

Proposal Builder Help Guide

Please select the “Proposal Builder” tab next to the “Dashboards” tab.

Step 1 – Proposal Details

The screenshot shows the 'Proposal Builder' interface. At the top, there are two tabs: 'Dashboards' and 'Proposal Builder'. Below the tabs is a progress bar with seven steps: 1. Proposal Details (highlighted with a yellow shield), 2. Targeting, 3. Media Selection, 4. Pricing & Quantity, 5. Order Summary, 6. Creative Assignment, and 7. Payment. On the left side, there is a sidebar with three menu items: 'Document', 'Proposal', and 'Reports', each with a dropdown arrow. The main content area contains a form with the following fields: 'Account:' with a dropdown menu showing 'Advertiser Name Here' and an asterisk; 'Total Budget \$:' with a text input field and an asterisk; 'Start Date:' with a text input field, a calendar icon, and an asterisk; and 'End Date:' with a text input field, a calendar icon, and an asterisk. Below the form is a 'Build Order' button. At the bottom of the page, there is a footer with the text '* denotes a required field' and links for 'Contact', 'Privacy Policy', and '© 2008-10 FatTail, Inc.'.

1. Enter your campaign budget (no less than \$250)
2. Enter your campaign start and end dates – select the calendar icon to pop up a calendar for additional date reference.
3. Click the **Build Order** button once budget and dates are selected.

Step 2 – Targeting (This step is optional)

1. Select a “Target Group” from the drop down

The screenshot shows the 'Targeting' step (2) in the 'Proposal Builder' workflow. A progress bar at the top indicates steps 1 through 7. On the left, a sidebar shows 'Document', 'Proposal', and 'Reports' menus. The main content area has a heading 'Applying targeting to your order is optional. If you would like to apply targeting, choose a Target Group to display available targets, then select and apply as desired. You may apply up to three target groups per order. When you are finished, click the **Next** button.'

Under 'Target Groups:', there is a dropdown menu currently showing 'Country'. Below it is a list of countries with checkboxes: Afghanistan, Albania, Algeria, American Samoa, Andorra, and Angola. To the right of this list is a 'SEARCH' button. Further right is a table titled 'Selected Targets' with columns 'Group' and 'Selected Targets'. The table currently shows 'No Targets Selected' and '0 items in 1 pages'. Below the table is a 'Remove Selected' button.

2. Select available geo-targets from the list by clicking on the check boxes

This screenshot shows the 'Available Targets' list on the left side of the targeting interface. The list contains various US states and territories with checkboxes. Red arrows point to the checkboxes for Iowa, Kansas, Kentucky, Louisiana, and Maine, which are all checked. The list is paginated, showing '51 items in 3 pages'. At the bottom of the list is an 'Apply Selected' button. To the right, the 'Selected Targets' table is still empty, showing 'No Targets Selected' and '0 items in 1 pages'. A 'Remove Selected' button is also present. At the bottom right of the interface are 'Previous' and 'Next' buttons. A small note at the bottom left states '* denotes a required field'. At the bottom right, there are links for 'Contact' and 'Privacy Policy', and a copyright notice for '© 2008-10 FatTail, Inc.'

3. Click the **Apply Selected** button. Your targets will move to the right side of the page. You may delete targets by clicking the check box and then the **Remove Selected** button.

Target Groups:
State / Province / Region

	Available Targets
	<input type="text"/> <input type="button" value="SEARCH"/>
<input type="checkbox"/>	Alabama
<input type="checkbox"/>	Alaska
<input type="checkbox"/>	Arizona
<input type="checkbox"/>	Arkansas
<input type="checkbox"/>	California
<input type="checkbox"/>	Colorado
<input type="checkbox"/>	Connecticut
<input type="checkbox"/>	Delaware
<input type="checkbox"/>	District Of Columbia
<input type="checkbox"/>	Florida
<input type="checkbox"/>	Georgia
<input type="checkbox"/>	Hawaii
<input type="checkbox"/>	Idaho
<input type="checkbox"/>	Illinois
<input type="checkbox"/>	Indiana
<input type="checkbox"/>	Iowa
<input type="checkbox"/>	Kansas
<input type="checkbox"/>	Kentucky
<input type="checkbox"/>	Louisiana
<input type="checkbox"/>	Maine
<div> <div>K < 1 2 3 > X</div> <div>51 items in 3 pages</div> </div> <div>Apply Selected</div>	

	Group	Selected Targets
<input type="checkbox"/>	State / Province / Regio...	Iowa
<input type="checkbox"/>	State / Province / Regio...	Kansas
<input type="checkbox"/>	State / Province / Regio...	Kentucky
<input type="checkbox"/>	State / Province / Regio...	Louisiana
<input type="checkbox"/>	State / Province / Regio...	Maine
<div> <div>K < 1 > X</div> <div>5 items in 1 pages</div> </div> <div>Remove Selected</div>		

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Next

* denotes a required field

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Please note, if you select a country to target you will not be able to select a DMA (Designated Market Area) or State/Province/Region. To select a DMA or State, you do not need to select a country first.

- When you are finished, click the **Next** button.

Step 3 – Media Selection

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Proposal Builder

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Proposal Details

Targeting

Media Selection

Pricing & Quantity

Order Summary

Creative Assignment

Payment

Make your selections and click **Show Media** to display available media. Then simply add media to your cart and click **Next** to continue.

Standard Media

PageGage Ranking

My Favorites

Select Media

Site

Ad Size

All Sites

All Ad Sizes

1

Show Media

Available Media

<input type="checkbox"/>	Site	Ad Size	Ad Name	Price Type	Price	Currently Available
<input checked="" type="checkbox"/>	BetterRecipes.com	300x250	BetterRecipes.com ROS 300x250	CPM	\$12.00	75,791

K < 1 > X

Page size: 10

1 items in 1 pages

3

Add to Cart

Media Shopping Cart

Currently Selected Targets: [State / Province / Region]

<input type="checkbox"/>	Site	Ad Size	Ad Name	Price Type	Price	Start Date	End Date
<input type="checkbox"/>	BetterRecipes.com	300x250	BetterRecipes.com ROS 300x250	CPM	\$12.00	Oct-12-2010	Oct-31-2010

Remove from Cart

Previous

Next

1. Under the “Select Media” section, click on the **Show Media** button to view all available products and pricing. The available products will show up under the “Available Media” section.
2. Select your preferred products by clicking on the check box
3. Select the **Add to Cart** button. Your product(s) will show up in your “Media Shopping Cart”. You may remove selected products by clicking the check box and then the **Remove from Cart** button.
4. When finished, click the **Next** button.

Step 4 – Pricing & Quantity (This step is optional)

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Proposal
Reports

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Your budget has been spread evenly among each Flight. If you make changes to a date, click the **Update** button to view the new impression availability. If you make changes to Quantity or Amount, use the checkbox to lock the flight(s), then click the **Allocate** button to evenly redistribute your original budget among the unchecked flights. When you are finished, click the **Next** button to continue.

Status: Proposal Amount: \$500.00 Impressions: 41,667 Effective CPM: \$12.00

☐ Flight Details

BetterRecipes.com R05 300x250

Start Date	End Date	Price Type	Imp Availability	Rate Card	Impressions
<input type="checkbox"/> 10/12/2010	10/31/2010	CPM	75,791	\$12.00	41,667

Quantity	Price	Amount
41667	\$12.00	500.00

Flight Count: 1

Allocate Update Copy Delete

Previous Next

* denotes a required field

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1. This step allows you to change date range, impressions and/or price by flight (or product). Initially your budget will be spread evenly among each product.
2. If you would like to make changes to a date, do so and PageGage will automatically update the impressions available during your new timeframe.
3. To add more ad slots check the box to the left of the date range and select the **Copy** button near the bottom right of the page.
4. If you make changes to the impression “Quantity” or the dollar “Amount” for each product, use the checkbox to lock the product(s), then click the **Allocate** button to evenly redistribute your original campaign budget among the unchecked products. *See example below.*

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Your budget has been spread evenly among each Flight. If you make changes to a date, click the **Update** button to view the new impression availability. If you make changes to Quantity or Amount, use the checkbox to lock the flight(s), then click the **Allocate** button to evenly redistribute your original budget among the unchecked flights. When you are finished, click the **Next** button to continue.

Status: Proposal Amount: \$500.00 Impressions: 41,667 Effective CPM: \$12.00

Flight Details						
BetterRecipes.com R05 300x250						
<input checked="" type="checkbox"/>	Start Date	End Date	Price Type	Imp Availability	Rate Card	Impressions
	10/12/2010	10/15/2010	CPM	12,520	\$12.00	12,520
			Quantity	Price	Amount	
			12520	\$12.00	150.24	
BetterRecipes.com BetterRecipes.com R05 300x250						
<input type="checkbox"/>	Start Date	End Date	Price Type	Imp Availability	Rate Card	Impressions
	10/16/2010	10/31/2010	CPM	63,270	\$12.00	29,147
			Quantity	Price	Amount	
			29147	\$12.00	349.76	

Flight Count: 2

Allocate Update Allocation completed successfully. Copy Delete

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In this example the advertiser wishes the max amount of impressions to serve from 10/12 to 10/15 and the remaining budget to be spent evenly for the rest of the campaign.

* denotes a required field

They set the dates for both products, changed the quantity of impressions for the 10/12-10/15 line item to the highest available. Selected the box to lock the line item. Then selected allocate to spend the remaining budget on the 2nd line item.

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5. When you are finished, click the **Next** button.

Step 5 – Order Summary

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Please confirm that the details of this order are correct and add any comments or notes as necessary. When you are finished, click the **Next** button.

Export

Send

PUBLISHER INFORMATION

Name:

BetterRecipes.com (Meredith Corp) - Not Yet Available

Address:

1716 Locust Street
Des Moines, IA 50309 USA

Work Number:

515-284-3324

Fax Number:

515-284-3080

Website:

www.betterrecipes.com

ORDER SUMMARY

Name:

Test/Inter_Oct112010_4749

Number:

4749

Sales Rep:

N/A

Status:

Proposal

Date Range:

10/12/10 - 10/31/10

Amount:

\$500.00

Impressions:

41,667

eCPM:

\$12.00

BUSINESS AND BILLING INFORMATION

Business Name:

Test/Internal Placements

Attention To:

Address:

TEST
TEST, IA TEST USA

Work Number:

TEST

Fax Number:

Website:

CONTACT INFORMATION

Name:

Test Advertiser

Job Title:

TEST

Address:

TEST
TEST, IA TEST USA

Work Number:

TEST

Cell Number:

Fax Number:

Email:

MeredithTestAdvertiser@fattail.com

MEDIA

		START	END	IMPRESSIONS	PRICE	AMOUNT	
01	BetterRecipes.com ROS 300x250	10/12/10	10/15/10	12,520	\$12.00	\$150.24	
02	BetterRecipes.com ROS 300x250	10/16/10	10/31/10	29,147	\$12.00	\$349.76	

PRODUCT TARGETS

01

State / Province / Region = [Iowa, Kansas, Kentucky, Louisiana, Maine]

State / Province / Region = [Iowa, Kansas, Kentucky, Louisiana, Maine]

02

PRODUCT NOTES

ORDER COMMENTS

TERMS & CONDITIONS

STANDARD TERMS AND CONDITIONS FOR INTERNET ADVERTISING FOR MEDIA BUYS ONE YEAR OR LESS

These Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less are intended to offer Media Companies, Advertisers, and their Agencies a voluntary standard for conducting business in a manner acceptable to all parties. This document is to accompany Agency or Media Company insertion orders and represents a common understanding for doing business. This document may not fully cover sponsorships and other arrangements involving content association or integration, and/or special production, but may be used as the basis for the media components of such contracts.

INSERTION ORDERS AND INVENTORY AVAILABILITY

a. From time to time, parties may negotiate insertion orders ("IO's") under which a Media Company will deliver advertisements provided by Agency ("Ad

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* denotes a required field

Contact

Privacy Policy

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1. Please review this page since it is a summary of your proposal.
2. You may add comments (on a product and order level) or edit existing text (business/billing info and contact info) wherever you see a pencil icon.
3. Please review the publisher's terms and conditions and click the check box at the bottom of the page that states that you have read and agree to the publisher's terms and conditions.
4. When you are finished, click the Next button.

Step 6 – Creative Assignment (This step is optional)

The creative assignment step allows you to upload and associate creative images/assets with product in your order. If you are not ready to upload creative information at this time, you may skip this step, click on the **Next** button and finish later.

The screenshot shows the 'Proposal Builder' interface with a progress bar at the top indicating seven steps: 1. Proposal Details, 2. Targeting, 3. Media Selection, 4. Pricing & Quantity, 5. Order Summary, 6. Creative Assignment (highlighted with a shield icon), and 7. Payment. On the left, there is a sidebar with 'Document', 'Proposal', and 'Reports' sections. Below the progress bar, a text box explains: 'To assign creatives, start by expanding the Flight with the icon to the left of the Flight ID (🔍). Supported file types are .gif, .jpg, .png, .txt, .htm and .html. Any other file types must be emailed to the Publisher.' Below this is a table with columns: Flight ID, Description, Start Date, End Date, and Status. The table contains two rows for flight IDs 4211 and 4212, both with status 'Ignored'. At the bottom right are 'Previous' and 'Next' buttons. At the bottom left, a note states '* denotes a required field'. At the bottom right, there are links for 'Contact', 'Privacy Policy', and '© 2008-10 FatTail, Inc.'

Flight ID	Description	Start Date	End Date	Status
> 4211	BetterRecipes.com ROS 300x250	10/12/2010	10/15/2010	Ignored
> 4212	BetterRecipes.com ROS 300x250	10/16/2010	10/31/2010	Ignored

1. To assign a creative, start by expanding the Flight (or product) by clicking on the icon to the left of the Flight ID (🔍).

This screenshot shows the same 'Creative Assignment' step, but with the flight details expanded. Red arrows point to the expand/collapse icons (🔍) next to flight IDs 4211 and 4212. For each flight, a sub-table is displayed with columns: Creative Name, Click URL, Edit, and Delete. Below each sub-table, it says 'No Creatives assigned.' and there is an 'Add New' button. The rest of the interface, including the progress bar, sidebar, and footer, remains the same as in the previous screenshot.

Flight ID	Description	Start Date	End Date	Status
4211	BetterRecipes.com ROS 300x250	10/12/2010	10/15/2010	Ignored
4212	BetterRecipes.com ROS 300x250	10/16/2010	10/31/2010	Ignored

1. Next click on the **Add New** button.


Step 7 – Payment (Required)

The screenshot shows a web interface for a 'Proposal Builder'. At the top, there are tabs for 'Dashboards' and 'Proposal Builder'. Below these is a progress bar with seven steps: 1. Proposal Details, 2. Targeting, 3. Media Selection, 4. Pricing & Quantity, 5. Order Summary, 6. Creative Assignment, and 7. Payment. Steps 1 through 6 are marked with checkmarks, and step 7 is highlighted with a shield icon. On the left, there is a sidebar with 'Document', 'Proposal', and 'Reports' sections. The main content area for step 7 contains a message: 'Please enter your credit card information below. Your credit card information will be kept on file for orders with BetterRecipes.com (Meredith Corp) - Not Yet Available. If you already have a credit card on file, you may simply click the Submit button.' Below this message are input fields for 'Credit Card Number', 'Expiration Date', and a 'Card Address' section with fields for 'Street', 'City', 'Country' (set to Argentina), 'State / Province' (set to Buenos Aires), and 'Postal Code'. There are also fields for 'Amount: \$500.00' and 'Card ID'. A 'Submit' button is present, along with a 'Secure Transaction' icon. At the bottom right, there are 'Previous' and 'Finish' buttons. A footer note states '* denotes a required field'. At the very bottom, there are links for 'Contact' and 'Privacy Policy', and a copyright notice for '© 2008-10 FatTail, Inc.'.

Document ▾
Proposal ▾
Reports ▾

1 Proposal Details 2 Targeting 3 Media Selection 4 Pricing & Quantity 5 Order Summary 6 Creative Assignment 7 Payment

Please enter your credit card information below. Your credit card information will be kept on file for orders with **BetterRecipes.com (Meredith Corp)** - Not Yet Available. If you already have a credit card on file, you may simply click the **Submit** button.

Credit Card Number: * 

Expiration Date:

Card Address

Street: *


City: *


Country: Argentina ▾

State / Province: Buenos Aires ▾

Postal Code: *

Amount: \$500.00

Card ID:  *

 Secure Transaction

* denotes a required field

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1. Please enter your credit card information. Your credit card information will be kept on file for orders with this publisher only. If you already have a credit card on file, you may simply click the **Submit** button. To prevent errors, only use alphanumeric characters (A-Z and 0-9) and omit punctuation.
2. Your credit card will NOT be charged at this time, it will only be authorized for the order amount. Your credit card will be charged on a monthly basis, or when impression delivery is complete (for campaigns less than a month), and we will only charge you based off of the impressions that have been delivered.
3. After you have successfully submitted payment, click the **Finish** button.
4. Within the next 60 minutes, you will receive an order confirmation via email. The publisher will let you know whether your order had been approved.