

### Fill in the yellow cells:

- A Your AMP Seller Id #
- B Your name
- C Today's date

ADVERTISING MARKETPLACE		
Bulk Upload Spreadsheet		
AMP Seller Registration Id #	A	
Person Submitting	B	
Date:	C	

- 0 AMP ID – AMP assigns (**do not populate**)
- 1 Format – Static
- 2 DMA – Designated Marketing Area product is located
- 3 Product Title – what you call this product
- 4 Address – mailing address where product is located
- 5 City – city where product is located
- 6 State – state where product is located
- 7 Zip – zip where product is located

Static	0	1	2	3	4	5	6	7
Inventory ID								
AMP assigned Inventory ID	Format	DMA	Product Title	Address	City	State	Zip	
	Static	Los Angeles	Tower A	111 G Autry	Anaheim	CA	99999	

- 8 Vendor – your company name as registered with AMP
- 9 Audited – answer yes or no
- 10 Sellers ID – your product identification #
- 11 Unit Quantity – always 1\*
- 12 Location Description – tell buyers about the product
- 13 Facing – which direction will the ad face when airing
- 14 Size – height and width in feet

8	9	10	11	12	13	14
Vendor	Audited (Y/N)	Sellers Id #	* Unit Quantity	Location Description	Facing (LHR/RHR)	Size (WxH) feet
General	No	BA001	1	00 Freeway at Soso Road	LHR	(10x30)

- 15 Lit – yes/no (does product have lights directed at it)
- 16 Sound – yes/no (does product allow for sound)
- 17 Static/Motion – select if product is still or motion
- 18 Extension Y/N (can buyer extend beyond size listed)
- 19 Extension – what is the maximum size of extension (WxH) in feet
- 20 Extension – price to buyer per square foot to extend

15	16	17	18	19	20
Lit (Y/N)	Sound (Y/N)	Spot/Loop Length (:SL/:LL)	Extensions accepted? (Y/N)	Max Extension (Sides, Top, Bottom)	Extension Price Per Square Foot (\$)
Yes	No	n/a	Yes	(4x3)	10

Continued...

- 21 Adults 18-49 – # of adults 18-49 for 1 wk
- 22 Imps A18+ - # impressions all Adults 18+ for 1 wk
- 23 Imps A2554 – # impressions Adults 18 to 54 /1 wk
- 24 Imps HA25-54 – # impressions Hispanic Adults 25 to 54 1 wk
- 25 Media HHI – average Household Income

21	22	23	24	25
A18- 49 (1 week)	A18 + (1 week)	A25-54 (1 week)	HA 25-54 (1 week)	Media HHI (\$)
100,000	125,000	90,000	33,000	100,000

- 26 First Day – what is the first day the buyers ad can start
- 27 Last Day –what is the last day the buyers ad can run
- 28 # 4 Week Pds – # of 4 wk periods first day to last day
- 29 4 Wk Rate Card – your published price
- 30 4 Wk Negotiated Price – your reserve price
- 31 Install – cost to place the ad on the product
- 32 Production – cost to produce ad to be installed

26	27	28	29	30	31	32
First day available (mo/dy/yr)	Last day available (mo/dy/yr)	# of 4- week periods	4-week Rate Card Net Cost (\$)	4-week Negotiate d Net Cost ( Reserve) (\$)	Install Cost (\$)	Production Cost each (\$)
060120	071220	1.5	4000	3500	500	250

- 33 Latitude –referring north / south line on map/globe
- 34 Longitude – referring to east /west line on map/globe
- 35 Cancellation – your cancelation policy
- 36 Notes
- 37 Unit Qty # - always 1
- 38 Overage - # of signs to be over produced
- 40 Total to produce - price if buyer bought all dates and paid all costs FORMULA (31+32) x (37+38)

33	34	35	36	37	38	39
Latitude	Longitude	Cancellation Policy (days)	Notes (Restriction /Min Days)	Unit Qty#	Overage	Total to Produce (\$)
35.9876	-110.1234	30	No beer	1	2	1400

- 40 Artwork Due Date – the last day ad file can be submitted
- 41 Material Due Date – last day ad can be received if buyer supplies ad/sign
- 42 Shipping 1 – street address where materials are to be shipped
- 43 Shipping 2 – city/state/zip of where materials are to be shipped
- 44 Vendor Contact – name of person to send materials to
- 45 Vendor email – email of contact company materials to ship to
- 46 Comments
- 47 Previously Purchased Yes/No (has buyer purchased from you)
- 48 Photo/Image – of this product

40	41	42	43	44	45	46	47	48
Artwork Due Date (days)	Material Due Date (days)	Shipping Address 1	Shipping Address 2	Vendor Contact Name & Phone #	Vendor Email	Comments	Previously Purchased (Yes/No)	Image /PHOTO
14	5	111 Main		Bob Bob 714.222. 2222	bob@ yes.co m	We must produce sign	No	

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Inventory ID								
AMP assigned Inventory ID	Format	DMA	Product Title	Address	City	State	Zip	
	Digital	Los Angeles	626 Enter LEDWALL	111 G Autry	Anaheim	CA	99999	

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Vendor	Audited (Y/N)	Sellers Id #	* Unit Quantity	Location Description	Facing	Size/ Pixels (WxH)
General	No	BA001	1	00 Freeway at Soso Road	Entrance	720x1080

- 15 Motion or Static (does product allow for motion)
- 16 Sound – yes/no (does product allow for sound)
- 17 Static/Motion – select if product is still or motion
- 18 SOV – share of voice (% of total)
- 19 Extension – what is the maximum size of extension (WxH) in feet
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Motion or Static	Sound (Y/N)	Spot/Loop Length (:SL/:LL)	SOV (%)	BLANK	BLANK
Motion	No	:10 / :120	10		

Continued...

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060120	071220	1.5	4000	3500	0	0

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14	5	111 Main	C/S/Z	Bob Bob 714.222. 2222	bob@ yes.co m	Client supplies MP3	No	

# DIGITAL/ STATIC

## Add Product(s) (Listing Instructions)



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Vendor	Audited (Y/N)	Sellers Id #	* Unit Quantity	Location Description	Facing	Size/ Pixels (WxH)
General	No	BA001	1	00 Freeway at Soso Road	Entrance	720x1080

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- 19 Extension – what is the maximum size of extension (WxH) in feet
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Motion or Static	Sound (Y/N)	FLIP/Loop Length (:FL/:LL)	SOV (%)	BLANK	BLANK
Motion	No	:08 / :64	10		

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Vendor	Audited (Y/N)	Sellers Id #	* Unit Quantity	Location Description	Placement	Size/ Pixels (WxH)
General	No	BA001	1	00 Freeway at Soso Road	Home Page	720x1080

- 15 Motion or Static (does product allow for motion)
- 16 Sound – yes/no (does product allow for sound)
- 17 Static/Motion – select if product is still or motion
- 18 Medium – what is the Media it will air on
- 19 Product – what type of product is it
- 20 Extension – price to buyer per square foot to extend

15	16	17	18	19	20
Motion or Static	Sound (Y/N)	Spot/Loop Length (:SL/:LL)	Medium	Product	BLANK
Motion	No	: 10 / :120	Website	Tower Ad	

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060120	071220	1.5	4000	3500	0	0

33 File Type – in what format does the client submit the ad  
 34 BLANK

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 36 Notes

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File Type	BLANK	Cancellation Policy (days)	Notes (Restriction /Min Days)	Unit Qty#	Overage	Total to Produce (\$)
Jpeg		30	No beer	1		1400

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