

# Viztrade Direct Pilot Program

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## VIZTRADE

The Viztrade Direct Pilot Program has been created for publishers to help sign up and activate client campaigns. Follow the below steps and use the Viztrade Publisher User Guide as a reference tool to navigate any queries. Viztrade recommends taking these steps in order to familiarize yourself with the Viztrade platform and maximize business outcomes.



### Step 1: Create Trading Account

Create an account on Viztrade and request a trading account. To request a trading account, contact your Viztrade contact. A trading account will provide you with the ability to add advertisers and campaigns. (some of you will already be set up)



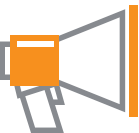
### Step 2: Read User Guide

Ensure you have fully read the Viztrade User Guide. This is essential in understanding how to use and manage your publisher account.



### Step 3: Add Your Advertisers

Login to your Viztrade account and add 10 of your advertisers to your account. To add and/or assign advertisers, please see page 10 of your Viztrade User Guide.



### Step 4: Offer Price Packages

Contact your initial chosen advertisers and offer them a digital package. Viztrade recommends simple packages based on your levels of traffic. For example:

**1 Month @ \$100**

**2 Months @ \$150**

**3 Months @ \$200**



### **Step 5: Acquire/Create Advertiser Artwork**

Establish if they have artwork or if you need to create banners for them. Viztrade can produce creative and offers a banner package including a leader board, MRec and mobile banner at a cost of \$150+GST.



### **Step 6: Request Payment Information**

Request credit card number from Advertiser. You will need these details when you add a campaign.



### **Step 7: Add the Campaign**

Add the campaign with the relevant dates and budget requested by your advertiser/s.



### **Step 8: Activate Campaign**

Confirm payment method and activate campaign.



The Viztrade Direct Pilot Program aims to ensure your smooth transition into using the Viztrade platform. If you have any questions or feedback on the user experience and functionality of Viztrade, please contact us

# Sales Assistance



Below are snippets of information you can send your clients to assist in signing them up to the Viztrade Direct Pilot Program.

## Sales Script:

Hi XXXXXX

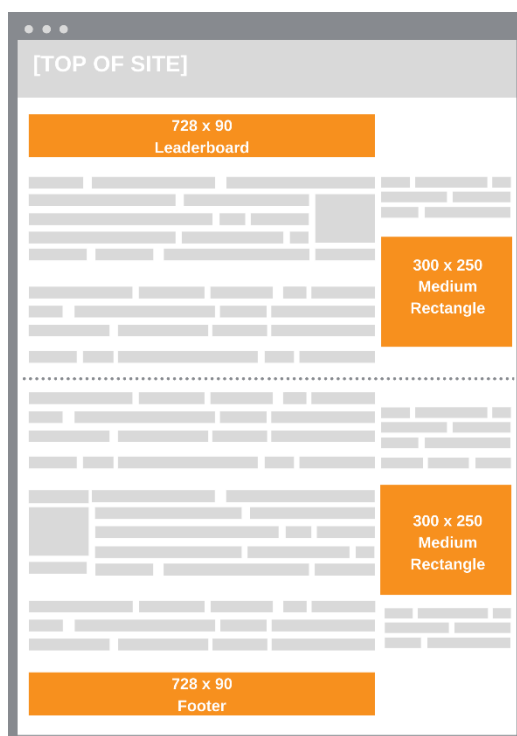


We have recently launched new digital advertising packages across our website. We have teamed up with an advertising platform called Viztrade that makes the whole process of booking, activating, reporting and billing your campaign simple.

We are currently offering advertising packages spread over one, two or three months. Our premium package positions your advertising in the best locations on our site and the basic package uses ad locations that are not so prominent.

We have recommended package prices but can work to your budget as well. How many impressions your campaign delivers is based on the page rate of your advertising. Please contact us for further information about our packages and pricing.

All advertising is spread evenly throughout the month(s).



### Premium Inventory:

Premium Inventory: Ad space *above* the fold (visible when landing on web page)



### Basic Inventory:

Ad space *below* the fold (visible when scrolling down on web page)

### Ad Sizes:



Viztrade supports popular verified IAB banner advertising sizes. For the pilot program we recommend using one of the following sizes:

**Leaderboard: 728 X 90 pixels**

**Medium Rectangle: 300 X 250 pixels**

The above sizes will appear across all devices and screens. Alternative sizes are available upon request.



### Delivery & Reporting:

Based on the packages sold, all advertising impressions will be delivered evenly throughout the campaign period.

Viztrade will provide a detailed report of your campaign on its completion. Key metrics will include impressions delivered, amount of clicks, click through rates, cost per click and total cost.

### Payment:



We require credit card payment for all digital advertising. Payment is taken through our advertising platform partner Viztrade. In the event we do not deliver the agreed level of impressions, you will not be charged the full amount. Using Viztrade ensures you are only charged for the delivered impressions for that month.