

Ad Manager (Step by Step)

April 11, 2017



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Things to do before you start using our advertising options.

First Time Use for In-Stream Ads

If you do not do these steps your in-stream ads may not play at their scheduled times.

1. Log in to the Customer Control Panel using the Login button on the SurferNETWORK homepage. Select **Ad Manager**, then go to **Ad Setup**.
2. Select your **Time Zone** from the drop down list.
3. For **In-Stream Ads** - Fill out the table with the approximate number of minutes of ads you play each hour for a weekday or weekend.
4. Click the **Submit Changes** button.

A palette of ads is selected once per hour, and the system is designed according to typical broadcast standards to only allow an ad to run once within that hour. If this table underestimates the number of minutes of ads to be played, then the system will loop and some ads will be repeated. If this table overestimates the number of minutes of ads to be played, then ads near the end of the palette will not be played at all.

First Time Use for SVA or App Banner Ads

1. Log in to the Customer Control Panel using the Login button on the SurferNETWORK homepage. Select **Ad Manager**, then go to **Ad Setup**.
2. Select a number of seconds from the **SVA and App Banner Delay** dropdown list. This number will determine how many seconds each SVA or App Banner banner ad will display on the screen before switching to the next ad.
3. Click the **Submit Changes** button.

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Adding New Ads

Add A New SVA, App Banner, In-Stream, or Gateway Ad

1. Log in to the Customer Control Panel using the Login button on the SurferNETWORK homepage. Select **Ad Manager**.

Upload Your Ad Media

Please see the Ad Specs PDF to make sure your ads are the correct sizes, rates, and formats. If you do not follow these specs, your ads will not perform as expected.

1. Select the ad type from the **Upload Ad** box at the top of the page.
2. Then click on the **Browse** button to find the ad media on your computer.
3. Then click **Upload File**.
4. The page will let you know when the ad has finished uploading or if there are any issues with the ad media.

If you upload an ad while logged in as any station but then want to schedule it as a Group Ad, it will automatically be available for all stations; you don't need to upload it again.

Schedule Your Ad

Start by clicking the **Schedule Ad** button on the main **Ad Manager** screen after you have uploaded your ad media.

Ad Unit Particulars

1. Select **stations**. (ONLY if you are logged in with a group login)
2. Select **Ad Type**:
 - In-Stream is for replacement of terrestrial ads that play during your stream audio.
 - Gateway is for pre-rolls that play when the desktop player is first opened
 - SVA (Station Value Added) is for 470X254 banners that display on the desktop player.
 - App Gateway is for pre-rolls that play when the app is first opened. This is only for apps built by SurferNETWORK.

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- App Banner is for 320X50 banners that display on your app. This is only for apps built by SurferNETWORK.

Layout of the rest of the Ad Scheduling page may vary slightly depending on the type of ad you are scheduling, this is because different types of ads have different settings.

- 3. Active:** If the ad should start right away, or if you want it to start automatically on the entered Start Date, select Yes. If No is selected, the ad will not play at all, regardless of the Start Date.
- 4. Client:** the name of your client providing the ad. If the ad is a station promo, put Self in Client text box. Please try to keep these client names consistent as the ad reports will be compiled by Client. For example, if you have Burger King and you call it both 'BurgerKing' and 'Burger King', you will have to generate two ad reports for them, one with each name.
- 5. Ad Name:** Enter a meaningful name for your ad in the Ad Name text box (e.g., "Jonestown Ford spring special"). This name is what will be used on the reports to identify each associated ad.
- 6. Ad Filename:** Select an ad from the dropdown box. This list will be prefilled with uploaded ad files.
 - If this is an SVA or App Banner, the drop down list will be labeled SVA Filename or App Banner Filename and will be followed by a text box for you to enter a click-through link called **SVA Click Target** or **App Banner Click Target**.
- 7. Paid/Comp:** Select if the ad is Paid or Comp from the dropdown. Priority given to ads marked as Paid.
- 8. Category:** This is just a reminder of the ad's subject matter.
- 9. Gateway Set:** (for Desktop Gateways only, not for use on App Gateways): Only displayed if this ad is a gateway. Enter the name of the gateway set for this particular ad.
 - Gateway sets launch specific gateways based on a new parameter in the listen live link which enables you to have different gateways play from different listen live links.

Gateway sets must be setup with SurferNETWORK first. If they are not setup and you fill in this box, your gateway will NOT play.

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Scheduling

1. **Start Date:** Prefilled with today's date but you can change to any date you want the ad to start playing on.
2. **End Date:** The last date the ad will play. If you do not care when the ad ends, or if it does not have a specific end date, just use a date far in the future.

If you need to ad to play for only ONE day, just put the same start and end date in.

3. **Day Part, Time of Day Start, and Time of Day End:** Leave as they are to have the ads play 24 hours a day.
 - o If you would like to use a preformatted radio **Day Part**, select one from the drop down:
 - Morning Drive – 6am-10am
 - Day Time – 10am – 3pm
 - Afternoon Drive – 3pm-7pm
 - Evening – 7pm-Midnight
 - Overnight – Midnight-6am
 - o If you have specific hours you want the ad to play, use the drop down lists to select the **Time of Day Start** and **Time of Day End**.

If you select both a Day Part and Time of Day, the result will be a union of the two.

4. **Maximum Impressions:** has two separate items and both should be entered in numeric format only. You can use these fields together or separately. (In both cases, this is an approximate number. Say you set one of these to 1,000, when the ad hits 1,000 impressions, if there are still 4 people listening that have this ad in their stream, they will have to finish listening to it before the ad can stop being pulled, meaning you would have 1,004 impressions.) When setting up an ad for multiple stations, the max impressions on the setup page will apply to each station individually.
 - o **Total** will determine the maximum number of impressions your ad can accrue before it stops being played. If you do not have a maximum number, set this to 0.
 - o **Daily** allows you to set a maximum per day. Your ad will play until this many people have seen it during that day.

An impression is NOT the number of times the ad has played. An impression is a count of people that have seen the ad over all of its plays.

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5. Maximum Plays per Day/Week/Month

- In-Stream is for replacement of terrestrial ads that play during your stream audio
- Gateway is for pre-rolls that play when the desktop player is first opened
- SVA (Station Value Added) is for 470X254 banners that display on the player
- App Gateway is for pre-rolls that play when the app is first opened. These ads are audio with an accompanying clickable banner. This is only for apps built by SurferNETWORK and are on our latest platform.
- App Banner is for 320X50 banners that display on your app. This is only for apps built by SurferNETWORK and are on our latest platform.

IMPORTANT NOTE! If you set BOTH a Maximum Impression and Maximum Plays the ad will stop playing when either maximum is reached.

Additional Information

1. **Companion Banner:** If your In-Stream or Gateway ad has a companion banner, select Yes; otherwise select No. This banner will show up on the player while listeners hear/see the ad play.
2. **Companion Banner Filename:** If the ad has a companion banner, select it from the dropdown box. You will need to upload the images first.
3. **Banner Click Target:** Enter a click-through URL. This is a link your listeners will go to when they click on the banner. It should be the full link format, <http://www.site.com>.

Since SVA (Station Value Added) ads and App Banners are just banners, this section of the Add/Edit New Ad page is not displayed.

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Editing Ads

Edit an Existing SVA, App Banner, In-Stream, or Gateway Ad

1. Log in to the Customer Control Panel using the Login button on the SurferNETWORK homepage. Select **Ad Manager**.
2. If you already have ads you will see them listed here. To narrow down the display of your existing ads, you can use the filters available at the top of the page.
3. To edit an existing ad, find it on the list and click the **Edit** link on the right. Make any necessary changes and click **Submit Changes**.

If you added ads from a group login, you will be able to see those ads on each individual station login but you cannot edit them. You need to be logged in as the group account to edit group ads.

Ad Reports

We provide detailed reports on your ads. From the main reporting screen, you can filter which ads you would like to see reports for. You can select a specific client, date range, and status (active or inactive) to narrow down your ads. Reports can be displayed for all four ad types.

If you are logged in as a group account, you can also select which stations you want to see advertising reports for using the checkboxes at the top.

Gateway (Desktop and App)

- ✓ Since each viewer will see this ad once, the plays and impressions will always match.
- ✓ We also count clicks on accompanying clickable banners, if you've included them.

In-Stream

- ✓ An in-stream ad is part of the stream itself so every time it plays, all of the listeners on the stream at that time will hear it. As a result, impressions will be higher than plays.
- ✓ We count clicks on accompanying clickable banners, if you've included them.
- ✓ You can also click the icon under tools to see exactly when this ad was played on your stream.

SVA

- ✓ Since this ad may be the only one on your player, or rotating with others, plays and impressions are not really accurate or useful counts.
- ✓ For SVA we only count clicks on the banner (assuming you have entered a click-through link for it).

App Banners

- ✓ Since this ad may be the only one on your player, or rotating with others, plays and impressions are not really accurate or useful counts.
- ✓ For App Banners we only count clicks on the banner (assuming you have entered a click-through link for it).