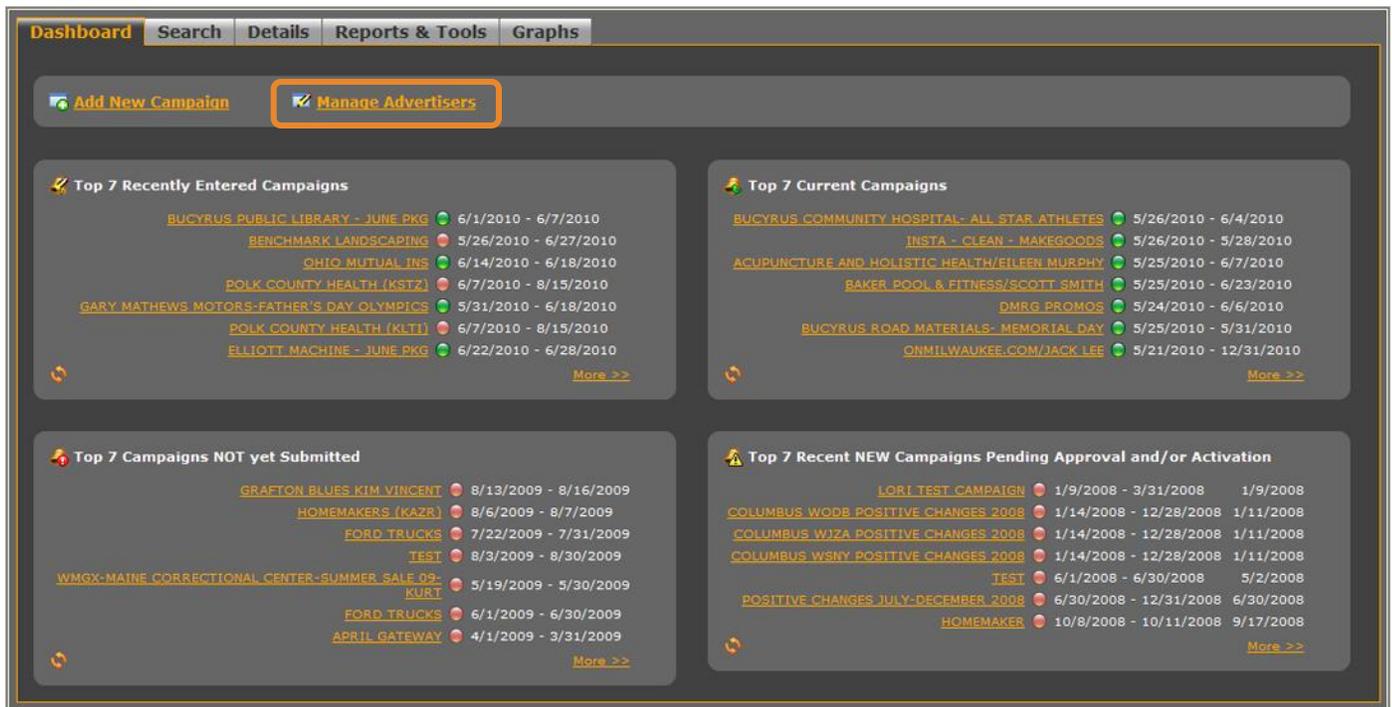


Working with Existing Advertisers, Campaigns, Creative and Flights

Working with Advertisers

Editing Existing Advertisers

- 1 On the Campaign Manager Dashboard, click **Manage Advertisers**.



- 2 Select **Edit/Remove Existing**.

- 3 Enter a few letters in the name of the advertiser you are looking for into the search box and click **Go**.



4

All advertisers with the entered string in the name will be listed on the screen. Browse through the list and click on the name of the advertiser to edit.

5

Edit the advertiser details and click **Save** to save your changes and return to the Manage Advertisers main page.

Basic Details

Advertiser	Each advertiser should have a unique name. The system allows duplicate names, but will assign a unique Advertiser ID for each created record. Taking the time to make sure an advertiser is not already in the system will aid in searches later on.
Industry	Each advertiser should be assigned to an industry from the drop-down list. This attribute is used to calculate and manage industry separations on playback, making sure that ads for auto dealers play back-to-back for example.

Billing Info

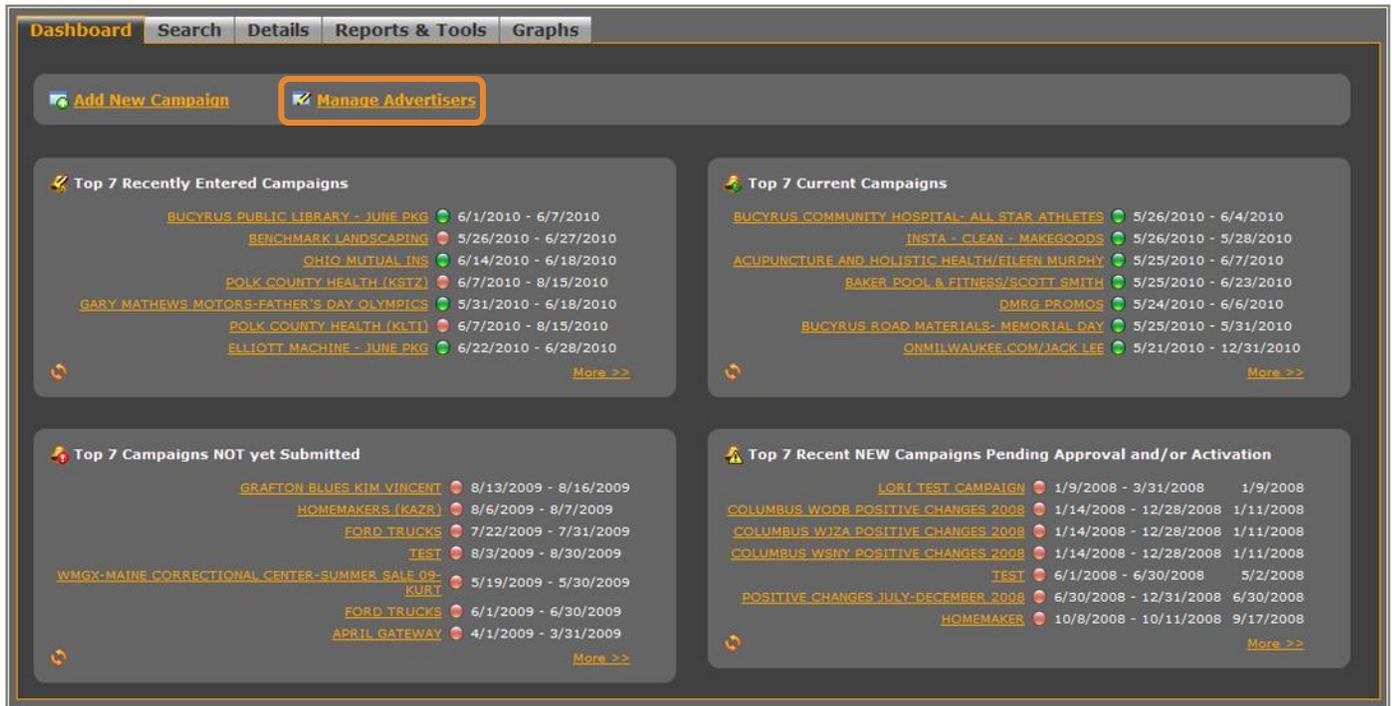
Bill To Name	All billing information will be included on the campaign confirmation report.
Bill To Details	More complete information here means more complete information on generated reports.



Deleting Existing Advertisers

1

On the Campaign Manager Dashboard, click **Manage Advertisers**.



The screenshot shows the Campaign Manager Dashboard with the following sections:

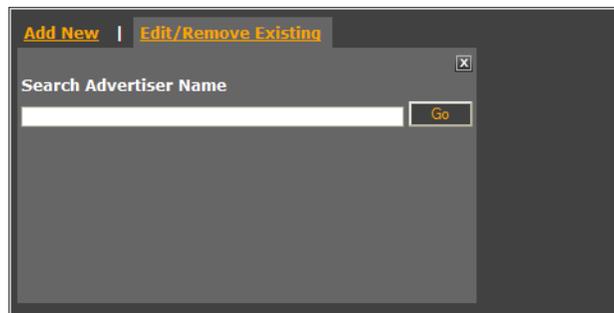
- Dashboard** | Search | Details | Reports & Tools | Graphs
- Add New Campaign** | **Manage Advertisers** (highlighted)
- Top 7 Recently Entered Campaigns**
 - BUCYRUS PUBLIC LIBRARY - JUNE PKG (6/1/2010 - 6/7/2010)
 - BENCHMARK LANDSCAPING (5/26/2010 - 6/27/2010)
 - OHIO MUTUAL INS (6/14/2010 - 6/18/2010)
 - POLK COUNTY HEALTH (KSTZ) (6/7/2010 - 8/15/2010)
 - GARY MATHEWS MOTORS-FATHER'S DAY OLYMPICS (5/31/2010 - 6/18/2010)
 - POLK COUNTY HEALTH (KLTJ) (6/7/2010 - 8/15/2010)
 - ELLIOTT MACHINE - JUNE PKG (6/22/2010 - 6/28/2010)
- Top 7 Current Campaigns**
 - BUCYRUS COMMUNITY HOSPITAL- ALL STAR ATHLETES (5/26/2010 - 6/4/2010)
 - INSTA - CLEAN - MAKEGOODS (5/26/2010 - 5/28/2010)
 - ACUPUNCTURE AND HOLISTIC HEALTH/EILEEN MURPHY (5/25/2010 - 6/7/2010)
 - BAKER POOL & FITNESS/SCOTT SMITH (5/25/2010 - 6/23/2010)
 - DMRG PROMOS (5/24/2010 - 6/6/2010)
 - BUCYRUS ROAD MATERIALS- MEMORIAL DAY (5/25/2010 - 5/31/2010)
 - ONMILWAUKEE.COM/JACK LEE (5/21/2010 - 12/31/2010)
- Top 7 Campaigns NOT yet Submitted**
 - GRAFTON BLUES.KIM VINCENT (8/13/2009 - 8/16/2009)
 - HOMEMAKERS (KAZR) (8/6/2009 - 8/7/2009)
 - FORD TRUCKS (7/22/2009 - 7/31/2009)
 - TEST (8/3/2009 - 8/30/2009)
 - WMGX-MAINE CORRECTIONAL CENTER-SUMMER SALE 09-KURT (5/19/2009 - 5/30/2009)
 - FORD TRUCKS (6/1/2009 - 6/30/2009)
 - APRIL GATEWAY (4/1/2009 - 3/31/2009)
- Top 7 Recent NEW Campaigns Pending Approval and/or Activation**
 - LORI TEST CAMPAIGN (1/9/2008 - 3/31/2008) 1/9/2008
 - COLUMBUS WODR POSITIVE CHANGES 2008 (1/14/2008 - 12/28/2008) 1/11/2008
 - COLUMBUS WJZA POSITIVE CHANGES 2008 (1/14/2008 - 12/28/2008) 1/11/2008
 - COLUMBUS WSNY POSITIVE CHANGES 2008 (1/14/2008 - 12/28/2008) 1/11/2008
 - TEST (6/1/2008 - 6/30/2008) 5/2/2008
 - POSITIVE CHANGES JULY-DECEMBER 2008 (6/30/2008 - 12/31/2008) 6/30/2008
 - HOMEMAKER (10/8/2008 - 10/11/2008) 9/17/2008

2

Select **Edit/Remove Existing**.

3

Enter a few letters in the name of the advertiser you are looking for into the search box and click **Go**.



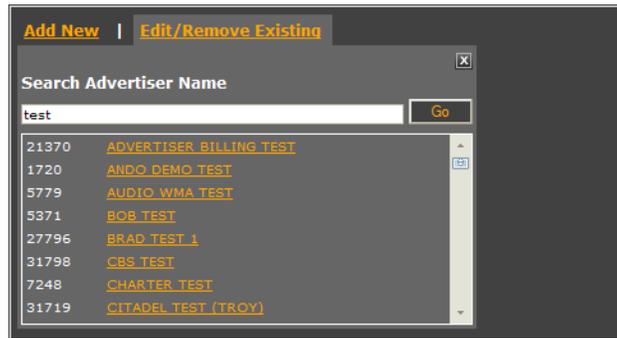
The screenshot shows a search interface with the following elements:

- Add New** | **Edit/Remove Existing** (selected)
- Search Advertiser Name
- Search input field
- Go button



4

All advertisers with the entered string in the name will be listed on the screen. Browse through the list and click on the name of the advertiser to edit.

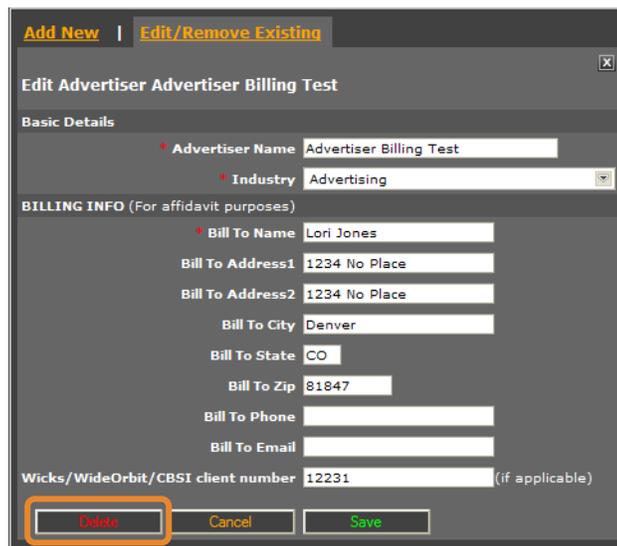


The screenshot shows a search window titled "Search Advertiser Name". At the top, there are two tabs: "Add New" and "Edit/Remove Existing". Below the tabs is a search input field containing the text "test" and a "Go" button. A list of results is displayed below the input field, each with a numerical ID and a name:

ID	Advertiser Name
21370	ADVERTISER BILLING TEST
1720	ANDO DEMO TEST
5779	AUDIO_WMA TEST
5371	BOB TEST
27796	BRAD TEST_1
31798	CBS TEST
7248	CHARTER TEST
31719	CITADEL TEST (TROY)

5

Click **Delete** to delete the advertiser. After clicking **OK** to confirm the action, you will be returned to the Manage Advertisers main page.



The screenshot shows the "Edit Advertiser Advertiser Billing Test" form. It has two tabs: "Add New" and "Edit/Remove Existing". The form is divided into sections:

- Basic Details:**
 - Advertiser Name: Advertiser Billing Test
 - Industry: Advertising
- BILLING INFO (For affidavit purposes):**
 - Bill To Name: Lori Jones
 - Bill To Address1: 1234 No Place
 - Bill To Address2: 1234 No Place
 - Bill To City: Denver
 - Bill To State: CO
 - Bill To Zip: 81847
 - Bill To Phone: [Empty]
 - Bill To Email: [Empty]
 - Wicks/WideOrbit/CBSI client number: 12231 (if applicable)

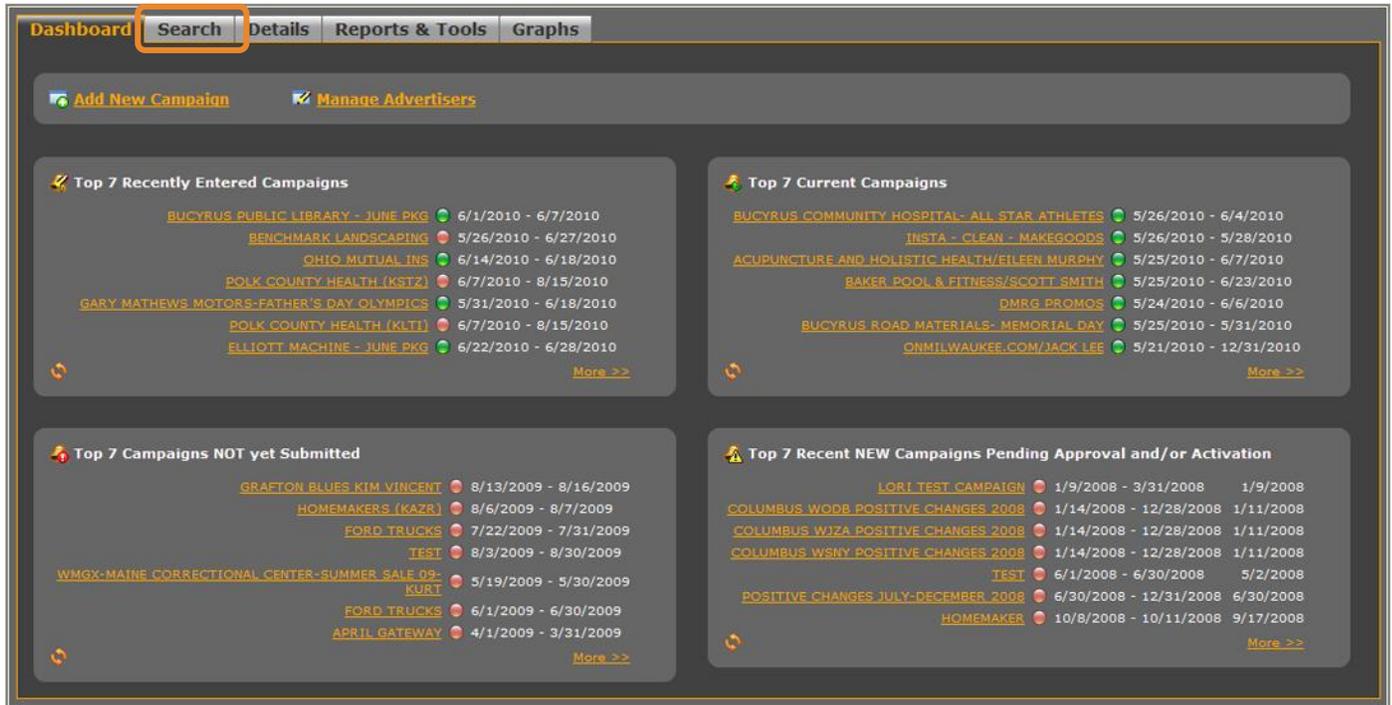
At the bottom of the form, there are three buttons: "Delete" (highlighted with an orange box), "Cancel", and "Save".



Working with Campaigns

Editing Existing Campaigns

- 1 Find the campaign to be edited. Either use the quick links on the Dashboard tab, or use the tools on the Search tab.



- 2 Once the campaign is loaded, select the **Edit Campaign Details** option from the Campaign Options drop-down menu on the campaign header.



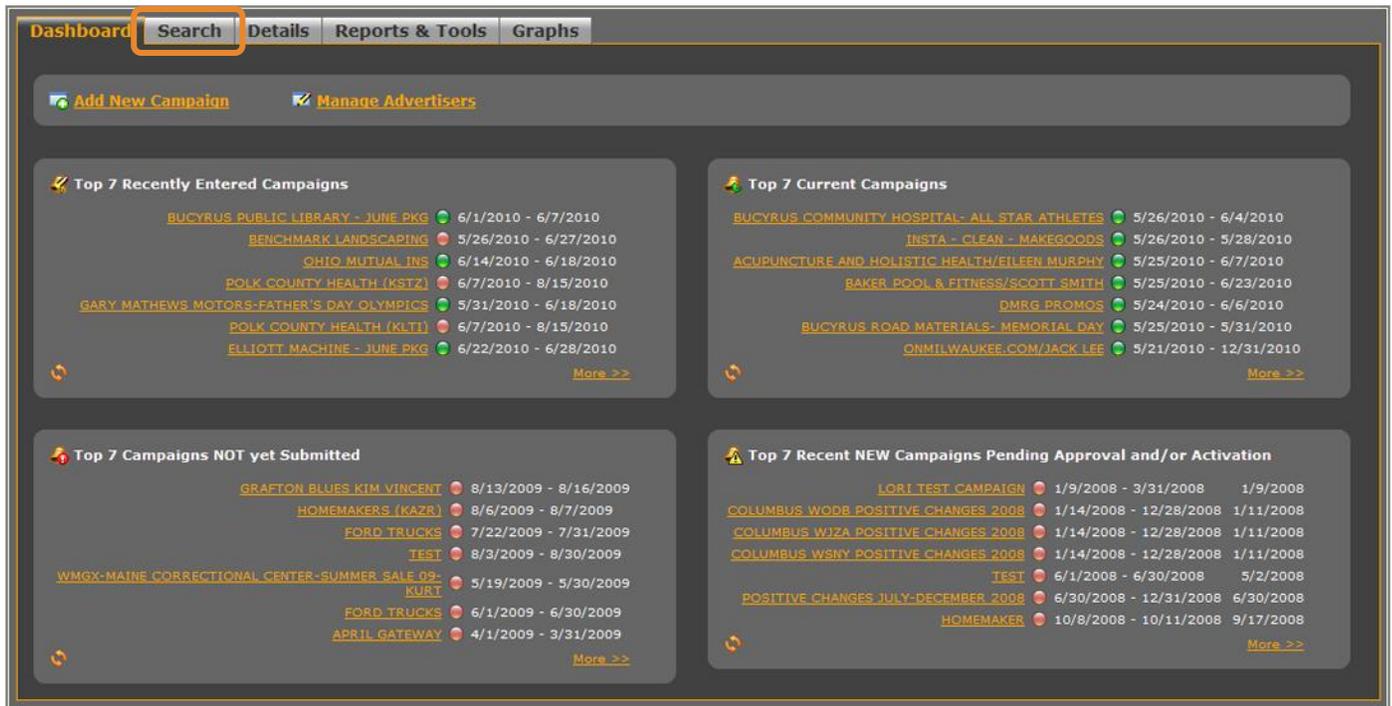
- 3 Fields including start and end dates for this campaign can be edited. Click **Save** to save your changes and update the campaign.



Deleting Existing Campaigns

1

Find the campaign to be deleted. Either use the quick links on the Dashboard tab, or use the tools on the Search tab.



The screenshot shows a dashboard with a navigation bar at the top containing 'Dashboard', 'Search', 'Details', 'Reports & Tools', and 'Graphs'. Below the navigation bar are two main sections: 'Add New Campaign' and 'Manage Advertisers'. The dashboard is divided into four panels, each displaying a list of campaigns with their names and dates. The panels are: 'Top 7 Recently Entered Campaigns', 'Top 7 Current Campaigns', 'Top 7 Campaigns NOT yet Submitted', and 'Top 7 Recent NEW Campaigns Pending Approval and/or Activation'. Each panel has a 'More >>' link at the bottom right.

2

Once the campaign is loaded, select the **Delete Campaign** option from the Campaign Options drop-down menu on the campaign header. You will be asked to click **OK** to confirm the delete.



The screenshot shows the details page for a campaign named '0-DOWN INCENTIVES (ID: 104159)'. The page has a header with the campaign name and ID, and a 'Contract Entered' date of 11/19/2009 5:47:05 PM. Below the header are three tabs: 'Campaign Options', 'Reporting', and 'Tools'. The 'Campaign Options' tab is selected, and a dropdown menu is open showing three options: 'New Component', 'Edit Campaign Details', and 'Delete Campaign'. The 'Delete Campaign' option is highlighted with a red box. Below the dropdown menu is a table with columns: Ad, Stations, Copy, Impression Data, Spot Data, Last 24, Duration, and Flights. The table contains one row of data for the campaign.

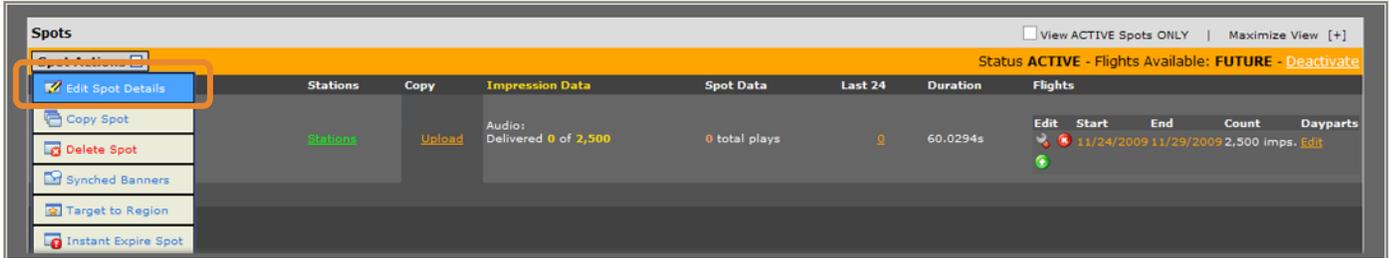
Ad	Stations	Copy	Impression Data	Spot Data	Last 24	Duration	Flights
Ad Name: F150 Reliability Ad Id: 416674 Status: Uploaded and waiting for processing	Stations	Upload	Audio: Delivered 0 of 2,500	0 total plays	0	-1s	Edit Start End Count Dayparts 11/24/2009 11/29/2009 2,500 Imps. Edit



Working with Creative

Editing Existing Creative Details

- 1 Select **Edit Spot Details** from the Spot Actions drop-down on the creative to be edited.



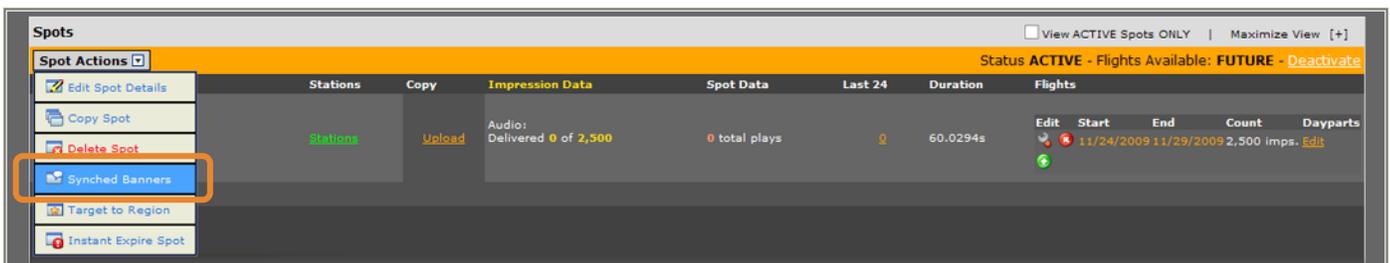
- 2 Set the options for this creative and click **Save** to save your changes.

The 'Edit Spot Settings' dialog box contains the following fields and options:

- Spot Name: TEst1234
- Synced Banner URL: [Empty text field]
- Click Thru: [Empty text field]
- Duration (in seconds): 13.3224
- Spot Category: Paid Spot (CPM)
- Spot Priority: High - primarily for paid ads
- Industry Type: Computers
- Traffic Type: Gateway/Targeted Instream
- Buttons: Cancel, Save

Editing a Synched Banner

- 1 Select Synched Banners from the Spot Actions drop-down on the creative to be edited.



- 2 Set the options for this banner and click **Save** to save your changes.

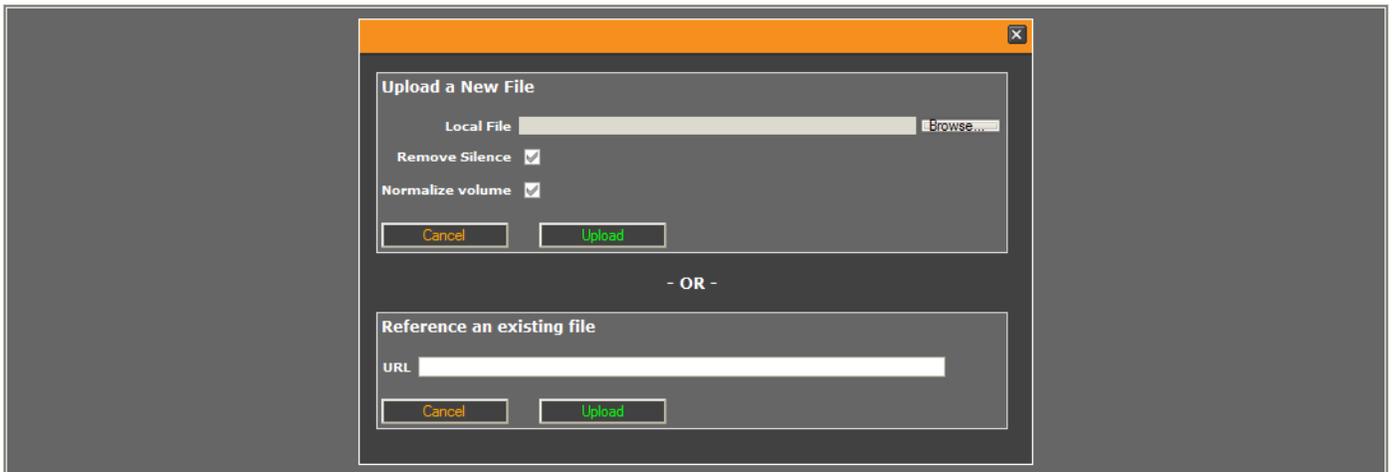


Replacing Audio Files

1 Click the **Upload** link in the copy column on the creative detail.



2 Enter the audio file source. After setting all options, click **Upload** to upload and replace the audio.



Upload a New File	
Local File	Browse to the local file to upload. While there are no file naming restrictions, only MP3, WAV, WMA, FLV or WMV file extensions are supported.
Remove Silence	Optionally removes silence from beginning and end of audio file.
Normalize Volume	Normalizes volume level across entire audio file. The peak level of the audio is determined, and the rest of the audio is raised to meet that value.
Reference an Existing File	
URL	This would reference a URL for an audio file not stored on your local PC. Files are transferred to Ando Media servers from the remote location and processed by Ando Media for hosting.



Deleting Audio Files



Click the **Delete** link on the creative detail. Click **OK** to confirm the delete.

Spots View ACTIVE Spots ONLY | Maximize View [+]

Spot Actions Status **ACTIVE** - Flights Available: **FUTURE** - [Deactivate](#)

Ad	Stations	Copy	Impression Data	Spot Data	Last 24	Duration	Flights
Ad Name: F150 Reliability Ad Id: 416 Status: act [delete] Traffic Method: Instream	Stations	Upload	Audio: Delivered 0 of 2,500	0 total plays	0	60.0294s	Edit Start End Count Dayparts 11/24/2009 11/29/2009 2,500 imps. Edit



Editing Existing Creative Station Assignments

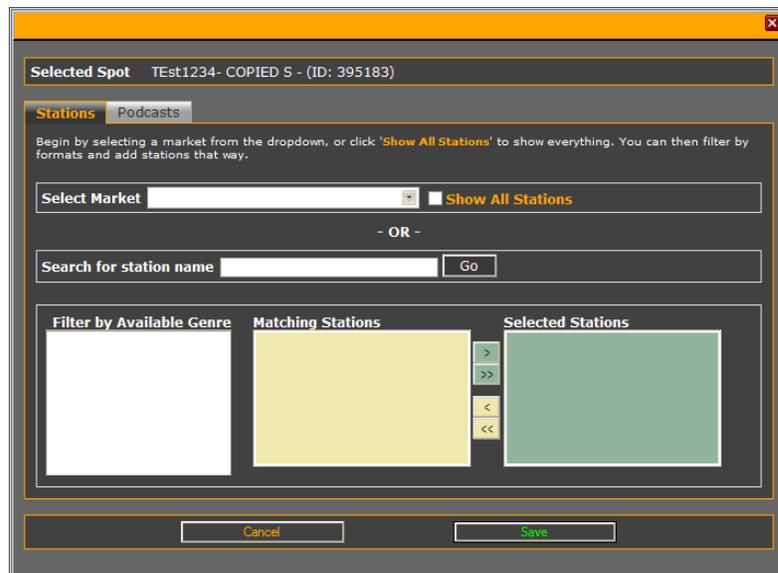
- 1 Click the **Stations** link to open the Assign Stations box.



The screenshot shows a table with the following columns: Ad, Stations, Copy, Impression Data, Spot Data, Last 24, Duration, and Flights. The first row contains the following data:

Ad	Stations	Copy	Impression Data	Spot Data	Last 24	Duration	Flights
Ad Name: F150 Reliability Ad Id: 416674 Status: Active [Delete] Traffic Method: Instream	Stations	Upload	Audio: Delivered 0 of 2,500	0 total plays	0	60.0294s	Edit Start End Count Dayparts 11/24/2009 11/29/2009 2,500 imps. Edit

- 2 The stations presented are based on rights associated with your login account and are organized by market. To choose the stations you want for this creative, highlight the corresponding station names in the Matching Stations column. Click the > button to move the highlighted selections into the Selected Stations list. To select all matching stations, click the >> button. Stations can be removed by clicking the < or << buttons.



The dialog box is titled "Selected Spot TEst1234- COPIED S - (ID: 395183)". It has a "Stations" tab and a "Podcasts" tab. Below the tabs, there is a "Select Market" dropdown menu and a "Show All Stations" button. Below that is a "Search for station name" field with a "Go" button. At the bottom, there are three columns: "Filter by Available Genre", "Matching Stations", and "Selected Stations". The "Matching Stations" column is highlighted in yellow. Between the "Matching Stations" and "Selected Stations" columns are four buttons: ">", ">>", "<", and "<<". At the bottom of the dialog box are "Cancel" and "Save" buttons.

- 3 Click **Save** to save your changes. Click **Close** to close the form.



Working with Flights and Dayparts

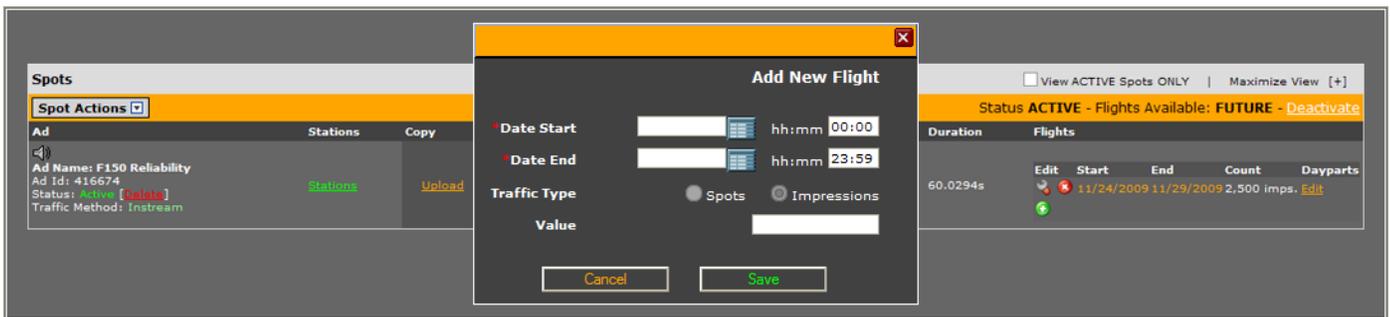
Adding New Flights to Existing Creative

- 1 Click the **Add New Flight** button under Flights on the Spot Detail section of the creative to be modified.



The screenshot shows the 'Spots' interface for an advertisement. The 'Flights' column contains a table with columns: Edit, Start, End, Count, and Dayparts. The 'Edit' column has a green plus icon, which is highlighted with a red box. The 'Start' column shows '11/24/2009' and the 'End' column shows '11/29/2009'. The 'Count' column shows '2,500' and the 'Dayparts' column has an 'Edit' link.

- 2 Enter the start and end date for the new flight and the spot/impression target. Click **Save** to save the new flight and close the form.



The screenshot shows the 'Add New Flight' modal form. It has fields for 'Date Start' (hh:mm 00:00), 'Date End' (hh:mm 23:59), and 'Traffic Type' (Spots or Impressions). There is a 'Value' field and 'Cancel' and 'Save' buttons at the bottom.

- 3 Remember to edit the daypart information for the new flight.

Editing Dayparts of Existing Flights

- 1 Click the **Edit** link in the daypart column on the Spot detail.



The screenshot shows the 'Spots' interface. The 'Daypart' column has an 'Edit' link, which is highlighted with a red box. The 'Start' column shows '11/24/2009' and the 'End' column shows '11/29/2009'. The 'Count' column shows '2,500'.



2

Existing dayparts may be deleted from the play schedule by clicking on the **Delete** link. New dayparts can be added by select the allowable days for this flight, and the allowable dayparts and clicking **Add to Schedule** to add the daypart to the play schedule. Multiple dayparts may be configured, but they should not overlap.

Ando Console | Listeners: 9 | Home | HELP/LIVE CHAT | Injector Mgr. | Campaign Mgr. | Webcast Metrics® | Flight Plan® | Ad Wire™ | PSA Wire™ | Advanced | Logout

Daypart Scheduling allows you to assign when spots will play on the stream

Existing Play Schedule

Delete	Monday	12:00:00 AM - 11:59:59 PM (24 hours)
Delete	Tuesday	12:00:00 AM - 11:59:59 PM (24 hours)
Delete	Wednesday	12:00:00 AM - 11:59:59 PM (24 hours)
Delete	Thursday	12:00:00 AM - 11:59:59 PM (24 hours)
Delete	Friday	12:00:00 AM - 11:59:59 PM (24 hours)

Allow F150 Reliability...

Monday - Friday | Saturday - Sunday | Every Day | Clear

... to Play these Days:

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

...Between these Times

a1	(7 hours)	7:00:00 AM - 1:59:59 PM
a2	(1 hours)	10:00:00 PM - 10:59:59 PM
a3	(2 hours)	11:00:00 AM - 12:59:59 PM
a4	(2 hours)	2:00:00 PM - 3:59:59 PM
a5	(13 hours)	6:00:00 AM - 6:59:59 PM
a6	(11 hours)	6:00:00 AM - 4:59:59 PM
All Day	(24 hours)	12:00:00 AM - 11:59:59 PM
Custom	(2 hours)	8:00:00 AM - 9:59:59 AM

ADD to Schedule >>

[MANAGE CUSTOM DAYPARTS](#)

Done!

3

Multiple dayparts may be configured, but they should not overlap. Click **Done** when all dayparts have been entered.

t

If this campaign is trafficked based on cost-per-spot, you can optionally specify a number of spots to play during the selected daypart on the specified days. For details on managing custom dayparts, see page 10.





Generating Affidavits

Affidavits are printable performance reports that can be generated a number of ways. All affidavit reports can be accessed from the Reports & Tools tab on the Ando Media User Console.

Affidavit by Station	Generates an affidavit for ALL CAMPAIGNS on a particular station
Affidavit by Campaign	Generates an affidavit for ALL STATIONS running a particular campaign
Affidavit by Advertiser	Generates an affidavit for ALL CAMPAIGNS for a particular advertiser
Affidavit by Advertiser - ALL	Generate individual affidavits for all campaigns for each advertiser over a date range
Affidavit by Category	Generates an affidavit for ALL CONTENT under a particular category (e.g. PAID ADS, PSAs etc..)

Affidavits by Station

1

From the Reports & Tools tab, click on the **Affidavits by Station** link.

2

Enter the report options and click **Generate Report**.

Option	Description
Market	Available markets are determined by login permissions.
Station	Available stations are determined by login permissions.
Filter by Advertiser	Optional field. If left unfiltered, the affidavit report will include all advertisers.
Start Date	Start date for the affidavit report period.
End Date	End date for the affidavit report period.
Report Type	Select either a detailed report or a summary report.
Format	Reports can be viewed online in a new window, or exported to a downloadable Excel-format file.
Show Ando Logo?	Option to include the Ando Media logo on the report.
Show Notary?	Option to show field for notary public signature on the report.



Show Impressions?

Option to show impression data on the report.

Sample Affidavit by Station Detailed Report

OFFICIAL AFFIDAVIT OF PERFORMANCE PROVIDED BY ANDO MEDIA - Windows Internet Explorer

http://manage3.andomedia.com/atom2/CampaignMan...

OFFICIAL AFFIDAVIT OF PERFORMANCE PROVIDED...

OFFICIAL AFFIDAVIT OF PERFORMANCE

All Campaigns
10/01/2009 12:00:00 AM - 10/31/2009 11:59:59 PM EST

SUMMARY

Station	Ad	Spots
Campaign Summary: #58153 - Gailey Eye Clinic		
WIXY-FM	1789 LVC 24 Months - with tag 012309 (2).mp3	15
WIXY-FM	11790 NVCK 24 Months - with tag 012309.mp3	15
WIXY-FM	GAILEY EYE CLINIC_IMAGINE IN A LIFETIME	60
TOTAL		90
TOTAL		90

DETAILS

Station	AD	Date Played
WIXY-FM	1789 LVC 24 Months - with tag 012309 (2).mp3	10/1/2009 6:41:39 AM
WIXY-FM	1789 LVC 24 Months - with tag 012309 (2).mp3	10/1/2009 8:38:52 AM
WIXY-FM	1789 LVC 24 Months - with tag 012309 (2).mp3	10/1/2009 11:43:24 AM
WIXY-FM	1789 LVC 24 Months - with tag 012309 (2).mp3	10/1/2009 3:42:53 PM

Affidavits by Campaign

1 From the Reports & Tools tab, click on the **Affidavits by Campaign** link.

2 Enter the report options and click **Generate Report**.

Affidavit by Campaign - Generates an affidavit for ALL STATIONS running a particular campaign

Select Campaign: [Searchable dropdown]

Start Date: 11/01/2009

Report Type: Detailed

Show Ando Logo?

Show Impressions?

Show Synced Banner Data? (if applicable)

End Date: 11/30/2009

Format: View Online

Show Notary?

Buttons: Cancel, Generate Report

Option	Description
Select Campaign	Available campaigns are determined by login permissions.
Show Synced Banner Data?	Include banner data on the report?



Start Date	Start date for the affidavit report period.
End Date	End date for the affidavit report period.
Report Type	Select either a detailed report or a summary report.
Format	Reports can be viewed online in a new window, or exported to a downloadable Excel-format file.
Show Ando Logo?	Option to include the Ando Media logo on the report.
Show Notary?	Option to show field for notary public signature on the report.
Show Impressions?	Option to show impression data on the report.

Sample Affidavit by Campaign Detailed Report

The screenshot shows a web browser window with the title 'OFFICIAL AFFIDAVIT OF PERFORMANCE PROVIDED BY ANDO MEDIA - Windows Internet Explorer'. The address bar shows the URL 'http://manage3.andomedia.com/atom2/CampaignMark...'. The page content includes the following text:

OFFICIAL AFFIDAVIT OF PERFORMANCE
Campaign: Gailey Eye Clinic
 10/01/2009 12:00:00 AM - 10/31/2009 11:59:59 PM EST

SUMMARY

Station	Ad	Spots
WCFF-FM	1789 LVC 24 Months - with tag 012309 (2).mp3	15
WCFF-FM	11790 NVCK 24 Months - with tag 012309.mp3	18
WCFF-FM	GAILEY EYE CLINIC_IMAGINE IN A LIFETIME	81
TOTAL		114
WIXY-FM	1789 LVC 24 Months - with tag 012309 (2).mp3	15
WIXY-FM	11790 NVCK 24 Months - with tag 012309.mp3	15
WIXY-FM	GAILEY EYE CLINIC_IMAGINE IN A LIFETIME	60
TOTAL		90
WLRW-FM	1789 LVC 24 Months - with tag 012309 (2).mp3	23
WLRW-FM	11790 NVCK 24 Months - with tag 012309.mp3	21
WLRW-FM	GAILEY EYE CLINIC_IMAGINE IN A LIFETIME	88
TOTAL		132
WXTT-FM	1789 LVC 24 Months - with tag 012309 (2).mp3	16
WXTT-FM	11790 NVCK 24 Months - with tag 012309.mp3	14



Affidavits by Advertiser

1

From the Reports & Tools tab, click on the **Affidavits by Advertiser** link.

2

Enter the report options and click **Generate Report**.

Affidavit by Advertiser - Generates an affidavit for ALL CAMPAIGNS for a particular advertiser

Select Advertiser

Start Date

End Date

Report Type

Format

Show Synced Banner Data? (if applicable)

Show Ando Logo?

Show Impressions?

Show Notary?

Option	Description
Select Advertiser	Available advertisers are determined by login permissions.
Show Synced Banner Data?	Include banner data on the report?
Start Date	Start date for the affidavit report period.
End Date	End date for the affidavit report period.
Report Type	Select either a detailed report or a summary report.
Format	Reports can be viewed online in a new window, or exported to a downloadable Excel-format file.
Show Ando Logo?	Option to include the Ando Media logo on the report.
Show Notary?	Option to show field for notary public signature on the report.
Show Impressions?	Option to show impression data on the report.



Sample Affidavit by Advertiser Detailed Report

OFFICIAL AFFIDAVIT OF PERFORMANCE PROVIDED BY ANDO MEDIA - Windows Internet Explorer

http://manage3.andomedia.com/atom2/CampaignMan...

OFFICIAL AFFIDAVIT OF PERFORMANCE PROVIDED...

OFFICIAL AFFIDAVIT OF PERFORMANCE

All Campaigns for Gailey Eye Clinic
10/01/2009 12:00:00 AM - 10/31/2009 11:59:59 PM EST

SUMMARY

Campaign ID	Campaign Name	Campaign Billing ID	Ad	Station	Imps	Spots
58153	Gailey Eye Clinic		1789 LVC 24 Months - with tag 012309 (2).mp3	WCFF-FM	281	15
58153	Gailey Eye Clinic		11790 NVCK 24 Months - with tag 012309.mp3	WCFF-FM	263	18
58153	Gailey Eye Clinic		GAILEY EYE CLINIC_IMAGINE IN A LIFETIME	WCFF-FM	1,211	81
58153	Gailey Eye Clinic		1789 LVC 24 Months - with tag 012309 (2).mp3	WIXY-FM	674	15
58153	Gailey Eye Clinic		11790 NVCK 24 Months - with tag 012309.mp3	WIXY-FM	613	15
58153	Gailey Eye Clinic		GAILEY EYE CLINIC_IMAGINE IN A LIFETIME	WIXY-FM	2,936	60
58153	Gailey Eye Clinic		1789 LVC 24 Months - with tag 012309 (2).mp3	WLRW-FM	500	23
58153	Gailey Eye Clinic		11790 NVCK 24 Months - with tag 012309.mp3	WLRW-FM	498	21
58153	Gailey Eye Clinic		GAILEY EYE CLINIC_IMAGINE IN A LIFETIME	WLRW-FM	2,382	88

Done Internet 100%



Affidavits by Category

1 From the Reports & Tools tab, click on the **Affidavits by Category** link.

2 Enter the report options and click **Generate Report**.

Option	Description
Select Category	Select the category to be included in this report from the drop-down list.
Select Stations	Available stations will be determined by login permissions.
Start Date	Start date for the affidavit report period.
End Date	End date for the affidavit report period.
Report Type	Select either a detailed report or a summary report.
Format	Reports can be viewed online in a new window, or exported to a downloadable Excel-format file.
Show Ando Logo?	Option to include the Ando Media logo on the report.
Show Notary?	Option to show field for notary public signature on the report.
Show Impressions?	Option to show impression data on the report.



Sample Affidavit by Category Detailed Report

OFFICIAL AFFIDAVIT OF PERFORMANCE
All Campaigns
10/01/2009 - 10/31/2009

SUMMARY

Station Name	Ad Desc	Imps	Spots
WIXY-FM	Stefanie Pratt BUYER 042909.mp3	5,238	72
WIXY-FM	FEB 09 STIMULUS PACKAGE TOYOTA OAU-28619	3,365	41
WIXY-FM	FEB 09 USED CAR CONSOLIDATORS OAU-28618	3,579	44
WIXY-FM	1789 LVC 24 Months - with tag 012309 (2).mp3	674	15
WIXY-FM	11790 NVCK 24 Months - with tag 012309.mp3	613	15
WIXY-FM	Stefanie Pratt SELLER 042909.mp3	4,672	69
WIXY-FM	Culvers eclub	1,656	40
WIXY-FM	Tatmans Towing	5,126	1,904
WIXY-FM	2 Men and a Truck JACK 032309.mp3	1,071	35
WIXY-FM	2 Men and a Truck THINK AGAIN 112408.mp3	1,679	37
WIXY-FM	MMW Welcome Home 2-10-06.MP3	2,834	80
WIXY-FM	GAILEY EYE CLINIC_IMAGINE IN A LIFETIME	2,936	60
WIXY-FM	Trophy Time GO GREEN 070108	1,416	33
WIXY-FM	Shelby Motors Pre Roll	3,144	1,350





Dashboard

Each menu tab provides access to key sections of the Campaign Manager:

Tab	
Dashboard	Returns to this overview page.
Search	Allows user to search for campaigns, advertisers or creative pieces.
Details	Provides details for a selected campaign.
Reports & Tools	Launch page for affidavits, reports, tools and planning calculators.
Graphs	Displays useful information on instream and gateway statistics.

Most of the Dashboard is dedicated to providing quick links to key campaign groups:

- Top 7 Recently Entered Campaigns
- Top 7 Current Campaigns
- Top 7 Campaigns Not Yet Submitted
- Top 7 Recent New Campaigns Pending Approval and/or Activation

Also from the Dashboard, you can **add a new campaign**, or **manage advertisers** depending on your login type. Your login will determine not only what you can do through the web interface, but will also determine the information you see.



Add New Campaign

Add New Campaign

Basic Details

* Advertiser [Create New](#) | [Use Existing](#)

* Campaign Name (e.g Toyota Q1 2008)

* Product Name (e.g Camry)

* Campaign Source

* Start Date

* End Date

* Traffic Type Impressions Spots

* Allocation For the entire Campaign

Agency/Direct Details

* Campaign \$ CPM (use 0 if N/A)

* Campaign Revenue Total (use 0 if N/A)

Monthly Billing

Billing Year

January \$ 2010

February \$ 2010

March \$ 2010

April \$ 2010

May \$ 2010

June \$ 2010

July \$ 2010

August \$ 2010

September \$ 2010

October \$ 2010

November \$ 2010

December \$ 2010

Fields marked with an asterisk are required.

Basic Details	
Advertiser	Before creating a new campaign, a record of the advertiser must exist. A new advertiser can be created or an existing advertiser selected using the adjacent links
Campaign Name	Enter a description of this campaign. This campaign name is description you see on the Campaign Manager Dashboard. For example, "Toyota".
Product Name	Description of the product being advertised. For example "Camry". This also is used as the default name for components being added to the campaign.



Campaign Source	This describes how the campaign was sold and where it will play. For example, “Corporate – Local” campaigns are sold on the corporate level and will play on local streams. Properly setting this field will optimize later searches and allow for better filtering of reconciliation reports. Options include: Local – Local Local – Network Corporate – Local Corporate – Network 3rd Party – Local 3rd Party – Network
Start Date	With end date, defines the allowable date range for this campaign.
End Date	With start date, defines the allowable date range for this campaign.
Traffic Type	Campaigns can be trafficked based on number of Impressions or number of Spots. Spots is simply a measure of how many times a piece of creative plays, while impressions takes that figure and multiplies it by the number of listeners the play reaches. The target number of spots or impressions will impact the On track Indicator report and will impact the play spread when components are told to schedule evenly over multiple flights. Pre-rolls or targeted instream campaigns must be trafficked as spots. Broadcast instream campaigns can be trafficked either by spots or by impressions.
Allocation	Enter the total number of spots or impressions desired for the entire campaign.
Agency/Direct Details	
Campaign \$ CPM	Reflected in reconciliation report.
Campaign Revenue Total	Reflected in reconciliation report.
Monthly Billing	
Monthly billing information is optional, but if you do include these figures they will appear on the campaign confirmation report.	



Manage Advertisers: Add New Advertiser

Manage Advertisers

[Add New](#) | [Edit/Remove Existing](#)

Add New Advertiser [X]

Basic Details

- * Advertiser Name
- * Industry
- * Associate with Station

BILLING INFO (For affidavit purposes)

- * Bill To Name
- Bill To Address1
- Bill To Address2
- Bill To City
- Bill To State
- Bill To Zip
- Bill To Phone
- Bill To Email
- Wicks/WideOrbit/CBSI client number (if applicable)

Fields marked with an asterisk are required.

Basic Details	
Advertiser Name	Each advertiser should have a unique name. The system allows duplicate names, but will assign a unique Advertiser ID for each created record. Taking the time to make sure an advertiser is not already in the system will aid in searches later on.
Industry	Each advertiser should be assigned to an industry from the drop-down list. This attribute is used to calculate and manage industry separations on playback, making sure that ads for auto dealers play back-to-back for example.
Associate with Station	Allows corporate users to assign permissions for newly created advertisers.
Billing Info	
Bill To Name	All billing information will be included on the campaign confirmation report.
<i>Bill To Details</i>	More complete information here means more complete information on generated reports.



Manage Advertisers: Edit/Remove Existing

Manage Advertisers

[Add New](#) | [Edit/Remove Existing](#)

Edit Advertiser AFFORDABLE CUSTOM DECKS [X]

Basic Details

- * Advertiser Name: AFFORDABLE CUSTOM DECKS
- * Industry: Home Improvement
- * Associate with Station: Saga Norfolk

BILLING INFO (For affidavit purposes)

- * Bill To Name: STREAMING
- Bill To Address1: []
- Bill To Address2: []
- Bill To City: []
- Bill To State: []
- Bill To Zip: []
- Bill To Phone: []
- Bill To Email: []
- Wicks/WideOrbit/CBSI client number: [] (if applicable)

[Delete] [Cancel] [Save]

Fields marked with an asterisk are required.

Basic Details	
Advertiser Name	Each advertiser should have a unique name. The system allows duplicate names, but will assign a unique Advertiser ID for each created record. Taking the time to make sure an advertiser is not already in the system will aid in searches later on.
Industry	Each advertiser should be assigned to an industry from the drop-down list. This attribute is used to calculate and manage industry separations on playback, making sure that ads for auto dealers play back-to-back for example.
Associate with Station	Allows corporate users to assign permissions for newly created advertisers.
Billing Info	
Bill To Name	All billing information will be included on the campaign confirmation report.
<i>Bill To Details</i>	More complete information here means more complete information on generated reports.



Search Tab

The screenshot shows the 'Search' tab in a dashboard. At the top, there are navigation tabs: 'Dashboard', 'Search' (highlighted), 'Details', 'Reports & Tools', and 'Graphs'. Below the tabs, there is a search form with the following fields: 'Campaign ID' (text input), 'Market' (dropdown menu), 'Station' (dropdown menu), 'Campaign/Advertiser Name' (text input), 'Inventory' (dropdown menu), and 'Traffic Type' (dropdown menu). At the bottom left of the form is a link that says '[+] Advanced Search'. At the bottom right are two buttons: 'Clear Criteria' and 'Search'.

Clicking the **[+]Advanced Search** link on the basic search form will provide additional search fields.

This screenshot shows the 'Search' tab with the advanced search options expanded. The basic search fields from the previous screenshot are still present. The advanced search section, labeled 'Spd criteria' in green, includes: 'Start Date' (dropdown with 'on' selected and a calendar icon), 'End Date' (dropdown with 'on' selected and a calendar icon), 'Type' (checkboxes for 'Instream' and 'Gateway'), 'Creative Type' (dropdown), 'DMA' (text input with a search icon), 'Category' (dropdown), 'Creative Length' (dropdown), 'CPM' (dropdown with 'equals' selected and a text input), 'Status' (dropdown), 'Product' (text input), 'Priority' (dropdown), 'Has Synced Banners' (checkbox), 'Has delivered spots/imps' (checkbox), and 'Industry' (dropdown). The 'Clear Criteria' and 'Search' buttons are still at the bottom right. A link at the bottom left now says '[-] Advanced Search'.

Basic search options allow for searches based on campaign ID or campaign/advertiser name; market or station; current, future or expired inventory; or campaigns trafficked by spots or by impressions.

Enabling the Advanced Search options allows for additional search criteria including product name, start or end dates, and CPM values. The Advanced Search options also include several fields related specifically to audio, video or Flash creative.



Details Tab

The campaign details tab is the heart of the campaign manager, offering access to a significant number of options and amount of information.

Campaign Details Header

The refresh icon  will refresh all statistic and status indicators for the campaign and components. The Pause button is also located on the details header, which allows users to temporarily suspend a campaign. Users also have the option of turning performance charts on, displaying impression data grouped by day.

Campaign Options	
New Component	Allows you to add a new instream audio spot or gateway. Please note that gateways cannot be assigned to campaigns that are trafficked based on spots rather than impressions.
Edit Campaign Details	Allows users to edit all details about the current campaign.
Delete Campaign	Allows users to delete the campaign permanently.
Reporting	
Confirmation Report	Opens a printable contract confirmation report showing a summary of all campaign details including advertiser and billing information, contracted impressions and CPM, and start-end dates and approved daypart ranges for each piece of creative assigned to the campaign. The confirmation report may also be directly emailed to multiple recipients.



Report Subscribers	This option allows you to create a list of email addresses to receive automatically generated weekly campaign status reports for the currently selected campaign.
Affidavit	Quick link to the Affidavit by Campaign option on the Reports & Tools tab. Clicking this link automatically adds details of the currently selected campaign to the criteria fields on the affidavit report.
Tools	
Frequency Caps	Frequency caps are used to prevent individual ads from playing too often.
Targeting/DMA Caps	Provides options to view all DMAs assigned to all creative under this campaign, or all creative assigned to all DMAs under this campaign.
External Tracking Tags	Generates a unique tracking code for selected creative.
Bulk Upload/Creative	Offers an interface to upload new audio or video creative.
Bulk Upload/Banners	Offers an interface to upload new banner creative.



Campaign Options: New Component

NOTE: Campaigns trafficked by "impressions" can always have a gateway placement assigned as well. Campaigns trafficked by "spots" cannot have a gateway placement attached to the same campaign.

Adding a New Component

How long is the element?

Is this an Audio or Video Element?

What type of element are you adding?

If banners attached, please select the appropriate size

When adding a new component, you will be asked a few basic questions.

Field	
How long is the element?	Options are available ranging from 5 to 120 seconds.
Is this an Audio or Video Element?	Options are available to select either audio or video ad types.
What type of element are you adding?	Depending on how the campaign is trafficked, options may be available for In-stream , Pre-roll/Gateway , Post-roll (podcast only) , Both (podcast only) or Targeted instream .
Banner size?	If banners are associated with this component, select the banner size from the list.



Campaigns that are trafficked by spots can only support broadcast instream spots.



Add New Broadcast Instream Audio/Video

Specify information about this audio spot

Campaign \$49 Eliminator Sale
 Start Date 11/11/2009
 End Date 11/14/2009
 Allocation 500,000 Impressions

Spot Description (e.g. "Jim's Cars") Saturday Only

Billing Type Per CPM

Rate \$ 0

Traffic Spread Specify number of impressions for each flight

How many flights? - select -
 (e.g. 3/1/2008-3/31/2008 and 4/1/2008-4/31/2008)

Cancel Save

"Billing Type" and "Rate" are used for billing purposes. To run a CPM buy, select "Per CPM". Then enter the "Rate" per CPM. For example, if you are selling this at a "\$2 CPM" you'd select "Per CPM" on the billing type, and enter "2" in the rate.

Instream *Video* files are only supported if you are using Ando Media's Video Injector Platform. For more information about this please [email us](#)

Header	
Campaign	Displays a description of the current campaign.
Start/End Dates	Shows start and end dates for the current campaign.
Allocation	Shows impressions goal or spot play goal for the current campaign.
Spot Details	
Spot Description	Enter a descriptive name for this piece of creative. Spot descriptions must be more than four characters long.
Billing Type	Select either per spot or per CPM .
Rate	Enter the per spot or per CPM billing rate.
Traffic Spread	Select the option of either specifying the number of impressions or spot plays for each flight, or to spread the number of impressions or spot plays equally over each flight.
How Many Flights?	Select the number of unique date ranges for this piece of creative.

After specifying the number of flights for this piece of creative, additional fields will be displayed allowing you to define each flight.



Add New Gateway/Pre-roll Audio/Video

Specify information about this gateway

Campaign \$49 Eliminator Sale
 Start Date 11/11/2009
 End Date 11/14/2009
 Allocation 500,000 Impressions

Spot Description (e.g. "Jim's Cars")

CPM Rate \$

Gateway Click Thru (e.g. "http://www.toyota.com")

How many flights?
 (e.g. 3/1/2008-3/31/2008 and 4/1/2008-4/31/2008)

Header	
Campaign	Displays a description of the current campaign.
Start/End Dates	Shows start and end dates for the current campaign.
Allocation	Shows impressions goal or spot play goal for the current campaign.
Spot Details	
Spot Description	Enter a descriptive name for this piece of creative. Spot descriptions must be more than four characters long.
CPM Rate	Enter the per CPM billing rate.
Gateway Click-thru	Enter the URL of the optional gateway click-thru.
How Many Flights?	Select the number of unique date ranges for this piece of creative.

After specifying the number of flights for this piece of creative, additional fields will be displayed allowing you to define each flight.



Add New Post-roll (Podcast only) Audio/Video

Specify information about this gateway

Campaign \$49 Eliminator Sale
Start Date 11/11/2009
End Date 11/14/2009
Allocation 500,000 Impressions

Spot Description (e.g. "Jim's Cars")

CPM Rate \$

Gateway Click Thru (e.g. "http://www.toyota.com")

How many flights?
(e.g. 3/1/2008-3/31/2008 and 4/1/2008-4/31/2008)

Header	
Campaign	Displays a description of the current campaign.
Start/End Dates	Shows start and end dates for the current campaign.
Allocation	Shows impressions goal or spot play goal for the current campaign.
Spot Details	
Spot Description	Enter a descriptive name for this piece of creative. Spot descriptions must be more than four characters long.
CPM Rate	Enter the per CPM billing rate.
Gateway Click-thru	Enter the URL of the optional gateway click-thru.
How Many Flights?	Select the number of unique date ranges for this piece of creative.

After specifying the number of flights for this piece of creative, additional fields will be displayed allowing you to define each flight.



Add New Both (Podcast only) Pre/Post-roll Audio/Video

Specify information about this gateway

Campaign \$49 Eliminator Sale
 Start Date 11/11/2009
 End Date 11/14/2009
 Allocation 500,000 Impressions

Spot Description (e.g. "Jim's Cars")

CPM Rate \$

Gateway Click Thru (e.g. "http://www.toyota.com")

How many flights?
 (e.g. 3/1/2008-3/31/2008 and 4/1/2008-4/31/2008)

Header	
Campaign	Displays a description of the current campaign.
Start/End Dates	Shows start and end dates for the current campaign.
Allocation	Shows impressions goal or spot play goal for the current campaign.
Spot Details	
Spot Description	Enter a descriptive name for this piece of creative. Spot descriptions must be more than four characters long.
CPM Rate	Enter the per CPM billing rate.
Gateway Click-thru	Enter the URL of the optional gateway click-thru.
How Many Flights?	Select the number of unique date ranges for this piece of creative.

After specifying the number of flights for this piece of creative, additional fields will be displayed allowing you to define each flight.



Add New Targeted Instream Audio/Video

Specify information about this audio spot

Campaign \$49 Eliminator Sale
 Start Date 11/11/2009
 End Date 11/14/2009
 Allocation 500,000 impressions

Spot Description (e.g. "Jim's Cars")

CPM Rate \$

Traffic Spread

How many flights?
 (e.g. 3/1/2008-3/31/2008 and 4/1/2008-4/31/2008)

Header	
Campaign	Displays a description of the current campaign.
Start/End Dates	Shows start and end dates for the current campaign.
Allocation	Shows impressions goal or spot play goal for the current campaign.
Spot Details	
Spot Description	Enter a descriptive name for this piece of creative. Spot descriptions must be more than four characters long.
CPM Rate	Enter the per CPM billing rate.
Traffic Spread	Select the option of either specifying the number of impressions or spot plays for each flight, or to spread the number of impressions or spot plays equally over each flight.
How Many Flights?	Select the number of unique date ranges for this piece of creative.

After specifying the number of flights for this piece of creative, additional fields will be displayed allowing you to define each flight.



Add New Component Flights

A flight has two components: a start and end date, and allowable dayparts. First, define the start and end dates. Enter the start date and end date for each flight. Flight dates may not overlap. Also, if you set the traffic spread to specify the number of impressions for each flight, enter the requested number of impressions for each flight.

The screenshot shows a form with two sections, Flight #1 and Flight #2. Each section contains the following fields:

- Flight # (highlighted in orange)
- Flight Date Start (with a calendar icon)
- Flight Date End (with a calendar icon)
- Requested Impressions (text input)

When all details have been entered, click **Save** to close the window. After clicking **Save**, you will have the opportunity to set the allowable dayparts for each flight.

The screenshot shows the 'Daypart Scheduling' interface. It includes the following elements:

- Daypart Scheduling allows you to assign when spots will play on the stream**
- Existing Play Schedule**: A message box indicating 'No Schedule Created!'.
- Allow TEST...**: A section with radio buttons for 'Monday - Friday', 'Saturday - Sunday', 'Every Day', and 'Clear'.
- ... to Play these Days:** A row of checkboxes for 'Monday', 'Tuesday', 'Wednesday', 'Thursday', 'Friday', 'Saturday', and 'Sunday'.
- ...Between these Times**: A table of daypart options.
- ADD to Schedule >>**: A green button to add the selected daypart to the schedule.
- MANAGE_CUSTOM_DAYPARTS**: A link to manage custom dayparts.
- Done!**: A button to complete the scheduling process.

Daypart	Duration	Time Range
a1	(7 hours)	7:00:00 AM - 1:59:59 PM
a2	(1 hours)	10:00:00 PM - 10:59:59 PM
a3	(2 hours)	11:00:00 AM - 12:59:59 PM
a4	(2 hours)	2:00:00 PM - 3:59:59 PM
a5	(13 hours)	6:00:00 AM - 6:59:59 PM
a6	(11 hours)	6:00:00 AM - 4:59:59 PM
All Day	(24 hours)	12:00:00 AM - 11:59:59 PM
Custom	(2 hours)	8:00:00 AM - 9:59:59 AM

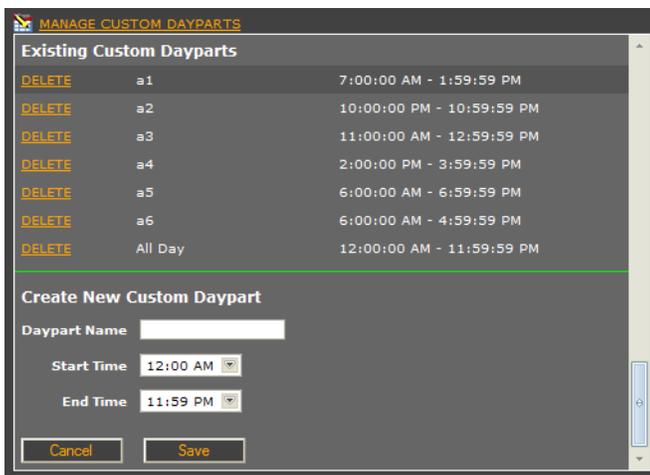
Select the allowable days for this flight, and the allowable dayparts.

If this campaign is trafficked based on cost-per-spot, you can optionally specify a number of spots to play during the selected daypart on the specified days.

Once all options have been set, click **Add to Schedule** to add the daypart to the play schedule. Multiple dayparts may be configured, but they should not overlap.



Managing Custom Dayparts



Enter a unique name for the daypart, set the start and end times, and click Save to create a new daypart. To remove an existing daypart, click the **Delete** link.

Spots Detail



The spots detail section contains two general options. **View ACTIVE Spots ONLY** will show only active spots in the spot detail section. The **Maximize View** option will hide the campaign details header, providing additional on-screen space to display spot information.

Spot Actions Drop-down	
Edit Spot Details	Allows users to edit details about this spot including description, industry type and synched banner details.
Copy Spot	Creates a new spot with the exact same information as the current spot. Once the new spot has been created, it is a simple matter to modify the new spot.
Instant Expire Spot	Stops the current spot from playing without deleting the spot or associated history information. You can enable the spot later by simply changing the dates.
Delete Spot	Deletes the entire spot record, removing dates, impression data and all history information. We do not recommend doing this.



Synched Banners	Offers the option to display a companion banner while the audio spot plays. You can paste third-party banner code or upload JPG/GIF banner graphics.
Target to Region	Allows users to restrict where this spot plays to specific geographic regions.
Spot Header	
Status	Information field showing status of each spot, either Active or Not Active. Active spots have complete information and valid uploaded copy. Not Active spots have incomplete information or are part of a non-active campaign.
Flights Available	Shows if configured flights are available, and for what time frames. Options include Past, Current, Future or None (indicating no flights have been configured for this spot.)
Activate/Deactivate	Offers the option of activating this spot, putting it in rotation with other configured spots, or deactivating the spot, removing it from rotation.
Ad Column	
Audio Icon	Allows the user to preview this spot using either a web plug-in or through a standalone media player.
Ad Name	Shows the descriptive user-entered name for this spot.
Ad ID	Displays the unique ID number assigned by the system to this spot.
Status	Shows either Active status or necessary actions for this spot.
Traffic Method	Displays the spot type, for example Gateway, Instream or Targeted Instream.
Stations Column	
Stations Link	Positioning the mouse over the link will display the currently assigned stations for this ad. Clicking the link allows the user to change, add or remove station assignments.
Copy Column	
Upload	Offers the option to upload new audio/video files or replace existing content.
Impression Data Column	
Delivered	Shows delivered impressions and impression goal for this audio or video spot. If the creative is a banner ad, this field will display banner impressions delivered and the banner click-thru ratio.
Spot Data Column	
Total Plays	Displays a running counter of plays for the current spot.
Last 24 Column	
Play Counter	Shows number of time this spot has played in the last 24 hours. Clicking on the link pops up a detailed report page. For play histories beyond 24 hours, go to the Affidavit link on the Reports & Tools tab.



Duration Column	
Duration	Shows the actual duration of uploaded content.
Flights Column	
Edit	Offers three action icons allowing users to add new flights or edit or delete existing flights.
Start/End	Displays the flight's start and end dates. The color of the dates will change based on when the flight was scheduled. Flights in the past will appear red, future flights will display in yellow, while current flights will appear in green.
Count	Shows the flight's impression goal.
Dayparts	Positioning the mouse over the link will display the currently allowed dayparts for this flight. Clicking the link allows the user to change, add or remove daypart restrictions.

Spot Actions: Edit Spot Details

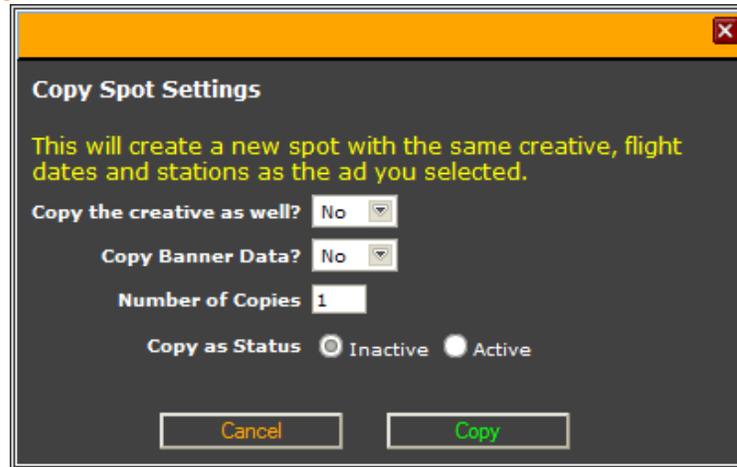
Edit Spot Settings	
Spot Name	Allows the user to edit the description of this piece of creative.
Synced Banner URL	This field gets filled in when the audio file is uploaded.
Click-thru	Optionally, enter the URL of the banner click-thru.
Duration	This field will be filled in automatically when the audio file is uploaded.
Override Checkbox	Checking this option will override the auto-generated duration calculation, allowing you to manually enter an alternate duration.



Spot Category	<p>Impacts the way spots are prioritized for playback. Options include:</p> <ul style="list-style-type: none"> Paid Spot (CPM) Paid Spot (PI) Unpaid Spot (PSA, other) Music Bed Song Sweeper Bumper Promo Station ID Liner Jingle Stinger Notice TargetSpot Dry Liners Short Shows (roughly 2-5 min)
Spot Priority	<p>Options include:</p> <ul style="list-style-type: none"> Urgent – play first if available High – primarily for paid ads Medium – primarily for unpaid spots and PSAs Low – play only when higher-priority spots aren't available Lower Lowest
Industry Type	<p>Allows the user to set the industry for this spot. Used to calculate and manage industry separation rules to make sure, for example, that two car dealership ads don't play back-to-back.</p>
Traffic Type	<p>Options include:</p> <ul style="list-style-type: none"> Gateway/Pre-roll Targeted Instream Regular Instream



Spot Actions: Copy Spot



Creates a new spot using the current spot as a template, setting the new information including flight and daypart information exactly same as the spot being copied. Once the new spot has been created, it is a simple matter to modify the new spot if necessary without setting all attributes from scratch.

Copy Spot Settings	
Copy the creative?	Optionally the audio or video file can be copied as well.
Copy banner data?	Optionally the associated banner file can be copied as well.
Number of Copies	Set the number of copies to create.
“Copy as” Status	Setting the status to Active will immediately put this spot into rotation when the copy process is done. Setting the copy status to inactive is recommended, giving you the opportunity to modify the new spot’s settings.

Spot Actions: Instant Expire Spot

Stops this spot from playing, but does not delete it. You can turn it back on later by simply changing the dates.

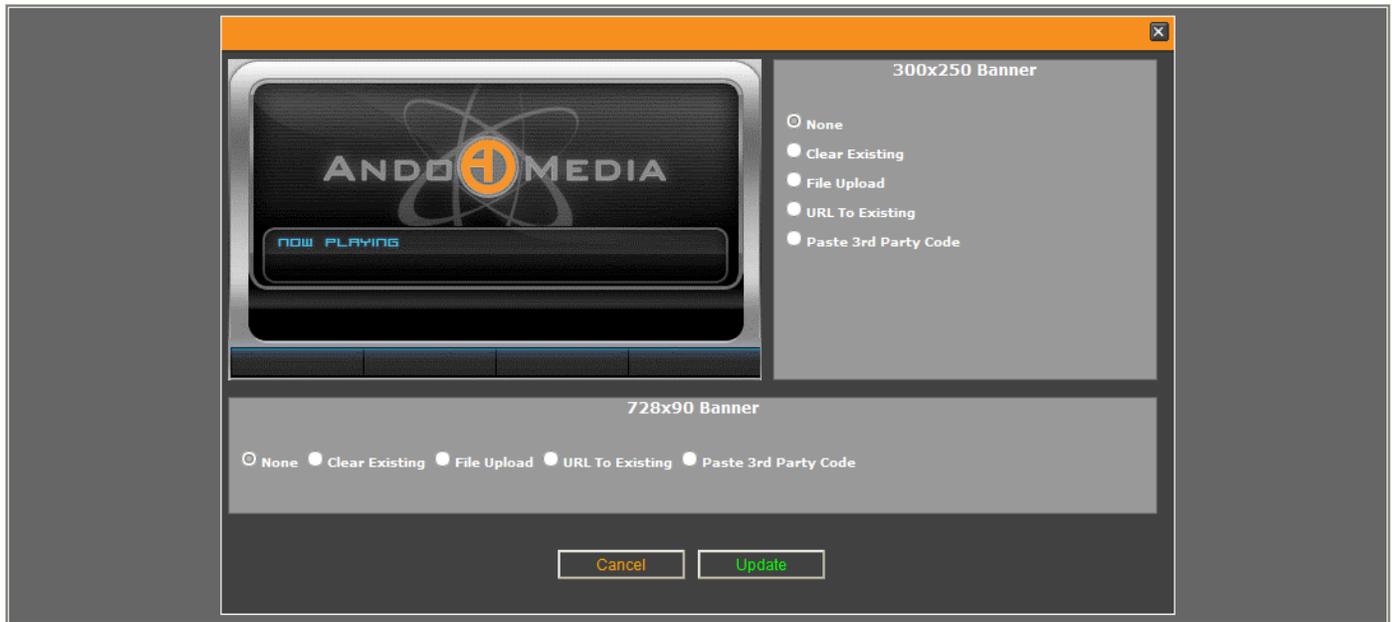
Spot Actions: Delete Spot

Deletes the entire spot record, removing dates, impression data and all history information. We do not recommend doing this. Instead, expire a spot to remove it from rotation but retain all history data.



Spot Actions: Synched Banners

Offers the option to display a companion banner while the audio spot plays. You can paste third-party banner code or upload JPG/GIF banner graphics. Synched banners will change the banner graphic when the associated audio/video ad plays, opening click-thru links in a new browser window.



Banner Placement Options	
None	Will not place a banner in this location on the player.
Clear Existing	Allows you to clear a previously configured banner.
File Upload	Requires users to browse to a local JPG or GIF banner for upload. Also allows for specifying a click-thru URL.
URL to Existing	If the banner does not exist on a local drive, it can be referenced by URL.
Paste 3 rd Party Code	3rd party banner control HTML can be pasted.



Spot Actions: Targeting Codes

PLEASE READ: You have to select a Code in any of the tabs for your ad to play. Currently, Targeted Instream is capable of targeting to any of the following codes depending on the nature of your Targeted Ad Injector implementation.

Targeting Options for this Ad

View only checked

USA International Device Custom

<input type="checkbox"/> Check/Uncheck All	DMA Code	City, State
<input type="checkbox"/>	662	Abilene-Sweetwater, TX
<input type="checkbox"/>	705	Wausau-Rhineland, WI
<input type="checkbox"/>	536	Youngstown-Warren, OH
<input type="checkbox"/>	771	Yuma, AZ
<input type="checkbox"/>	596	Zanesville, OH

Close

Save

Only select specific DMAs if you want to restrict where this spot plays to specific geographic regions. If you want this ad to play everywhere, do not select any DMAs.

t

Targeting options are only available with gateway or targeted instream ads.

Stations Column: Stations Link

Selected Spot Saturday Only - (ID: 407502)

Stations Podcasts

Begin by selecting a market from the dropdown, or click 'Show All Stations' to show everything. You can then filter by formats and add stations that way.

Select Market Show All Stations

- OR -

Search for station name Go

Filter by Available Genre **Matching Stations** **Selected Stations**

> >> < <<

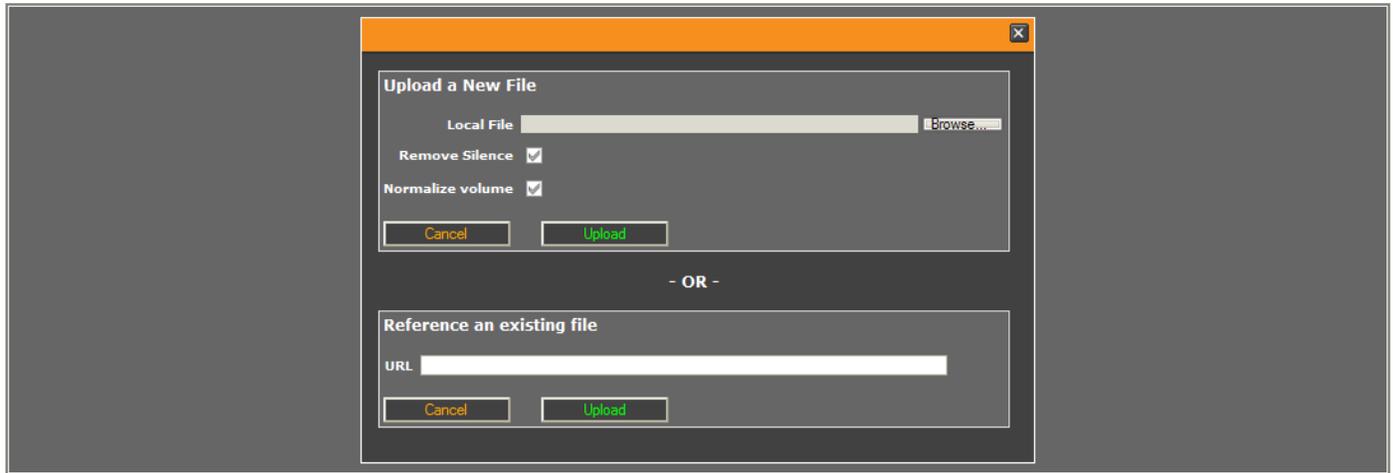
WCVQ-FM
WEGI-FM
WVVR-FM
WZZP-FM

Cancel Save

To play, a spot must be assigned to one or more stations. The list of stations to choose from will depend on your user login. After filtering the available stations, move them over to the **Selected Stations** field and click **Save** to assign the spot to the selected stations and close the window.



Copy Column: Upload Link

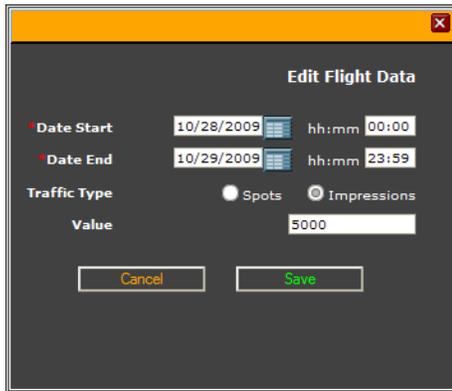


Upload a New File	
Local File	Browse to the local file to upload. While there are no file naming restrictions, only MP3, WAV, WMA, FLV or WMV file extensions are supported.
Remove Silence	Optionally removes silence from beginning and end of audio file.
Normalize Volume	Normalizes volume level across entire audio file. The peak level of the audio is determined, and the rest of the audio is raised to meet that value.
Reference an Existing File	
URL	This would reference a URL for an audio file not stored on your local PC. Files are transferred to Ando Media servers from the remote location and processed by Ando Media for hosting.



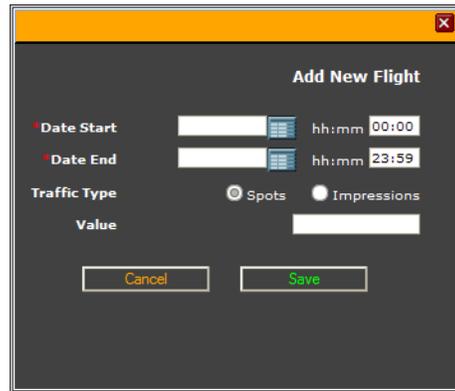
Flights Column: Editing, Adding or Deleting Flights

The flights column features three action icons allowing users to add new flights or edit or delete existing flights.



The 'Edit Flight Data' dialog box has a dark grey background and an orange title bar. It contains the following fields and controls:

- Date Start:** A date picker set to 10/28/2009 and a time input set to hh:mm 00:00.
- Date End:** A date picker set to 10/29/2009 and a time input set to hh:mm 23:59.
- Traffic Type:** Two radio buttons, 'Spots' (selected) and 'Impressions'.
- Value:** A text input field containing the number 5000.
- Buttons:** 'Cancel' and 'Save' buttons at the bottom.



The 'Add New Flight' dialog box has a dark grey background and an orange title bar. It contains the following fields and controls:

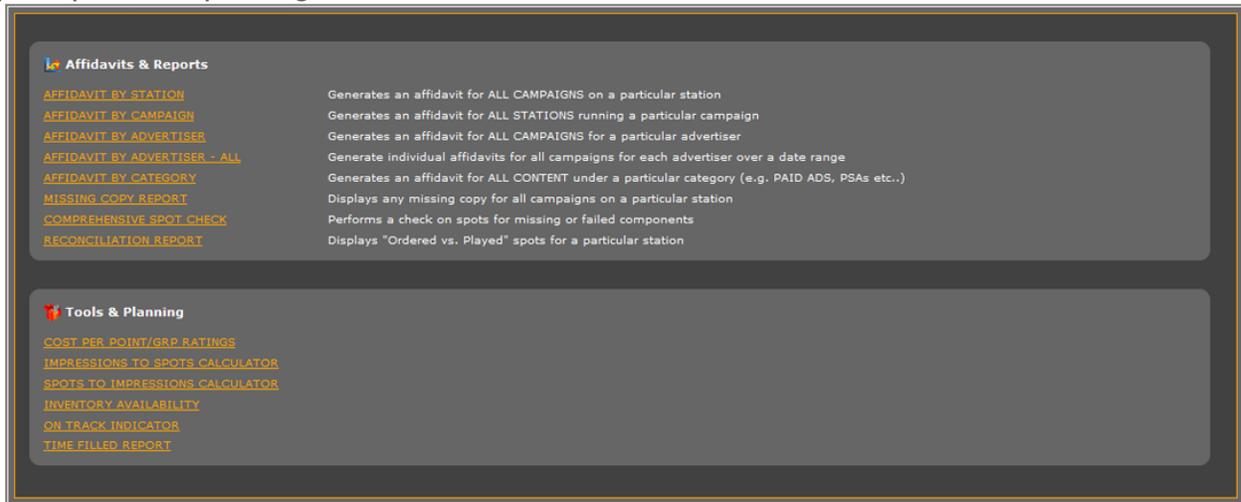
- Date Start:** An empty date picker and a time input set to hh:mm 00:00.
- Date End:** An empty date picker and a time input set to hh:mm 23:59.
- Traffic Type:** Two radio buttons, 'Spots' (selected) and 'Impressions'.
- Value:** An empty text input field.
- Buttons:** 'Cancel' and 'Save' buttons at the bottom.

If a flight has previously been configured for this spot, clicking on the Edit icon allows users to edit the start and end dates, traffic type and spot or impression goals. To add a new flight, set the start and end dates for the flight, traffic type and spot or impression goal.



Reports & Tools Tab

Multiple reports and planning tools can be accessed from this tab.



Affidavits & Reports	
Affidavit by Station	Generates an affidavit for ALL CAMPAIGNS on a particular station
Affidavit by Campaign	Generates an affidavit for ALL STATIONS running a particular campaign
Affidavit by Advertiser	Generates an affidavit for ALL CAMPAIGNS for a particular advertiser
Affidavit by Advertiser - ALL	Generate individual affidavits for all campaigns for each advertiser over a date range
Affidavit by Category	Generates an affidavit for ALL CONTENT under a particular category (e.g. PAID ADS, PSAs etc..)
Missing Copy Report	Displays any missing copy for all campaigns on a particular station
Comprehensive Spot Check	Performs a check on spots for missing or failed components
Reconciliation Report	Displays "Ordered vs. Played" spots for a particular station
Tools & Planning	
Cost Per Point/GRP Ratings	Utility for determining Cost per Point (one percent of the target population) based off of frequency and reach (Gross Rating Point). For example: $CPP = \text{cost of the campaign} / \text{Gross Rating Points (frequency} \times \text{reach\%)}$ $\$40 \text{ CPP} = \$10,000 / 250 \text{ GRP (5 spots} \times \text{50\% audience)}$
Impressions to Spots Calculator	Allows users to convert a number of impressions into a number of spots based on number of days to run and station AQH
Spots to Impressions Calculator	Allows users to convert a number of spots into a number of impressions based on number of days to run and station AQH
Inventory Availability	Generates a report that shows expected total impression delivery over a time frame and how many of those impressions are already accounted for in the system
On-Track Indicator	Generates a report for every campaign currently running and gives an indication if the campaign is delivering as expected over the life of the campaign

