FAQs

Campaign Manager

What is a Campaign?

A Campaign controls

- when you advertise,
- how long you advertise,
- the days of the week you want to advertise, and
- where you want to advertise.

You Create New Ads by uploading images. Each Ad can have its own personal schedule.   These Ads are then all listed under Manage Playlist.   Only Ads you have checked under Manage Playlist will go to the billboard.   But the campaign you create here controls when they are actually displayed as a group.

Do I need to create a Campaign?

You MUST have a Campaign to get your advertisements displayed on a billboard.

Can I have more than 1 Campaign?

Yes, there is no limit to the number of campaigns you can create.

Am I charged for advertising before or after a campaign ends?

No.   You are only charged for the time period you chose to run your campaign(s). This approach allows you to start and stop advertising.   For example, you could run a campaign for 4 weeks and then stop.   You then could create a second campaign to start 2 weeks after the first campaign ended.   You do not get charged for the two weeks in which you did not advertise.

Can I stop a Campaign early?

Maybe.

- Yes, but only if there is enough time left in the campaign. If you created a 12-week campaign, and pay Weekly or every Four Weeks, you can stop getting charged again by hitting the square Stop button beside your campaign. The program will complete the time that you purchased. You cannot ever eliminate the current week or the balance of a Four Week purchase since it is already underway.
- No. If you are not programmed to pay again, you cannot shorten the time left.

- You can remove an ad or ads from the Manage Playlist and republish if you want a particular ad to not show.

Can I modify a Campaign before it starts?
- If you have not paid for the Campaign yet, you can change anything you want prior to its start date.

Can I modify the Campaign after it has started?
No. Your only option is to create a new Campaign.

What is the difference between paying by credit card and being invoiced?
When you pay by credit card, you are paying immediately. If you choose Invoicing, an email is delivered to your billing email address on record.   You will either need to pay by delivering a check before the campaign start date or return here to pay by credit card. You can always switch between getting an invoice or using a credit card.

What is the difference between Pay In-Full, 4 Week billing, and Weekly billing?
a) If you chose to Pay In-Full, we will add up the entire amount for the entire length of the campaign. You will not get charged again.
b) If you chose 4 Week billing, we calculate the cost for a four-week period.   If your campaign is longer than the initial four weeks, we will automatically charge your credit card for the next four-week period (or remaining number of weeks if there are less than four remaining at that point. If you requested an invoice, you automatically receive an emailed invoice every four weeks.   You will have to pay it prior to that next four week start date.
c) If you chose 1 week billing, we calculate the cost for one week.   We will automatically charge your credit card every week for the amount displayed.   Invoicing is not available for weekly billing, only credit card.

Why does my Campaign Status show Overdue?
If you chose to be invoiced and have not delivered a check to us by 3 days prior to the Campaign Start Date, the status changes to overdue. You should also have received an email reminder.

Why does my Campaign Status shows Suspended?
If you have not paid for your advertising by the Start Date, the Campaign is locked from delivering Ads to the billboards and it gets marked as Suspended. Paying by credit card will immediately remove the Suspended status and allow your ads to be delivered to the signs.

How do I get a copy of a Campaign Invoice?
Click on the $ icon in the Action Column. You will see your Invoice.   Use the Print button if you wish to have a hardcopy of the invoice.