

Julie Axelrad <julie.axelrad@centro.net>

May 7, 2013 9:55 AM

To: "Frances Marquez" <frances.marquez@blogher.com>, "Brett Jesso" <brett@blogher.com>

Cc: "Liz Roller" <liz.roller@centro.net>, "Alexa Shaw" <alexa.shaw@centro.net>, "Adam Whitelaw"

<adam.whitelaw@centro.net>

RE: IATOURISM004 - BlogHer.com - TAGS NOT LIVE

Hi Frances,

Thank you so much for the update. I'm happy to hear your team is already working on this!

I'll keep an eye out for the update.

Thanks again!

Julie

julie axelrad | campaign analyst | **centro**

☎ p 312.281.5554

From: Frances Marquez [mailto:frances.marquez@blogher.com]

Sent: Tuesday, May 07, 2013 9:52 AM

To: 'Brett Jesso'; 'Julie Axelrad'

Cc: 'Liz Roller'; 'Alexa Shaw'; 'Adam Whitelaw'

Subject: RE: IATOURISM004 - BlogHer.com - TAGS NOT LIVE

Hello Julie—

We will get back to you soonest regarding the tags that are not live. This request was sent to our AdOps team yesterday.

All of these were implemented last week as per your request. We are currently using a new methodology in our ad server but it seems that for some reason the only size that's tracking impressions and clicks is the 160x600. We hope to get this resolved today. I will definitely give you an update as soon as I hear from our AdOps team.

Thank you so much for your patience!

Best Regards,

Frances

Frances Marquez

Assistant Manager, Client Services

BlogHer

1301 Shoreway Road Suite 340 | Belmont | CA | 94002

t. 650-551-1364 ext. 260

www.blogher.com

Facebook: <http://www.facebook.com/blogher>

Twitter: [@BlogHer](#) | [@BlogHerSupport](#) | [@BlogHerDeals](#)

From: Brett Jesso [<mailto:brett@blogher.com>]
Sent: Tuesday, May 07, 2013 7:25 AM
To: 'Julie Axelrad'; 'Frances Marquez'
Cc: 'Liz Roller'; 'Alexa Shaw'; 'Adam Whitelaw'
Subject: RE: IATOURISM004 - BlogHer.com - TAGS NOT LIVE

Our ad ops team is on this... Frances will be in touch later today as soon as they have info for us.

From: Julie Axelrad [<mailto:julie.axelrad@centro.net>]
Sent: Tuesday, May 07, 2013 9:04 AM
To: 'Brett Jesso'; 'Frances Marquez'
Cc: 'Liz Roller'; 'Alexa Shaw'; Adam Whitelaw
Subject: IATOURISM004 - BlogHer.com - TAGS NOT LIVE
Importance: High

Hi Brett and Frances,

I hope you're having a nice morning! It appears that you have only implemented the new 160x600 tags for the IATOURISM004 campaign. As of yesterday, there is no delivery yet for the 300x250 and 728x90 tags (no delivery at all for all three Missouri tags). Please set these live ASAP and confirm once they are running. These tags were sent over last Tuesday and should be live by now.

I have re-attached the tags for reference. Please let us know if you are running into implementation issues.

Thank you!

Julie

[julie axelrad](#) | campaign analyst | [centro](#)

☞ p 312.281.5554

From: Liz Roller [<mailto:liz.roller@centro.net>]
Sent: Friday, April 26, 2013 12:08 PM
To: Brett Jesso; Frances Marquez; Alexa Shaw
Subject: RE: IATOURISM004 - BlogHer.com - performance update

Sure thing!

liz roller | senior campaign analyst | **centro**

☞ p 312.397.5747

From: Brett Jesso [<mailto:brett@blogher.com>]
Sent: Friday, April 26, 2013 11:53 AM
To: 'Frances Marquez'; liz.roller@centro.net; Alexa Shaw
Subject: FW: IATOURISM004 - BlogHer.com - performance update

Thanks Liz, could you include Frances on all emails too. Thanks!!

From: Liz Roller [<mailto:liz.roller@centro.net>]
Sent: Friday, April 26, 2013 11:48 AM
To: 'Brett Jesso'
Cc: 'Alexa Shaw'
Subject: IATOURISM004 - BlogHer.com - performance update

Hello Brett,

I hope all is well! Attached is an updated report for the IATOURISM004 campaign.

Delivery is right on track.

Have a great day!

Liz

liz roller | senior campaign analyst | **centro**

☞ p 312.397.5747

-----Original Message-----

From: Adam Whitelaw [<mailto:adam.whitelaw@centro.net>]
Sent: Monday, April 22, 2013 3:17 PM
To: 'Alexa Shaw'; 'Brett Jesso'
Cc: 'Karen Marnul'
Subject: IATOURISM004 - BlogHer.com - Creative
Importance: High

Hey Brett -

Hope all is well! Attached are the tags for IATOURISM004 - set to launch asap.

Please schedule per the IO and confirm with screenshots once live.

Thanks,

adam whitelaw | campaign manager | centro

----- POWERING MODERN MEDIA

222 hubbard st. suite 400 chicago, il 60654 -----

Centro.net | Twitter | Facebook | LinkedIn | Blog

-----Original Message-----

From: Alexa Shaw [<mailto:alexa.shaw@centro.net>]

Sent: Monday, March 11, 2013 3:02 PM

To: Brett Jesso

Cc: Karen Marnul; Bridgette Muller

Subject: Site IO - Iowa Tourism IATOURISM004 - BlogHer.com

Hello Brett,

We have an Insertion Order from Centro for you!

Great news! We have received approval to move forward with the proposal for Iowa Tourism > March - June 2013! Attached is the insertion order with all of the campaign details. The campaign is scheduled to launch on 4/1. Please review and accept this IO by clicking on the link below at your earliest convenience.

Please note that IOs cannot be forwarded to other persons for access.

Campaign Manager, Sean Cleary, will send along the tags as soon as we receive them from the agency. If you have any questions regarding creative please do not hesitate to reach out to him by email at sean.cleary@centro.net.

Once the campaign is launched our Campaign Analyst, Liz Roller, will be contacting you to provide reporting. She will work with you to make sure all placements are pacing correctly and deliver in full by the end of the flight.

If you could please send screen shots the day of launch, we would really appreciate it!!

Thanks again for working with Centro on this campaign!

You can access the Insertion Order at:

http://publishers.centro.net/publisher_orders/124581

Cheers,

Alexa Shaw

alexa.shaw@centro.net

