

How Do I Create an Advertiser?

1. Starting on the *Campaigns* page, click the *Advertisers* tab.
2. Select *Create Advertiser* from the drop-down list.
3. The *Create New Advertiser Properties* page is displayed.
4. Enter a name in the *Advertiser Name* field.
5. Click the *Save* button.

Outcome: The system refreshes, opening the *Campaigns* page and displaying a message that your advertiser was successfully created.

How Do I Map Sites?

1. Starting on the *Campaigns* page, click the *Admin* tab.
2. Select *Manage Sites* from the drop-down list.
3. The *Sites* page is displayed. Search for a site.

Note: Click the *Show Only* link to view only the unmapped sites in your Account.

4. Enter a site name or keyword in the *Search* field and click the *Search* button.
5. The site is displayed. In the *Mapped Directory Site* column, click the *Map* link.
6. The *Map Site* dialog box is displayed.

To select a suggested site:

7. Select the radio button next to the suggested site name.
8. Click the *Map Site* button.

To search:

9. Click the *Search Directory Sites* tab.
10. Enter a site name or keyword in the *Search* field and click the *Search* button.
11. The site name is displayed. Select the appropriate site.

Note: You must select a site that most closely matches the name of the site that you originally selected to add.

12. Click the *Map Site* button.

Outcome: The system refreshes, returning you to the *Sites* page and displaying a message that your site was successfully mapped to the Site Directory site that you selected.

The *Caution* icon has changed to the *Launch Site* icon, and the name of the site that you selected in Site Directory appears in the *Mapped Directory Site* column.

How Do I Create a Campaign?

1. Starting on the *Campaigns* page, click the *Campaigns* tab.
2. Select *Create Campaign* from the *Campaigns* drop-down list.
3. The *Campaign Properties* page is displayed. Define your campaign properties.
4. Select an advertiser from the *Advertiser* drop-down list.
5. Enter a name in the *Campaign Name* field.
6. Under *Schedule*, click the calendar icon in the campaign's *Start Date* field.
7. The *Calendar* widget is displayed. Select the campaign's start date.
8. Click the calendar icon in the campaign's *End Date* field.
9. The *Calendar* widget is displayed. Select the campaign's end date.
10. Under *Landing Pages*, enter the landing page's name in the *Page Name* field.
11. Select the tab key on your computer to access the *URL* field. Enter the landing page's URL.
12. Click the *Save* button.

Outcome: The system refreshes, opening the *Media Plan* of that campaign and displaying a message that your campaign was successfully created.

How Do I Create a Placement?

1. Starting on the *Campaigns* page, search for a campaign. If you are already in a campaign, go to Step 4.
2. Enter a campaign name in the *Find Campaigns* search field and click the *Go* button.
3. The campaign is displayed. Click the *Media Plan* icon in the *Assets* column.
4. The campaign's *Media Plan* is displayed. Select *Placement* from the *Create* drop-down list.
5. The *Select a Site* dialog box is displayed. Select a site by either searching or browsing.

Note: Sites in your current campaign are displayed by default.

If you need a site from your current Account or Site Directory, select the appropriate radio button.

Note: If the site is not in your current Account or campaign and you need to add it, select the Site Directory radio button. The system will refresh. Click the link *Add a site to the Site Directory* once it is displayed and enter the site URL in the *Create a Site Directory Site* dialogue box. Click the *Create* button.

6. If you need to search, enter a name or keyword in the *Search* field and click the *Search* button.
7. Select or deselect your search criteria within the *Site Attributes* section.
8. Sites relevant to your search are displayed. Click the *Site Name* or *ID*.
9. The *Create New Placement* page is displayed. Choose the type of placement by selecting the appropriate radio button in the *Placement Type* field.

Note: Placement type options include:

 - ◇ In-Page
 - ◇ Interstitial ◇ In-Stream Video
 - ◇ Widget ◇ Mobile
10. Enter the placement's name in the *Placement Name* field.
11. Select the placement's size from the *Dimensions* drop-down list.
12. Verify and/or change your dates in the *Testing Starts*, *Placement Starts*, and *Placement Ends* fields.

13. Choose your pricing model in the *Cost Structure* section.
14. Enter your units in the *Unit* field.
15. Enter your rate in the *Rate* field.
16. Your total is automatically updated in the *Cost* field.
17. Assign your tagging properties in the *Tag Defaults* section. Select or deselect the check boxes next to the appropriate types of tags.
18. Click the *Save* button.

Outcome: The system refreshes, opening the *Media Plan* of that campaign and displaying a message that your placement was successfully created.

The placement that you just created is listed under your *Media Plan*.

How Do I Upload Creatives?

1. Starting on the *Campaigns* page, search for a campaign. If you are in the *Media Plan* of a campaign, click the *Creatives* tab and go to step 4.
2. Enter a campaign name in the *Find Campaigns* search field and click the *Go* button.
3. The campaign is displayed. Click the *Creatives* icon in the *Assets* column.
4. The *Creatives* page is displayed. Select a creative type from the *Add Creative* drop-down list.

Note: Creative type options include:

- ◇ Flash In-Page
- ◇ Image
- ◇ Rich Media
- ◇ Rich Media Interstitial
- ◇ Rich Media Flash in Flash
- ◇ In-Stream Video
- ◇ Custom In-Page
- ◇ Custom Interstitial
- ◇ Redirect
- ◇ Internal Redirect
- ◇ Interstitial Internal Redirect
- ◇ Mobile

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5. The *Create New Creative Properties* page is displayed.

Uploading an Image Creative Type

1. Assuming that you are on the *Creatives* page, select the Image creative type from the *Add Creative* drop-down list.
2. The *Create New Creative Properties* page is displayed. In the *Creative Assets* section, click the *Browse* button next to the *Image Asset* field.
3. The *File Upload* dialog box is displayed. Select the file name and click the *Open* button.
4. The file name is displayed in the *Image Asset* and *Creative Name* fields.

Optional: Enter text in the *Image ALT Text* field.

5. Click the *Save* button.

Outcome: The system refreshes, opening the *Creatives* page and displaying a message that your actions were successful.

The creative that you just uploaded is listed among your creative assets.

Uploading a Flash In-Page Creative Type

1. Assuming that you are on the *Creatives* page, select the Flash In-Page creative type from the *Add Creative* drop-down list.
2. The *Create New Creative Properties* page is displayed. In the *Creative Assets* section, click the *Browse* button next to the *File* field.
3. The *File Upload* dialog box is displayed. Select the file name and click the *Open* button.
4. The file name is displayed in the *File* field. Click the *Upload* button.

The file name is displayed in the *Creative Name* field, the *Creative Assets* section, and the *Parent Flash File* field under *Required Assets*.

5. Upload your backup image. Click the *Browse* button next to the *File* field.
6. The *File Upload* dialog box is displayed. Select the file name and click the *Open* button.

7. The file name is displayed in the *File* field. Click the *Upload* button.

The file name is displayed in the *Creative Assets* section, and the *Backup Image* field under *Required Assets*.

Optional: Verify or change the *Image Target* field. The default is set to *_blank*.

Enter the appropriate data in the other fields on this page as needed.

8. Click the *Save* button.

Outcome: The system refreshes, opening the *Creatives* page and displaying a message that your actions were successful.

The Flash creative that you just uploaded is listed among your creative assets.

Uploading a Custom Banner Creative Type

1. Assuming that you are on the *Creatives* page, select the *Custom In-Page* creative type from the *Add Creative* drop-down list.
2. The *Create New Creative Properties* page is displayed. In the *Creative Assets* section, select the creative's dimensions from the drop-down list.
3. Select the appropriate creative template from the *Template* drop-down list and click the *Load* button.

Note: In most cases, only one of two templates are needed: *Banner Creative (Flash) - In Page* and *Banner Creative (Flash)-In Page Multiples*.

4. The *Creative Template* wizard is displayed.
5. In the *Flash File/URL* field, *Upload File* is the default selection. Leave that as is and click the *Browse* button.
6. The *File Upload* dialog box is displayed. Select the file name and click the *Open* button. The file name is displayed in the *Flash File/URL* field.
7. In the *Image File/URL* field, *Upload File* is the default selection. Leave that as is and click the *Browse* button.

8. The *File Upload* dialog box is displayed. Select the file name and click the *Open* button. The file name is displayed in the *Image File/URL* field.
9. Verify or change the entries in the wizard's other fields.
10. Click the *Save* button in the *Creative Template* wizard.
11. The file names and sizes are displayed in the *Creative Assets* section and the file name of the SWF is displayed in the *Creative Name* field.
12. Click the *Save* button.

Outcome: The system refreshes, opening the *Creatives* page and displaying a message that your actions were successful.

The Flash creative that you just uploaded is listed among your creative assets.

Uploading a DoubleClick Rich Media Creative

1. Assuming that you are on the *Creatives* page, select one of the Rich Media creative types from the *Add Creative* drop-down list:
 - ◇ Rich Media
 - ◇ Rich Media Interstitial
2. The *Upload MTF Package* dialog box is displayed.
3. Click the *Browse* button. The *File Upload* dialog box is displayed.
4. Select the file name and click the *Open* button.
5. The file name is displayed in the *Upload MTF Package* dialog box. Click the *Create* button.
6. The *Description* tab is displayed. Fill in and/or verify the required and additional fields as needed.
7. Click the *Save* button.

Outcome: The system refreshes, opening the *Description* tab and displaying a message that your actions were successful.

Optional: Once you have saved your creative, verify and/or add to the information contained under the *Events*, *Assets*, and *Alt Image* tabs.

How Do I Assign a Creative to a Placement?

Note: DFA will automatically create a standard ad when you assign a creative to a placement.

1. Starting in the *Creatives* tab, click the *Assign* link in the *Assigned Placements* column.
2. The *Assign Creative to Placements* dialog box is displayed. Select the check box next to the appropriate placement.
3. Click the *Next* button.
4. The *Assign Creative to Placements* page is displayed.

Note: An ad name auto-populates the *Ad Name* field. Change the name if needed.

Select one of the following options:

- ◇ *One click-through URL for all placements (create one ad and assign it to all placements)*
- ◇ *Create a unique click-through URL for each placement (one ad per placement)*

Note: If you selected this option, set the click-through URLs on the *Traffic Sheet*.

5. Click the *Assign* button.

Outcome: If you selected the option *One click-through URL for all placements*:

The dialog box refreshes and displays a message that your ad was created and assigned to the placements that you selected.

If you selected the option *Create a unique click-through URL for each placement*:

The dialog box refreshes and displays a message that the system has completed creating one ad per placement.

6. Click the *Close* button.

Outcome: You are returned to the *Creatives* tab.

Optional: Verify your ad's creation. Navigate to the *Ads* tab where your most recently created ad will appear at the top of the list.

How Do I Create Ads?

Note: You can manually create the following ads in DFA:

- ◇ Standard ad
- ◇ Click tracker ad
- ◇ Dynamic click tracker
- ◇ Mobile ad

Note: The Dynamic Click Tracker option becomes available when creating a Click Tracker.

When creating a Standard ad, additional ad options become available for selection.

Creating a Click Tracker

1. Starting on the *Campaigns* page, search for a campaign. If you are already in the *Media Plan* of a campaign, click the *Ads* tab and skip to step 4.
2. Enter a campaign name in the *Find Campaigns* search field and click the *Go* button.
3. The campaign is displayed. Click the *Ads* icon in the *Assets* column.
4. The *Ads* tab is displayed. Select the Click Tracker type from the *Create Ad* drop-down list.
5. The *New Ad Properties* page is displayed. Enter a name in the *Click Tracker Name* field.
6. Select either *Static* or *Dynamic* in the *Tracker Type* field.

Note: Static is the default type.

If you were to select *Dynamic*, the *Start/End Dates* and *Times* fields would be displayed.

7. Verify or change the entries in the *Delivery Property* fields as needed.
8. Click the *Save* button.

Outcome: The *Ads* tab is redisplayed with a message that your actions were successful.

The *Click Tracker* that you just created is listed among your ads.

Creating a Standard Ad

1. Follow steps 1 through 3 under Creating a Click Tracker.
2. Once you are in the *Ads* tab, select the Standard Ad type from the *Create Ad* drop-down list.
3. The *New Ad Properties* page is displayed.
4. Enter a name in the *Ad Name* field.
5. If you plan to create an In-Page or a Rich Media Flash In Flash type, make a selection from the *Dimensions* drop-down list.

Note: In-Page is the default type. If you were to select Interstitial or In-Stream Video, you would not need to select dimensions.

6. Under *Delivery Properties*, verify the dates and times displayed in the *Start/End Dates* and *Times* fields. Make any changes if needed.

Optional: Select the *Hard Cut-off* check box if that option is required by your delivery goals.

Optional: Make your selections from the *Delivery Goals*, *Quantity*, and *Priority* drop-down lists.

Optional: Enter your delivery criteria in the *Frequency* and *Served Every* fields.

Optional: Make your selection from the *Duration* drop-down list.

7. Click the *Associate Creative* button.
8. The *Associate Creative* dialog box is displayed with a list of creatives that match the size and type of the Standard Ad. Select the creatives.
9. Click the *Save* button.
10. You are returned to the *Create New Standard Ad* page. The creatives that you selected are listed in the *Associated Creative* section.
11. "Green-light" your associated creatives by clicking the red square under the *Status* column. The red square turns into a green circle, indicating that the status has changed to active.

12. Select your targeting criteria from the options in these sections:

- ◇ Audience Segments
- ◇ Geography
- ◇ Time and Day
- ◇ Computer System
- ◇ User Lists
- ◇ Keywords
- ◇ Internet-Related

13. Click the *Save* button.

Outcome: The *Ads* tab is redisplayed with a message that your actions were successful.

The Standard Ad that you just created is listed among your ads.

Note: Your Standard Ad must contain at least one creative and it needs to be assigned to a placement in order to make the rotation's status active (i.e., "green-lit").

How Do I Create a Relationship Between an Ad and a Placement?

Assigning a Placement to an Ad from the Ads Tab

1. Starting on the *Campaigns* page, search for a campaign. If you are already in the *Media Plan* of a campaign, click the *Ads* tab and skip to step 4.
2. Enter a campaign name in the *Find Campaigns* search field and click the *Go* button.
3. The campaign is displayed. Click the *Ads* icon in the *Assets* column.
4. The *Ads* tab is displayed. Identify the desired ad and click the *Edit* link in the *Placement Assignments* column.
5. The *Add/Remove Assignments* dialog box is displayed with a list of placements that match the dimensions of the ad. Select the check box next to the appropriate placement.
6. Click the *Save* button.

Outcome: The *Ads* tab is redisplayed with a message that your update was successful.

7. Activate ("green light") the ad by clicking the red square in the *Ad Status* column.

Outcome: The system refreshes, and the red square has changed to a green circle, indicating that your ad is active.

Assigning an Ad to a Placement from the Traffic Sheet

1. Starting on the *Campaigns* page, search for a campaign. If you are already in the *Media Plan* of a campaign, click the *Traffic Sheet* tab and skip to step 4.
2. Enter a campaign name in the *Find Campaigns* search field and click the *Go* button.
3. The campaign is displayed. Click the *Traffic Sheet* icon in the *Assets* column.
4. The *Traffic Sheet* is displayed with a list of this campaign's placements.
5. Click the arrow to the far left of the placement's ID and select *Assign/Unassign Ads*.
6. The *Available Ads* dialog box is displayed with a list of available ads. Select the check box next to the appropriate ad. Your assignment is now active.
7. Click the *Add/Remove Assignments* button.
8. The *Traffic Sheet* is redisplayed with a message that your changes have not been saved yet. Click the *Save* button.
9. Activate ("green light") the ad. Return to the *Ads* tab and locate your ad.
10. Click the red square in the *Ad Status* column.

Outcome: The system refreshes, and the red square has changed to a green circle, indicating that your ad is active.

How Do I Create Floodlight Tags?

1. Starting on the *Campaigns* page, click the *Advertisers* tab.
2. Select *Manage Advertisers* from the drop-down list. A list of advertisers is displayed.
3. If needed, search for an advertiser. Enter an advertiser's name in the *Find Advertisers* search field and click the *Go* button. The advertiser is displayed.
4. Click the *Advertiser Name* or *ID*.
5. The advertiser's *Properties* page is displayed.

Optional: Custom variables need to be created first under the *Floodlight Configuration* tab before the custom variables become available for selection under the *Floodlight Activities* tab.

6. Click the *Floodlight Activities* tab.
7. The *Floodlight Activities* page is displayed. Click the *Create Floodlight Activity* button.
8. The *Create New Floodlight Activity* page is displayed.
9. Enter a name in the *Name* field.
10. Enter the URL in the *Expected URL* field.

Note: HTTPS is only needed when the Floodlight tag will be placed on a secure Web page.

11. Click the button next to the *Activity Group* section to display the *Counter* and *Sales Activity Group* tabs.

Select or Create an Activity Group:

12. Select an existing *Activity Group* name from either the *Sales* or *Counter Activity Group* tabs and click the *Done* button.
13. Go to Step 17.

Or

14. Create a new *Activity Group* name. To create a new name, select either the *Sales* or *Counter* tab, and click the *New* link.
15. Enter the new name.

Optional: Enter the Tag String.

16. Click the *Add* button.
17. Select the appropriate *Counting Method*.

Note: Your counting method options will change depending on the Activity Group type (*Sales* or *Counter*) that you selected earlier.

18. Verify or change your *Server Location* if needed.

Optional: Select your *Advanced Options* settings.

Optional: Select options in the *Include Custom Floodlight Variables* section if applicable.

Optional: Create *Default Tags* and *Publisher Tags*.

19. Click the *Save* button.

Outcome: The *Floodlight Activities* tab is redisplayed with a message that your actions were successful.

The Floodlight tag that you just created is listed among your other Floodlight activities.

Optional: Once you have saved your entries, click the *Floodlight ID* to return to the previous page and grab the Floodlight tag from the *Tag Preview* section.

How Do I Generate, Test & Send Tags?

1. Starting on the *Campaigns* page, search for a campaign. If you are already in the *Media Plan* of a campaign, click the *Tags* tab and go to step 4.
2. Enter a campaign name in the *Find Campaigns* search field and click the *Go* button.
3. The campaign is displayed. Click the *Tags* icon in the *Assets* column.
4. The *Tags* page is displayed.

Optional: Filter your tags by *Site*, *Size*, *Placement Name*, or *Placement Type*.

5. Click the *Next* button.

Outcome: The *Tags* page is redisplayed.

Downloading Tags

1. In the *Export Options* section, under *Get Tags*, the download option is set to the default option: *Download now*.
2. Under *Download Format*, select the appropriate file type: Excel, HTML, or Text.
3. Review the *Tag Types to Process* section. Check or uncheck the desired tags as needed.

Optional: The placements and available tags are displayed below the *Export Options*. Check or uncheck the placements and tags as needed.

4. Click the *Export* button.

Outcome: The *File Download* dialog box is displayed. You can now save your tags to your computer and send them as an attachment to the site.

Testing Tags

1. In the *Export Options* section, under *Get Tags*, the download option is set to the default option: *Download now*.
2. Under *Download Format*, select the HTML file type.

3. Review the *Tag Types to Process* section. Check or uncheck the desired tags as needed.

Optional: The placements and available tags are displayed below the *Export Options*. Check or uncheck the placements and tags as needed.

4. Click the *Export* button.

Outcome: The *File Download* dialog box is displayed. Select *Open* and click the *Ok* button. The HTML file will automatically open in a browser.

Note: Check that the tag is displaying as it should by clicking the image to ensure that the click-through URL is functioning.

Emailing Tags to Sites

1. In the *Export Options* section, select the second option under *Get Tags: Email to sites*. The *Tags* page refreshes with the *Email section* in view.
2. Under *Download Format*, select the appropriate file type: Excel, HTML, or Text.
3. Review the *Tag Types to Process* section. Check or uncheck the desired tags as needed.
4. In the *Email* section, the option to send the tags to yourself is set by default. Enter an additional address in the *CC:* field, and in the *Body* field, enter any global message that you want to send to all your sites.
5. In each specific site's *Email* section, enter the email recipient's address in the *To:* field. Enter an additional address in the *CC:* field and a customized message in the site's specific *Email Body* field if needed.

Optional: The placements and available tags are displayed below the *Email* fields. Check or uncheck the placements and tags as needed.

6. Click the *Send* button.

Outcome: The *Tags* page is redisplayed with a message that your tags were successfully sent.

How Do I Run a Single Advertiser Query in ReportCentral?

1. Starting in your IE browser, go to <http://reportcentral.doubleclick.net> and sign in directly to open the ReportCentral application.
2. The ReportCentral *Home* tab is displayed. Click *Single Advertiser* in the *Create New Queries* section.
3. The *Queries* tab is displayed. In the *Scope* section, enter your search criteria in the *Search* field and click the *Search* button.
4. The *Edit Advertiser Scope* box is displayed. Select the radio button next to the advertiser name and click the *Submit* button.
5. The *Campaign(s)* and *Ad(s)* fields are displayed.

To run a query on all ads and campaigns, select *All* in both the *Campaign(s)* and *Ad(s)* fields.

Or

For running queries on only certain campaigns or ads, click one of the *Edit* button and select the specific campaigns.

Optional: Make your selections in the *Main Criteria* section.

6. Select the fields for the report in the *Fields* section.

Highlight the fields in the *Available* column that you want to include and use the arrows in the center to move your selection to the *Selected* column.

Optional: To report on available Floodlight activities, make your selections in the *Metrics* and *Activities* sections.

7. Run your query. Select a file format from the drop-down list.
8. Click the *Run* button.

Outcome: The *File Download* dialog box is displayed. Follow the standard procedure for saving a file to your computer.