

## Uploading Gif, Jpeg, or Png Creatives

1. Click on Create under the Creatives **Create**

2. In the General View window

a. Name the Creative **1234\_Advertiser\_300x250**

### **WARNING: MUST USE THIS NAMING CONVENTION:**

Account Number (underscore) Advertiser Name (underscore) Ad Size

Ex: 1234\_Advertiser\_300x250

Ad will not appear with spaces in the name.

b. Select your Advertiser **Advertiser**

c. Select "GIF, JPEG, or PNG static image" for Creative Format\* **GIF, JPEG, or PNG static image**

d. Select Creative Size **300x250**

3. Click on Main Options

a. Click Upload to upload your creative from its saved location. **Upload...**

**WARNING: you cannot have spaces or punctuation in the file name**  
EX: ~~ad file!.jpg~~ **adfile.jpg**

b. In the Remote field, in front file name, enter account # and a forward slash (/)

EX: 524/BookStore **524/BookStore**

c. Click Submit **Submit**

d. Enter the click-through URL into the Click URL field **http://site.com**

e. Delete the text in Alternative Text field

~~Alternate Ad Image Text Goes Here!~~

f. Click Submit **Submit**

g. Click Done **Done**

\*If you have another file type such as .SWF or third party tags please see the full training manual

## Creating the Campaign

1. Click Create under the Campaigns **Create**

2. Name the Campaign **LocalPizzaShop\_Spring09**

### **WARNING: MUST USE THIS NAMING CONVENTION**

Advertiser Name (underscore) semester the ad is running

Ex: LocalPizzaShop\_Spring09

Ad will not appear with spaces in the name.

2. Select your Advertiser **Advertiser**

3. Scroll down the page to Groups Section

4. Select General under Choose a View

a. Select Status as Active **Active**

b. Select Ad size drop down **300x250**

c. Enter Start AND End Date of the campaign

Start Date: **March, 1, 2009**

End Date: **March, 30, 2009**

5. Choose Goals under Choose a View

a. Enter the total number of impressions under Goal **10000**

b. Enter the CPM under Rate (optional) **1.50**

6. Choose Site under Choose a View

a. Select your site from the Available box

b. Click Add **Add**

7. Scroll down to the Creatives section

a. Click Add in lower left corner **Add**

b. Select the creative

c. Click Submit **Submit**

d. Click Done **Done**