

centro

My Campaigns

Search by ID, name, client or agency...

All (3)

Pending (1)

Live (0)

Completed (2)

Billing Mode: OFF

Campaign	Advertiser/Agency	Start	End	Est. Loss	Pacing	Live	Notes
1Q13KENTUCKY/LOUISVILLE ACURA MIRAVAL002	Delta Dental GS&F	04/01/13	06/30/13	\$1,120	100%	91%	(Quantcast not live as of 8/7 data) Search 10/1 start.
Rebrand for Southeastern College Q1'13 KEISER004	Keiser University Plattform	01/04/13	05/31/13	\$6,635	98.7%	100%	
Spring/Summer ACADEMYSPO RTS006	Miraval Resort & Spa Standing Dog Interactive	04/08/13	07/06/13	\$420,110	95.8%	98%	11/1 next flight

centro

My Campaigns

Search by ID, name, client or agency...

+

All (3)

Pending (1)

Live (0)

Completed (2)

Billing Mode:

ON

Campaign	Client	Start	End	Contracted	Delivered	Billed	Due
1Q13KENTUCKY/LOUISVILLE ACURA MIRAVAL002	Delta Dental GS&F	04/01/13	06/30/13	\$15,608.65	\$9,808.65	\$5,402.60	\$4,406.05
BORDER/NICHE 2013 NDTOURISM003	North Dakota Tourism Department Odney	01/04/13	05/31/13	\$45,708.65	\$40,000.00	\$30,000.00	\$10,000.00
Energy Select GULFPOWER003	Gulf Power Company Luckie & Company	04/08/13	07/06/13	\$20,000.01	\$20,000.01	\$15,000.01	\$5,000.00

Notes

1. Bulk invoice

2. Filter out campaigns with issues

3. Set date? Only want to see current billing month?

Empty campaign details page

Create a campaign

Campaign details

Target info

Requirements

Objectives

Gender

Age range

Income range

Geographic

Category

Save

Next

centro

1Q13 Kentucky/Louisville Acura Association

\$11.75 eCPM | [Campaign details](#) | [Media brief](#)

01/21/13-03/31/13

3

Messages

Planning

Plan Version 1

Add Partner

Send Update

Send IO

Export

We have 7 recommended publishers based on your media brief.

[Add recommendations to plan](#) | [Maybe later](#)

Save

Duplicate

0
imps

\$0.00
cost

\$0.00
total

centro

1Q13 Kentucky/Louisville Acura Association

\$11.75 eCPM

Campaign details

Media brief

In planning

01/21/13-03/31/13

0

Messages

Planning

Plan Version 1

Add Partner

Send Update

Send IO

Export

Houstonpress.com	Ad Type	Ad Size	Start	End	Available	Proposed	Cost	Total	SOV
Houstonpress.com							Version 1		
Add placement									
247RealMedia.com							Version 1		
Add placement									
Bizo.com							Version 1		
Add placement									

Save

Duplicate

0imps

\$0.00cost

\$0.00total

Notes

1. Show reasoning for recommendation

1Q13 Kentucky/Louisville Acura Association

\$11.75 eCPM | Campaign details | Media brief

IN PLANNING

01/21/13-03/31/13

0

Messages

Planning

\$75,000 version ▼

Add Partner

Send RFP

Send IO

Export ▼

Houstonpress.com	Ad Type	Ad Size	Start	End	A
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Houstonpress.com

Add placement

247RealMedia.com

Add placement

Bizo.com

Add placement

Save

Duplicate

Search publishers...

Publisher search result

Details

Publisher search result

Details

Publisher search result

Details

Publisher search result

Details

Publisher search result

Details

Publisher search result

Details

Publisher search result

Details

Publisher search result

Details

Publisher search result

Details

centro

1Q13 Kentucky/Louisville Acura Association

\$11.75 eCPM

[Campaign details](#)

[Media brief](#)

IN PLANNING

01/21/13-03/31/13

0

Messages

Planning

\$75,000 version

Add Partner

Send RFP

Send IO

Export

Houstonpress.com	Ad Type	Ad Size	Start	End	A
Houstonpress.com					
Add placement					
247RealMedia.com					
Add placement					
Bizo.com					
Add placement					

Save

Duplicate

Publisher Details

URL

Primary market

Category

Description

Unique visitors

Pageviews

Contacts

Additional info

User-generated rating

Known ad sizes

Past pricing

[Add to plan](#)

[← Back](#)

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1Q13 Kentucky/Louisville Acura Association

IN PLANNING

0 Messages

Planning

BatangaNetwork.com

247RealMedia.com

Bizo.com

InflectionPointMedia.com

\$11.75 eCPM

IO

Export

SOV

total

Select publishers, budget, due date/time

Message

RFP details

Add attachments

Send RFP

Cancel

Save

Duplicate

0 imps

\$0.00 cost

\$0.00 total

centro

1Q13 Kentucky/Louisville Acura Association

\$11.75 eCPM | [Campaign details](#) | [Media brief](#)

IN PLANNING

01/21/13-03/31/13

3
Messages

New Message

Search messages...

All Messages3

BatangaNetwork.com

Buzz-Media.com1

Houstonpress.com2

View fullscreen

Rachel Carlson, Centro

RFP Sent

To: Brady Knippenberg

Hi Brady!

Here is a message about the RFP that I just sent...

Thanks,
Rachel

6/4/2013 at 9:15am CDT

Planning

\$75,000 version

Add Partner

Send RFP

Send IO

Export

Houstonpress.com	Ad Type	Ad Size	Start	End	Available	Proposed	Cost	Total	SOV
BatangaNetwork.com							Version 1		
Add placement									
247RealMedia.com							Version 1		
Add placement									
Bizo.com							Version 1		
Add placement									
InflectionPointMedia.com							Version 1		
Add placement									

Save

Duplicate

0
imps

\$0.00
cost

\$0.00
total

centro

1Q13 Kentucky/Louisville Acura Association

\$11.75 eCPM | [Campaign details](#) | [Media brief](#)

IN PLANNING

01/21/13-03/31/13

1
Messages

New Message

Search messages...

All Messages3

BatangaNetwork.com

Buzz-Media.com1

Houstonpress.com2

View fullscreen

Brady Knippenberg, Houstonpress.com

10/7/2013 at 3:59pm CDT

Proposal submitted

To: Rachel Carlson

Hi Brady!

Hey Rachel - here's the revised proposal with in-banner video inventory - all targeted to the Houston DMA within our Entertainment Channel.

Please let us know if you have any questions or need anything else.

Thanks!
Brady

Planning

\$75,000 version

Add Partner

Send revision

Send IO

Export

Houstonpress.com	Ad Type	Ad Size	Start	End	Available	Proposed	Cost	Total	SOV
Houstonpress.com Proposal submitted on 10/7/13 by Brady Knippenberg							Version 1		
Geotarget to High Priority Zip List	CPM	300x250, 728x90, 160x600	07/01/13	9/30/13	54,819,790	1,739,130	\$4.00	\$6,956.52	3.2%
Social Stream Placements - Baton Rouge, Greenville, Spartanburg & Clemson DMA, Clemson & LSU fans, Writers, Media Continuity	CPM	300x250, 728x90, 160x600	07/01/13	9/30/13	50,615,693	1,739,130	\$4.00	\$6,956.52	3.4%
Totals:						3,478,260	\$4.00	\$13,913.04	
247RealMedia.com							Version 1		
Add placement									
Bizo.com							Version 1		
Add placement									
Save						0 imps		\$0.00 cost	
Duplicate								\$0.00 total	

centro

1Q13 Kentucky/Louisville Acura Association

\$11.75 eCPM | [Campaign details](#) | [Media brief](#)

IN PLANNING

01/21/13-03/31/13

0

Messages

Planning

\$75,000 version

Add Partner

Send RFP

Send IO

Export

Houstonpress.com	Ad Type	Ad Size	Start	End	Available	Proposed	Cost	Total	SOV
Houstonpress.com	IO sent on 10/7/13 by Rachel Carlson						Version 1		
Geotarget to High Priority Zip List	CPM	300x250, 728x90, 160x600	07/01/13	9/30/13	54,819,790	1,739,130	\$4.00	\$6,913.04	2%
Social Stream Placements - Baton Rouge, Greenville, Spartanburg & Clemson DMA, Clemson & LSU fans, Writers, Media Continuity	CPM	300x250, 728x90, 160x600	07/01/13	9/30/13	50,615,693	1,739,130	\$4.00	\$6,956.52	3.4%
Add placement					Totals:	3,478,260	\$4.00	\$13,913.04	
247RealMedia.com	Proposal submitted on 10/8/13 by tim@247realmedia.com						Version 1		
Breaking News Email (Impressions are estimate and can vary greatly depending on the news cycle because we like longer titles than we should)	CPM	300x250, 728x90, 160x600	07/01/13	9/30/13	12,000,000	2,745,098	\$9.00	\$24,705.88	22.9%
Geotarget to Low Priority Zip List	CPM	300x250, 728x90, 160x600	07/01/13	9/30/13	12,000,000	2,745,098	\$9.00	\$24,705.88	22.9%
Geotarget to High Priority Zip List	CPM	300x250, 728x90, 160x600	07/01/13	9/30/13	12,000,000	2,745,098	\$9.00	\$24,705.88	22.9%
SB Nation One-Day Takeover - Atlanta Team Sites and Regional Hubs SBB, Reskin Wallpaper, 300x250, 728x90 Sponsorship	CPM	300x250, 728x90, 160x600	07/01/13	9/30/13	12,000,000	2,745,098	\$9.00	\$705.88	22.9%
Custom built Brand Wrap Ad - Geo: Atlanta DMA (728x90, Wrap)	CPM	300x250, 728x90, 160x600	07/01/13	9/30/13	12,000,000	2,745,098	\$9.00	\$25.88	22.9%
Geotarget to Low Priority Zip List	CPM	300x250, 728x90, 160x600	07/01/13	9/30/13	12,000,000	2,745,098	\$9.00	\$5.88	22.9%
Add placement					Totals:	16,470,588	\$9.00	\$74,855.28	
Bizo.com	RFP sent on 10/6/13 by Rachel Carlson						Version 1		
Add placement									
InflectionPointMedia.com	RFP sent on 10/6/13 by Rachel Carlson						Version 1		
Add placement									
Save					0 imps		\$0.00 cost	\$0.00 total	

Notes

1. Negotiation and publisher versions
2. Status
3. Programmatic buying

centro								
1Q13 Kentucky/Louisville Acura Association							LIVE	6
\$11.75 eCPM Campaign details Media brief							01/21/13-03/31/13	Messages
Analytics								
All (5) Live (0) Issues (1) Completed (5)								
Show: Pacing from: - Filter Upload Export								
Houstonpress.com		Ad Size	Start	End	Contracted	Est. Loss	Delivered	Pace
Houstonpress.com								Data Thru
								Optimize
Breaking News Email (Impressions are estimate and can vary greatly depending on the news cycle because we like longer titles than we should)		300x250, 728x90, 160x600	07/01/13	9/30/13	2,190,000 \$0.50 cpm	\$9.00	2,185,620 imps	99.8% 9/20/13
Geotarget to Low Priority Zip List		300x250, 728x90, 160x600	07/01/13	9/30/13	1,400,000 \$0.54 cpm	\$127.56	1,372,000 imps	98% 9/19/13
Geotarget to High Priority Zip List		300x250, 728x90, 160x600	07/01/13	9/30/13	423,4500 \$1.32 cpm	\$8,056.17	170,650 imps	40.3% 9/18/13
SB Nation One-Day Takeover - Atlanta Team Sites and Regional Hubs SBB, Reskin Wallpaper, 300x250, 728x90 Sponsorship		300x250, 728x90, 160x600	07/01/13	9/30/13	125,000 \$7.15 cpm	\$34.12	123,375 imps	98.7% 9/20/13
Custom built Brand Wrap Ad - Geo: Atlanta DMA (728x90, Wrap)		300x250, 728x90, 160x600	07/01/13	9/30/13	3,459,000 \$3.23 cpm	\$987.60	3,064,674 imps	88.6% 9/20/13
Search placements by name...								
					7,597,450 imps	\$9,214.45 est. loss		6,916,319 imps
							91.0% pacing	

Notes

1. Optimize
2. Send publisher update

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1Q13 Kentucky/Louisville Acura Association

\$11.75 eCPM | [Campaign details](#) | [Media brief](#)

LIVE

01/21/13-03/31/13

6

Messages

Analytics

All (5)

Liv

Houstonpress.com

Houstonpress.com

Breaking News Email (Impress depending on the news cycle l should)

Geotarget to Low Priority Zip l

Geotarget to High Priority Zip

SB Nation One-Day Takeover - SBB, Reskin Wallpaper, 300x25

Custom built Brand Wrap Ad -

7,597,450 imps

\$9,214.45 est. loss

6,916,319 imps

91.0% pacing

Filter

Upload

Export

erred

Pace

Data Thru

Optimize

620

99.8%

9/20/13

mps

000

98%

9/19/13

mps

650

40.3%

9/18/13

mps

375

98.7%

9/20/13

mps

674

88.6%

9/20/13

mps

List of issues w/ optimization suggestions

Make optimizations

Maybe later

Search placements by name...

centro

1Q13 Kentucky/Louisville Acura Association

\$11.75 eCPM

Campaign details

Media brief

LIVE

01/21/13-03/31/13

6

Messages

Billing

Invoices

Revision history

Billing period

September

▼

Billable delivery thru

10/7/2013

Houstonpress.com	Ad Size	Start	End	Contracted	Delivered	Billed	Due
<div></div> Breaking News Email (Impressions are estimate and can vary greatly depending on the news cycle because we like longer titles than we should)	300x250, 728x90, 160x600	07/01/13	9/30/13	\$2,862.60 \$0.50 cpm	\$1,862.60 imps	\$862.60	\$1,000.00
<div></div> Geotarget to Low Priority Zip List	300x250, 728x90, 160x600	07/01/13	9/30/13	\$3,446.05 \$0.54 cpm	\$2,446.05 imps	\$2,000.00	\$446.05
<div></div> Geotarget to High Priority Zip List	300x250, 728x90, 160x600	07/01/13	9/30/13	\$2,900.00 \$1.32 cpm	\$0.00 imps	\$0.00	\$0.00
<div></div> SB Nation One-Day Takeover - Atlanta Team Sites and Regional Hubs SBB, Reskin Wallpaper, 300x250, 728x90 Sponsorship	300x250, 728x90, 160x600	07/01/13	9/30/13	\$6,400.00 \$7.15 cpm	\$5,500.00 imps	\$2,540.00	\$2,960.00

Post invoice

Save draft

Preview

\$15,608.65

contracted

\$9,808.65

delivered

\$5,402.60

billed

\$4,406.05

due