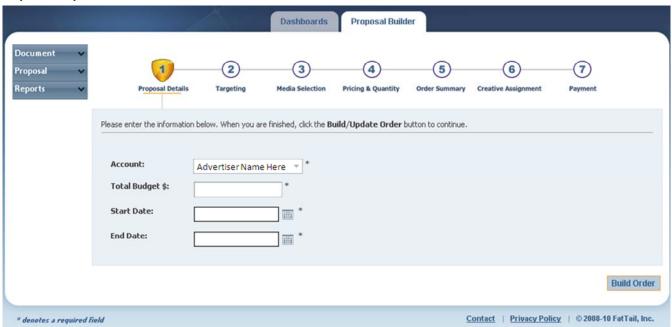**Proposal Builder Help Guide**

Please select the "Proposal Builder" tab next to the "Dashboards" tab.
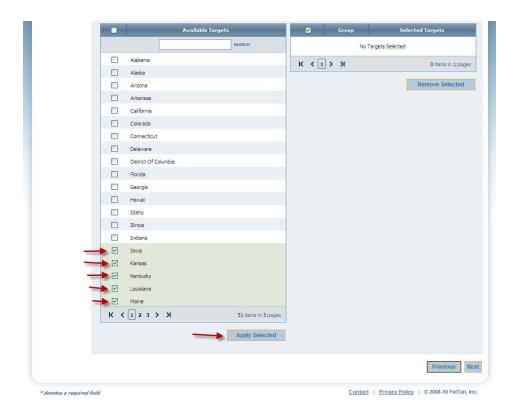
Step 1 – Proposal Details

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.

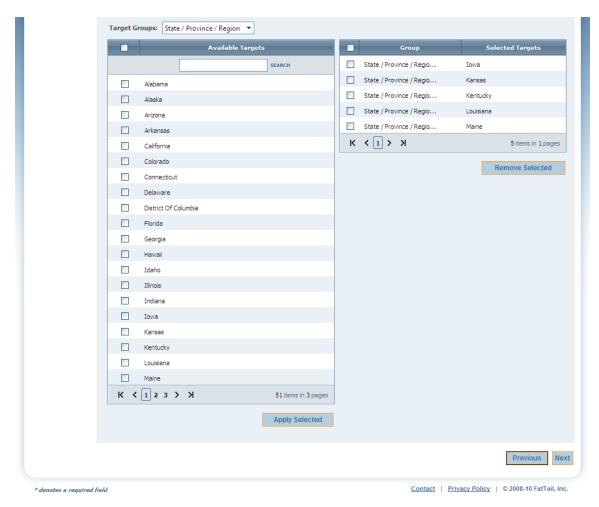**Step 2 – Targeting** (This step is optional)

1. Select a "Target Group" from the drop down

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

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.

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.

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

Step 3 – Media Selection

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)

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.*

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

Step 5 – Order Summary

Dashboards | Proposal Builder

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

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
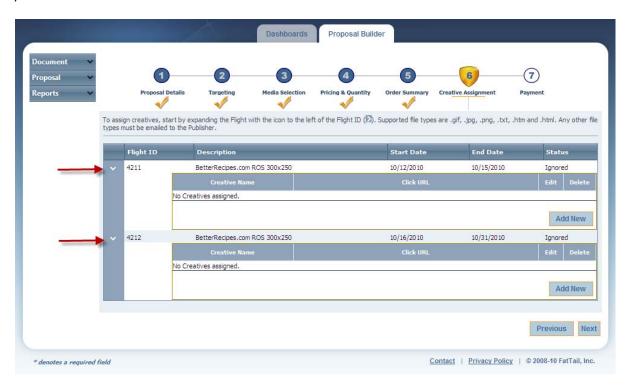
Previous | Next

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 <u>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</u>.
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.

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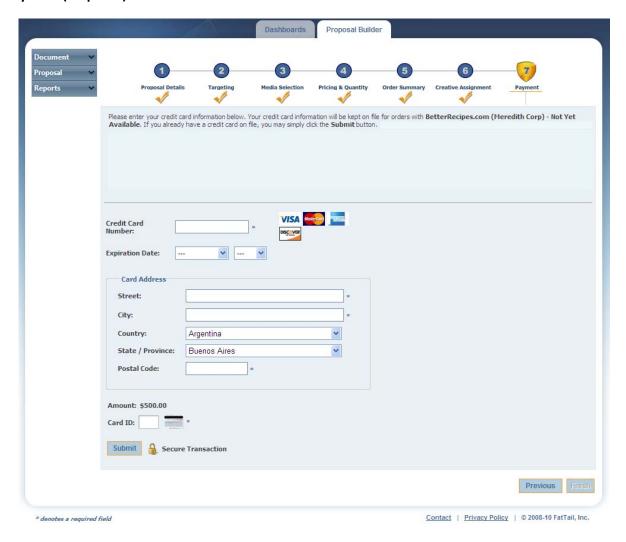

1. Next click on the **Add New** button.

1. Fill in your desired "Click URL" (or landing page).
2. Click on the **Select** button to browse and upload a creative for the product. Please note that the supported file types are .gif & .jpg only.
3. The creative that you select will be housed in the "My Creative Library" dropdown so that you may use it for future campaigns.
4. Once you've found the creative you would like to use, click the **Insert** button.
5. After you are finished assigning creatives to products, click the **Next** Button.

Step 7 – Payment (Required)

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 change 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.