



**VIZTRADE**

# ADVERTISER GUIDE

ADVERTISER USER GUIDE VERSION 1.0

# GETTING STARTED

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## Get Your Creative Ready:

Before creating an account with Viztrade, we recommend that you get your banners ready. We accept gif, jpeg and png files. If you are unsure of how to create a banner ad or what sizes to use, check out our guides in the resource section of our site.

## Get Your Payment Ready:

You will need your credit card details ready to pay for your advertising campaign. We recommend that you have a target budget in mind prior to adding your campaign.

## Where Do You Want Your Ad?:

We recommend that you have an idea of where you would like your advertisement to be placed. When you begin the campaign process you will need to select a site from our extensive list of publishers.

# CREATE AN ACCOUNT

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## New Advertiser Account:

It is very simple to create an Advertiser account on Viztrade. On the Viztrade website select the ‘Sign up for free’ tab and follow the prompts.

## Added / Assigned Advertisers:

If you have been invited by an agency or publisher to join Viztrade, use the login details that were sent on the email request.

## Account Approval:

All accounts must be approved by Viztrade before you can access. This is done within 24hrs of you signing up

# ADDING A CAMPAIGN

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When you first log into Viztrade, you arrive on a dashboard. As a first time user, there will be no campaign information on your dashboard.

In order to start advertising, you need to **add a campaign**.

To add a campaign, select 'Campaigns' in the main navigation panel.

## To Add a Campaign:

Select "Add Campaign" in top right corner to begin...

# STEP 1

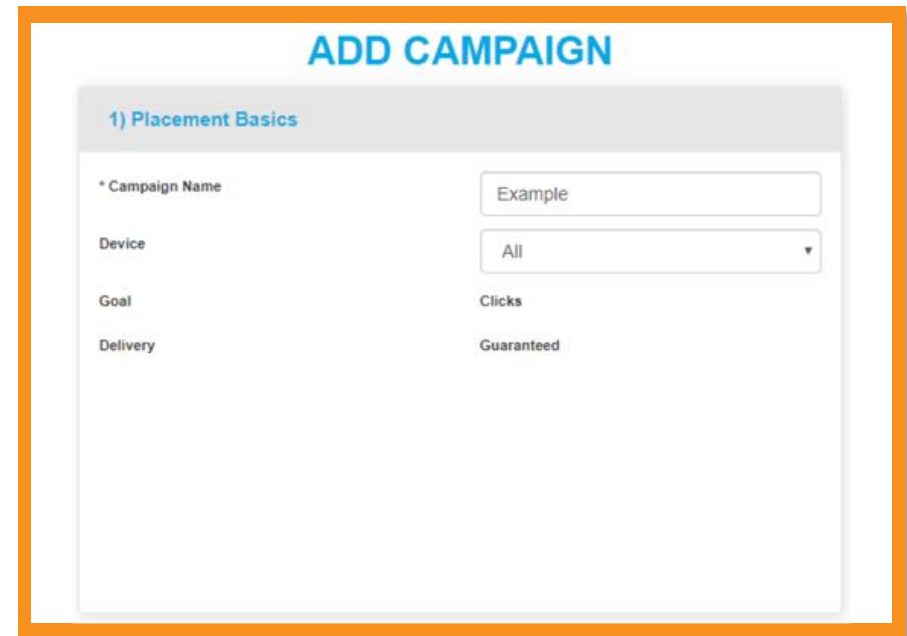
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**Campaign Name:** Name your campaign

**Device:** select 'All' (or if you want another device, specifically select that)

**Goal:** Clicks (default)

**Delivery:** Guaranteed (default)



The screenshot shows a web form titled "ADD CAMPAIGN" with a sub-section "1) Placement Basics". The form contains the following fields:

* Campaign Name	<input type="text" value="Example"/>
Device	<input type="text" value="All"/>
Goal	Clicks
Delivery	Guaranteed

# STEP 2

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Publication Title	Inventory Title	Position	Adunit	CPM	Select
Example	Main_Mrec	Premium	300x250	15	<input type="checkbox"/>
Example	Leader_Header	Premium	728x90	15	<input type="checkbox"/>

## Select Targeting:

Type in the town or website that you would like your advertisement to appear on. You can also search by region or by network.

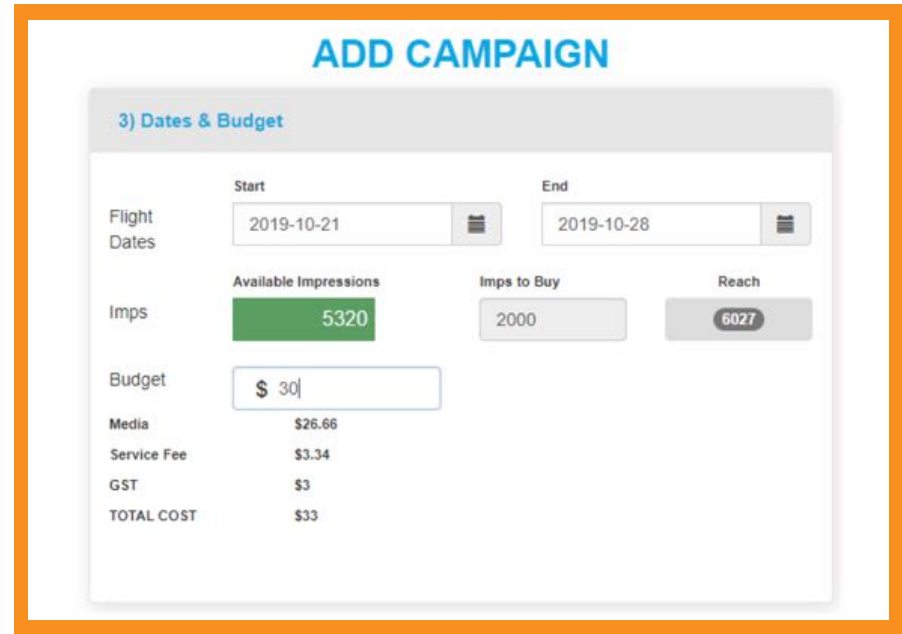
## Select inventory:

This is the position you want your ad to appear on.

# STEP 3

## Dates & Budget :

Once you select dates, you will be shown how many impressions are available. Rather than ask how many impressions you want, we ask you to submit a budget. If you put in a budget that exceeds the amount of available impressions, the system tells you the maximum budget you can spend is \$. If this occurs amend the budget you have submitted and re-submit correct amount



**ADD CAMPAIGN**

3) Dates & Budget

Flight Dates: Start 2019-10-21, End 2019-10-28

Available Impressions: 5320

Imps to Buy: 2000

Reach: 6027

Budget: \$ 30

Media	\$26.66
Service Fee	\$3.34
GST	\$3
TOTAL COST	\$33

# STEP 4

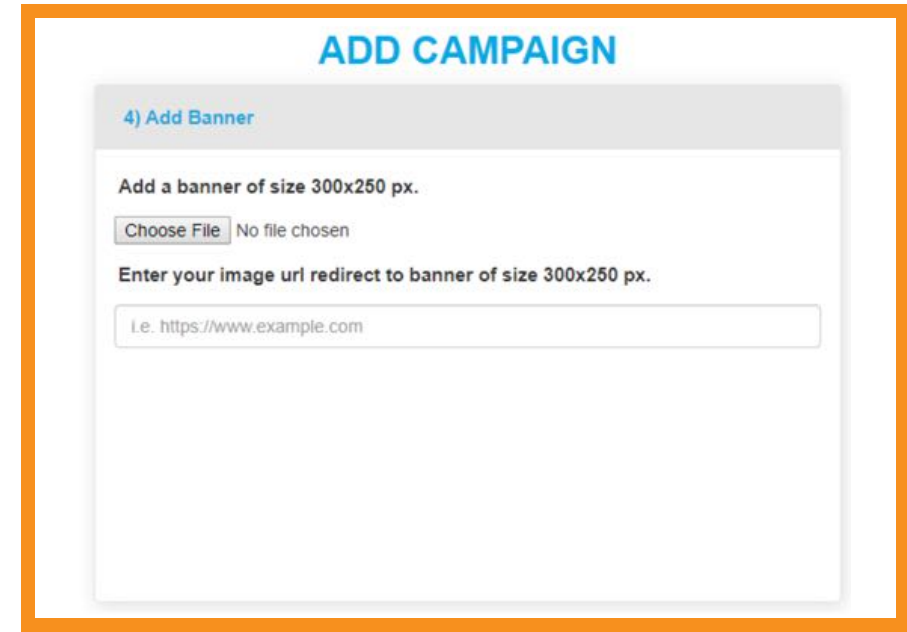
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## Add Banner:

Click on the "Choose File" button and find your banner from your files. We accept gif, jpeg and png files.

## Image URL re-direct:

This is where you submit a web address and when people click on the banner - they will go to the web address submitted






The screenshot shows a web interface titled "ADD CAMPAIGN" with a sub-header "4) Add Banner". It contains two main sections: "Add a banner of size 300x250 px." with a "Choose File" button and "No file chosen" text, and "Enter your image url redirect to banner of size 300x250 px." with a text input field containing "I.e. https://www.example.com".




# STEP 5

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**Select a Payment Method**

**Add New Credit or Debit Card**   

Name on Card

Card Number  Expiration  

Security Code

**Advertiser Card**

## Select a Payment Method:

Enter in the details of the card that you are wishing to purchase the campaign with.

# STEP 6

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Review, Confirm, Live...

