STATIC

Add Product(s)
(Listing Instructions)

ADVERTISING MARKETPLACE

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

A   Your AMP Seller Id #
B   Your name
C   Todays date

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 ($)	4-week Negotiated Net Cost (Reserve) ($)	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	

Fill in the yellow cells:
Red id mandatory field

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

A   Your AMP Seller Id #
B   Your name
C   Todays date

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
■	Digital	Los Angeles	626 Enter LEDWALL	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	Size/ Pixels (WxH)
General	No	BA001	1	00 Freeway at Soso Road	Entrance	720x1080

15 Motion or Static (does product allow for moton)
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
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)	SOV (%)	**BLANK**	**BLANK**
Motion	No	: 10 / :120	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 ($)	4-week Negotiated Net Cost (Reserve) ($)	Install Cost ($)	Production Cost each ($)
060120	071220	1.5	4000	3500	0	0

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	C/S/Z	Bob Bob 714.222.2222	bob@yes.com	Client supplies MP3	No	

DIGITAL/ STATIC

ADVERTISING MARKETPLACE

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

A   Your AMP Seller Id #

B   Your name

C   Todays date

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
■	Digital	Los Angeles	626 Enter LEDWALL	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	Size/ Pixels (WxH)
General	No	BA001	1	00 Freeway at Soso Road	Entrance	720x1080

15 Motion or Static (does product allow for moton)

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

20 Extension – price to buyer per square foot to extend

15	16	17	18	19	20
Motion or Static	Sound (Y/N)	FLIP/Loop Length (:FL/:LL)	SOV (%)	**BLANK**	**BLANK**
Motion	No	: 08 / :64	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 ($)	4-week Negotiated Net Cost (Reserve) ($)	Install Cost ($)	Production Cost each ($)
060120	071220	1.5	4000	3500	0	0

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	C/S/Z	Bob Bob 714.222.2222	bob@yes.com	Client supplies MP3	No	

NEW AGE

Add Product(s)
(Listing Instructions)

Fill in the yellow cells:
Red id mandatory field

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

A Your AMP Seller Id #

B Your name

C Todays date

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
■	Digital	Los Angeles	626 Enter LEDWALL	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 Placement – where will it be located

14 Size – height and width in feet

8	9	10	11	12	13	14
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 moton)

16 Sound – yes/no (does product allow for sound)

17 Static/Motion – select if product is still or motion

18 Mediam – 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	

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 ($)	4-week Negotiated Net Cost (Reserve) ($)	Install Cost ($)	Production Cost each ($)
060120	071220	1.5	4000	3500	0	0

33 File Type – in what format does the client submit the ad
34 BLANK
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
File Type	BLANK	Cancellation Policy (days)	Notes (Restriction /Min Days)	Unit Qty#	Overage	Total to Produce ($)
Jpeg		30	No beer	1		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	C/S/Z	Bob Bob 714.222.2222	bob@yes.com	Client supplies MP3	No	