

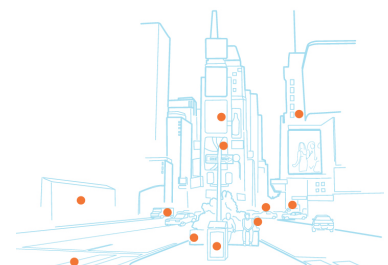
Quick Reference Guide for Agencies

For more information, contact Client
Servicesclientservices@domeia.com 866.939.3663



ABOUT DOMEDIA

DOMedia is the Out-of-Home Marketplace that simplifies the process of buying & selling media. www.domeia.com



DOmedia Marketplace 101 - Basic Setup

There are three types of profiles in DOmedia Marketplace:

Type	What it tells you	Example	Where you can find it
Company Profile	Contact info, Office Location, Description, Products	An outdoor company based in Atlanta	Go to Browse Companies or click on a Company Name
Product Profile	Summary of media a company offers in a particular category	Digital Network, Bus Shelters, or Permanent Bulletins	Displayed in DOfind Search Results
Media Profile (Asset Profile)	The smallest individual unit in a media category	Specific Location, Asset, or Network	Under the "Locations" section of the Product Profile

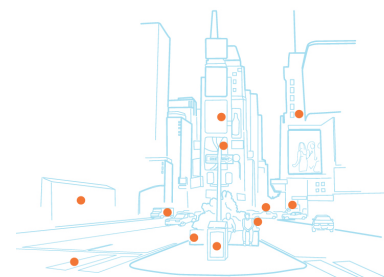
Every Product Profile and Media Profile is associated with one (and only one) category/subcategory combination. A company's Media Profiles roll-up under the location section of the Product Profile. For example, every location for a Digital Network has its own Media Profile that rolls-up under a Product Profile, which represents the Network as a whole.

Best Practices

- Leave all Venue & Audience fields checked**
 If you're not doing a specific venue or audience search, leave the fields checked so you do not constrain the search results. Try using the filter on the Search Results page to narrow your results after you perform a search.
- Sort by Column Headers in Search Results**
 Click the search results headers to sort by Product Profile Name, Company, Category, Venue, Units and Markets.
- Browse Companies**
 Already know which company you are looking for? Use the [Browse Companies](#) page to view all of the searchable vendors alphabetically.
- Save your favorites in an Idea Folder**
 If you have a certain vendor you work with often, you can save their Product Profiles to an Idea Folder. This allows you to easily come back to their profiles and send an RFP.

How to save your favorites in an Idea Folder"

- Create an Idea Folder** under DOfind > [Idea Folders](#)
- Add to Idea Folder** by checking the desired Product Profiles returned in a Search Result and then clicking *Add to Idea Folder* at the bottom of the Search Results page. Or, Add to Idea Folder directly from a Product Profile or Media Profile by clicking *Add to My Idea Folder >>*



DOfind FAQ's

- **Why does a venue still appear when I use the filters on the search results page to remove it?**

A profile in our database can be associated with more than one venue. For example, if you uncheck 'gas stations,' any profiles that are only in gas stations will be removed from the list, however, profiles that are in gas stations and other venues will still be in the search results.

- **How does the Audience search work?**

Currently, audience searching does not allow the user to control the level of intensity of a demographic attribute; rather it produces results based on a threshold. For example, if you're looking for African Americans in Los Angeles, the system will identify the background number and compare every media profile against that number. If Los Angeles is on average 15% African American, then every media profile in Los Angeles that has 15% or greater in the African American audience input will come up in the search results. Please note we use third-party Claritas data. The Hispanic ethnicity is a special case because these numbers allow a person to be Caucasian and Hispanic as well as African American and Hispanic etc.

[See more FAQ's >>](#)

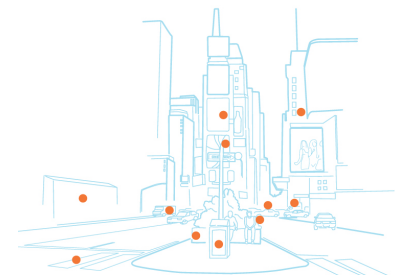
How DO I...

General:

- **Find information for a client pitch?**
You can find planning information using DOfind to search the DOmedia Marketplace. Media Seller contact information, media kits, pictures, descriptions, rate card pricing, impressions, locations, creative specs and audience information are located in Product and Media Profiles.
- **Get information that is missing from a profile into the system?** Under the media seller's contact information on a profile, there is a link to Request Profile Improvements. Check which boxes correspond to the items you need to find and click Submit. This request goes directly to the media seller and notifies the DOmedia team.

Working with an RFP:

- **Know if it is OK to send an RFP?**
Contact Alex Baker before you hit Send on 'Step 5.' (*Why? - We want to make sure everything looks correct, the media sellers selected can receive the RFP, and let you know if a media seller needs to be contacted outside the system.*)
- **Reuse information from a previous RFP for a new RFP?**
On your Dashboard click Copy RFP. This allows you to copy everything that you have already entered in a particular RFP and



start a new RFP (including the same vendors and products).

- **Practice or test the RFP tool?**
Contact Alex Baker (alex@domedia.com) to set up a test RFP. Please refrain from sending “test” RFPs to media sellers.
- **Send an RFP to a media seller that is not in DOmedia**
First verify that the vendor is not in the system (you searched the correct category and looked at the Browse Companies page etc.). Use the Invite a Media Provider button located on our search results page to send an invitation to the media seller.
- **Choose which contacts at a media selling company receive the RFP?**
On ‘Step 5: Additional Recipients’ you can choose the recipients you want the RFP to go to. If you do not have a relationship with the default user, simply enter your contact’s name and email address then click Add. Currently, the additional recipient will have to coordinate with the user who already has an account to submit a proposal.
- **Tell media sellers the dates of the campaign have changed?**
Use the Communications feature. Go to your Dashboard and click the RFP Title to get each individual vendor to pop-down under the RFP. Under the ‘Communication’ section there is a View Messages link for each vendor. Here you can type a quick note that will send a regular email notification to the vendors. Please note that if you have already received a proposal from a media seller, you should request changes by going to your Dashboard > clicking the RFP Title to get each seller to pop-down under the RFP > Click View Proposal > Request Change at the bottom of the proposal and explain the changes you need to see in the proposal.
- **Let a media seller know they need to fix/change something in a proposal response?**
Go to your Dashboard, click the RFP Title to get each vendor to pop-down under the RFP > Go to the ‘Action’ section and click View Proposal. At the bottom of the proposal you can Request Changes. You will be directed to the ‘Message Thread’ so you can explain the changes you need to see in the proposal to the vendor. The vendor will get an email notification with your comments.
- **Let the media seller know they have not been awarded?**
Go to your Dashboard > click the RFP Title to get each vendor to pop-down under the RFP > go to the ‘Action’ section and click View Proposal. At the bottom of the proposal you can Permanently Decline (Remove from RFP). You will have the option to provide further explanation or feedback to the media seller (i.e. “Client chose a different category” or “Not enough inventory available”).
- **Let the media seller know that an RFP has been cancelled?**
Go to your Dashboard and click Cancel. The vendor will get an email notification and their dashboard will be updated.
- **Know if a media seller has a question about the RFP I sent?**
Media Sellers have the option to ask questions through the message thread. Each time the message thread is updated, you will



receive an email notification with a link to view the message from your Dashboard. From the Dashboard, click View Messages next to the corresponding media seller.

- **Let the seller know that I will be placing an insertion order?**
Go to your Dashboard > click the RFP Title to get each vendor to pop-down under the RFP > go to the 'Action' section > click View Proposal. At the bottom of the proposal, check "I materially accept the proposal as offered by the vendor and intend to pursue a contract with this vendor (if one does not already exist) to purchase this media." and click Accept Seller RFP Proposal.

Working with DOmedia:

- **Tell DOmedia something isn't working or looks wrong?**
Take a screenshot and email it to Alex Baker (alex@domedia.com). (Why? - This tells us when you experienced the problem, what browser you are using, what page you are on and what you are seeing). Call Alex (937-206-6876) if the problem is keeping you from continuing with your work.
- **Let DOmedia know if I have an idea to make the system better or changes that should be made?**
Call or Email the idea to Alex Baker (937-206-6876 or alex@domedia.com).

