



The Out-Of-Home Advertising Marketplace

Getting Started Tutorial

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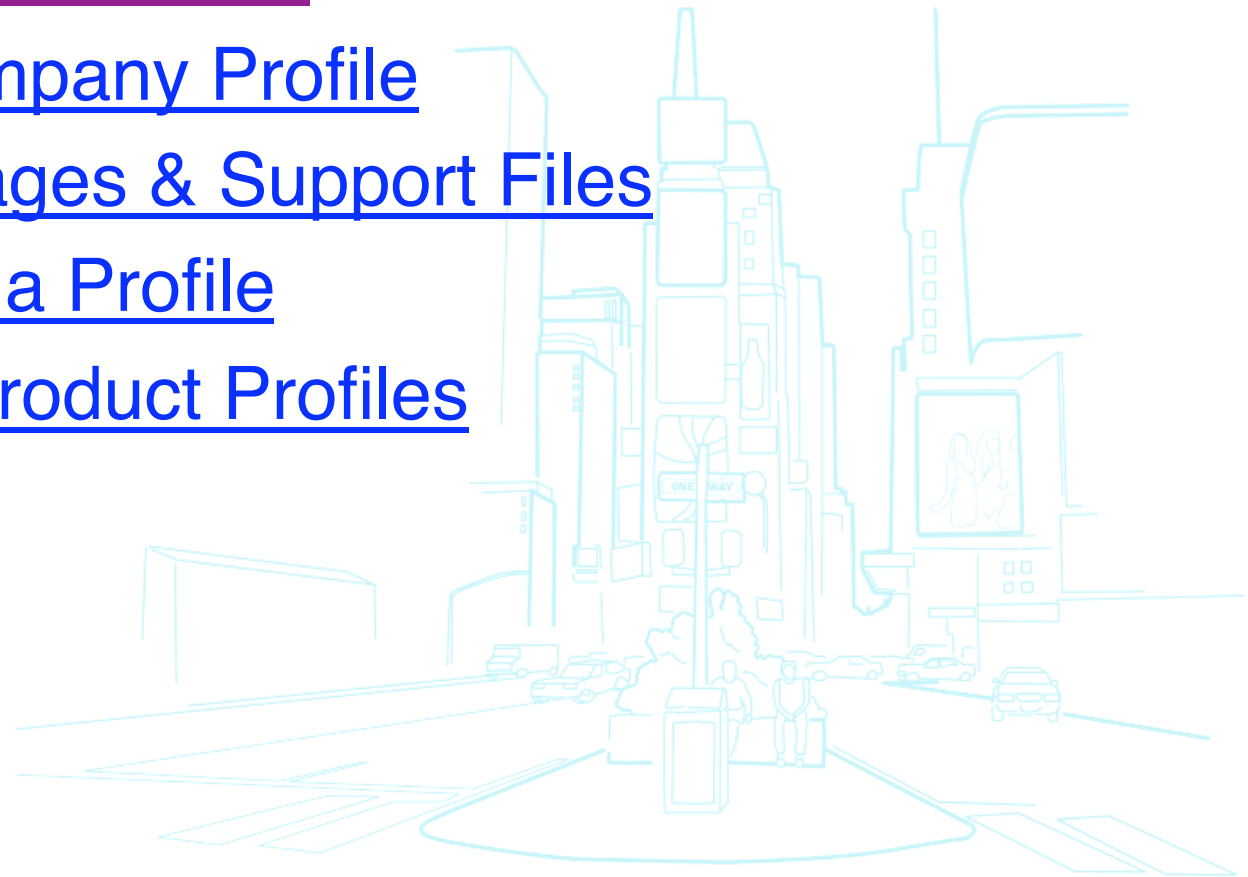
- This tutorial is designed to help you get your media posted in the DOmedia Marketplace

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](#)



2. Create Company Profile

A

Company Profile
Manage your company profile by updating contact information, company information and logo, and industry affiliations. Any information you include will be made visible to other users on your company profile page.

- Manage My Contact Information
- Manage My Company Information and Logo
- Manage My Industry Affiliations

B

C

D

E

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.

3. Upload Images & Support Files

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

Tip: Upload all your pictures and support files in this step.

Media Profiles

Here you can provide additional information about your company's additional services/assets. By including as much information as possible, media buyers can easily find what you have available. 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.

- Manage My Product Profiles **NEW**
- Manage My Inventory **UPDATED**
- Manage My Image Gallery
- Manage My Support Files
- Go to Doinventory

A

Media Profiles

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

Upload Images

To add an image, use the "Browse" button to find the image on your local hard drive and upload 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.

No file chosen

Image Gallery

Click the browse button to find the image on your local hard drive. Doinmedia 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.

Sort Images by: [Image ID Number](#) | [Filename](#)



[View](#) | [Delete](#)

Name: shelter3.jpg
Image ID: 5717



[View](#) | [Delete](#)



[View](#) | [Delete](#)

Name: orlando.jpg
Image ID: 5719

B

Media Profiles

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

Upload Support Files

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

No file chosen

Support Files

Click the browse button to find the support file on your local hard drive.

Sort Support Files by: [File ID Number](#) | [Filename](#)



[Delete](#)

Name: guerrilla.png
File ID: 597

D

C

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. Doinmedia 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.

4. Add a Media Profile

The screenshot shows the 'Add New Item' form in the DOmedia interface. Callouts A through G highlight key fields and actions:

- A:** 'Add new item >>' button in the Media Profiles section.
- B:** 'Title:' field.
- C:** 'Status:' field.
- D:** 'Product Category:' field.
- E:** 'Product Subcategory:' field.
- F:** 'Venue:' field.
- G:** 'add new item' button at the bottom.

Other visible fields include 'Product Description:', 'Inventory Number:', and 'Venue:'. The 'Product Category' section lists various categories like Digital OOH, Billboards, Street Furniture, and Alternative OOH. The 'Venue' section lists various locations like Entertainment, Hospitality, and Schools.

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**

G

add new item

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DOmediaTM

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!

Edit Media Profile Back to Inventory Add New Item

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

x
Inventory #
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
Inventory Number: x

Product Description: x

B. Repeat

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

5. Edit Product Profiles

Media Profiles

Here you can provide additional information about your Media Profiles, including as much information as possible, media reminder, per our terms of service, you must own the rights to the media. Learn more about 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.

Inventory (3)

Name	Image	Category	Subcategory	Action
x		Buses		Edit
Tab Example		Mails	Mail Ad Panels	Edit
Riley D		Mobile/Truckside/Car Wraps		Edit

[Back to top](#)

C

Edit Product Profile - x

[Overview](#) | [Images](#) | [Support Files](#) | [Pricing / Terms](#) | [Demographics](#) | [Art / Production](#)

A. On the [My Account](#) page click [Manage My Product Profiles](#)

- ▶ Product Profiles are a summary version of your Media Profiles. These show up in search results. Learn more about [Product Profiles](#).

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

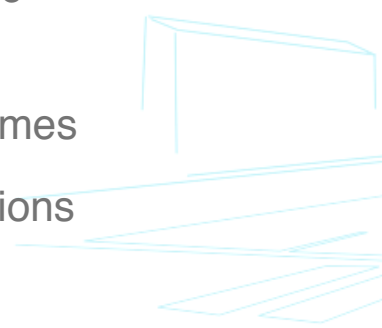
C. Edit Product Profile

- ▶ Enter the correct information about this product using the navigation links at the top (similar to how you entered information for Assets in [Step 3](#))
- ▶ Remember to hit SAVE after entering information on each page!


D. Repeat for each Product Profile

The Finished Product

- Product Description
- Contact Information
- Images / Videos
- Detailed Information
 - Media Planning Rates
 - Circulation / Impressions
 - Location / Coverage Area
 - Production Lead Times
 - Creative Specifications



Welcome, [Matt](#) | [Log Out](#)




[Home](#) [Learn More](#) [My Account](#) [DOfind](#) [Press Room](#) [Contact](#) [Blog](#) [Resources](#) [Begin Your Search](#)

Search Results | [Product Profiles:](#)
Gas Station Video Network

Offering Company:
Matt's Digital Network
 274 Marconi Blvd
 Ste 400
 Columbus, OH 43215
 (516) 832-8323

- [Request additional information](#) »
- [Request Profile Improvements](#) »
- [See other assets offered by Matt's Digital Network](#) »
- This is your Product Profile. If you see a problem, [Edit this Product Profile](#) »



• [Click to view 3 Additional Images](#)

Product Description:

- Break through traditional ad clutter and get your message in front of a truly captive audience!
- Deliver high value messages to an active and engaged audience.
- State of the art digital audio & video monitors installed at convenience stores throughout the state, region & country.
- The average c-store customer visits 5 times per month & spends 4-6 minutes fueling their vehicle.
- 4-6 minute loop ensures your message is viewed by over 30,000 people per store per month.
- Your message runs at each location on all screens simultaneously...
- Every six minutes for 180 impressions per store per day & 5,400 impressions per store per month.
- Call to action advertisements encourage additional purchases from customers.
- Electronic compliance reporting system.
- Documented sales increase of in-store products & higher ad recall than traditional static media.
- Strategically target your customers by specific DMAs, zip codes, locations and day parts.

13 stations total with 11 in central Ohio. Dynamic programming with full broadcast quality video with audio.

Category:
Digital Video Ad Networks - With Audio

Subcategory:
Gas Stations

▼ **Network at a Glance:**

- **Number of Venues:** 13
- **Average Screens per Venue:** 8
- **Placement in Venue:** Pump Top
- **Dwell Time:** 5 minutes
- **Typical Spot Length (in seconds):** 15
- **Screen Layout:** Full Screen
- **Dayparts:** Yes
 - **Dayparts Description:** 6-8am, 11a-1p or custom
- **Addressability Level:** Screen
- **Ad Rotation Schedule:**
 - **Content to Ad Ratio:** 5 minute loop includes 2 minutes of ads and 3 minutes of engaging content
 - **Content Provider/Description:** Great content loop including weather, sports and local news
- **Category Exclusivity Available:** Yes
- **Category Separation Available:** Yes
- **Audio:** Yes
- **Network Impressions (4 week audience):** 130,000
- **Impressions Methodology:** OVAB methodology, Audited by Nielsen.

► **Locations:**

► **Audience:**

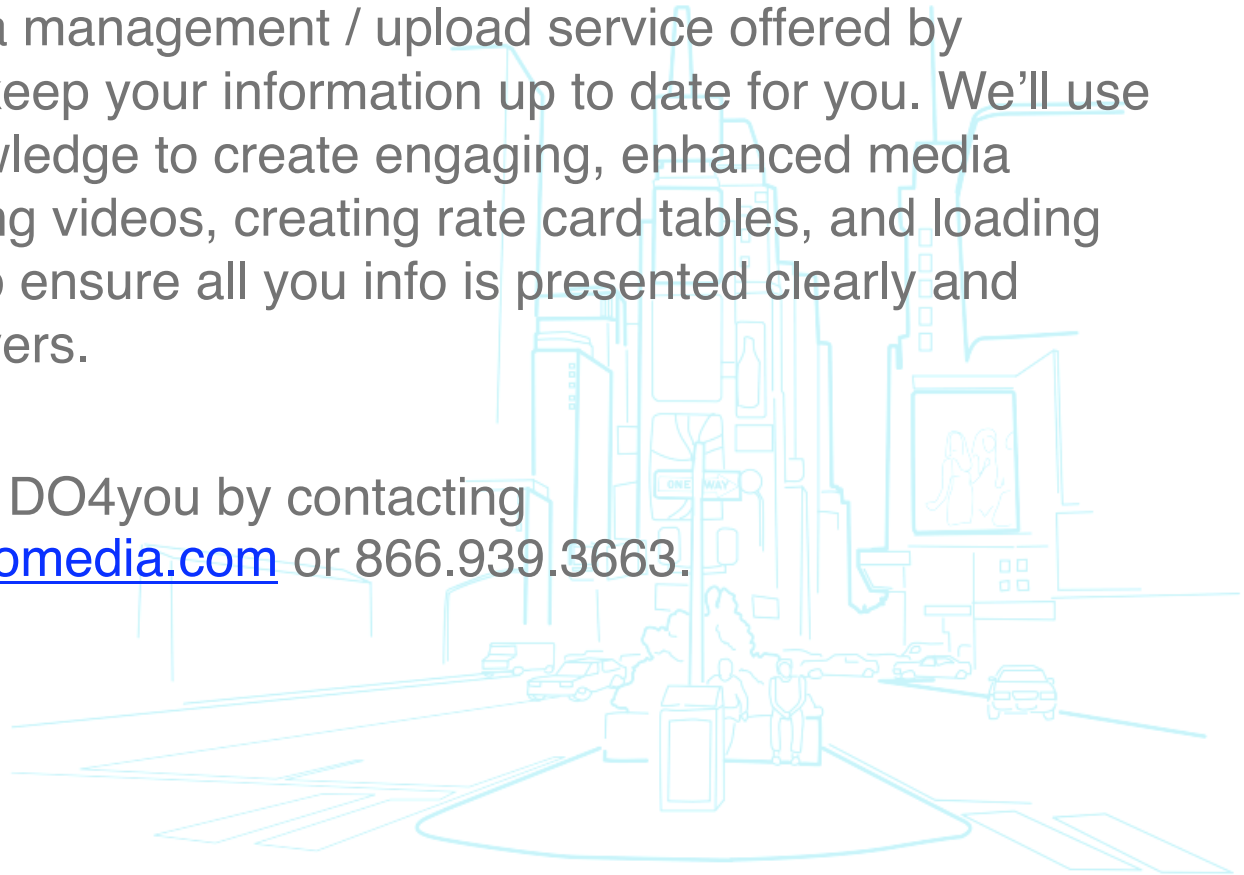
▼ **Pricing / Terms:**

- **Rate Card:** \$6500 per month for :15 spot, full network buy.

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?

