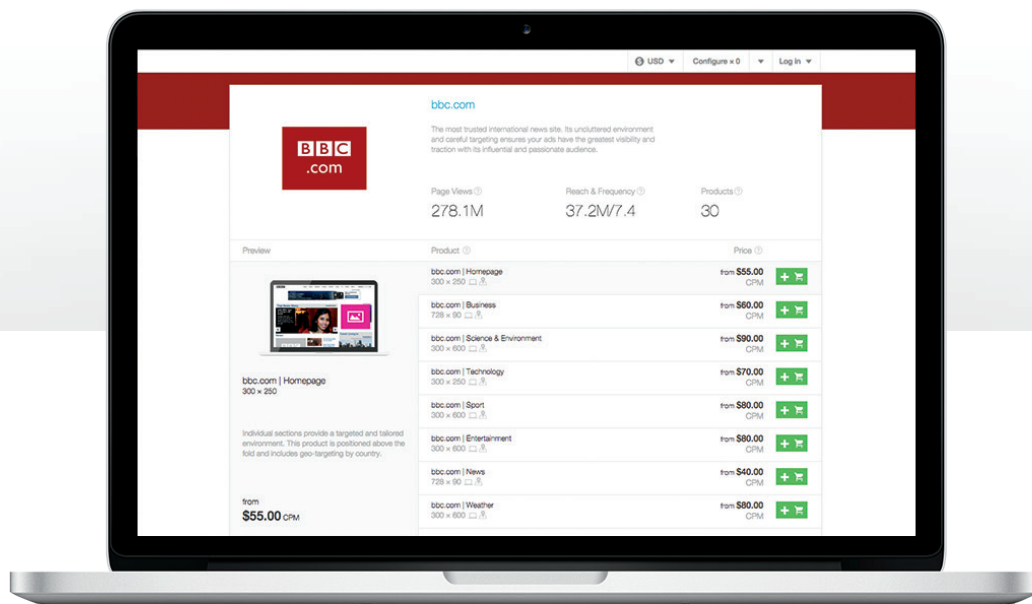
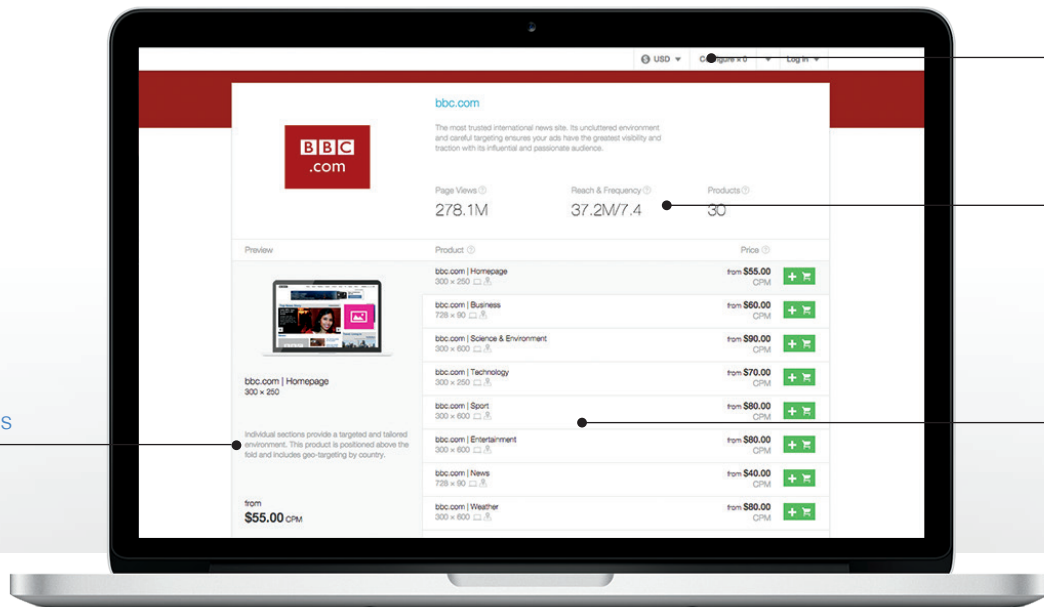


How to purchase using our Media Storefront



1. Choose ad products

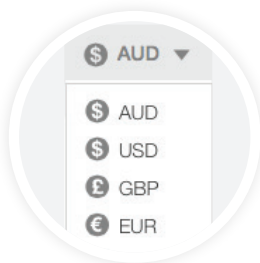


1. Currencies

2. Site statistics

3. Targeting

4. Product details



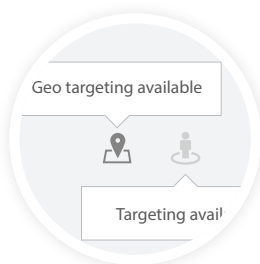
1. Currencies

Select your home currency and the ad prices will update.



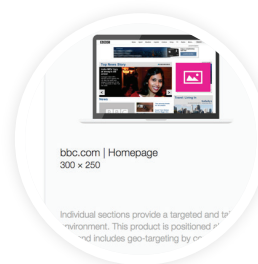
2. Site statistics

Monthly unique visitors and page views, age, gender & income.



3. Targeting

Ad products may have geo or keyword targeting.



4. Product details

Mouse over ad products to view details such as ad size and page placement.

2. Configure your campaign

1. Campaign name

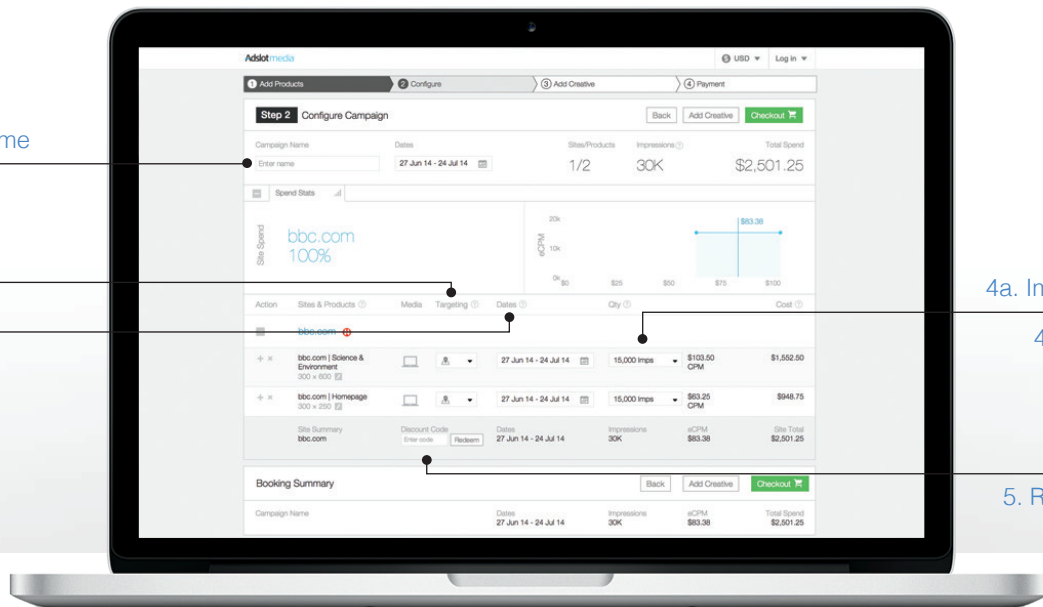
2. Targeting

3. Select dates

4a. Impression Volume

4b. Share of Voice

5. Redeem discounts



Campaign Name

CMP June 2013

1. Campaign name

Use product names, seasons or other details around your promotion. e.g Kids Bike Spring Sale.



Targeting

Accessories (\$8)

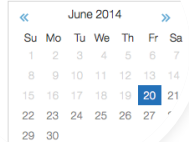
Geography (Optional)

2. Targeting

If available, configure your targeting by geo or section.

20 Jun 14 - 30 Jan 15

Start: 20 Jun 14



3. Select dates

Choose start and end dates for each ad product.

Impressions CPM
105000 x \$10.00
35K

4a. Impression Volume (CPM)

For ad products sold by CPM, input the number of impressions you want to buy.

5% SOV

- ☒ 5% Share of Voice
- ☐ 10% Share of Voice
- ☐ 20% Share of Voice
- ☐ 25% Share of Voice
- ☐ 50% Share of Voice
- ☐ 100% Share

4b. Share of Voice (Sponsorships)

For ad products sold by sponsorship, input your desired share of voice (SOV).

Discount Code

Enter code

Redeem

5. Redeem discounts

If you have a discount code, redeem it before you checkout.

3. Upload creative

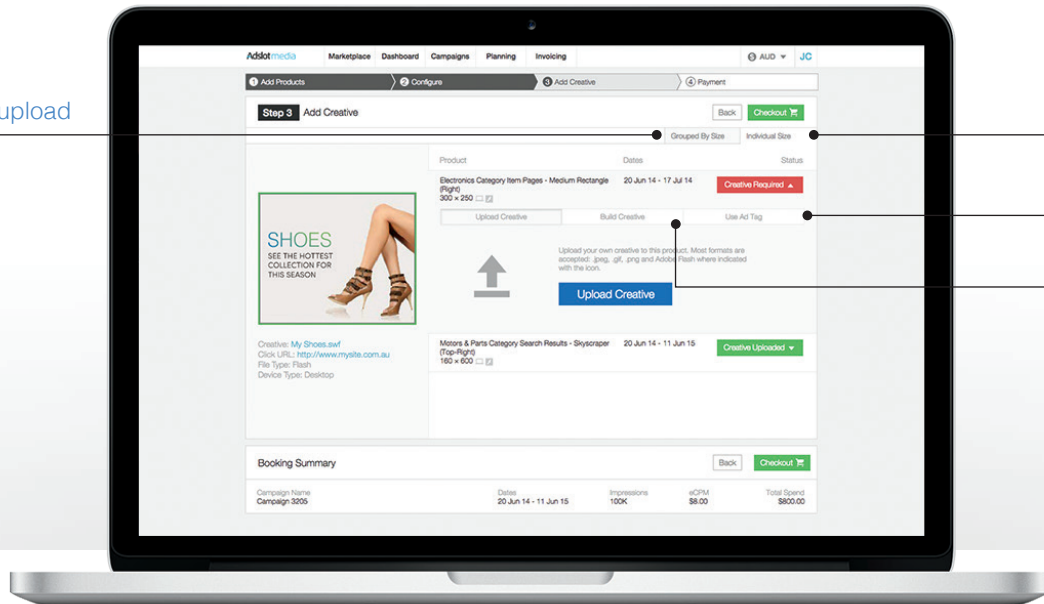
You can skip this step and add creative later.

1. Bulk creative upload

2. Individual creative upload

4. Ad Tag

3. Ad builder



Upload Creative

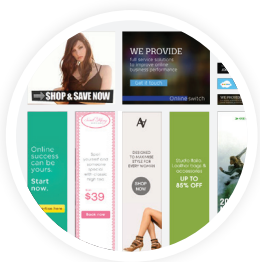
1. Bulk creative upload

If you have existing creative, this option allows you to update all ad products of the same size with a single upload.

Build Creative

2. Individual creative upload

Add creative to each line item individually.



3. Ad builder

Use the free ad builder to edit and create your own banner from one of the hundreds of templates.

If you prefer to use an Ad and paste below.

Copy and Paste your ad tag

+ Cachebuster or + Click

4. Ad Tag

If you use a 3rd party adserver, simply add your code snippet.

4. Checkout

1. Payment options

The screenshot shows the Adslot media checkout interface. At the top, there's a navigation bar with links: Marketplace, Dashboard, Campaigns, Planning, Invoicing. Below this, a progress bar indicates the current step: Step 4 Process Payment. The main form is divided into two sections. The left section is for payment details, with tabs for Credit Card, Paypal, and Invoice. The Credit Card tab is active, showing fields for First Name (James), Surname (Crescent), Email (james.crescent@company.com), Card Number, Expiry (Month/Year), and Country. There's also a checkbox for 'I have read and agree with the Terms & Conditions'. The right section is the Order Summary, showing Campaign #2906, Dates (21 Jun 14 - 31 Oct 14), Sites & Products (1 / 2), Impressions (138K), eCPM (\$9.56), and a Total of \$1,290.00 AUD. A green 'Process Payment' button is at the bottom of the summary. A line from the '1. Payment options' label points to the payment details section, and another line from the '2. Payment processing' label points to the 'Process Payment' button.

2. Payment processing

This circular inset shows a close-up of the payment options section. It features two radio buttons: 'Credit Card' (selected) and 'Paypal'. Below them is a text input field for 'First Name' with the value 'James'.

1. Payment options

Pay by credit card or Paypal.

This circular inset shows a close-up of the 'Process Payment' button, which is a green rectangle with the text 'Process Payment' in white.

2. Payment processing

Payment is processed once your campaign has been approved.