How to purchase using our Media Storefront
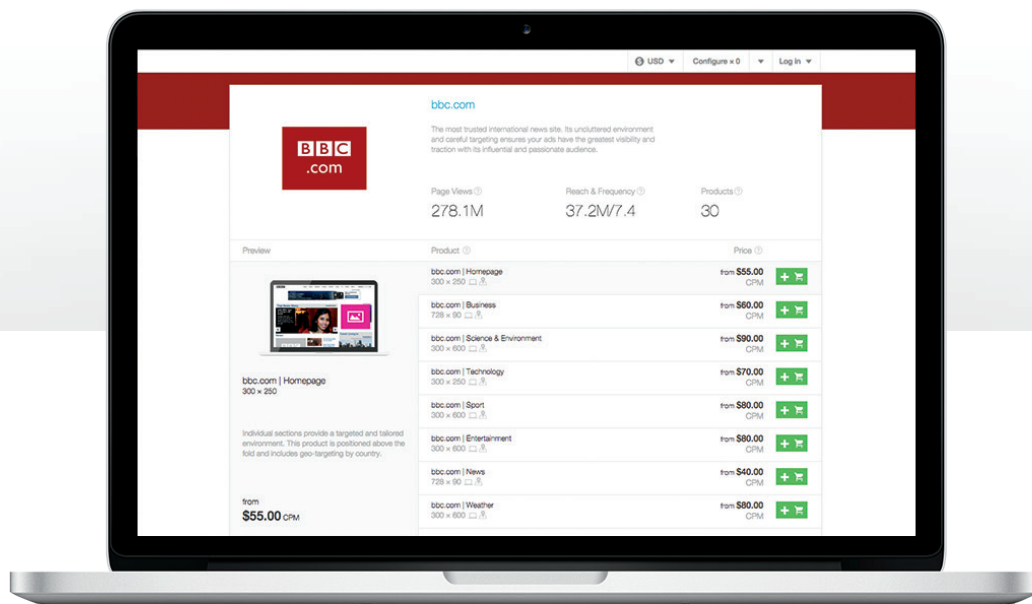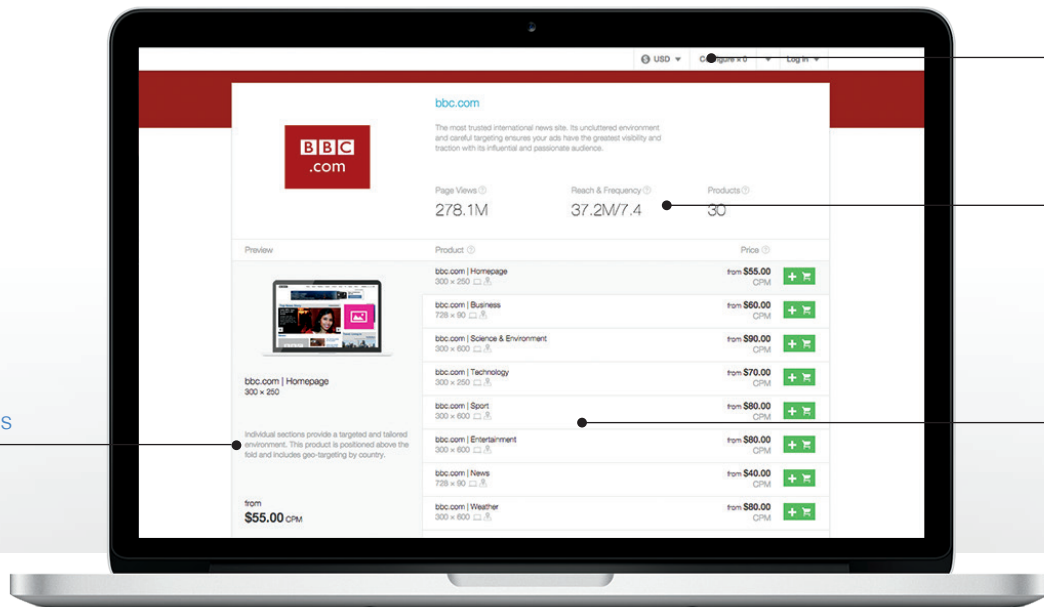
1. Choose ad products
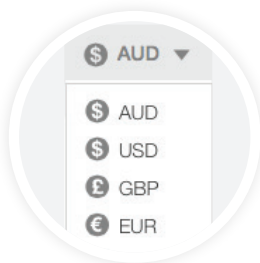

1. Currencies

2. Site statistics

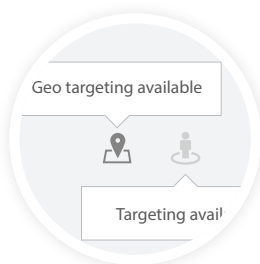**3. Targeting**

4. Product details

1. Currencies
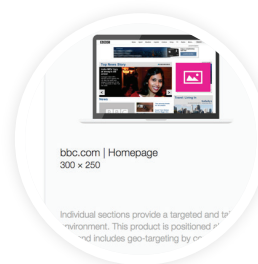Select your home currency and the ad prices will update.

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.
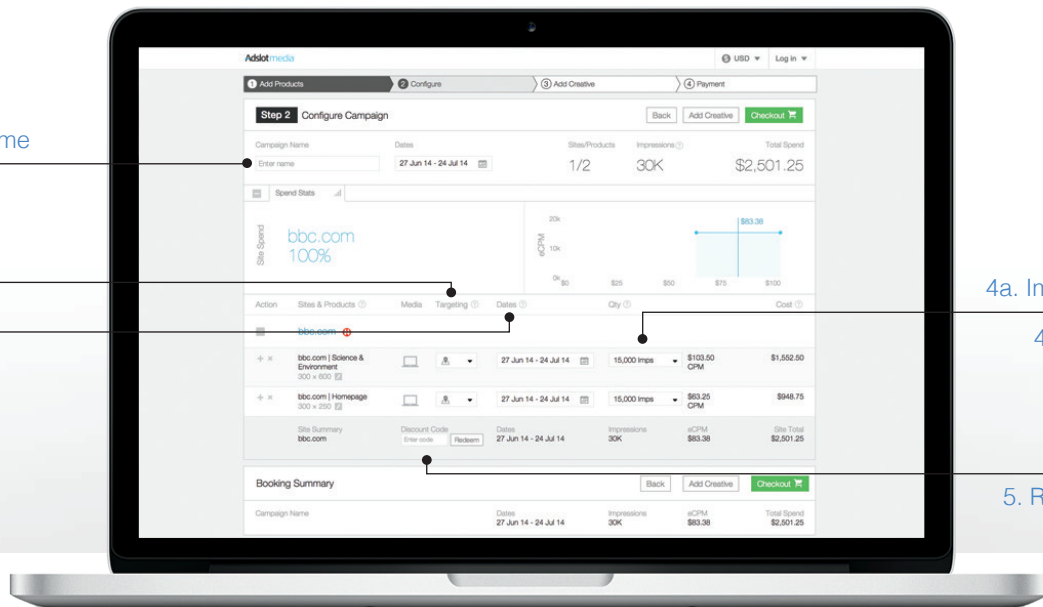
2. Configure your campaign

1. Campaign name

2. Targeting

3. Select dates

4a. Impression Volume

4b. Share of Voice

5. Redeem discounts

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

2. Targeting
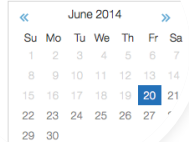If available, configure your targeting by geo or section.

3. Select dates
Choose start and end dates for each ad product.

4a. Impression Volume (CPM)
For ad products sold by CPM, input the number of impressions you want to buy.

4b. Share of Voice (Sponsorships)
For ad products sold by sponsorship, input your desired share of voice (SOV).

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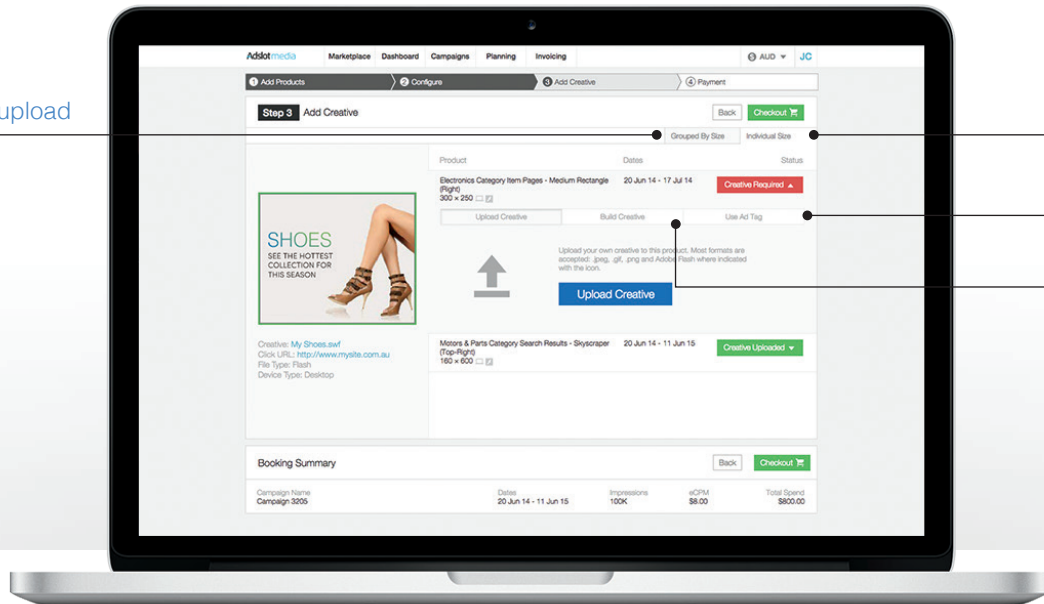If you have a discount code, redeem it before you checkout.

3. Upload creative

You can skip this step and add creative later.

1. Bulk creative upload
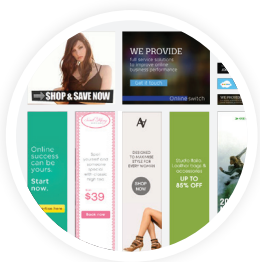
2. Individual creative upload

4. Ad Tag

3. Ad builder

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.

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.

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

4. Checkout

1. Payment options

2. Payment processing

1. Payment options
Pay by credit card or Paypal.

2. Payment processing
Payment is processed once your campaign has been approved.