DOmedia™

The Out-Of-Home Advertising Marketplace

Getting Started Tutorial

# Getting Started Tutorial

- This tutorial is designed to help you get your media posted in the DOmedia Marketplace

About DOmedia:

DOmedia is the Out-of-Home Advertising Marketplace that simplifies the process of buying & selling media. www.domedia.com

5 Steps to Post Your Media

1. [Create Free Account](#)
2. [Create Company Profile](#)
3. [Upload Images & Support Files](#)
4. [Add a Media Profile](#)
5. [Edit Your Product Profiles](#)
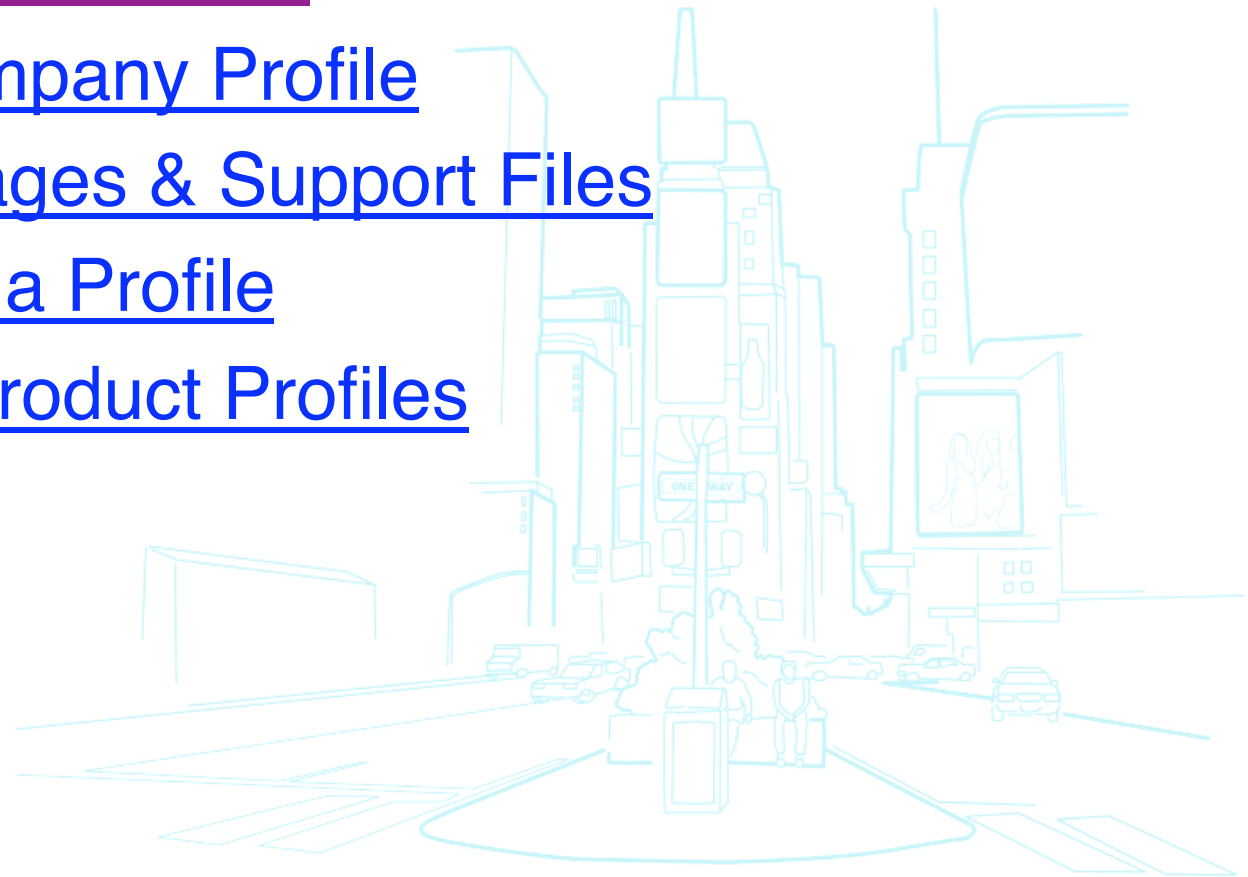
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2. Create Company Profile

A. On the **My Account** page click
Manage My Company Information and Logo

B. **Enter Company Name & Contact Information**

‣ This information is displayed publicly to all users

C. **Upload your Logo**

‣ The logo should be a maximum of 320 pixels wide (1/2 of current interface) OR the logo should be a maximum of 144 pixels high (2 inches)

‣ Whichever maximum sized is reached first, the other measurement should scale proportionately. Supported file types include: .bmp, .gif, .jpg, .jpeg, .png, .tif, .tiff

D. **Enter description of your business as your Company Profile**

‣ Your Company Profile will be visible by all DOmedia users who are interested in learning more about your organization. Provide a brief introduction to your company and an overview of your products/services.

E. **Enter Optional Information**

‣ This information is currently hidden from all users. It helps us get to know you better.

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3. Upload Images & Support Files

Images & Support Files will be displayed on your Media Profiles for users to browse and download.

***Tip: U**pload all your pictures and support files in this step.*

A. On the **My Account** page click **Manage My Image Gallery**

B. **Upload Images**

To add an image, use the "Choose File" button to find the image on your local hard drive, then click the "upload" button. DOmedia will automatically create thumbnails of the appropriate size for our site. You may upload BMP, GIF, JPG, JPEG, PNG, TIF, or TIFF files, or a ZIP file containing those image types. Repeat for all images.

C. **Click Support Files**

Click the Support Files link from the navigation menu under Media Profiles

D. **Upload Support Files**

To add a support file (video, media kit, creative guidelines, case studies, etc.) use the "Choose File" button to find the file on your local hard drive, then click the "upload" button. You may upload AVI, BMP, GIF, JPG, JPEG, PDF, PNG, SWF, TIF, TIFF or WMV files.

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4. Add a Media Profile

A. On the **My Account** page click **Manage My Inventory** then click **Add new item**

B. **Keywords:**
- ‣ Play a critical role in how your media is returned in search results
- ‣ Identify keywords agencies & advertisers are most likely to search
- ‣ Use these keywords in the **Title** & **Description** fields

C. **Status:**
- ‣ Determines if your media is shown in search results
- ‣ Select "Show" to make your media visible

D. **Product Category:**
- ‣ Most searches are refined by category
- ‣ Assign proper categories for maximum exposure in search results

E. **Product Subcategory:**
- ‣ Allows you to represent your media in more detail
- ‣ **Very important:** Subcategories help create your **Product Profiles**
- ‣ Greatly affect the way your media is returned in targeted searches

F. **Venue:**
- ‣ Searches are often refined by venue
- ‣ Subscribers typically try to use venues to reach a certain lifestyle segment

G. **Add New Item / Save**

4. Add a Media Profile (Cont'd)

A. Edit Media Profile

▸ After you add your Asset, you can then edit Images, Support Files, Location, Pricing/Terms, Impressions/Demographics, Art/Production, and Availability.

▸ Use the navigation links at the top to edit this information for your asset.

▸ Remember to hit SAVE after entering information on each page!

A

Edit Media Profile

« Back to Inventory
Add New Item

Overview | Images | Support Files | Location | Pricing / Terms | Impressions / Demographics | Art / Production | Availability

x

Inventory #x

See your asset as others see it »

Overview

Review the information in each field and make changes where appropriate. Be sure to click the "save changes" button at the bottom of the page. As a reminder, per our terms of service, you must own or have exclusive rights to sell this item to list it within our system.

Title:
x

Product Description:

Source | B I U | ≡ ≡ ≡ ≡ | ↶ ↷
▦ ▤ ▭ — Ω

x

Inventory Number:
x

Status

B. Repeat

▸ Add an Asset for each type of Product Category/Subcategory combination you offer

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5. Edit Product Profiles

Media Profiles

Here you can provide additional information about y
including as much information as possible, media
reminder, per our terms of service, you must own o
our system.

A
- Manage My Product Profiles   'NEW
- Manage My Inventory   'UPDATED
- Manage My Image Gallery
- Manage My Support Files
- Go to DOinventory

My Product Profiles

Product Profiles | Inventory | Image Gallery | Support Files | DOinventory

All of your Product Profiles are listed below.   'WHAT'S THIS?
Click "Edit" to make changes to a Product Profile.

B

Inventory (3)

Name:	Image:	Category:	Subcategory:	Action:
▶ x	🗋	Buses		Edit
▶ Tab Example	🗋	Malls	Mall Ad Panels	Edit
▶ Riley '0	🗋	Mobile/Truckside/Car Wraps		Edit

Back to top ▲

C

Edit Product Profile - x

Overview | Images | Support Files | Pricing / Terms | Demographics | Art / Production

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A. **On the <u>My Account</u> page click <u>Manage My Product Profiles</u>**

▸ Product Profiles are a summary version of your Media Profiles. These show up in search results. Learn more about <u>Product Profiles</u>.

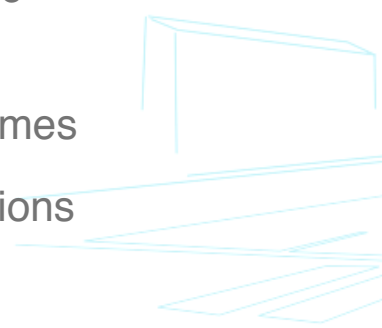**B.** **Find the Product Profile you created and click 'edit'**

C. **Edit Product Profile**

▸ Enter the correct information about this product using the navigation links at the top (similar to how you entered information for Assets in <u>Step 3</u>)

▸ Remember to hit SAVE after entering information on each page!

D. **Repeat for each Product Profile**

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The Finished Product

• Product Description

• Contact Information

• Images / Videos

• Detailed Information

  • Media Planning Rates

  • Circulation / Impressions

  • Location / Coverage Area

  • Production Lead Times

  • Creative Specifications

DO4you: Enhance Your Profiles

Let us add your inventory for you

- **DO4you** is a data management / upload service offered by DOmedia to get keep your information up to date for you. We'll use our in-depth knowledge to create engaging, enhanced media profiles embedding videos, creating rate card tables, and loading your media kits to ensure all you info is presented clearly and completely to buyers.

- See what we can DO4you by contacting clientservices@domedia.com or 866.939.3663.
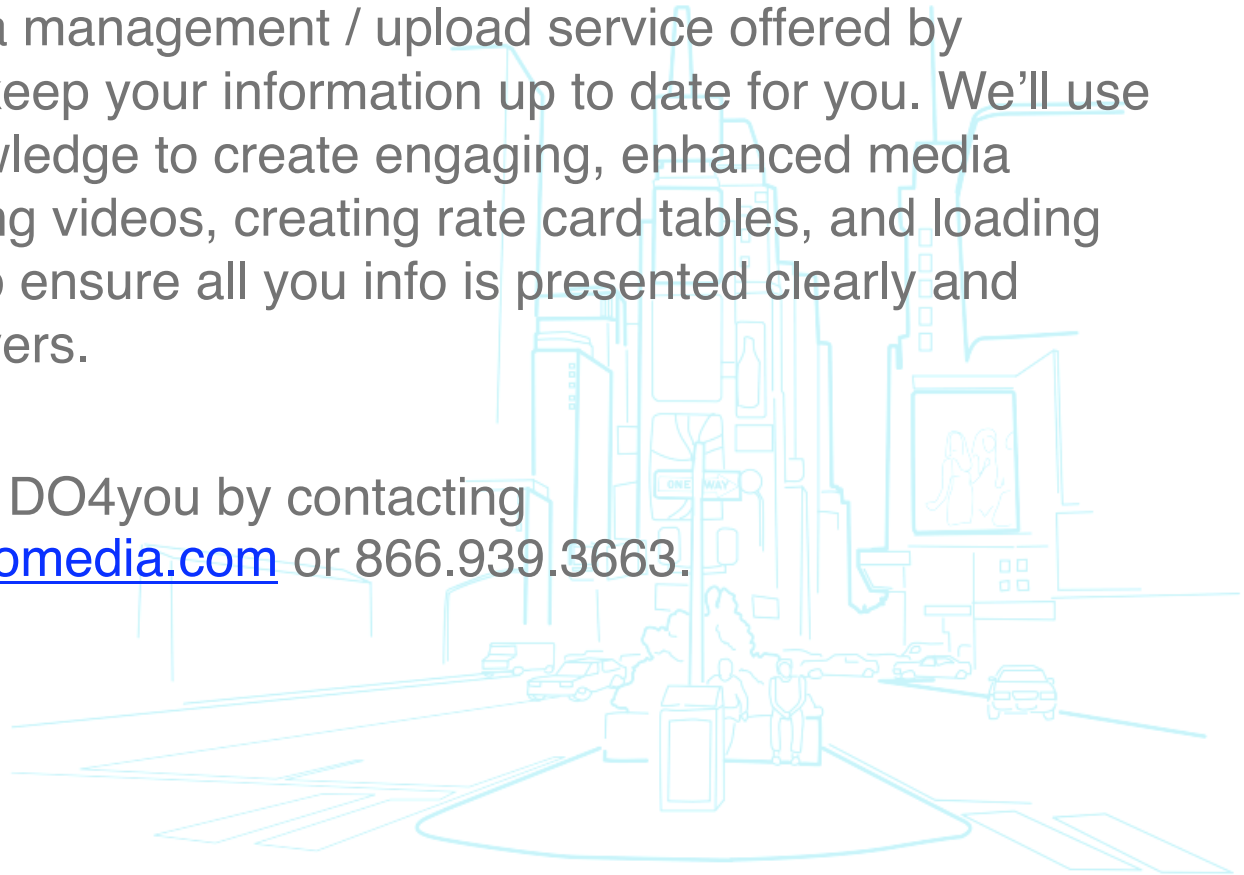
Contact the Client Services Team

866.939.3663

clientservices@domedia.com

QUESTIONS?

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