

# The Advertisers Interface

#### Introduction

The goal of this simple tutorial is to familiarize you with the interface for uploading your own ads to one of the newspapers hosted here at TownNews.com.

Before you begin your newspaper should have already provided you with three pieces of information: a link, a username, and a password.

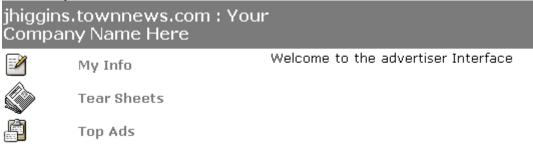
The link is the location on the internet where you will be able to go in order to log in. This address can be typed into the address bar of any web browser to bring up your advertiser login screen. (Figure 01).

Figure 01: The Advertiser Login Screen



Your first step would be to log in using the username and password provided to you by your local newspaper. Once you log in you will be given the Topads Advertiser Menu (Figure 02)

Figure 02: Topads Advertiser Menu



## My Info

The My Info area of the Topads Advertiser Menu will take you to an area where you can fill out some information about your company and also change information like your password. (Figure 03)

Figure 03: The My Info Area jhiggins.townnews.com : Your Company Name Here **Edit Information** My Info Your Company Name Here Company Name Tear Sheets Password Top Ads Address City State Zip Code Phone Number Email Address Website Logo Browse.. Category ID Contact Name Contact Title Contact Fax Contact Phone Redmatch City ID

Most of the information listed in the My Info area is self-explanatory aside from the Redmatch City ID and Redmatch ID. These two fields will be adjusted by your newspaper or TownNews.com and should not be adjusted unless you have first consulted with your newspaper or TownNews.com.

Update Information

Reset Information

Redmatch ID

#### **Tear Sheets**

The Tear Sheets product is a part of our e-edition product and not yet available for use. Please check back later for information on this product.

### **Top Ads**

The Top Ads Area will give you access to any Top Ads modules that you have access to on this newspaper's website. (Figure 04)

Figure 04: The Top Ads Area

| Module       | Ad Type        | View Ads |
|--------------|----------------|----------|
| Top Ads Test | generic        | View Ads |
|              | Publish My Ads |          |

**Please Note**: Some of the described buttons may not appear for you. If this is the case contact your newspaper or TownNews.com.

You can either click on View Ads to begin the upload process for new ads or to view your current ads, or after you work in the View Ads area you can click on Publish My Ads to take every change you have made and put it live on the newspaper's website.

The View Ads area is where the majority of work can be done for a particular module. (Figure 05)

Figure 05: Ads in a Module

| Heading                         | Sub Heading | Start Date | End Date   | Edit | View |  |
|---------------------------------|-------------|------------|------------|------|------|--|
| ■ Test                          | Test        | 2005-08-02 | 2005-08-03 | Edit | View |  |
| Delete Selected Create a new Ad |             |            |            |      |      |  |

Each ad currently showing in this module will be listed here. Next to each ad will be an Edit button and a View button.

The view button for an ad will display a rendering of the ad in a new window. This will allow you to get a rough idea for how the ad will look on the website.

# **Top Ads: Editing Existing Ads**

The Edit button of the View Ads area will take you to the form to adjust the options for an existing ad. (Figure 06)

Figure 06: Edit Area

### Manage Media

| Update Ad      |                        |  |  |  |  |
|----------------|------------------------|--|--|--|--|
| Heading        | Test                   |  |  |  |  |
| Sub Heading    | Test                   |  |  |  |  |
| Start Date     | 08/02/2005             |  |  |  |  |
| End Date       | 08/03/2005             |  |  |  |  |
| Ad Description | This is a thunderstorm |  |  |  |  |
| Update Ad      |                        |  |  |  |  |

The form displayed in the edit area will be different for some modules than others. Modules that are geared towards automobiles, for example, may have field for VIN number and mileage. A module geared towards homes may have beds, baths and price.

Certain fields will be generic for every form however. The start date and end date fields will be the day that this ad will start and the day that it will end. It is important to note that a publish must occur on those dates for an ad to be turned on or turned off.

Ad description is also common through all the forms. This is simply a record of the bulk of the information regarding this ad. This field can contain html tags allow for bold, underline and several other formatting options.

The Manage Media link at the top of the Edit Area (Figure 07) will allow you to upload photos for this ad. While one photo uploaded during the creation of the ad, this area allows for the addition of other pictures that may highlight other angles of a home or car, for example. All images must be in RGB color, and 72 dpi.

Figure 07: Manage Media Area
Manage Data
Existing Photos/Media
caf108d2204c5a75d9e4d28b12c3a97b.jpg Remove

Browse...

Upload Photo

### Top Ads: Creating a New Ad

Creating a new ad can be done back in the Ad Listing (Figure 05) by clicking on "Create a new Ad". This will bring up the Create Ad Area. (Figure 08)

Figure 08: Create Ad Area

| Create Ad      |            |  |       |   |  |
|----------------|------------|--|-------|---|--|
| Heading        |            |  |       |   |  |
| Sub Heading    |            |  |       |   |  |
| Remote URL:    |            |  |       |   |  |
| Start Date     | 08/02/2005 |  |       |   |  |
| End Date       | 08/03/2005 |  |       |   |  |
| Image          |            |  | Brows | e |  |
| Ad Description |            |  |       |   |  |
| Create Ad      |            |  |       |   |  |

The create an ad area is very similar to the edit ad area with a few notable exceptions.

Firstly there is a Remote URL field. This field can either be left blank or filled out. If filled out with the location of a web page specific to this ad then instead of taking anyone who clicks on this ad to a small window, it will pull up this separate web page in a full window.

Also there is an Image field. Using this field you can upload the first image of this particular ad. All images must be in RGB color, and 72 dpi.

## Top Ads: Removing an Ad

If you ever need to remove an ad from a module before it's expire date you can do so back in the Ad Listing (Figure 05) by clicking on the check box next to the ad you wish to remove and clicking on the "Delete Selected" button.

### In Conclusion

If there is anything not covered in this manual or you have any questions, please feel free to contact TownNews.com technical support at 1-800-293-9576.