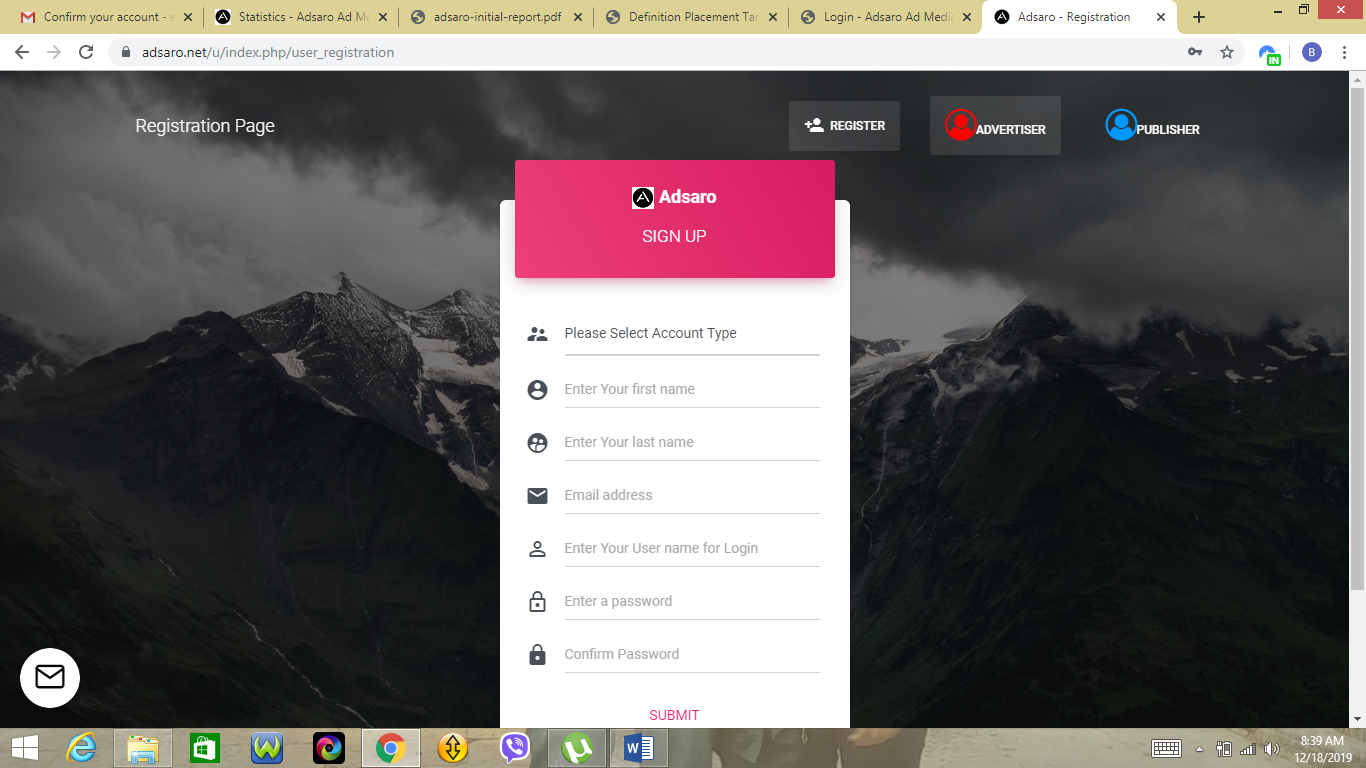
**EaseAds Media Network**

Here are the list of requirements for Easeads Website:

A homepage with catchy content is required. We can write a catchy phrase like EaseAds, “Built for Ease” in the homepage. We will have signup, login, contact, About us, etc. button on the homepage.  
Login page will be same for advertisers and publishers.  
Signup page will also be same with a option of User Type: Advertiser or publisher option available for user while signing up.



There will be 3 panel in our site, 2 panels: Advertisers and Publishers are open to our users.   
Advertisers: Users those are looking to buy traffic from us.  
Publisher: Users those are looking to monetize through their websites.  
Third panel will be accessible only to the site owners and called admin panel.  
Most of the features in advertisers and publishers panel can be controlled from admin panel.

For Advertiser panel:

We will have the following features available from Advertisers account.

1. Dashboard: Dashboard should be similar to the one shown in example. It consists of Add funds options on the side that will take the user to different modes of payment. Also, at the top right side we can show total balance, Today spend and Todays impression.

2. My Campaigns: It includes two options New campaigns and All Campaigns.  
 New Campaigns: When a user clicks this button he will be able to set campaigns. The setting of campaigns should be similar to propellerads campaigns. There will be Campaign details and budgeting , Campaign targeting like Country and Bid, Category, Browsers, Operating system, Mobile or Desktop targeting.  
These features are must and you can see propellerads.com for more info about campaigns.

Countries and bid: The most important thing is the bid, we are working on the basis of views(impression) with our advertisers, so we will charge according to the no. of views. Our charging system charges for each 1000 views which is called CPM cost. The bid will be the amount that a user want to spend for a single view. i.e. If I want to spend $2 for 1000 views( impressions), I will set the campaign bid to 0.002. $0.002 will be charged for every view by our system. Also, our minimum allowed CPM bid will be 0.0001 and maximum allowed bid will be 0.01.

Also, the traffics volume will be at faster rate for higher bidding user in same country and it will come at lower rate if bid is lower.

We will need just above mentioned features.  
All Campaigns: This button shows all campaign running through the network with total spend and budget left. You can see this in adsaro.com site.

3. Reports or Statisitics:   
The report for all campaigns running in the platform of the user and total traffics that he gets and his spending will be generated once user generates the report. The report should be available according to campaigns and according to countries. Also, it should be able to generate report according to platform like moble or desktop traffics.

4. Help or Contact button:   
  
Add funds button will take you to the funding section with different payment processors available. You can take reference from Propellerads for this as well.

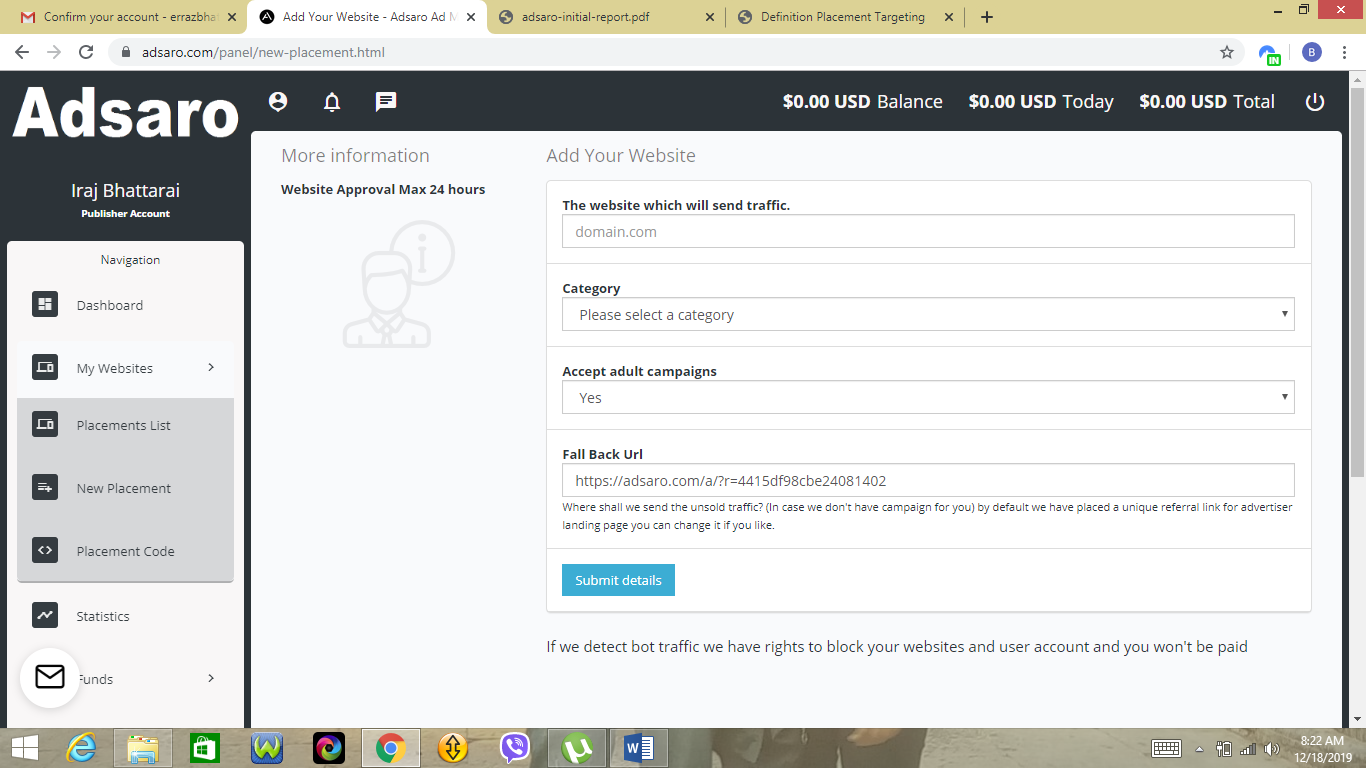
Publisher Section:  
Dashboard: It will look similar to advertisers dashboard, but there will be Request Withdraw funds option available this will allow the user to request for the withdraw for the impressions he sent.

My sites:   
Publishers are obliged to put on sites details and its category as soon as they complete the signup in order to differentiate their category.

Here are the options on My sites:

Placements list  
New placement  
Placement Code

New Placement:



It should look like this: you can refer above dashboard on: <https://adsaro.com/panel/login.html>  
UserEmail: errazbhattarai@gmail.com  
Password: lahara11

The publisher will specify the site url. Then he will choose the category which the site is based on.  
The he will submit the site for approval. We will check manually and approve.

Placement lists: It shows the list of verified sites placements.

Placement Code: In this option we will generate direct link code for the placement. We need code for direct links. The user will be able to generate the code only if he has added the placement through new placement button.  
  
Statistics or Report: User generated reports for total impressions and cost for publishers.

For the bid for publishers admin should be able to set bids to publishers according to their geos.

Admin Panel:

Dashboard: It will include total impressions, total profit this month and today etc. in an overview.  
Admin should have following accesses:  
Administrative tools: This button includes tools for making changes in the website. This will include showing categories, payment processors, countries, Browsers, OS, etc. for targeting features. These features will have different options but with this tool admin can make changes to wht a user can see and select.  
We should have manual adding of CPM bid rates for publishers and the calculation will be done accordingly.  
Placement Approval: Admin will manually see the details for placements by publishers and approve or reject the placement.  
Campaign Approval: Advertiser submits the campaign for approval and admin will check the campaigns and approve or reject it.  
Advertisers Deposits: The list of deposits from advertisers with paid date, paid amount, paid email and paid method list.

Payment approval: Admin will be able to approve payment made by request.  
Network users: Advertiser and publishers  
Admin will be able to view the list of users i.e. advertisers and publishers in the website with their emails and their account can be entered by admin with a switch system. i.e. Admin can enter into any users account and make changes like that of the user.

For the payment processers, we will need to add these options,  
Add funds by Paypal   
Add funds by Bank  
Add funds by Request

We will provide the detail for payment processor and they will be able to add manually after making a request. We will not be redirecting our system directly for the payment methods. We will add direct method for paypal. But for other payment methods, the user needs to make a request for adding the funds and he will be able to add manually which we will approve through system after confirmation.

For Add funds option please refer to advertiser panel of adsaro.com site.

Our system will store datas about the publishers placements, users list, advertisers deposits, publishers withdrawals etc. We will also store data for the traffics coming in our system through their IPs and geos.

For advertiser the funds will be calculated per view. The minimum rate starts from 0.0001 to 0.01 per page views. The bid will be set by advertisers in My campaigns sections Countries and bid options , called campaign bid. It shows how much a user will spend per view. In the report we have eCPM that means total cost per 1000 views i.e CPM (cost per mile) cost.

For publishers admin should be able to add bids manually and the system will calculate the funds to be paid. Per view cost will be set by us from our side for publishers.

Reports for both advitisers and publishers

Withdraw

Make a request

Transactions

Add funds by request

Fnctionality to be added in admin section

1.Add announcement

For advitiser

3. min starting budjet 50$ and min cpm or cpc 0.001$

Modify targeting

**Publisher**

Withdraw

Make a request

Transactions

**Admin**

Admin can also run in-house campaign like advitisers

Publisher login detail

login link: [https://www.adsaro.net/](https://www.adsaro.net/u/index.php/user_login/publisher)

Username: [iraj\_bhattarai@ymail.com](mailto:iraj_bhattarai@ymail.com)

Password: 12345678

esmaa main hune vaneko payment withdrawal process through different payment methods and list of sites from which traffic comes. User must add sites as soon as he sign ups. He will get a tag that our system generates which will be added to their websites from which we will be able to receive traffics. They are also obliged to add category for their sites and there will be site approval manually from admin side in order to make sure the sites are legal.