



VIZTRADE

PUBLISHER GUIDE

PUBLISHER USER GUIDE VERSION 2.0

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Part 1:

Selling your ad space through Viztrade

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ADDING A PUBLICATION

Logging In:

When a Publisher first logs into Viztrade, they arrive on their dashboard. As a first time user there will be no information on your dashboard.

In order to start selling, you need to **add your publication/s** to the Viztrade platform, before you can add the inventory you would like to sell in the Viztrade marketplace.

To Add a Publication:

Select Publication in the main navigation panel. Then click on “**New Publication**” in the top right hand corner of the ‘Publication’ page. Fill in the form, and select save. The Publication will now be in the system.

ADDING INVENTORY

Now that you have added your publication/s into the Viztrade system, you will need to **add inventory** to show where the ad will be positioned on your site.

To add inventory, select 'Inventory' in the main navigation panel.

To Add Inventory:

Select "New Inventory" in top right corner to begin...

STEP 1

Select which publication you are adding the inventory for



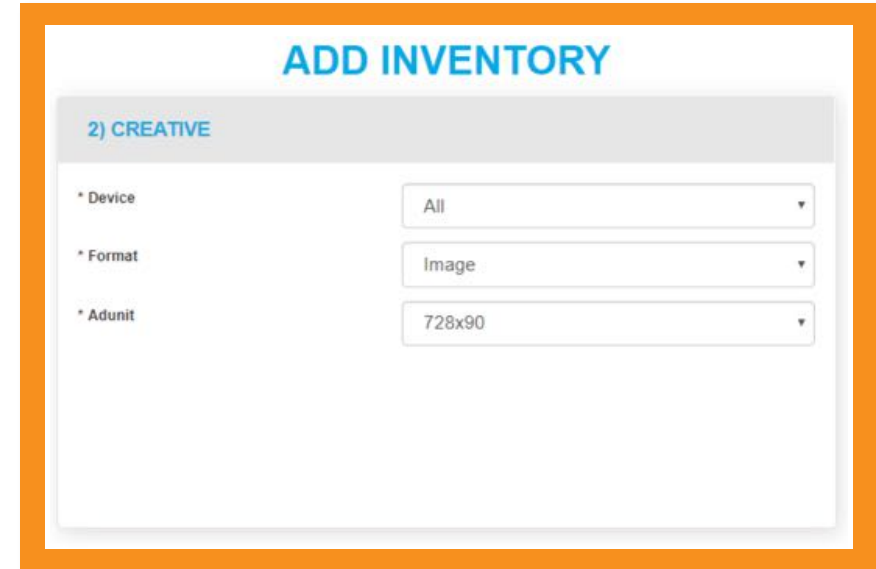
The screenshot shows a web form titled "ADD INVENTORY". Below the title is a section header "1) SELECT PUBLICATION". Underneath, there is a label "* Publication" followed by a dropdown menu with the text "-- Select Publication --" and a downward arrow.

STEP 2

Device: select 'all' devices (or if you want another specifically select that)

Format: select 'image'

Ad Unit: select the size of advertisement that you would like to add



The screenshot shows a web form titled "ADD INVENTORY". Below the title is a section header "2) CREATIVE". There are three dropdown menus, each with an asterisk indicating it is required:

- * Device: All
- * Format: Image
- * Adunit: 728x90

STEP 3

ADD INVENTORY

3) INVENTORY

* Inventory name

* Position Premium Standard Remnant

* Strategy

* Monthly Imps

* Floor price (CPM)

Name: Name the inventory

Position: premium, standard or remnant – we suggest you choose a premium position to start with.

Strategy: Guaranteed

Monthly Imps: How many page views this inventory will get (refer to google analytics)

Floor Price: we recommend – Premium 15CPM / Standard 10CPM / Remnant 5CPM

STEP 4

Review and confirm...

Confirm Inventory



AFTER ADDING INVENTORY

Once saved you should see the inventory listed in the main “Inventory” section accessed from the main navigation panel.

Getting Viztrade to talk to your site:

On the right hand side of the inventory added to Viztrade are the columns “**Tag**” and “**Actions.**” You need to select ‘**Tag**’ and add the script onto your site where the ad will be displayed.

- ** The Inventory script must be added inside a DIV tag where you want to show the banner
- ** NB: Viztrade inventory tags can be added to Google Ad Manager. If you serve ads through GAM please contact Viztrade for their GAM integration guide.

Once added:

Viztrade will talk to your site and make that position available for sale through the Viztrade marketplace!

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Part 2:

Purchasing ad space through Viztrade

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ADDING ADVERTISERS

In order to add a campaign, you need to add the advertiser into your account first.

Add / Assign Advertisers:

Select 'Advertiser' in the main navigation panel. In the top right corner there are two options, "Add Advertiser" or "Assign Advertiser." You may add an advertiser to the Viztrade system or assign an advertiser that is already in the system.

Advertiser Approval:

Advertisers will receive a Viztrade notification requesting approval to join your Viztrade account. Once approved you can add campaigns on their behalf.

ADDING A CAMPAIGN

Once an advertiser confirms, they are now in the system and you can add a campaign on their behalf. Select Campaigns in the main navigation.

To Add a Campaign:

Select “Add Campaign” in top right corner to begin...

STEP 1

Campaign Name: Choose the name for the campaign

Type: Choose Paid if it is a client campaign or House if a house campaign.

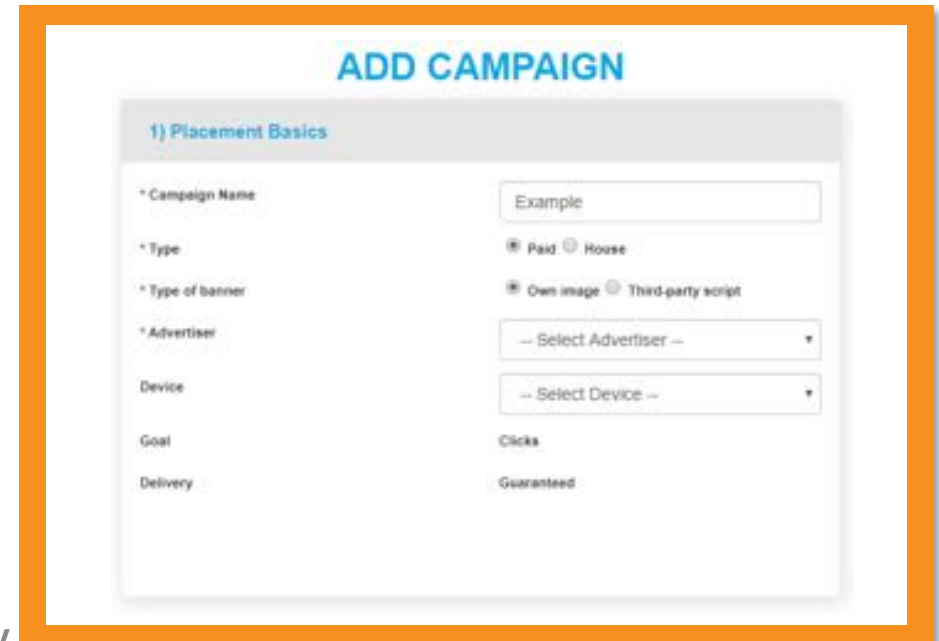
Type of Banner: Select “own image” if you are uploading a file or “third-party script” if your advertiser requires you to use third-party ad tags.*

Advertiser: Select company you are creating campaign for (you have added them in as advertisers)

Device: select all (or if you want another specifically select that)

Goal: Clicks

Delivery: Guaranteed



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

- * Campaign Name:** A text input field with the value "Example".
- * Type:** Radio buttons for "Paid" (selected) and "House".
- * Type of banner:** Radio buttons for "Own image" (selected) and "Third-party script".
- * Advertiser:** A dropdown menu with the text "-- Select Advertiser --".
- Device:** A dropdown menu with the text "-- Select Device --".
- Goal:** A dropdown menu with the value "Clicks".
- Delivery:** A dropdown menu with the value "Guaranteed".

* You will need to request permission at simon@Viztrade.com to enable third-party ad tags

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STEP 2

ADD CAMPAIGN

2) Targeting

Example

Regions Networks

Publication title	Inventory title	Position	Adunit	CPM	Select
Example	Leader_Header	Premium	728x90	15.00	<input type="checkbox"/>
Example	Main_Mrec	Premium	300x250	15.00	<input checked="" type="checkbox"/>

Select Targeting:

As a publisher – you can only search your own publications. Type in the name of your publication. If you want to sell across all your sites, select region and all sites will be listed.

Select inventory:

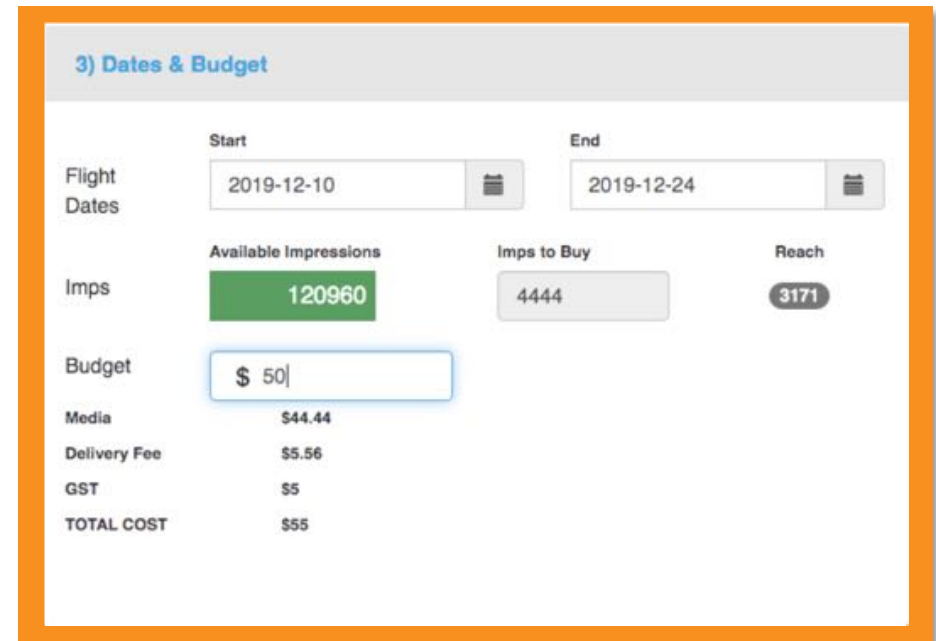
This is the position you want your ad to appear on.

STEP 3

Dates & Budget :

House ads: If you are uploading a house ad, this step does not exist.

Paid ads: Once you select dates you will be shown how many impressions are available. Rather than ask how many impressions you want, we ask 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



3) Dates & Budget	
Flight Dates	Start: 2019-12-10 End: 2019-12-24
Imps	Available Impressions: 120960 Imps to Buy: 4444 Reach: 3171
Budget	\$ 50
Media	\$44.44
Delivery Fee	\$5.56
GST	\$5
TOTAL COST	\$55

STEP 3

Add Banner:

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

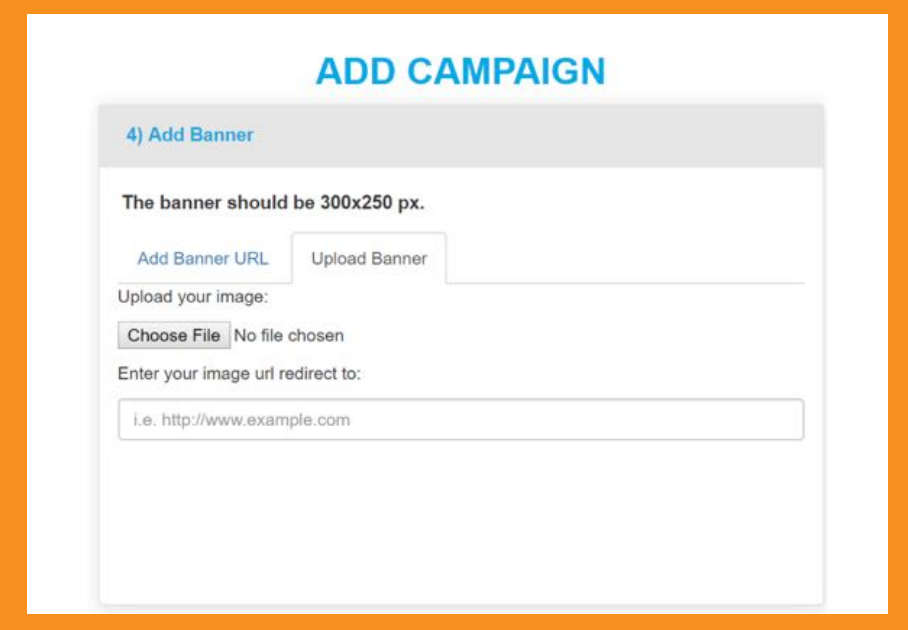
Image URL re-direct:

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

OR

Third Party Ad Tags

Viztrade accepts third party ad tags for campaigns. If your advertisers require this please contact Viztrade to enable this feature



The screenshot shows a web form titled "ADD CAMPAIGN" with a sub-header "4) Add Banner". The form includes a note: "The banner should be 300x250 px." Below this, there are two input fields: "Add Banner URL" and "Upload Banner". Underneath, there is a section for "Upload your image:" with a "Choose File" button and the text "No file chosen". Finally, there is a section for "Enter your image url redirect to:" with a text input field containing the example "i.e. http://www.example.com".

STEP 5

Review, Confirm, Live...

Confirm Campaign



REPORTING

Viztrade provides full campaign reporting. Below is an example of our reporting metrics:

Overview

(Status) Campaign name
(Complete) Theatre Royal

From - to
2019-08-15 - 2019-09-19

Budget
\$549.99 (+ GST)

Max CPM
\$15

Delivery
Guaranteed

Advertiser
Auto Pro

Advertiser Category
Auto

Goal
Clicks

Performance

Start: 2019-08-15 [Calendar Icon] End: 2019-09-19 [Calendar Icon]

Title	Device	Adunit	Position	Delivered Imps	Media Spend	Total Cost	Actions	CPA	AR	CPM
Midland Express	All	728x90	Premium	16386	\$245.79	\$304.15	46	\$5.34	0.28%	\$15
Castlemaine Mail	All	728x90	Premium	4077	\$61.16	\$75.66	20	\$3.06	0.49%	\$15
TOTAL				20463	\$306.95	\$379.81	66	\$4.85	0.32%	\$15