User's Guide

Version 2.1

Revision: 1.7

Last Updated 4/30/10 by Ari Feldman

Change Log from previous version:

- Added coverage of the new Campaign budget warning feature

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Introduction

Welcome to the *TargetSpot User's Guide*. This chapter consists of the following sections:

- About this User's Guide
- Guide Conventions
- What is TargetSpot?
- TargetSpot System Requirements

ABOUT THIS USER'S GUIDE

This *User's Guide* is intended to help you, the advertiser, get familiarized with the TargetSpot system so you can use start advertising quickly. Although comprehensive, it does not document all features or aspects of the TargetSpot application. It consists of the following chapters:

- **Chapter 1: TargetSpot 101.** This chapter explains how to sign into TargetSpot, navigate around the user interface (UI), and how to access help and/or customer support if you need it.
- **Chapter 2: Campaign Management.** This chapter explains how to create a new Internet Radio advertising Campaign and how to manage the Campaigns you create.
- **Chapter 3: Reports.** This chapter covers TargetSpot's reporting capabilities, including viewing and customizing reports.
- **Chapter 4: Account Management.** This chapter explains how to perform basic account-related tasks such as adding funds, changing your password, etc.
- **Appendix I: Tips and Tricks.** This section describes useful tips on some of the more advanced aspects of the TargetSpot system.
- **Appendix II: The Voice Talent Store.** This section describes how to place an order for a professionally recorded audio ad in TargetSpot's Voice Talent Store.
- **Appendix III: TargetSpot Glossary.** This section defines many of the terms and phrases used throughout the TargetSpot system.
- **Appendix IV: Troubleshooting.** This section provides tips on how to deal with certain issues or problems you may encounter while using TargetSpot.

GUIDE CONVENTIONS

Throughout this document, the following color-coded callouts will be used to draw your attention to important tips, notes, and/or warnings when covering different aspects of the TargetSpot application.

★ **Tip:** Tips are used to offer suggestions regarding the use or behavior of specific TargetSpot features and options.

✪ **Note:** Notes are used to convey additional information regarding the use or behavior of specific TargetSpot features and options.

ⓘ **Warning:** Warnings are used to convey cautionary information regarding the potential consequences of using specific TargetSpot features and options.

WHAT IS TARGETSPOT?

TargetSpot is an advertising platform that brings your advertisements to millions of Internet Radio listeners across hundreds of online radio stations.

- **TargetSpot is easy.** TargetSpot's easy-to-use online advertising platform guides you through each step as you precisely target your audience and quickly create, manage and optimize your campaign.
- **TargetSpot is cost effective.** Advertisers of all sizes and budgets can use TargetSpot. You can choose where, when and who gets your ads, and *only* pay for those that run. TargetSpot also provides tools you can use to create your own high-quality advertisements for free!
- **TargetSpot gets results.** TargetSpot combines the ease and precision of online advertising with the emotional impact of radio advertising, resulting in a powerful and important new component of your advertising mix.

Additional information on TargetSpot and its capabilities can be found online at http://www.targetspot.com/home/

TARGETSPOT SYSTEM REQUIREMENTS

TargetSpot is compatible with the following web browsers:

- Firefox 2.x (PC and Mac)
- Firefox 3.x (PC and Mac)
- Google Chrome
- Internet Explorer 6*
- Internet Explorer 7
- Internet Explorer 8
- Safari 3.x (PC and Mac)
- Safari 4.x (PC and Mac)

✪ **Note:** Browser compatibility assumes a "plain vanilla" web browser that has no non-standard third-party plug-ins or extensions installed. Many third-party plug-ins, including many so-called "ad blockers" and/or anti-virus software *may* conflict with how TargetSpot works.

ⓘ **Warning:** TargetSpot is moving away from Internet Explorer 6 support due to the decreasing importance of this browser among our user base.

In addition, to use certain parts of TargetSpot you must also have:

- Adobe Flash (version 8 or better)
- A high-speed Internet connection (e.g. Cable, FiOS, DSL or T1)

✪ **Note:** TargetSpot is not supported on dial-up or ISDN connections.

Chapter 1: TargetSpot 101

This section explains everything you need to know about signing into and out of TargetSpot, navigating through the interface, and how to get help if you need it. This chapter consists of the following sections:

- Signing Into TargetSpot
- Knowing Who (and Where) You Are
- Navigating around TargetSpot
- Getting Help and Customer Support
- Resetting Your Password
- Account Security
- Trial vs. Paid Accounts
- Self-Service Platform

SIGNING INTO TARGETSPOT

To sign into TargetSpot, do the following:

1. Open the link http://www.targetspot.com/admin into a supported web browser.

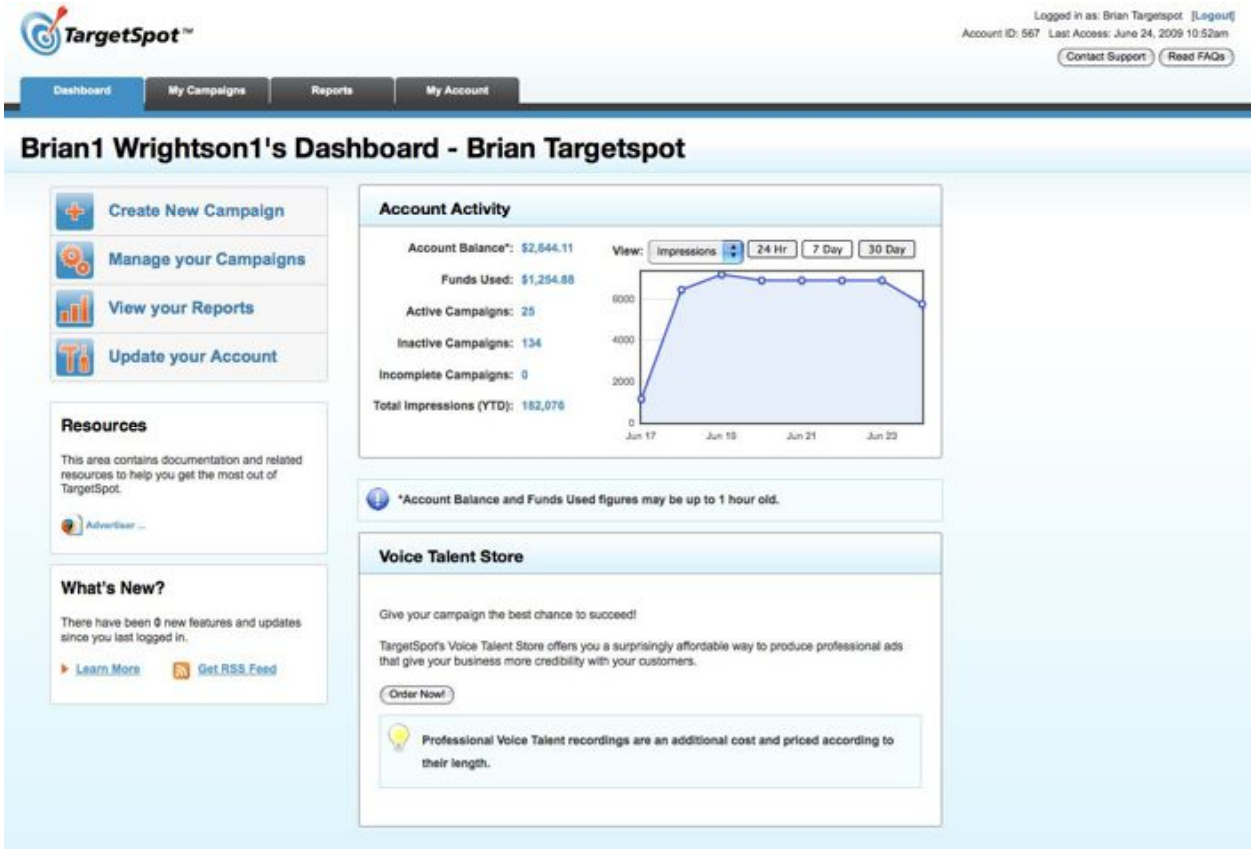
2. Enter the email address you used to create your TargetSpot Account in the '**Email**' field and the password you created in the '**Password**' field.

✪ **Note:** Email addresses and passwords *are* case-sensitive. Therefore, if your email address is foo@foo.com and your password is foobear, do not enter them as FOO@FOO.COM and/or FOOBEAR.

★ **Tip:** You can check the **Remember Me On This Computer** checkbox to have your computer locally store your TargetSpot email (i.e. username) sign in information.

3. When done, click on the orange **Sign In** button.

Result: The TargetSpot **Dashboard** screen now appears.



The **Dashboard** allows you to:

- Get a high-level "snapshot" of your advertising activity such as Campaign delivery, spending, etc.
- Create a new **Campaign**, manage your existing Campaigns, view your Campaign **reports**, or update your **Account Settings**.
- Access the TargetSpot **Voice Talent Store** to order high-quality recordings of your ad using our affordable roster of professional voice over artists.

✪ **Note:** The **Voice Talent Store** is discussed in greater detail in **Appendix II** of this document.

- Access the **What's New?** area that contains product and feature-related news items that have been published since the last time you signed into TargetSpot.
- View your recent Account **activity**, including your current **Account Balance**, Campaigns that are currently active (or inactive), your **Funds Used** and your **Total Impressions** (year-to date).
- Access **TargetSpot Resources** in the form of documentation (like this *User's Guide*) and any tutorials or tips.

★ **Tip:** Check the **TargetSpot Resources** area frequently for an updated copy of the *TargetSpot User's Guide*. We will publish new versions of this document each time new product features are added or existing features are revised.

Viewing your Account Activity

At the center of the Dashboard is the **Activity** panel. This area displays a summary of your advertising activity, including:

- **Account Balance.** This is how much money remains in your Account to spend on advertiser (accurate up to about an hour).
- **Funds Used.** This is the dollar amount spent on advertising across *all* of your Campaigns for all time.
- **Active Campaigns.** This is the number of Campaigns that are 'Active' and generating advertising.

✪ **Note:** Currently, Campaigns will not appear as 'Active Campaigns' in the **Activity** panel until they are actually generating Impressions. This means that if your Campaign has been created but its accompanying ad has not yet been approved, it will not be reflected here.

- **Inactive Campaigns.** This is the number of Campaigns that are currently 'Inactive' – i.e. not running for a variety of reasons.

- **Incomplete Campaigns.** This is the number of Campaigns that are currently in an unfinished state.
- **Total Impressions (YTD).** This is the total number of advertising Impressions you have generated from all of your TargetSpot advertising year-to-date. This total is cleared at the start of each new calendar year.

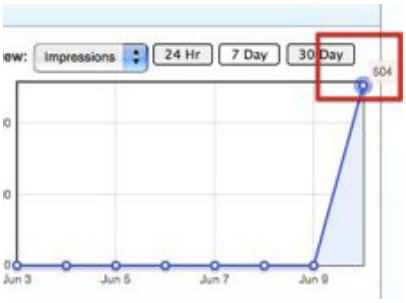
Viewing Advertising Activity Graphs

The Activity panel also displays two graphs of your advertising activity. These are:

1. **The Impressions Graph.** This plots the number of Impressions generated by all of your 'Active' Campaigns on a 24-hour, 7-Day or 30-Day basis.
2. **The Spend Graph.** This plots the dollar amount of the spending by all of your 'Active' Campaigns on a 24-hour, 7-Day or 30-Day basis.

You can switch between the two graph views by selecting the desired graph from the **View** drop down menu and clicking on the appropriate time period button (**24 Hr**, **7 Day** or **30 Day**).

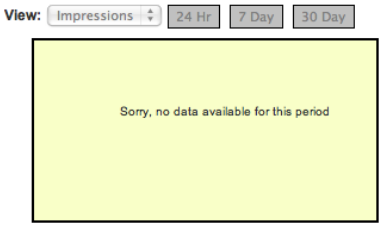
Clicking on any point in the graph(s) will display a tally of the Impressions or dollars spent for the selected period as shown on the right.



★ **Tip:** Time periods displayed in these graphs are rolling. In other words, if you choose a **'7 Day'** period on June 10, 2009, you will see data for June 3 through June 10. Should you return and choose a **'7 Day'** period again on June 15, 2010, you will see data from June 8 through June 15, etc. The same basic logic applies across **all three** time period options.

Please be aware that the graphs in the **Activity** panel will not show data in the following cases:

- There is no Impression or spending data recorded for the last 24 hours.
- There is no Impression or spending data recorded for the last 7 days.
- There is no Impression or spending data recorded for



the last 30 days.

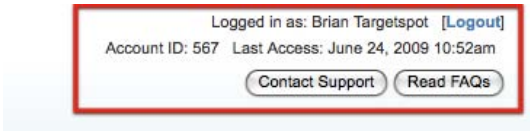
The Main Navigation Tabs

Intuitive global navigation tabs are located at the top of **every** TargetSpot page allows you to quickly navigate to any major part of the application.

- **Dashboard Tab.** This takes you back the **Dashboard** screen.
- **My Campaigns Tab.** This takes you to the **Campaign Manager** screen where you can create and/or manage your TargetSpot Campaigns.
- **Reports Tab.** This takes you to the **Reports** area where you can view data on the performance of your TargetSpot Campaigns.
- **My Account Tab.** This takes you to different areas where you can perform a variety of Account-related updates such as changing your password or adding funds to pay for your advertising.

KNOWING WHO (AND WHERE) YOU ARE

The upper-right portion of **every** TargetSpot page displays important information about your account, and tools that allow you to log out, request Product and/or Technical Support, and read **Frequently Asked Questions (FAQs)** that address common TargetSpot tasks and issues.



Specifically, this area displays the following items:

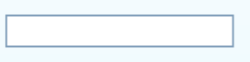
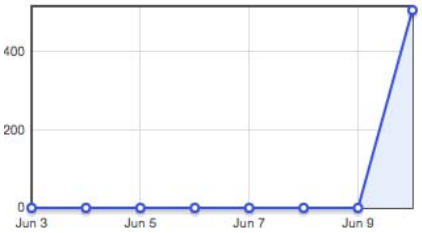
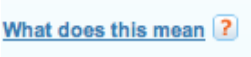
- The name you are **Logged in as** (this is usually your company or business name)
- Your TargetSpot-provided **Account ID**. This is a unique identifier used (and necessary) for Customer Support tracking and trouble shooting purposes.
- The date and time of your **Last Access** (i.e. last used the Account).
- A **Logout** link that allows you to log out of TargetSpot and end your session.
- A clickable **Contact Support** button that allows you to access TargetSpot Customer Support online.
- A clickable **Read FAQs** button that allows you to view dozens of pre-written answers to common questions about different aspects of the TargetSpot system.

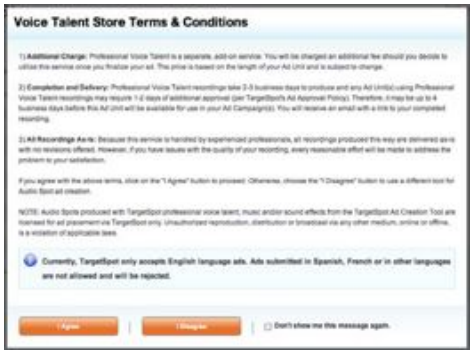
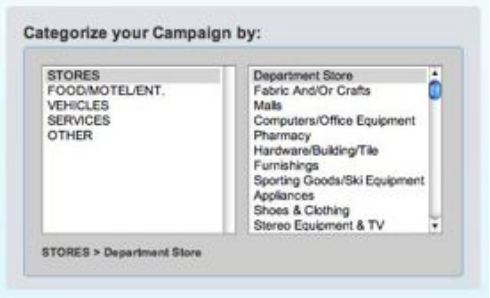
✪ **Note:** For security reasons, TargetSpot will **automatically** sign you out after about an hour of inactivity. Please keep this in mind while using the system.

NAVIGATING AROUND TARGETSPOT

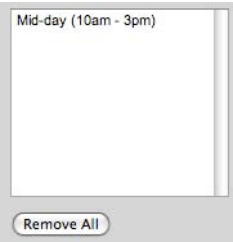
The TargetSpot interface was designed to be easy-to-use. If you have worked with web-based software applications before, you should have no problem navigating TargetSpot.

The following table explains some of the application's common interface elements:

Interface Element	**Example**
Button	 Buttons are used for important actions throughout the TargetSpot application. Buttons that are dimmed represent actions that can't be taken until another task is completed first.
Drop-down menu	 Drop-down menus are used as a way to expose multiple choices within the TargetSpot application.
Edit Button	 Edit buttons appear when editing parts of your Campaigns, reports or Account settings.
Field	 Fields are used to accept various types of input throughout the TargetSpot application.
Graph	 Graphs are used to visually represent various data related to advertising activity and spending on both your Account Dashboard and Reports.
Helper Link	 Helper Links are used to provide contextual help (when clicked) on specific options and features within the TargetSpot application.
Icon	

Interface Element	Example
	Icons are used to represent special actions or shortcuts to specific tasks within the TargetSpot application. Icons that are dimmed represent actions that can't be taken at the current time.
Link	Cancel Links are used to initiate less important actions than buttons within the TargetSpot application.
Modals	 Modals are used to display important messages within the TargetSpot application and will usually (but not always) require you to interact with them in order to dismiss them from the screen.
Menu Selection Box	 Menu Selection Boxes are used to display large sets of choices available when using specific features within the TargetSpot application.
Panel	**Your Campaign is only partially completed.** ***You still need to complete the Ad Unit Settings, Spend Settings and Confirm Settings steps.*** Panels are used to display important tips, warnings, notes and errors throughout the TargetSpot application. They are also used to display summaries of choices you make while creating or editing Campaigns.
Projected Impressions Estimate	Projected Impressions **Daily: 4,854,163** **Monthly: 145,786,695** This element displays an estimate of your Campaign's potential reach to

Interface Element	Example
	Internet Radio listeners across the TargetSpot network based on your Campaign's settings. It appears throughout the Campaign creation process or when editing certain aspects of your Campaign.
Radio button	Upload Audio: Radio buttons are used to represent specific choices or options available when using certain features within the TargetSpot application. Radio buttons that are dimmed represent actions that can't be taken until another task is completed first.
Sparkline	 Sparklines are symbols used to represent the display of data in TargetSpot reports. Clicking on them will generate a graph and tabular report.
Step Indicator	Basic Settings | Targeting Settings | Ad Unit Settings | Spend Settings Step indicators are used to display the current progress of a given task or operation performed within the TargetSpot application.
Switch Button	ON OFF Switch buttons are used to turn various settings ON or OFF throughout the TargetSpot application. Clicking on them will change their current setting. Switch buttons that are dimmed are used to represent settings that can't be changed until another action is taken.
Tab	Dashboard | My Campaigns | Reports | My Account Tabs are used to navigate to different areas of the TargetSpot application.
Tab Menu	Manage Your Campaigns Create New Campaign Tab menus are used to display the options that are available in each area of the TargetSpot application.

Interface Element	Example
Targeting Selections Area	 Targeting Selections Areas are used to store your specific targeting selections when creating or editing your Campaign.

GETTING HELP

TargetSpot provides three levels of help to its advertisers: Helper Links, FAQs and Customer Support.

HELPER LINKS

Many of TargetSpot's options have special **Helper Links** that summarize their purpose. Simply move your mouse pointer over and click any **'What does this mean?'** link to reveal a small help tool tip that provide a basic explanation of what a given item is or what it does, etc.

TARGETSPOT FAQS

To find answers to common questions or issues that *may not* be covered in this *User's Guide*, you are strongly encouraged to access TargetSpot's comprehensive **FAQ (Frequently Asked Questions)** area by clicking the **Read FAQs** button 

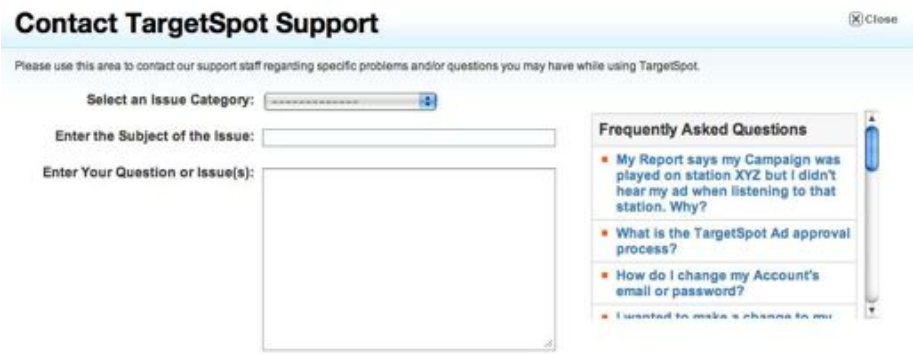
located at the top of every screen within the TargetSpot application.

Doing so will launch a pop up window that displays useful information on specific topics, which can also be searched as well as printed. This content of this area is updated regularly so you are encouraged to use it.

★ **Tip:** There are well over 100 FAQ items with more being added (or updated) all the time. We strongly encourage you to read them in order to fully understand the nuances of how TargetSpot system works.

CUSTOMER SUPPORT

Should you ever require more comprehensive assistance or have specific questions or problems not covered in the **FAQs** area, click on the **Contact Support** button Contact Support located at the top of every TargetSpot page.



Doing so will launch the **Contact TargetSpot Support** window where you can select from a list of topics. Alternatively, you can use the form located on the TargetSpot website at http://www.targetspot.com/home/support/support_contact.php to submit your support request.

★ **Tip:** When contacting **Customer TargetSpot Support**, please always include your TargetSpot **Account ID**. If you are experiencing a technical issue, please try to be as *specific as possible* when describing the problem that you experienced and what exactly you were doing at the time you encountered it.

TargetSpot's Customer Support Policy

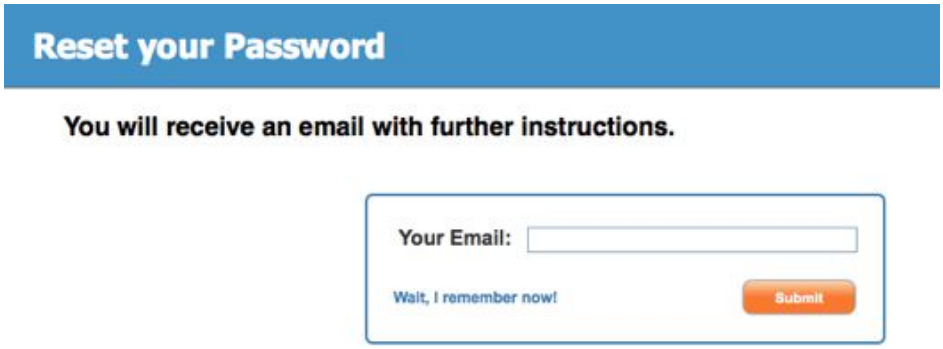
Our Support Policy is as follows:

- All "paid" account holders are entitled to free email support between 9am-7pm Monday-Friday (excluding holidays). Please use the **Contact TargetSpot Support** option to email support whenever possible so that we can track the progress of your particular issue.
- "Trial" account holders may contact support but paid account holders have priority in terms of our response.
- If your average **Account Balance** is greater than $2,500: You are entitled to both email and *limited* phone support (9am-5pm, Mon-Fri). Our main phone number is **212-631-0500**.

RESETTING YOUR PASSWORD

Should you ever forget your TargetSpot password, don't worry. You can always **reset** it by clicking on the blue **Forgot Password?** link.

Result: The **Reset your Password** screen now appears.



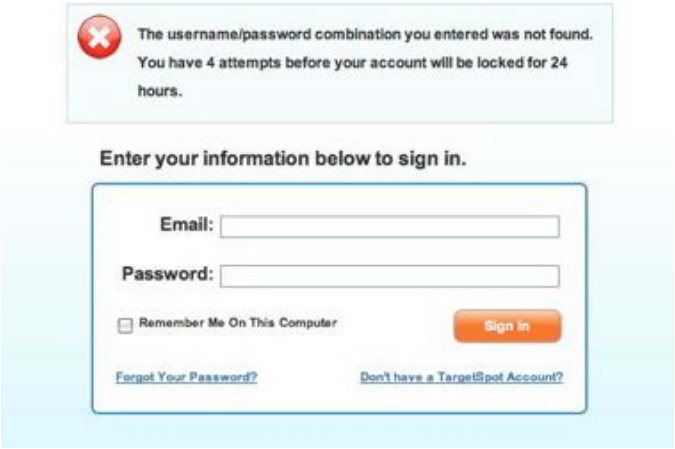
Simply enter the email address associated with your Account when you first created it, click on the orange **Submit** button and you will be sent email message that contains instructions for resetting your password.

✪ **Note:** TargetSpot staffers do not have direct access to your Account's password so **we can't recover it** for you. However, you can easily reset and create a new password *on your own* using this feature.

ACCOUNT SECURITY

In the interest of security, TargetSpot keeps track of the number of times you enter the wrong username and/or password while signing into your Account.

Currently, you are allowed **five (5)** successive sign in failures in any 24-hour period. After which, TargetSpot will automatically "lock" your Account for **24 hours** and you will not be able to sign into your Account until the lock is cleared or is manually unlocked by **TargetSpot Customer Support**.



You will be **warned each time** you enter the wrong username or password and be given a count of how many changes you have left before your Account is locked.

★ **Tip:** Should you receive this warning more than **three (3) times**, simply reset your password as discussed on the previous page to avoid the prospect of getting locked out of your Account.

✪ **Note:** Should you find yourself "locked out" of your Account, please contact TargetSpot Customer Support via this link: http://www.targetspot.com/home/support/support_contact.php.

TRIAL VS. PAID ACCOUNTS

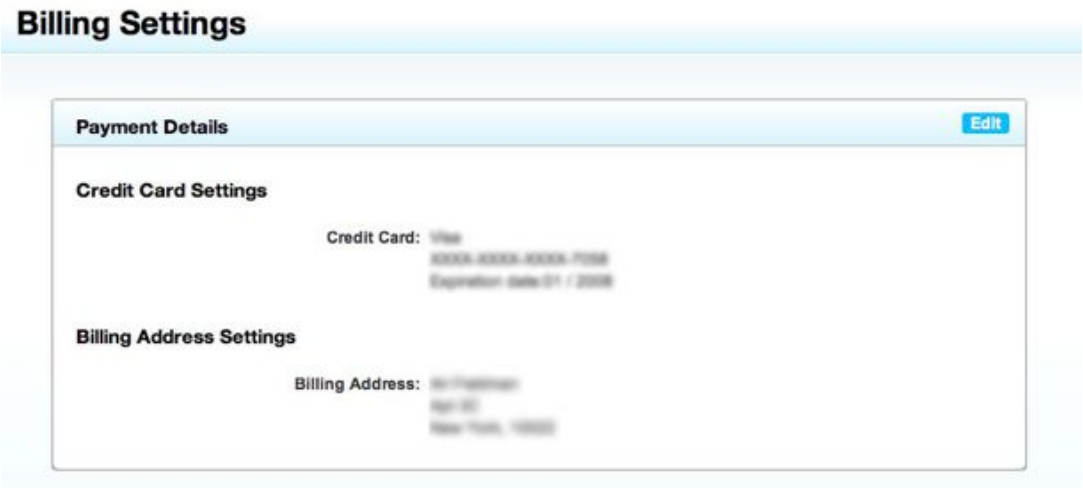
When you first create a TargetSpot Account, there is no paying information associated with it.

If you choose to enter payment, your Account will have a **"Paid"** status and you have **full access** to all of TargetSpot's features and, most importantly, **the ability to run Campaigns** (i.e. advertise).

If you don't enter payment, your Account will have a "**Trial"** status although fully functional, **you will not be able to run any Campaigns** until you submit your payment information using a credit card (i.e. change to "Paid" status).

✪ **Note:** Campaigns created with Accounts that have a "**Trial"** status will have the ability to run as soon as payment information is provided.

You can tell what type of Account you have by accessing the **Billing Settings** screen via the **My Account** Tab **> Billing Settings** tab menu options. If your credit card and billing information appear under the **Payment Details** section, you have a "Paid" Account status (as shown below):



You can upgrade your Account's "Trial" status to "Paid" *at any time* by doing either of the following:

1. Enter your credit card information on the **Billing Settings** screen via **My Account** tab **> Billing Settings** tab menu options.
2. Create a new Campaign via the **My Campaigns** tab **> Create New Campaign** tab menu options. You will be prompted to enter your payment information during the Campaign creation process.

SELF-SERVICE PLATFORM

TargetSpot is a *self-service* platform for Internet Radio advertising. While the TargetSpot **Customer Support** staff is more than happy to answer any questions you may have about using the service, *we are not* responsible for managing *or* monitoring the Campaign(s) you create.

As such, you are responsible for all of the following activities:

- Creating your Campaign(s)
- Editing your Campaign(s)
- Creating your Ad Unit(s)
- Editing your Ad Unit(s)
- Creating your Campaign Report(s)
- Editing your Campaign Report(s)
- Making sure your Campaign(s) are running and generating Impressions
- Setting and editing your Campaign budgets
- Monitoring your Campaign spending
- Keeping your Account funded to ensure your Campaign(s) continue to run
- Monitoring all Account-related billing transactions
- Resetting your Account password
- Keeping your billing information associated with your Account up-to-date
- Placing orders through the Voice Talent Store

★ **Tip:** You can have someone at TargetSpot create and manage your Campaigns on your behalf if you're willing to commit to a specific spending commitment. Please send an email to advertiser_inquiry@targetspot.com for more information on this service option, including minimum requirements and expected costs.

Chapter 2: Campaign Management

This chapter explains how to use the **Campaign Manager** to **create** and **manage** your TargetSpot Campaigns. This chapter consists of the following sections:

- Creating a New Campaign
- Managing your Campaigns

Creating a New Campaign

All activity in TargetSpot revolves around the concept of a **Campaign**. Campaigns consist of a name, targeting selections, an ad, optional budgets and a bid (i.e. how much you want to pay to reach your targeted audience).

Creating a Campaign (in most situations) consists of **five steps**. These steps are sequential when you first create a Campaign but once a Campaign has been created, you can go to any step, in any order at anytime. The Campaign creation steps are:

- **Step 1. Basic Settings.** This is where you name your Campaign, select the length of its corresponding Ad Unit and categorize it.
- **Step 2. Targeting Settings.** This where you select how to want to target your Campaign to Internet Radio listeners.
- **Step 3. Ad Unit Settings.** This is where you create the Ad Unit (i.e. ad) for your Campaign.
- **Step 4. Spend Settings.** This is where you choose your Campaign's frequency (i.e. how often it plays), set up optional budgets (to control your spending) and enter a CPM Bid.
- **Step 5. Confirm Settings.** This is where you review your Campaign's various settings before you complete it.

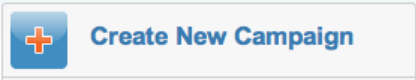
✪ **Note:** If you have not yet entered payment information, you will go through an additional step when creating a Campaign, as **Step 5: Payment Settings** will ask you for your Credit Card and billing details. This extra step will no longer be part of the Campaign creation workflow once you have provided your billing information.

STEP 1. BASIC SETTINGS

This step is where you name your Campaign; select the length of the ad associated with it and categorize it.

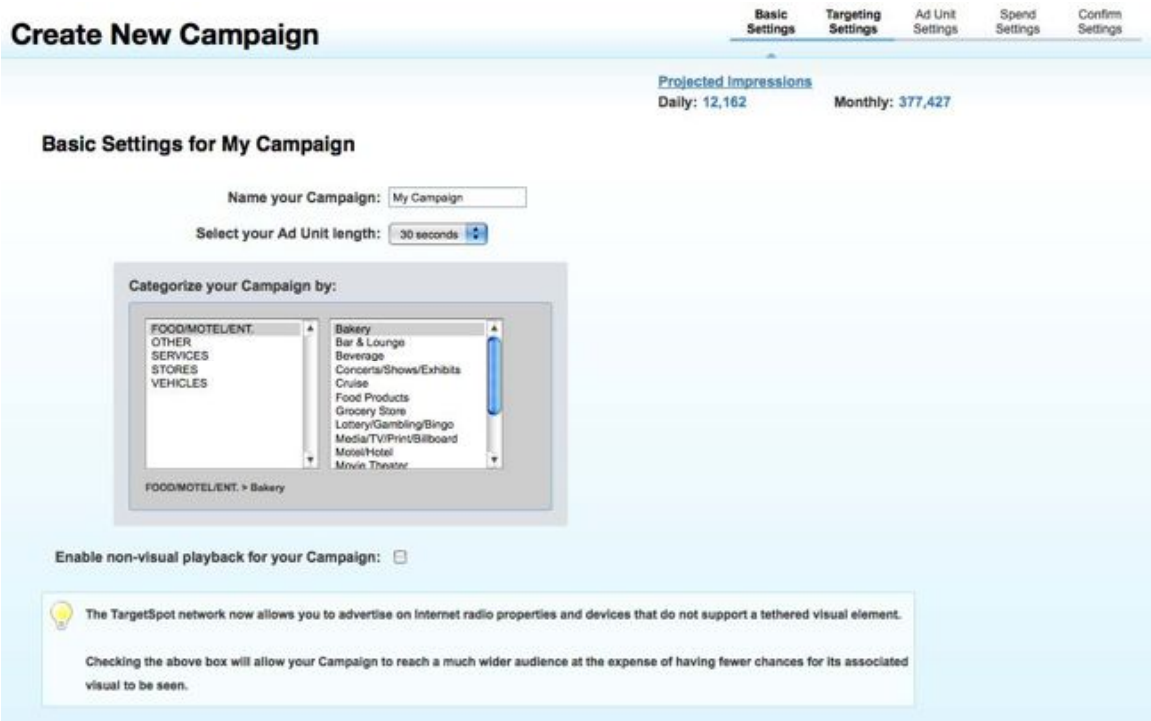
Do one of the following:

- Sign into TargetSpot and click the **Create a New Campaign** button located on your **Dashboard** screen.



- From any TargetSpot page, click the **My Campaigns** tab (and select the **Create New Campaign** option as shown).

Result: The **Basic Settings** screen appears with the **Basic Settings** step highlighted in the Step Indicator.



1. Enter a name for your Campaign in the field next to the **'Name your Campaign'** label.

For the purposes of this *User's Guide*, we'll name it **'Campaign 2525'** by entering this name into the **'Name your Campaign'** field.

★ **Tip:** Campaign names can be up to 255 characters long and can include common punctuation such as `!?':"-().`

★ **Tip:** Although you are the only ones to see your Campaign name, we suggest that you give your Campaigns names that make sense as this will make managing them easier. For example: 'Campaign Texas Markets Q1', etc.

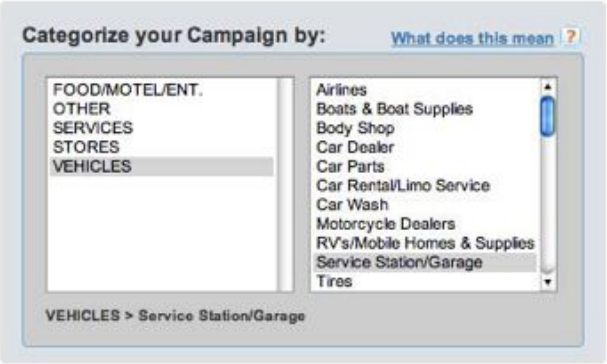
2. Next, select the length of your Campaign's associated **Ad Unit** (i.e. ad) using the **'Select your Ad Unit length'** menu. You can choose lengths of 15 seconds, 30 seconds or 60 seconds.

For the purposes of this *User's Guide*, we'll assume and choose a length of **30 seconds**.

★ **Tip:** The longer your Ad Unit is, *the more it will cost*. We generally recommend selecting lengths of 30 seconds because they tend to be the **most effective** in terms of cost yet long enough to deliver fairly verbose advertising messages to listeners.

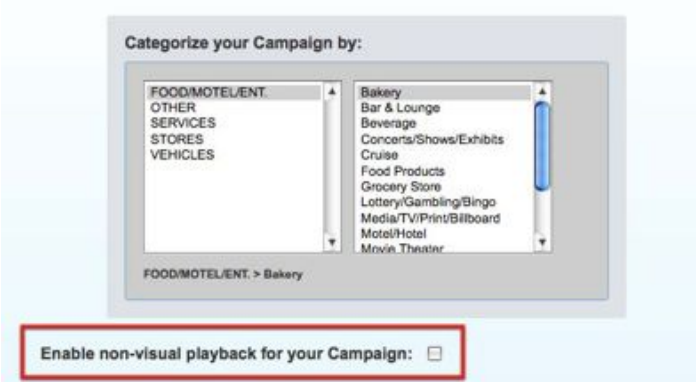
3. **Categorize** your Campaign by selecting a primary and secondary category that best matches your company or business. There are five (5) **primary categories** in the left menu and dozens of **secondary categories** to choose from in the right menu.

For the purposes of this *User's Guide*, we'll select the '**VEHICLES'** primary category and the **'Service Station/Garage'** secondary category, which will display as **VEHICLES > Service Station/Garage.**



✪ **Note:** You can change the categorization of your Campaign at any time while creating it or by editing after it has been completed.

4. Choose whether you want to enable **non-visual playback** for your Campaign by checking the **'Enable non-visual playback for your Campaign'** checkbox as pictured on the right.



This option exists because the TargetSpot network allows you to advertise on Internet radio properties and/or devices that do not support a tethered visual element.

Checking this box allows your Campaign to *potentially* reach a much wider audience *at the expense* of having fewer chances for its associated visual of being seen. Meanwhile, leaving the box unchecked will insure that your Campaign will only run on those Internet radio properties that support visual display.

✪ **Note:** This option is unchecked by default.

Please consider the ramifications of this option *carefully* as it can affect not only the potential reach of your Campaign but also affect the impact of your Campaign's associated creative. Review the table below for the pros and cons of this option:

Pros	**Cons**
Your Campaign can reach the largest group of listeners since it will reach all Internet radio properties in TargetSpot's network.	You may lose out on the ability for listeners to interact with your Campaign's ad, including seeing your company's logo within the media player as well as being able click through to your website to conduct transactions.
You can reach entirely new types of Internet radio listeners, including those tuning in via social networks and some mobile devices.	Your Campaign's ad may be meaningless for those listeners on "non-traditional" Internet radio properties if it contains specific calls-to-action such as "click on the media player to learn more", etc.

★ **Tip:** You can enable (or disable) the **'Enable non-visual playback for your Campaign'** option for your Campaign at any time while creating it or by editing after it has been completed.

5. We're now done with the initial set up of our Campaign. Click the orange **Continue** button to proceed to **Step 2: Targeting Settings.**

★ **Tip:** You can click on the blue **Cancel** link at any point to abort the Campaign creation process should you change your mind. You will only lose changes that have not yet been saved rather than your entire Campaign. See the following tip.

★ **Tip:** Whenever you complete a step of the Campaign creation process, your information will be saved as indicated by the indicator pictured below:

This allows you to exit the process and return to where you left off at a later time without losing your major Campaign settings.

STEP 2: TARGETING SETTINGS

This step is where you define the targeting criteria for your Campaign – i.e. selecting the listeners you want to advertise to.

Result: The **Targeting Settings** screen appears with the **Targeting Settings** step highlighted in the Step Indicator.

There are **four** main ways to target your Campaign. These are:

1. **Run Campaign across entire network.** This option allows you to target all Internet Radio listeners and stations/properties across the entire TargetSpot network regardless of their geographic location (U.S. only) and listening preferences.

> ⓘ **Warning:** This option is *only* recommended if you have a **very large** advertising budget or intend to advertise to *as many listeners as possible*. Use this particular option with care!

> ✪ **Note:** You must switch this option's button from ON to OFF in order to access the other Campaign targeting methods.
>
> 
>

2. **Target Campaign nationally.** When switched ON, this option allows you to target all Internet Radio listeners in the U.S regardless of their listening preferences. When

switched OFF, it allows you to target Internet Radio listeners only in the geographic areas you choose.

3. **Target all available programming.** When switched ON, this option allows you to target all Internet Radio listeners who are listening to every possible programming format - e.g. Sports, Country, News/Talk, etc. When switched OFF, this option allows you to target Internet Radio listeners by the programming formats you choose.

4. **Target all available times.** When switched ON, this option allows you to target Internet Radio listeners at all times of the day. When switched OFF, this option allows you to target Internet Radio listeners by the times of day you choose.

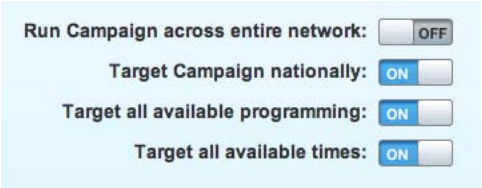
For the purposes of this *User's Guide*, we'll use the following targeting settings for our Campaign:

- Target listeners in the **New York** and **Dallas** metro areas.
- Target listeners tuning into **Adult Contemporary** and **All News** programming.
- Target listeners tuning into programming from **10am**-**3pm**.

First, we'll select the geographic locations of the Internet Radio listeners we want to reach with our Campaign by doing the following:

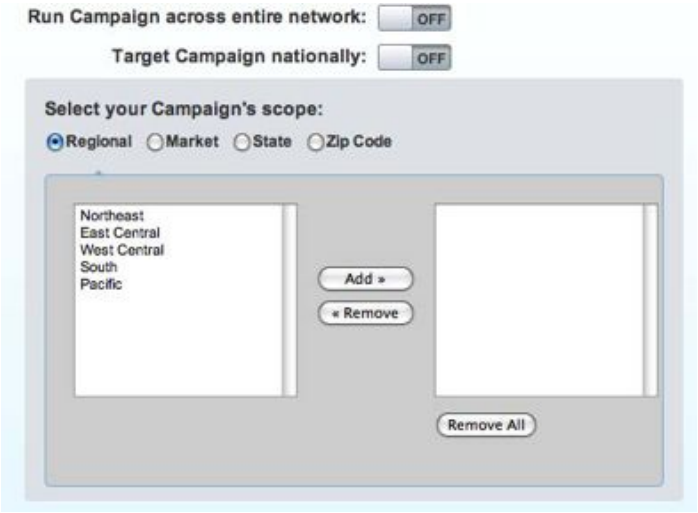
1. Switch the **Run Campaign across entire network** button from ON to OFF as shown.

When you do this, the other targeting options become available (as their Switch buttons are no longer dimmed).



ⓘ **Warning:** We strongly recommend that unless your advertiser budget is very large that you never choose the **'Run Campaign across entire network'** option! Doing so will spend your budgets very quickly due to the size of our network. Therefore, if you don't have a large Campaign budget in place, make sure you choose a more granular targeting option.

2. Next, switch the **Target Campaign nationally** button from ON to OFF. When this happens, the **Regional Menu Selection Box** will appear as shown.



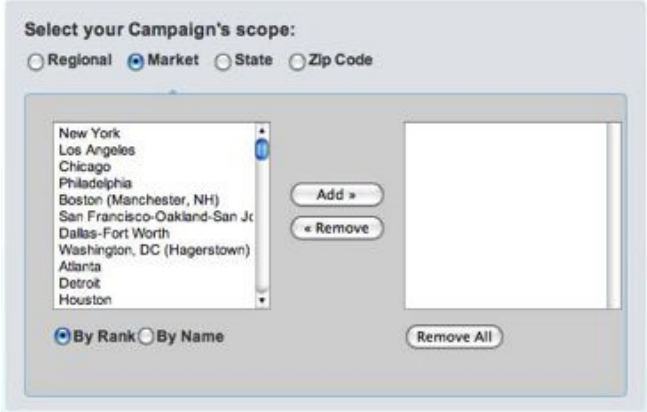
You may choose from four possible geographic targeting options:

- **Regional.** This allows you to target listeners in any of five different regions of the country: *Northeast, East Central*, *West Central*, *South* and *Pacific*. You may target listeners in multiple regions if desired.
- **Market.** This allows you to target listeners in any of 210 of the largest metropolitan areas (a.k.a. "media markets") in the country ranked by population (i.e. the most populous areas will appear in the menu first). You may target listeners located in multiple markets if desired.
- **State.** This allows you to target listeners in any state or US territory, including Puerto Rico and Guam. You may target listeners located in multiple states if desired.
- **Zip Code.** This allows you to target listeners located in any Zip Code. You can target listeners in as many as 128 unique Zip Codes in either five (5) or ten (10) digit formats.

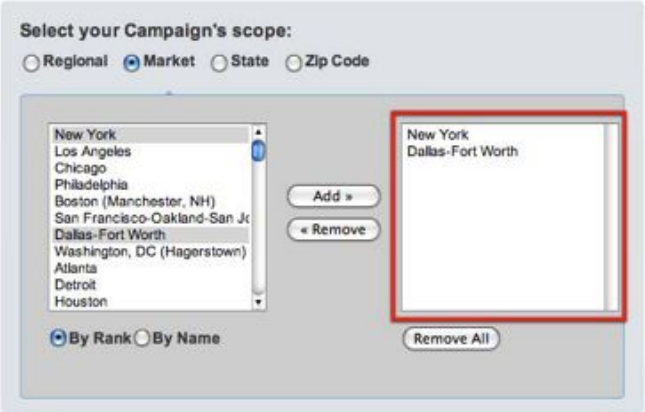
★ **Tip:** Regions, Markets, States and Zip Codes do not have to be contiguous (i.e. next to each other – e.g. 'New York' and 'New Jersey' in the case of States or '33133' and '33134' in the case of Zip Codes. You can choose them in any combination or sequence.

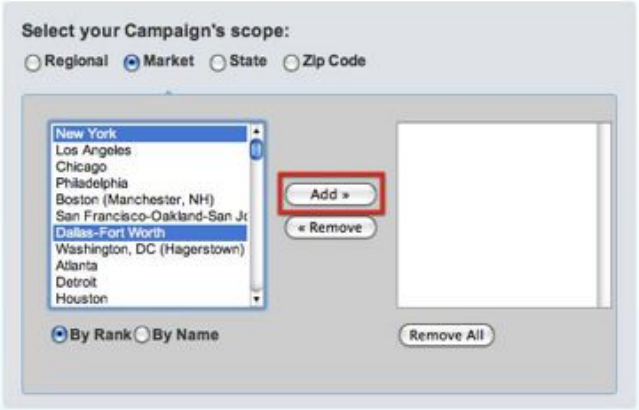
3. To target listeners by Market, select the **Market** radio button option.

Result: The **Market Menu Selection Box** appears.



4. Now, we will select the **New York** and **Dallas-Fort Worth** markets from the **Market Menu Selection Box** on the left and click on the **Add** button to add them to our **Targeting Selections Area** on the right.





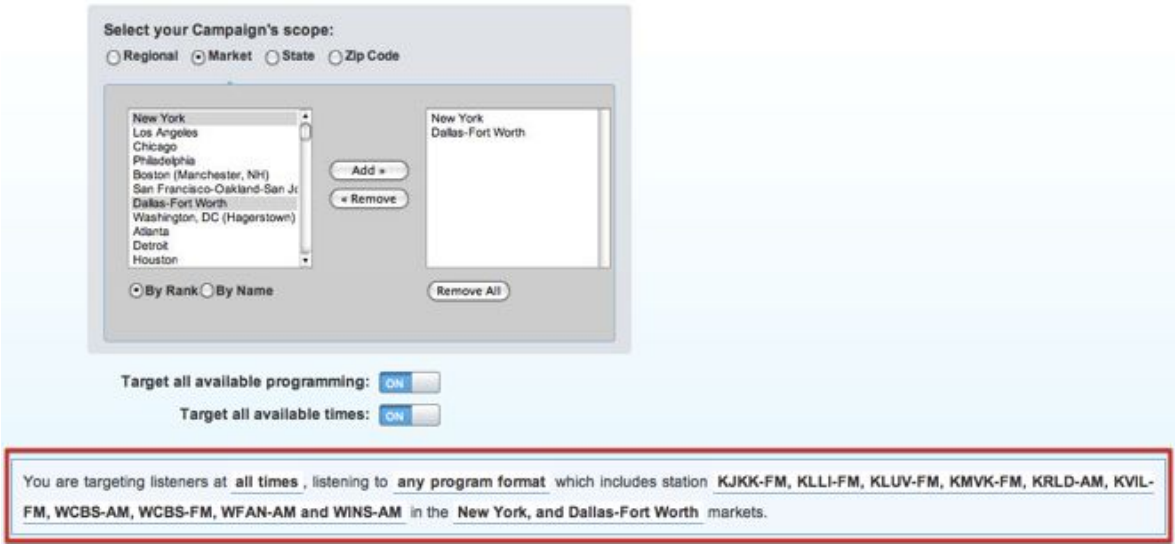
★ **Tip:** Press the <CTRL> key (on a PC) or the key (on a Mac) while clicking with your mouse to make multiple, non-consecutive **Market** selections (e.g. New York and Dallas). Press <SHIFT> (on both PCs and Macs) and click with your mouse to make multiple, consecutive **Market** selections (e.g. New York and Los Angeles).

✪ **Note:** These selection methods will work for any of the other targeting options discussed in this chapter.

★ **Tip:** You can remove any targeting selection stored in your **Targeting Selections Area** by selecting it and clicking on the **Remove** button. If you want to remove multiple items at once, select the relevant items and either click on the **Remove** button or click on the **Remove All** button.

★ **Tip:** Because there are a large number of **Markets** to choose from, you can view the list of available Markets by either their size (the default) or by their name. Simply click on the appropriate radio button option as shown below to adjust how **Markets** appear:

As targeting selections are made or changed, the **Targeting Summary** panel (located towards the bottom of the screen) will update to reflect our choices as shown below:



The **Targeting Summary** panel shows the following information:

- The **times of day** you chose to reach listeners (if times are not specified, all times are assumed).
- The **programming formats** that you have selected to target listeners by (if programming formats are not specified, all programming formats are assumed).
- A **summary** of *some* of the Internet Radio stations and properties in our network that match *both* your selected listener locations and programming formats.

★ **Tip: The Targeting Summary** panel will only display those Internet radio stations or properties that are relevant to your targeting selections. For example, you may see different properties if you checked the **'Enable non-visual playback for your Campaign'** option than if this option was left unchecked.

The names of the various **geographic area(s)** you have selected (if geographic areas are not specified, all of the United States is assumed).

✪ **Note:** The **Targeting Summary** panel only shows a *sample* of the various Internet Radio stations/properties that your Campaign may actually run on. This is because:

A) We *can't guarantee* that your Campaign will run on every Internet Radio station that matches your particular targeting selections due to a variety of editorial, technical and other reasons outside of our control.

B) In some cases, the list of stations targeted by your Campaign can be extremely large. Therefore, we will only highlight the stations that your Campaign *may possibly* run on weighted by those that most closely match your specified targeting.

In addition, as you make your geographic targeting selections the **Projected Impressions Estimator** will also update to reflect the potential number of **Impressions** (i.e. plays of your ad to listeners) that your Campaign may generate based on its current settings.

★ **Tip:** An **Impression** is a single play of your Campaign's Ad Unit to a single, *targeted* Internet Radio listener. Each time your ad is delivered to a targeted listener it counts as one Impression.

Projected Impressions are broken out on a **Daily** and **Monthly** basis and will adjust as you increase (or decrease) the potential geographic reach of your targeting.

✪ **Note:** The numbers displayed by the **Projected Impressions Estimator** tool are based on a historical analysis of the available advertising inventory in the TargetSpot network at the time a Campaign is created. They *can* (and will) change on a daily basis due to natural fluctuations in listenership across TargetSpot's network partners.

While the numbers provided are reasonably accurate, they are *still estimates* and should be treated as such.

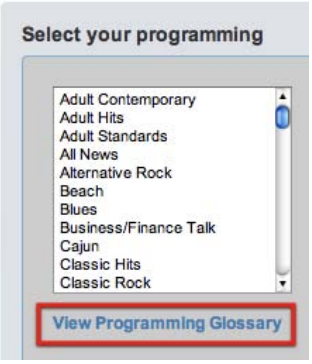
5. To target listeners by programming format, switch the **Target available programming** button from ON to OFF. When this happens, the **Programming Menu Selection Box** will appear as shown.

What are programming formats?

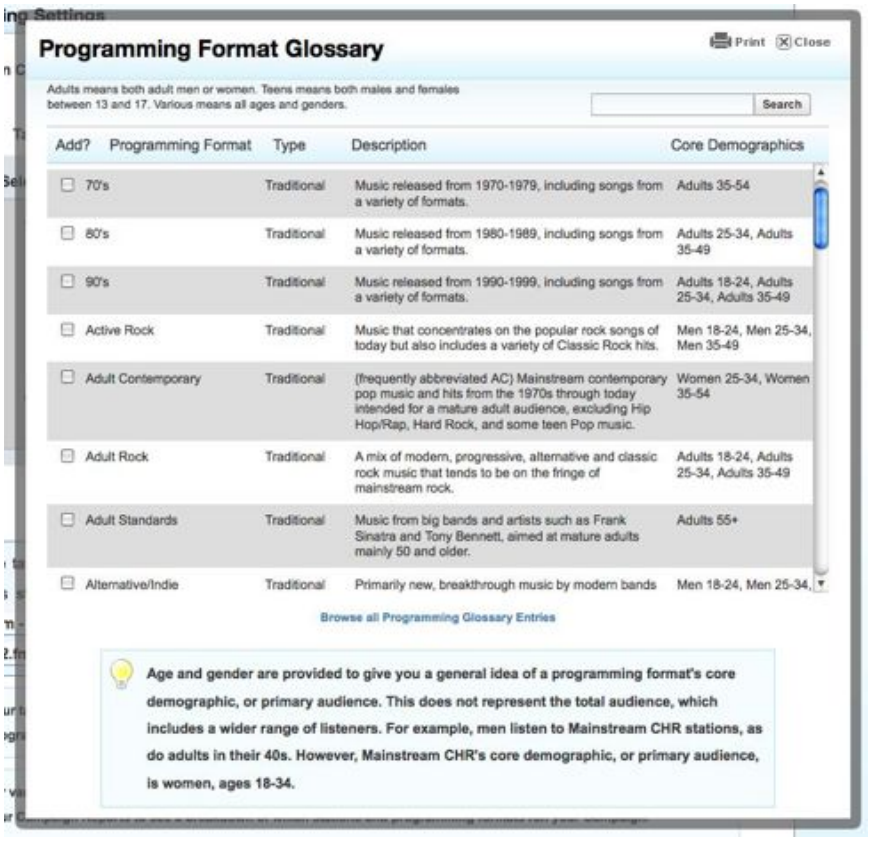
Programming formats are used to describe the overall content broadcast on an Internet Ration station or property and can encompass anything from different types of music, to news, talk and even sporting events.

As programming formats are constantly changing and evolving, TargetSpot provides a convenient reference tool that explains what these formats are.

Click on the blue **View Programming Glossary** link (as shown) to access this feature.



Result: The **Programming Format Glossary** modal now appears.



This window shows the currently available programming formats in alphabetical order along with a brief description and their **core demographics**.

You can browse them and even print the list out for future reference. When done, simply click the **close box** to exit the **Programming Format Glossary** modal and return to the **Programming Menu Selection Box**.

What are Core Demographics?

Core demographics are breakdowns of the gender (i.e. sex) and age ranges that are commonly associated with a given programming format. Within the **Programming Format Glossary** window, core demographics appear as one or more of the following:

- **Adults 18-24.** This means adults (men and women) between the ages of 18 and 24.
- **Adults 25-34.** This means adults (men and women) between the ages of 25 and 34.
- **Adults 35-49.** This means adults (men and women) between the ages of 35 and 49.

- **Adults 35-54.** This means adults (men and women) between the ages of 35 and 54.
- **Adults 35-65.** This means adults (men and women) between the ages of 35 and 65.
- **Adults 40+.** This means adults (men and women) above 40 years of age.
- **Adults 55+.** This means adults (men and women) above 55 years of age.
- **Children.** This means children (male and female) under the ages of 13.
- **Men 18-24.** This means men between the ages of 18 and 24.
- **Men 25-34.** This means men between the ages of 25 and 34.
- **Men 35-49.** This means men between the ages of 35 and 49.
- **Men 35-54.** This means men between the ages of 35 and 54.
- **Men 35-65.** This means men between the ages of 35 and 65.
- **Men 40+.** This means men above 40 years of age.
- **Men 55+.** This means men above 55 years of age.
- **Women 18-24.** This means women between the ages of 18 and 24.
- **Women 25-34.** This means women between the ages of 25 and 34.
- **Women 35-49.** This means women between the ages of 35 and 49.
- **Women 35-54.** This means women between the ages of 35 and 54.
- **Women 35-65.** This means women between the ages of 35 and 65.
- **Women 40+.** This means women above 40 years of age.
- **Women 55+.** This means men above 55 years of age.
- **Teens.** This means teenagers (male and female) between the ages of 13-17.
- **Various.** This means it all ages and genders.

Knowing which programming formats cater to which types of listeners is *extremely* useful for insuring that you only target your Campaign to the listeners that are the most *relevant* to you and the product or service that you are advertising.

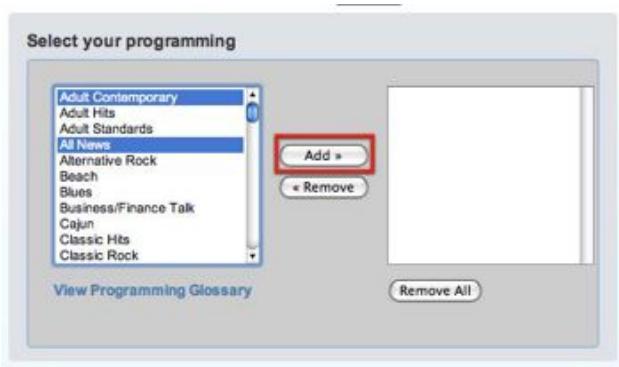
For example: If your customers tend to be women between the ages of 35 and 54, you wouldn't want to advertise to men between 18 and 24 as that would be a waste of your time and money. However, armed with the core demographics of which programming formats cater to which audiences can help you make intelligent decisions on which programming formats will best help you reach your *ideal* customers.

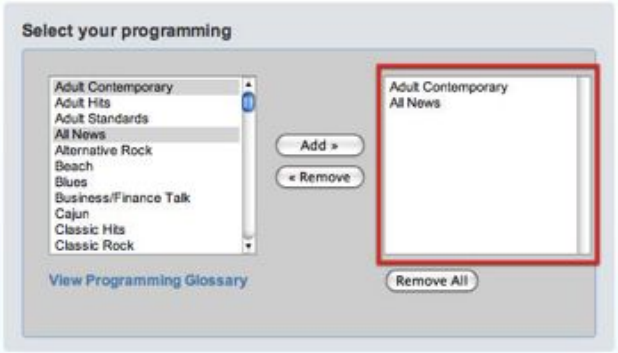
★ **Tip:** You can add programming formats to your Campaign's targeting settings right from the Programming Format Glossary modal. For example, to target listeners who tune into the "Adult Contemporary" format, simply check the box next to its name (as shown) and click the **Close** button.

The selected programming format will then be added to your Campaign's targeting (as shown on the right).

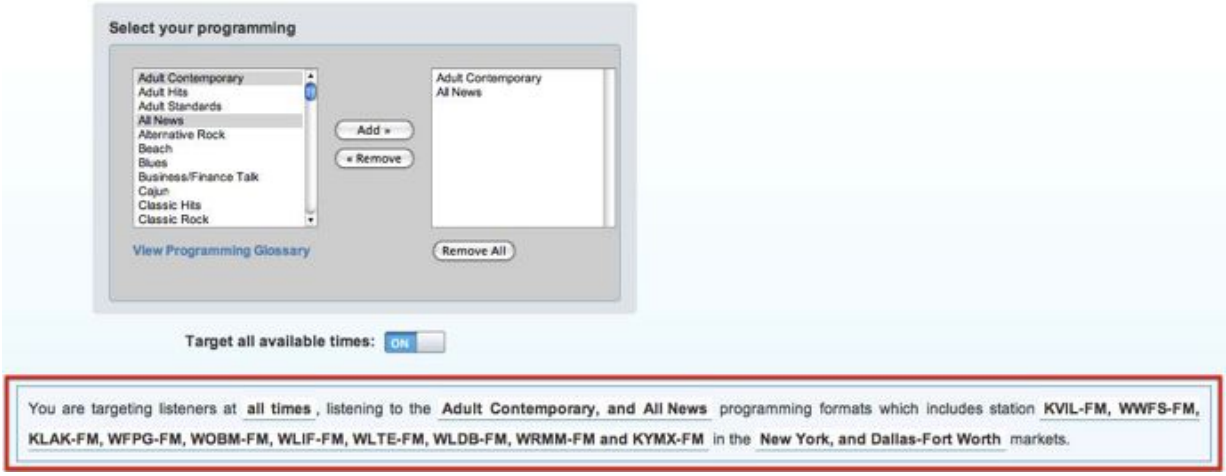
Once you have familiarized yourself with the available programming formats, you can choose from dozens of different programming formats from music to sports and open up literally thousands of possible ways to target your Campaign to the listeners *you want to reach*.

For the purposes of this *User's Guide*, we'll select these formats: **Adult Contemporary** and **All News** from the **Programming Menu Selection Box** and add them to our **Targeting Selections Area** as shown:





Result: The **Targeting Summary** panel updates to reflect our latest selections.

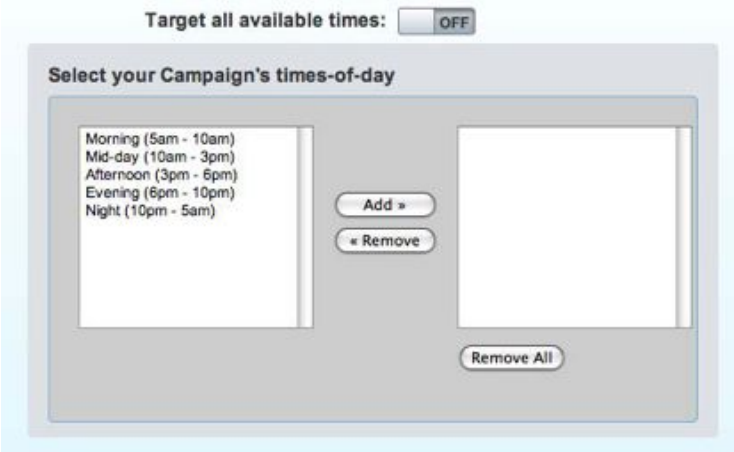


✪ **Note:** The **Targeting Summary** panel may show Internet Radio stations/properties outside of the geographic locations you have actually selected. This happens because:

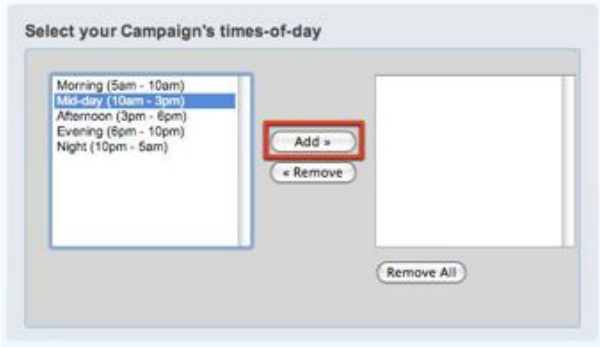
1) We wanted advertisers to take advantage of the fact that there are a sizable number of listeners in most metro areas that listen to Internet Radio programming outside of their *physical* location. In fact, in some cases, this number exceeds **40%** of *all of the listeners* in a given metro area.

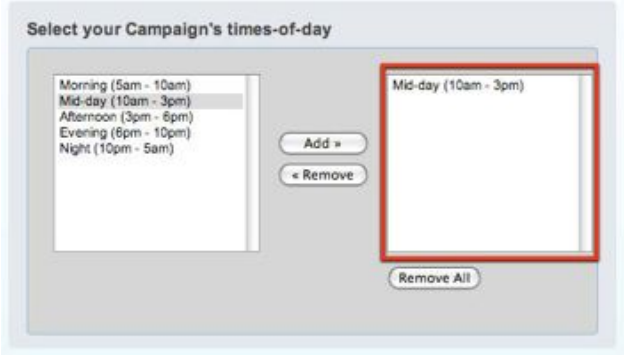
2) We wanted to avoid situations where advertisers targeted listeners where no stations matched their chosen programming formats, which can occur when targeting listeners in smaller and/or rural areas.

6. To target listeners by different times of the day, we will switch the **Target all available times** button from ON to OFF. When this happens, the **Times-of-day Menu Selection Box** will appear as shown.

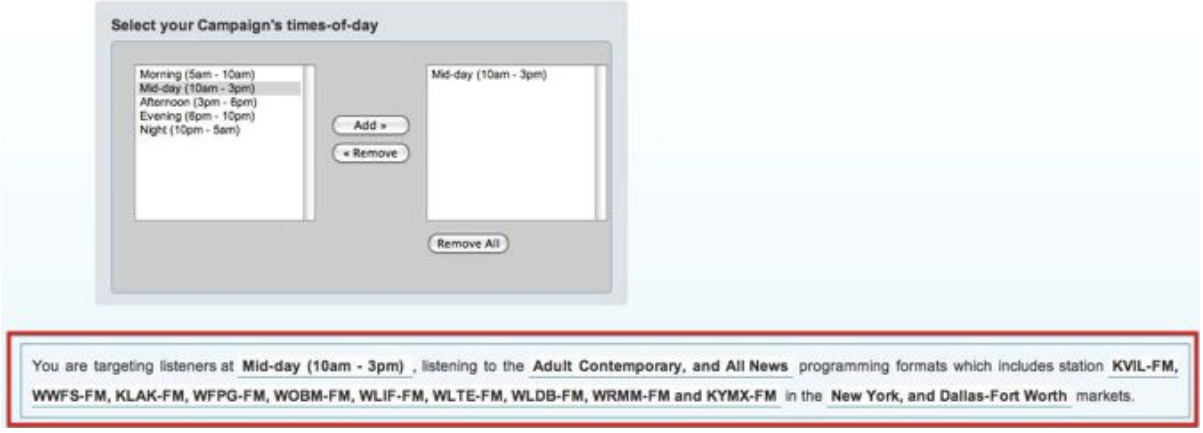


You can choose from several different times of the day, which are organized into multi-hour blocks of time called **Dayparts**. For the purposes of this *User's Guide*, we'll select **10am-3pm** from the **Time-of-Day Menu Selection Box** add them to our **Targeting Selections Area** as shown:





Result: The **Targeting Summary** panel once again updates to reflect our most recent selections.



ⓘ **Warning:** Under normal circumstances, TargetSpot Campaigns will run **seven** (7) days a week. They do not stop on weekends. They will, however, honor your specific time-of-day selections for each day.

7. We're now done setting up the targeting for our Campaign. Click the orange **Continue** button located at the bottom of the screen to proceed to **Step 3: Ad Unit Settings**.

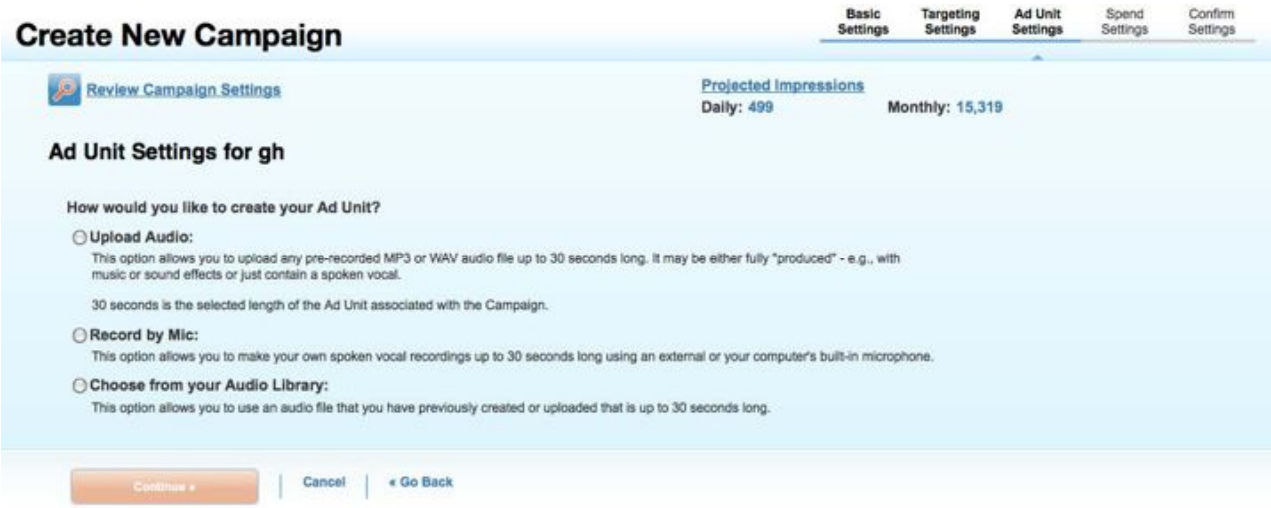
★ **Tip:** Once you have completed **Step 2: Targeting Settings**, you will see a **Go Back** link (shown below):

You can click on this link to return to the previous Campaign creation step should you wish to change something. However, be careful when doing this as you can lose any work you may have done in the current step.

STEP 3: AD UNIT SETTINGS

This step is where you actually create the **Ad Unit** (i.e. audio ad) that is associated with your Campaign.

Result: The **Ad Unit Settings** screen appears with the **Ad Unit Settings** step highlighted in the Step Indicator.



There are **three** ways to create (i.e. add) an **Ad Unit** for your Campaign. These are:

1. **Upload Audio.** This option allows you to take any existing, pre-recorded MP3 or WAV audio file and upload it.

> ★ **Tip:** This is the best option to use if you have access to an existing audio recording.

> ★ **Tip:** If you wish to use this option but don't have access to pre-recorded material, consider visiting our **Voice Talent Store** and order a custom, professionally recorded ad.

2. **Record by Mic.** This option allows you to make your own audio recording using a microphone.

> ★ **Tip:** This is the best option for creating an Ad Unit if you don't have access to an existing audio recording and want to get an ad made quickly.

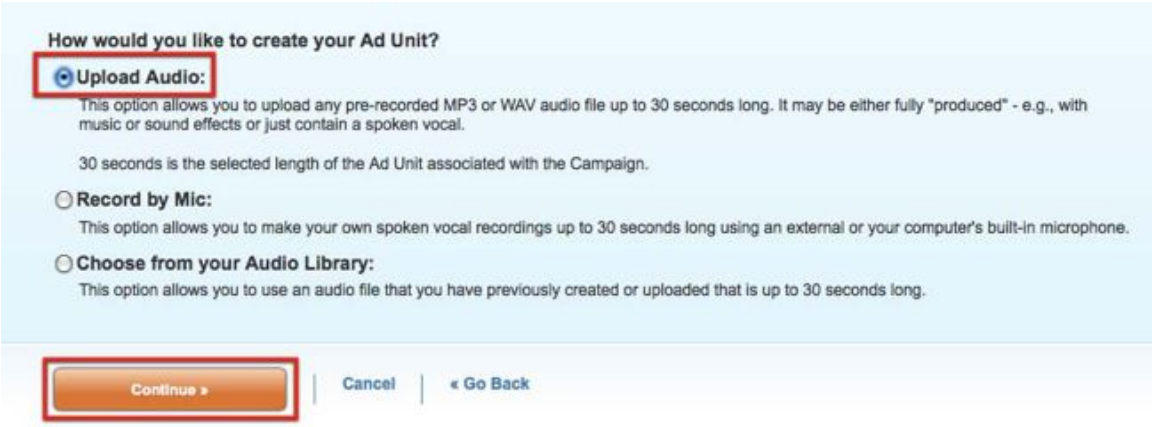
✪ **Note:** Ads recording using this tool have a higher probability of being rejected by stations and properties within the TargetSpot network for quality issues. The likelihood for rejection increases if you make a sloppy recording and/or use poor quality equipment.

3. **Choose from your Audio Library.** This option allows you to use any existing audio file that you previously uploaded (or recorded via the **Record by Mic** tool) as the basis for a new ad.

✪ **Note:** You won't be able to proceed past the initial screen of the **Ad Unit Settings** step until you select an Ad Unit creation method.

For the purposes of this *User's Guide*, we'll upload a *pre-existing* **MP3** audio file using the **Upload Audio** tool option.

First, we'll select the **Upload Audio** tool option and click on the orange **Continue** button as shown below:



★ **Tip:** For our purposes, we will upload an MP3 file since audio files in that format are smaller, faster to upload and are not platform-specific (.WAV files are generally only found on PCs running Windows, etc.).

✪ **Note:** Currently, TargetSpot supports .WAV files up to 50MB in size and either 16 or 24bit quality.

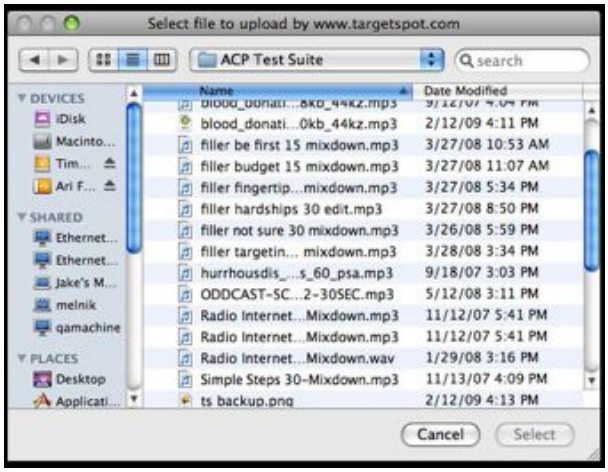
Result: The **Upload Audio** tool loads and appears.

You may upload any MP3 or WAV file to use for your **Ad Unit** as long as it matches or is very close to the 30-second length we chose during **Step 1: Basic Settings**.

✪ **Note:** The orange **Continue** button will be temporarily disabled (i.e. dimmed) when creating or uploaded your Ad Unit. Instead, the various **Ad Creation** tools will provide their own buttons to allow you to navigate through this step of the Campaign creation process.

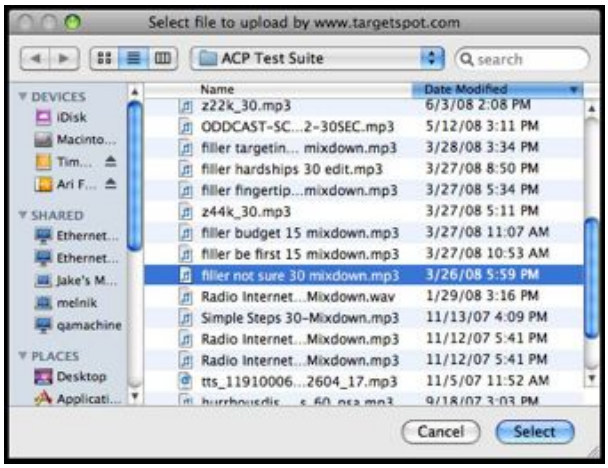
To upload a file, click on the large blue **Upload an Audio File** button.

Result: A file selection box will appear.



Next, select the MP3 file you want to use. Again, try to make sure that it's close or exactly 30 seconds long.

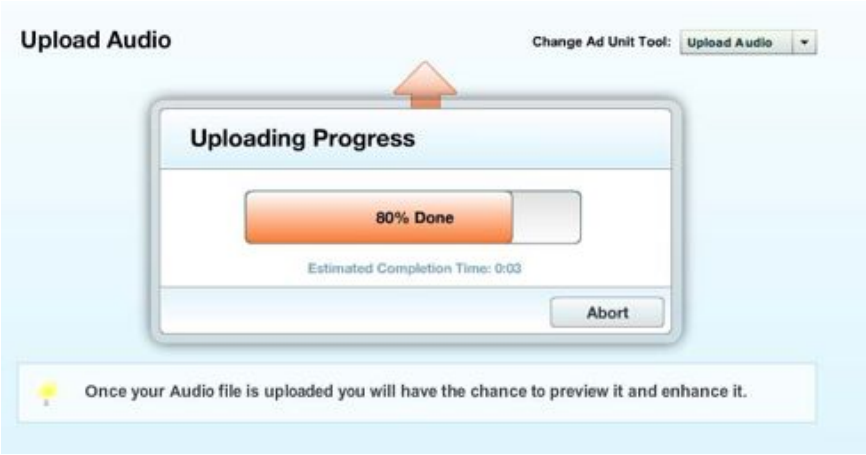
Result: A suitable MP3 file has been selected.



✪ **Note:** At this time, TargetSpot only allows you to upload audio files in MP3 format. However, you may upload MP3 files that are stereo or mono up to 320kbs quality.

ⓘ **Warning:** Please make sure that you upload only MP3 files that you own or have the rights to use. Failing to respect copyrights can result in having your Ad Unit rejected, among other penalties.

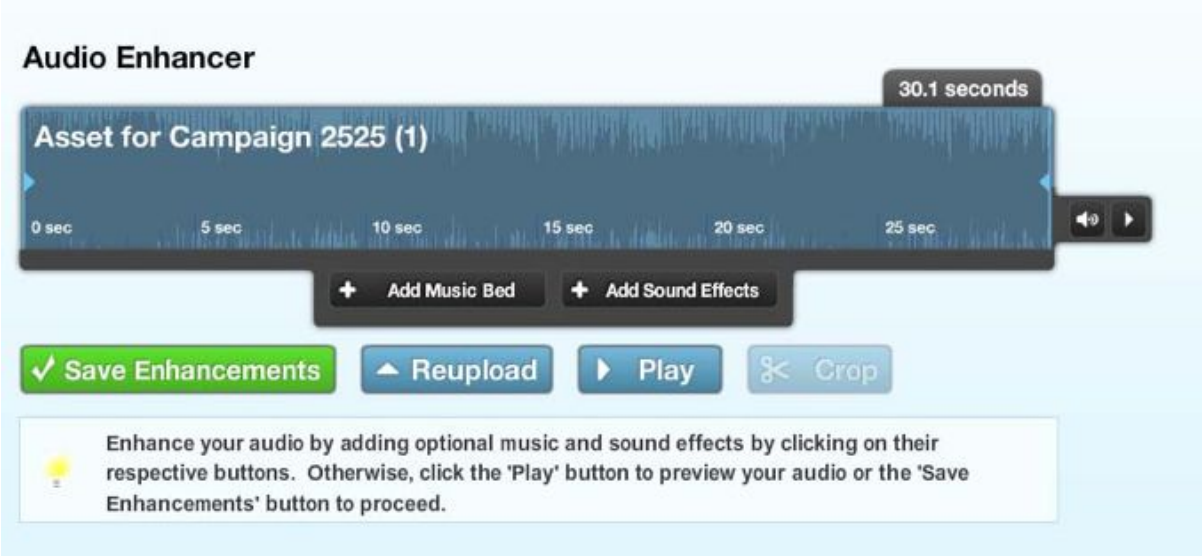
Once you have selected your MP3 file, it will be uploaded. The process can take a few seconds depending on your Internet connection. You can monitor its progress as it uploads from the **Uploading Progress** dialog shown below:



After being uploaded, TargetSpot needs to process the file, which can take anywhere from 30 seconds to a minute. You can monitor the progress of this operation as it occurs from the **Processing Audio** dialog shown below:

★ **Tip:** Once an audio file has been uploaded (or recorded), it will be saved in your **Audio Library** where it can be used as the basis for future Ad Units via the '**Choose from your Audio Library'** option.

As soon as the file is processed, the **Audio Enhancer** tool will appear along with the MP3 file you uploaded.



✪ **Note:** The audio file we uploaded automatically inherits the name of our Campaign. In this case, it's called **'Asset for Campaign 2525'** and appears in the **Audio Enhancer** tool as a waveform (as shown above).

The **Audio Enhancer** is a special tool that allows you to improve and enrich the quality of your audio (regardless of how it was created) by letting you:

- Add an accompanying **Music Bed** (i.e. background or "jingle" music) to your audio; for example, you can add tone and texture to a lounge ad by adding a Jazzy music bed.
- Add up to four different, accompanying **Sound Effects**, which can be inserted at different points within your ad. These can add humor, atmosphere and/or even provide additional emphasis to your ad's message.
- **Crop** (hard trim) your audio file should it be longer than the required time length you selected in **Step 1: Basic Settings**.

★ **Tip:** The process of cropping audio files is discussed in **Appendix I: Tips & Tricks** of this *User's Guide*.

Preview your audio file with (or without) an accompanying Music Bed or Sound Effects.

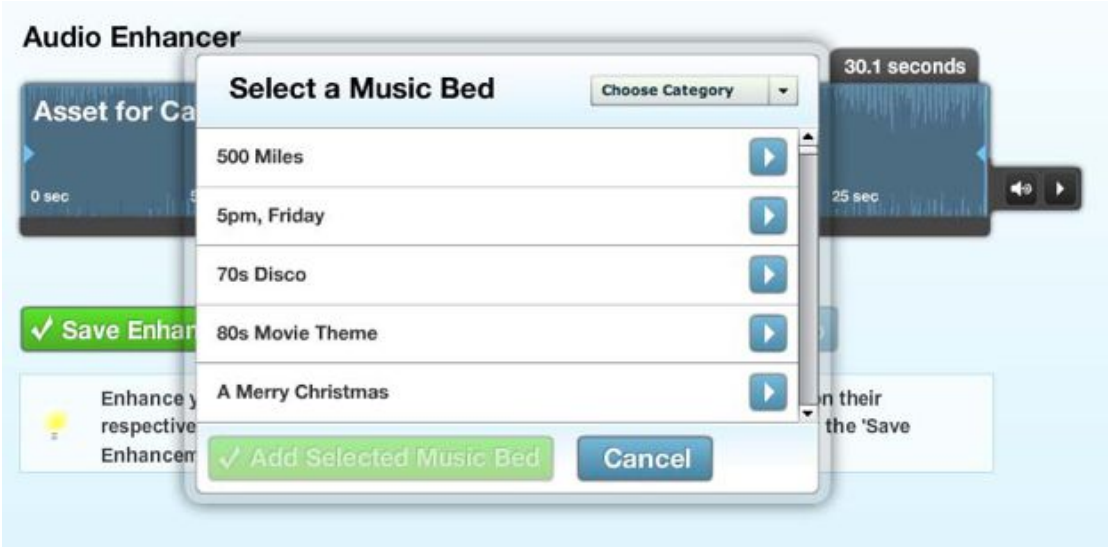
For the purposes of this *User's Guide*, we will "enhance" our audio file as follows:

- Add a Music Bed
- Add a Sound Effect
- Make any final adjustments
- Preview the final "mixed" audio

Adding a Music Bed

1. Click on the black **Add Music Bed** button as shown below:

Result: The **Select a Music Bed** dialog will now appear.



You can either browse through the collection of available Music Beds or select a specific Music Bed category from the **Choose Category** drop-down menu as shown below:

You can listen to any Music Bed by clicking on the blue **Play** button located on the far right of its name as shown below:

★ **Tip:** Click the blue **Cancel** button to leave the **Select a Music Bed** dialog at any time.

When you find the Music Bed you wish to use – in this example we'll select the **'Cool Jazz'** Music Bed and click on its name. This will cause its name to be highlighted in orange as shown below:

2. Next, click on the green **Add Selected Music Bed** button.

Result: The selected **Music Bed** will now appear in the **Audio Enhancer** as shown.

✪ **Note:** You have only one (1) Music Bed in your ad at a time. The **Add Music Bed** button will be dimmed to indicate that *no additional* Music Beds can be added.

✪ **Note:** For the most part, Music Beds are *optional* elements. You don't have to include one to your ad – especially if your audio file already contains music.

They are, however, *required* when the audio file you upload is less than ½ second of the length you selected during **Step 1: Basic Settings**.

For example: If you uploaded an audio that is 28.5 seconds long when your **Ad Unit length** was set to be 30 seconds, the **Audio Enhancer** tool will tell you when a Music Bed is required.

Once the Music Bed has been added to your audio, you will see four icons appear along its the right-hand side:

This icon controls the volume of the Music Bed. Moving your mouse pointer over it causes a pop up **volume slider** to appear. You can *increase* the volume of the Music Bed by dragging the volume slider up. Similarly, you can *decrease* the volume of the Music Bed by dragging the volume slider down.

Clicking this icon allows you to listen the Music Bed by itself. To stop the playback, simply click it again.

Clicking this icon allows you to replace the current Music Bed with another one by displaying the **Select a Music Bed** dialog again.

Clicking this icon allows you to delete the current Music Bed. It will be removed from the **Audio Enhancer** immediately.

Adding a Sound Effect

1. Click on the black **Add Sound Effects** button as shown below:

Result: The **Select a Sound Effect** dialog will now appear.

You can browse through the collection of available Sound Effects and listen to them by clicking on the blue **Play** button located on the far right of its name:

★ **Tip:** Click the blue **Cancel** button to leave the **Select a Sound Effect** dialog at any time.

When you find the Sound Effect you wish to use – in this example we'll select the **'Crowd Ah** Sound Effect, click on its name. This will cause its name to be highlighted in orange.

2. Next, click on the green **Add Selected Sound Effect** button.

Result: The selected **Sound Effect** will appear in the **Audio Enhancer** as shown.

Once the Sound Effect has been added to your audio, you will see four icons appear along its the right-hand side:

This icon controls the volume of the Sound Effect. Moving your mouse pointer over it causes a pop up **volume slider** to appear. You can *increase* the volume of the Sound Effect by dragging the volume slider up. Similarly, you can *decrease* the volume of the Sound Effect by dragging the volume slider down.

Clicking this icon allows you to listen the Sound Effect by itself. To stop the playback, simply click it again.

Clicking this icon allows you to replace the current Sound Effect with another one by displaying the **Select a Sound Effect** dialog again.

Clicking this icon allows you to delete the current Sound Effect. It will be removed from the **Audio Enhancer** immediately.

★ **Tip:** You can add up to four different (4) Sound Effects to your Ad Unit.

✪ **Note:** Unlike Music Beds, Sound Effects are *completely* optional elements. You are not required to use them at all.

★ **Tip:** You can freely position any Sound Effect you add *anywhere* within the timeline of your audio. This allows you to do things such as have a Sound Effect "cue" up to start in the middle or end of your ad, etc.

To do this, click on the Sound Effect you wish to move and drag it to the right (or left) while holding down your mouse button.

Repeat this for each Sound Effect as required.

★ **Tip:** Each part of your "mixed" audio ad can have its volume levels adjusted independently. This is useful if you want your ad's music to play softly in the background in contrast to the main spoken audio portion, etc.

Previewing the "mixed" Audio Ad

Now that we've added a Music Bed, a Sound Effect and made our adjustments, it's time to preview the final, "mixed" audio ad.

Click the blue **Play** button to start the preview (located at the center of the screen):

Click on the blue **Stop** button to stop the preview.

When you're satisfied with how everything sounds together. Click on the large green **Save Enhancements** button to proceed to the final step of Ad creation.

★ **Tip:** The **Save Enhancements** button will be dimmed (inactive) in three cases:

1) When an audio file is too long and must be cropped (Cropping will be discussed in the **Appendix I** of this *User's Guide*).

2) When an audio file is too short and needs a mandatory Music Bed added to "pad" out its length to match what was selected in **Step 1: Basic Settings.**

3) While previewing an audio after clicking on the blue **Play** button.

As soon as you save your audio enhancements, the **Visual and Link** tool will appear.

The **Visual and Link** tool allows you to add a visual element and a click through link to your web page or website that will be displayed as your ad plays within a streaming media player.

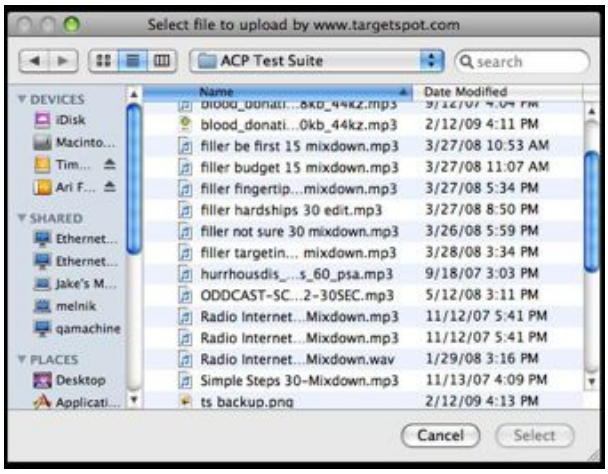
The **Visual and Link** tool allows you to upload a custom image, such as your company logo, or you can select one of dozens of the categorized, pre-existing stock photo images that TargetSpot provides.

✪ **Note:** Visuals are required elements. You will not be allowed to proceed to the next step of Campaign creation until you upload or select a pre-existing visual.

Adding a Custom Visual Element

To add a custom visual, click on the blue **Upload Visual** button as shown below:

Result: A file selection box will appear.

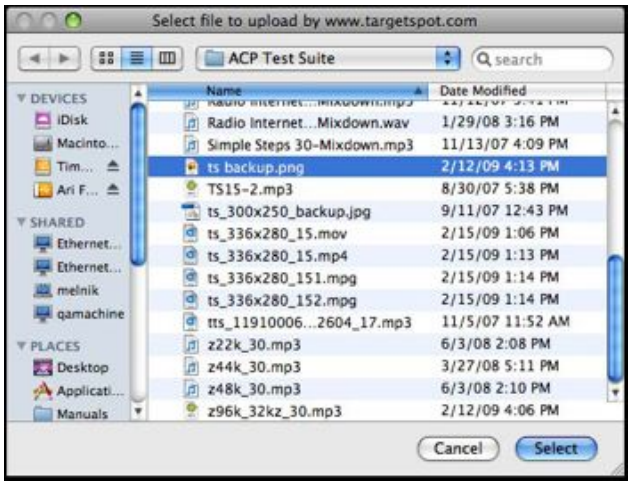


You may upload any **PNG**, **JPEG** or **SWF** (Flash animation) file as a visual as long as they meet these criteria:

- The PNG or JPEG file is less than 500KB in size or 40KB in size for a SWF (Flash animation) file.
- The PNG or JPEG file is less than 1024x768 pixels (wide and high).
- The SWF file is 336x280 in size and published as **Flash 7** or **Flash 8**-compatible.

Next, select the image file you want to use for your visual.

Result: A suitable visual file has been selected.



ⓘ **Warning:** Please make sure that you upload only images that you own or have the rights to use. Not respecting copyrights can result in having your Ad Unit rejected, among other penalties.

As soon as the file is uploaded it will appear in the Visual and Link tool as shown:

★ **Tip:** Visuals that you upload are stored in a special **'Private'** category of the **Visual Library** area.

★ **Tip:** Visuals will automatically be named using the same name of the original image file. However, you can use the **Visual and Link** tool's visual renaming functionality to change names as needed.

★ **Tip:** If you don't upload a custom visual, the **Visual and Link** tool will automatically select the first visual store in the **'Business'** category of the **Visual Library**.

✪ **Note:** You will be prompted to choose a special "replacement" visual after uploading a SWF as your visual. Don't worry if this occurs. Refer to the section titled **"SWF (Flash) Visual Replacement"** in **Appendix I** of this document for more information on why this occurs and what to do about it.

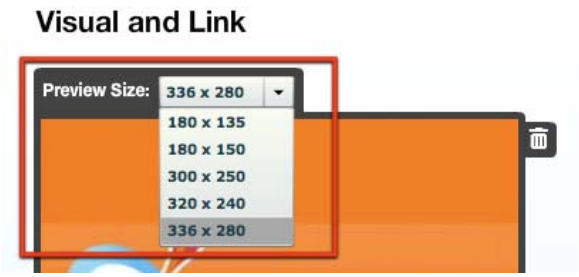
Once a visual has been uploaded, you can do the following:

- Preview the visual in any of five (5) different sizes
- Select a different visual
- Delete the visual
- Rename the visual
- Add a link to your visual

Previewing your Visual

You can preview your visual in any of five different sizes by selecting one from the Preview Size drop-down menu pictured below:

Visuals are generated in five different sizes in be compatible with different media players used by Internet radio properties in the TargetSpot network. Currently, you can preview your visual in **180x135**, **180x150**, **300x250**, **320x240** and **336x280** resolutions.



★ **Tip:** To ensure that your visual always looks its best when re-sized, we suggest that you upload images with resolutions (i.e. dimensions) of at least 336x280.

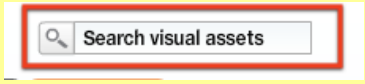
Selecting a different Visual

You can select (or change) the current visual by choosing another from the **Visual Library** panel as shown.

To select a different visual, simply click on the thumbnail of the visual you wish to use. The selected visual will be outlined in orange and the visual will appear in the full-size preview on the left.

Should you wish to use a visual not currently stored in your **Visual Library**, you can browse and select a visual from one of the **stock visual libraries** that we provide. These can be accessed using the **Visual Library** drop-down menu as shown:

★ **Tip:** You can search for visuals by name by entering all or part of a phrase in the Search visual assets box (pictured below):

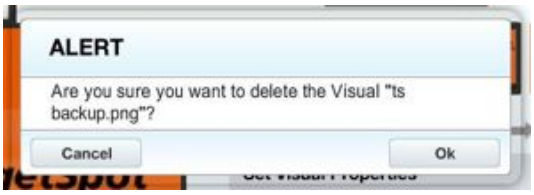


Visuals that match the search phrases will appear as they are found.

Deleting a Visual

You can delete a visual by clicking on the trashcan icon located on the right edge of the visual's preview shown below:

As soon as you do, a confirmation dialog will appear asking you to confirm this operation.



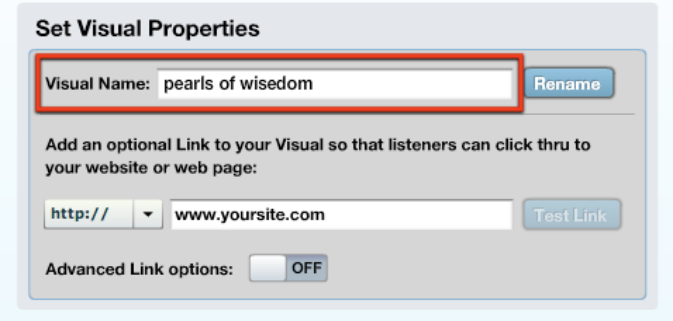
Click the **Ok** button to proceed with the deletion or the **Cancel** button to abort the operation.

✪ **Note:** Some visuals can't be deleted. This is because an existing Ad Unit is currently using the visual or the visual is one of the stock images that TargetSpot provides. Visuals that can't be deleted won't have a trashcan icon on their preview.

ⓘ **Warning:** Once a visual is deleted it's gone forever!

Renaming a Visual

Any visual that you upload into your **Visual Library** can be renamed. Although the name of a visual is never used outside the **Visual and Link** tool, giving your visuals nice, descriptive names can be helpful as you build a large collection of visuals.



To rename a visual, select it and then enter a new name in the **'Visual Name'** field of the **Set Visual Properties** panel as shown.

When done, click the blue **Rename** button.

Result: The **visual** will now appear with its new name.

★ **Tip:** You can rename any visual stored in the **'Private'** category of your **Visual Library**, including visuals that are used by other Ad Units you have created.

Adding Links to Visuals

All visuals can have a link that allows listeners targeted by your Campaign to click through to your website or web page when the visual appears in a media player.

To add a visual, simply enter a valid URL (i.e. link) that points to the website (or page) you want to direct listeners to in the space provided within the **Set Visual Properties** panel (as shown on the right).

★ **Tip:** TargetSpot allows you to add **standard** hyperlinks – e.g. (http://) and **secure** hyperlinks – e.g. (http://) up to 255 characters in length.

★ **Tip:** You can click on the blue **Test Link** button to verify that the URL you entered is working before completing your Ad Unit to avoid having your Ad Unit rejected during the review process.

✪ **Note:** You are strongly encouraged to add a link to your TargetSpot Ad Unit as Internet Radio listeners can click on this link to visit your website. However, unlike adding a visual, adding a link is *not required* in order to complete your Ad Unit.

Completing your Ad Unit

When you have selected your visual and/or added a link, your Ad Unit will be ready to be saved.

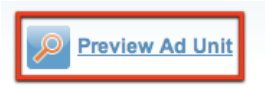
To do this, click on the green **Save Visual Settings** button (as shown below):

Once done, your Ad Unit will be saved along with its various audio enhancements, its visual and a link. This can take anywhere from 30 seconds to a minute. You can monitor its progress as it occurs from the **Saving Ad Unit** modal shown below:

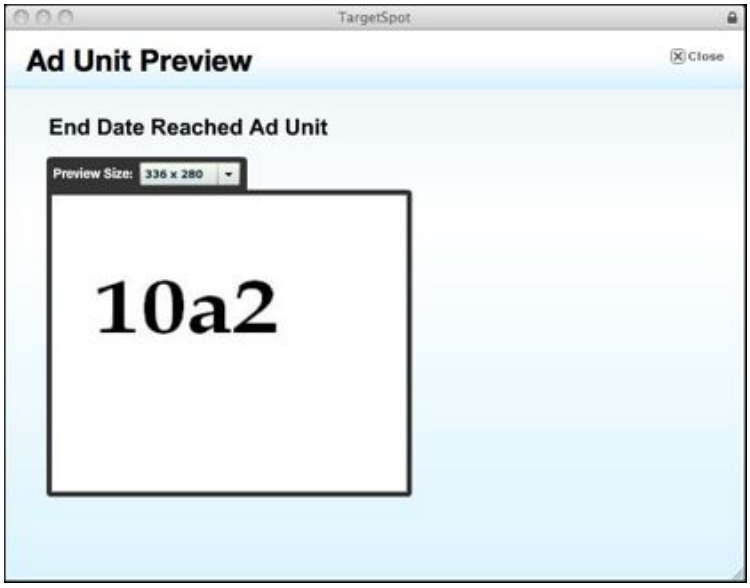
As soon as the Ad Unit has been saved, you can proceed to **Step 4: Spend Settings**.

Previewing the Final Ad Unit

You can preview your final or "assembled" ad immediately after you create it by clicking on the **Preview Ad Unit** link located at the upper left-hand corner of the screen from either the **Spend Settings** or **Confirm Settings** screens.

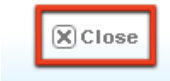


Result: The **Ad Unit Preview** pop up window now appears.



The audio portion of the Ad Unit will automatically start playing and the visual element will appear in the center. You can preview the size of the visual in any of the five (5) sizes supported. You can also click on the visual to launch the website or webpage associated with your Ad Unit if a link was added to your Ad Unit.

When done, click on the **Close** button to remove the **Ad Unit Preview** pop up window from the screen.



✪ **Note:** The audio portion of your Ad Unit will play only once per preview. You will need to close the **Ad Unit Preview** pop up window and re-launch it in order to hear the audio play again.

★ **Tip:** If you have uploaded a SWF for your Ad Unit's visual, you will see a slightly different preview window that the one shown. Please refer to the **"SWF (Flash) Visual Replacement"** section of **Appendix I** of this document for more information.

✪ **Note:** You may *occasionally* notice a difference in the playback volume of your Ad Unit while previewing your finished Ad Unit compared to the volume of the original MP3 (or WAV) file used to create it.

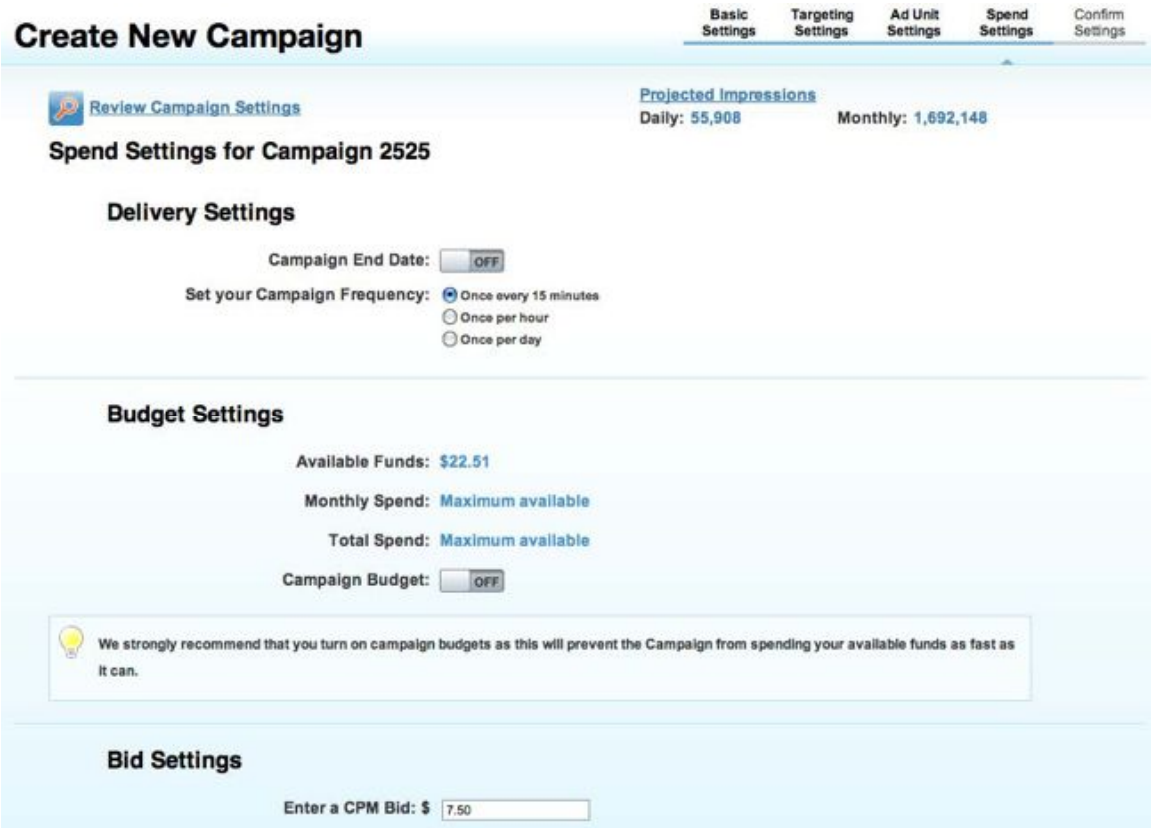
This discrepancy occurs because TargetSpot's audio processing system "normalizes" every uploaded audio file in order to achieve a consistent volume-level for playback to targeted listeners. As a result of this processing, *sometimes* the volume of your finished Ad Unit will sound louder while other times it will sound lower.

Please be assured that this behavior is quite normal and *will not* affect the effectiveness of your Campaigns when played to listeners since the various stations and properties in our network manage their playback volume independently of TargetSpot.

STEP 4: SPEND SETTINGS

This step is where you configure your Campaign's delivery options, budgets and CPM Bid.

Result: The **Spend Settings** screen appears with the **Spend Settings** step highlighted in the Step Indicator.



The **Spend Settings** screen is divided into **three** main areas:

1. **Delivery Settings.** This area allows you to determine how long your Campaign runs for and how frequently your ad should play for the listeners you have targeted in **Step 2: Targeting Settings**.
2. **Budget Settings.** This area display how much money remains in your Account to spend on advertising and it allows you to set both Monthly and Total Budgets for your Campaign, which affects and controls how much your Campaign will spend.
3. **Bid Settings.** This area allows you to submit a CPM Bid for your Campaign, which determines how much you are willing to pay to reach the listeners you have targeted in **Step 2: Targeting Settings.**

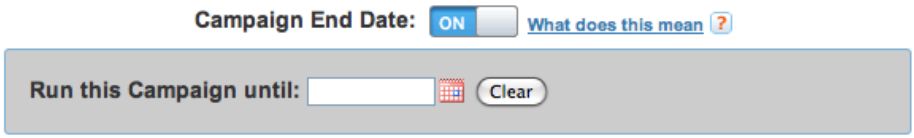
For the purposes of this *User's Guide*, let's assume we want to do the following:

- Run the Campaign until **August 1, 2009**
- Set the Campaign to play up to **once every 15 minutes**
- Set a Monthly Budget of **$250**
- Set a Total Budget of **$2,000**
- Enter a CPM Bid

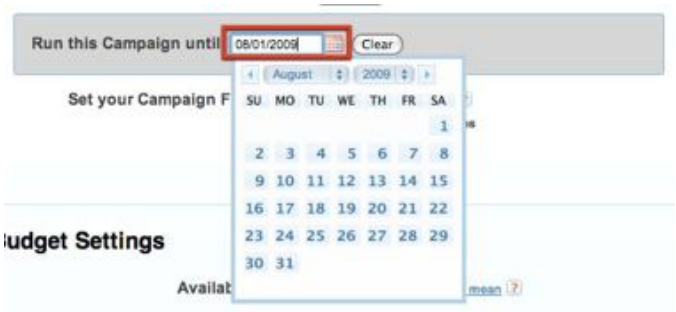
Defining a Campaign End Date

First, let's set up our Campaign so it runs until August 1, 2009. We can do this by switching the **Campaign End Date** button from OFF to ON, which will reveal an area where we can set a date when our Campaign should stop.

Result: The **'Run this Campaign until'** option is revealed.



We can now enter the date into the **'Run this Campaign until'** field in *MM/DD/YYYY* format or insert the date by clicking on the **Calendar** icon as shown below. When clicked, a calendar for the current month will appear so you can make your selection.



★ **Tip:** Click the **Clear** button to erase the date you've selected if you made a mistake.

✪ **Note:** Setting a **Campaign End Date** is *completely* optional. If no end date is specified, your Campaign will run continuously until it either reaches one or both of its budgets or your Account runs out of funds.

★ **Tip:** Should you later decide to run your Campaign indefinitely – i.e. with no end date, simply switch the **Campaign End Date** button from ON to OFF.

ⓘ **Warning:** TargetSpot Campaigns will run **seven** (7) days a week. They do not stop on weekends.

Setting Campaign Frequency

Campaign Frequency determines the amount of time between two plays of your Campaign's associated Ad Unit to a unique, targeted listener within a specific period of time. Currently, TargetSpot offers three different frequency options:

- Once every 15 minutes
- Once per hour
- Once per day

For example, if you chose 'Once per hour', your Campaign's Ad Unit would play only once to the *same* listener *per each* hour. Thus, if the same listener were listening for four hours, at most they would hear your ad four times.

✪ **Note:** This feature has nothing to do with the number of times your Ad Unit is played to listeners in aggregate, rather, it determines *how often* your ad can be played back to *a distinct* listener.

★ **Tip:** As a rule, Campaigns that are played more often (i.e. have a higher frequency) will generate more Impressions than those that don't. However, generating more Impressions will also cost you more so keep this in mind when setting up your own Campaign(s).

For our purposes, we'll choose **'Once every 15 minutes'** because we want our Campaign to be heard more often.

To do this, click on the **'Once every 15 minutes'** radio button as shown next to the **'Set your Campaign Frequency'** as shown above.

✪ **Note:** For various of reasons, you are *not guaranteed* that a unique Internet Radio listener will actually hear your Campaign's Ad Unit every 15 minutes, if you choose this option.

Setting a Monthly Budget

TargetSpot allows you to specify **Monthly Budgets** in order to control how much a given Campaign spends on a monthly basis. For example, if you set a Monthly Budget of $500, your Campaign would never spend more than $500 for a given calendar month regardless of how much money is in your Account.

ⓘ **Warning:** Monthly Budgets *only* apply to the current calendar month! This means that if you set a Monthly Budget for $300 and start your Campaign on June 15, the system will attempt to spend your $300 by the end of June. If intend for your Campaign to run and spend its budget across months, you should set a **Total Budget** instead.

For our purposes, we want to limit how much our Campaign spends *each month* to a fixed amount so we'll use this option by switching the **Campaign Budget** button from OFF to ON in order to reveal the available budget options.

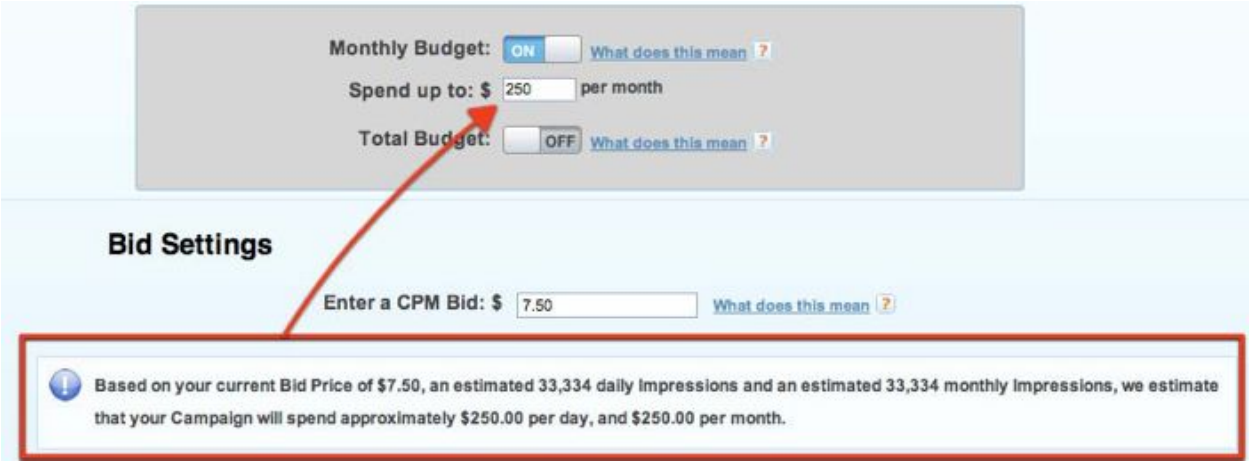
Result: The **Campaign Budget** options are revealed.

Next, to set a **Monthly Budget**, we'll switch the **Monthly Budget** button from OFF to ON and enter $250 (without the $ sign) in the **'Spend up to'** field as shown:

★ **Tip: Monthly Budgets** can be entered as whole dollar amounts or as dollar amounts up to two decimal places. For example, 250 and 250.00 are both valid inputs.

★ **Tip: Monthly Budgets** will *automatically* reset at the start of each calendar month. Therefore, our Campaign would stop as soon as $250 was spent and resume the following month with the same $250 spending limit.

As soon as we enter this amount and move the focus away from this field, the **Campaign Cost Summary** panel, which is located at the bottom of the screen, will update to reflect our settings.



The **Campaign Cost Summary** panel is intended to provide a *rough estimate* of how much a Campaign is likely to cost based on your **Campaign Frequency**, **Projected Impressions** and **CPM Bid** on *both* a daily and monthly basis.

✪ **Note:** Because the numbers shown in the **Campaign Cost Summary** panel are only estimates, your Campaign may actually spend *more* or *less* than what is projected. Despite this, they are still useful for giving you an overall frame of reference for how much your Campaign *may* potentially cost you based on your current **Spend Settings**.

★ **Tip:** TargetSpot only charges you for the advertising Impressions your Campaign *actually* generates – *not* what appears in the **Campaign Cost Summary** panel.

ⓘ **Warning:** A Campaign with very wide **Targeting Settings** (e.g. multiple states, multiple large markets, etc.) that has a very small **Monthly Budget** will spend your advertising funds less smoothly than if the Campaign's TargetSpot Settings are more granular.

Setting a Total Budget

TargetSpot allows you to specify **Total Budgets** in order to control how much a given Campaign spends over its lifetime.

For example, if you set a Total Budget of $5,000, your Campaign would never spend more than $5,000 regardless of how much money is in your Account.

★ **Tip:** Campaigns that are meant to run across multiple weeks or months should have Total Budgets enabled.

✪ **Note:** Campaigns with Total Budgets set can be "resurrected" to run again with different budgets at a later time. This process is described in more detail on page 90 of this document.

For our purposes, we want to limit how much our Campaign spends for its duration to a fixed amount so we'll use this option by switching the **Campaign Budget** button from OFF to ON in order to reveal the available budget options.

Result: The **Campaign Budget** options are revealed.

Next, to set a **Total Budget**, we'll switch the **Total Budget** button from OFF to ON and enter $2,000 (entered without the comma or $ sign) in the **'Spend up to'** field as shown:

★ **Tip: Total Budgets** can be entered as whole dollar amounts or as dollar amounts up to two decimal places. For example, 2000 and 2000.00 are both valid inputs.

★ **Tip:** Unlike Monthly Budgets, **Total Budgets** will not reset once they have been reached. Instead, the Campaign will simply stop unless you switch the **Total Budget** button from ON to OFF or add to the Total Budget that has been.

Just to recap, our Campaign has both **Monthly** and **Total Budgets** defined. Therefore as configured, the Campaign will spend no more than $250 per month and no more than $2000 for its duration.

ⓘ **Warning:** Setting a **Monthly Budget** or **Total Budget** is *not* required but we *strongly recommend* that you set them. Otherwise, if no budget is set, your Campaign will spend your Account's funds as quickly as possible since there will be no spending limits in place.

★ **Tip:** TargetSpot will save your Monthly and Total Budget settings even if you choose to disable the Campaign Budgets option by switching the **Campaign Budget** button from ON to OFF.

✪ **Note:** All Campaigns that have budgets set *will automatically* have a daily spending limit. This limit is imposed by the system in order to prevent a Campaign from spending more than it should for any single day it runs – especially if the associated budget needs to last for a while. For example, if the Campaign has a **Campaign End Date** of six weeks, etc.

ⓘ **Warning:** A Campaign with very wide **Targeting Settings** (e.g. multiple states, multiple large markets, etc.) that has a very small **Total Budget** will spend your advertising funds less smoothly than if the Campaign's TargetSpot Settings are more granular.

What are Ideal Budget Settings?

Ultimately, you should set your Campaign budgets based on your advertising goals and what you can afford. However, please consider the following when formulating what your Campaign budgets should be:

1) It takes roughly $300 for most advertisers to start seeing results. What actually qualifies as a "result" is entirely subjective and will vary based on the product or service you are advertising, how good your ad creative is and how well you have defined your Campaign's Targeting Settings.
2) The TargetSpot network is so large that very small Campaign budgets – i.e. $50 can easily be spent within an hour when targeting a Campaign very widely.

Thus, please use the following scale to determine how to allocate your Monthly or Total Budgets:

High

- **$1000.00** - targeting the entire TargetSpot network.
- **$900.00** - targeting one or more regions, all programming formats, and multiple dayparts.
- **$800.00** - targeting one or more regions, all-programming formats, multiple dayparts.
- **$700.00** - targeting multiple regions or multiple states, multiple programming formats, multiple dayparts.
- **$600.00** - targeting multiple states, multiple programming formats, multiple dayparts.
- $**500.00** - targeting multiple markets, multiple programming formats, multiple dayparts.
- **$350.00** - targeting multiple markets, multiple programming formats, one daypart.
- **$250.00** - targeting multiple markets, and/or one programming format, and/or one daypart.
- **$150.00** - targeting one market, and/or one programming format, and/ir one daypart.
- **$50.00** - targeting multiple zip codes, and/or one programming format, and/or one daypart.

Low

Setting a CPM Bid

With TargetSpot, you compete against other advertisers who want to reach Internet Radio listeners during scheduled breaks in programming. Competition occurs when the targeting of one advertiser overlaps with, or is identical to, the targeting of another advertiser.

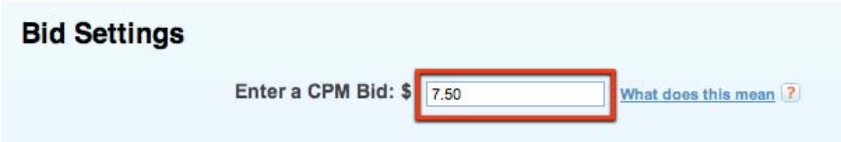
Competition between advertisers is resolved using an **auction-like** process in which each advertiser submits a **CPM Bid** that represents the most they're willing to pay to reach the Internet radio listeners their Campaign has targeted. In some cases, another advertiser may be targeting the same listeners. If that advertiser submits a higher CPM Bid, their Campaign will "win" the Impressions (i.e. potential listeners).

Submitting a lower CPM Bid means that your Campaign may still reach *some* of the listeners you have targeted but *not all* of them. To increase your chances of reaching more listeners, you can raise your CPM Bid.

★ **Tip: CPM** stands for cost-per-thousand **Impressions**. In a CPM pricing model (as used by TargetSpot), you pay for every 1,000 Impressions your Campaign receives. For example: A Campaign with a **Bid Price** of $7.50 that generates 2,000 Impressions will actually cost $15.00.

As the highest bidder, you do not *necessarily* pay the maximum cost of the CPM Bid you made. This is because you only need to pay a slight increment higher (typically $0.05) than the next highest CPM Bid.

Since our Campaign has a 30 second Ad Unit associated with it, the minimum CPM Bid needs to be $7.50, which is already pre-populated for us in the **'Enter a CPM Bid'** field as shown below:



✪ **Note:** The *minimum* **Bid Price** for your Campaign will vary according length of its associated Ad Unit. Refer to this link for the latest CPM pricing:

http://www.targetspot.com/home/page/advertisers/planning-your-campaign

★ **Tip:** CPM Bids can be entered as whole dollar amounts or as dollar amounts up to two decimal places. For example, 8 and 8.00 are both valid inputs.

✪ **Note:** If you submit a CPM Bid *lower* than the minimum for your particular Ad Unit length, you will receive an error message and be asked to re-enter your CPM Bid.

★ **Tip:** In most cases, just entering the *minimum* CPM Bid for your Campaign should be sufficient for your Campaign to achieve the maximum number of Impressions it can generate. How much you actually need to bid really *depends* on how your Campaign is targeted.

For example: If your Campaign is targeting listeners in major markets at popular times of the day, your Campaign may compete against other advertisers who desire the same listeners you do. When this happens, the advertiser who enters the highest CPM Bid price for their Campaign is assured to reach those listeners.

Once you are happy with your Spend Settings, click on the orange **Continue** button to proceed to **Step 5: Confirm Settings**.

Budget & Targeting Warning

You may see the following modal dialog appear as you leave the **Spend Settings** area:

This warning appears if your Campaign has a budget set that does not match the scope and breadth of your selected targeting. For example, you would see this warning if your Campaign targeted a large number of listeners in multiple regions, states or markets and your **Total Budget** was set to $100.00.

The purpose of this warning is two-fold:

1. To warn you of the fact that your Campaign, as currently set up, will have potentially unexpected results if your targeting settings are very broad and your budgets are set too low.
2. To offer suggestions on how to better tailor your Campaign's targeting and/or budget(s) based on your desired results and level of comfort. For example, you can make adjustments to your budget or simply narrow your targeting down or use any combination of the suggestions offered.

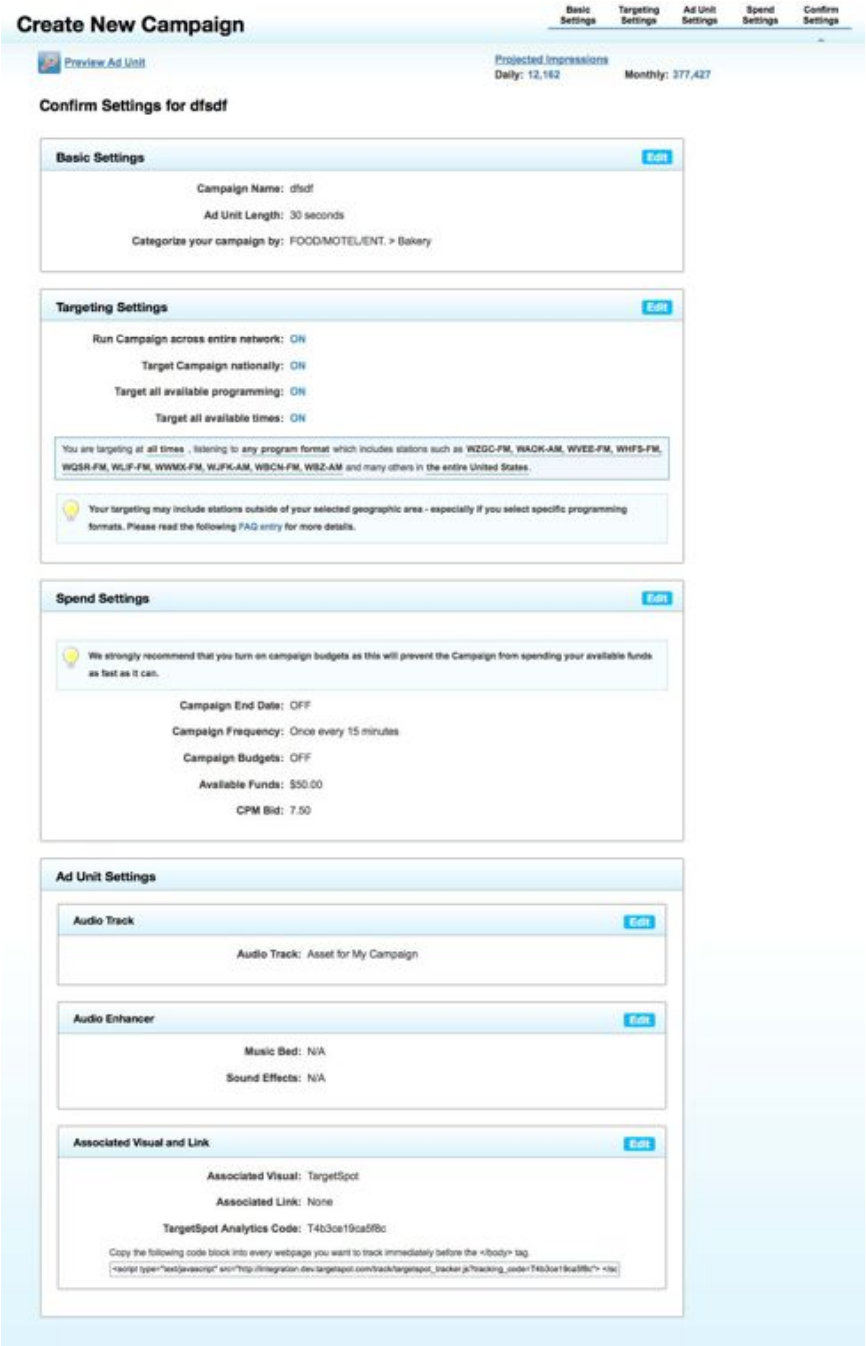
This feature will also allow you to easily edit your Targeting or Budget Settings.

✪ **Note:** You are not obligated to act on any of the suggestions that appear on this screen and you are free to ignore them. However, as mentioned, failing to take corrective action can affect how your Campaign performs and spends.

STEP 5: CONFIRM SETTINGS

This step is where you review (and edit) any of Campaign's settings before finally completing it.

Result: The **Confirm Settings** screen appears with the **Confirm Settings** step highlighted in the Step Indicator.



From this screen you can do the following:

- Review your Basic Settings
- Edit your Basic Settings
- Review your Targeting Settings
- Edit your Targeting Settings
- Review your Spend Settings
- Edit your Spend Settings
- Preview your Ad Unit
- Edit your Ad Unit Settings
- Finalize your Campaign

All of our Campaign's settings created up to this point can be reviewed and edited independently of each other.

For example: Our Campaign's **Basic Settings** as defined on **Step 1: Basic Settings** are summarized in the **Basic Settings** panel below:

Should we want to change any of our settings prior to completing the Campaign, we can simply edit that specific portion of the Campaign.

For the purposes of this *User's Guide*, let's edit our Campaign's **Monthly Budget** from $250 to $300.

First, we'll locate the **Spend Settings** panel where our budgets are located a shown below:

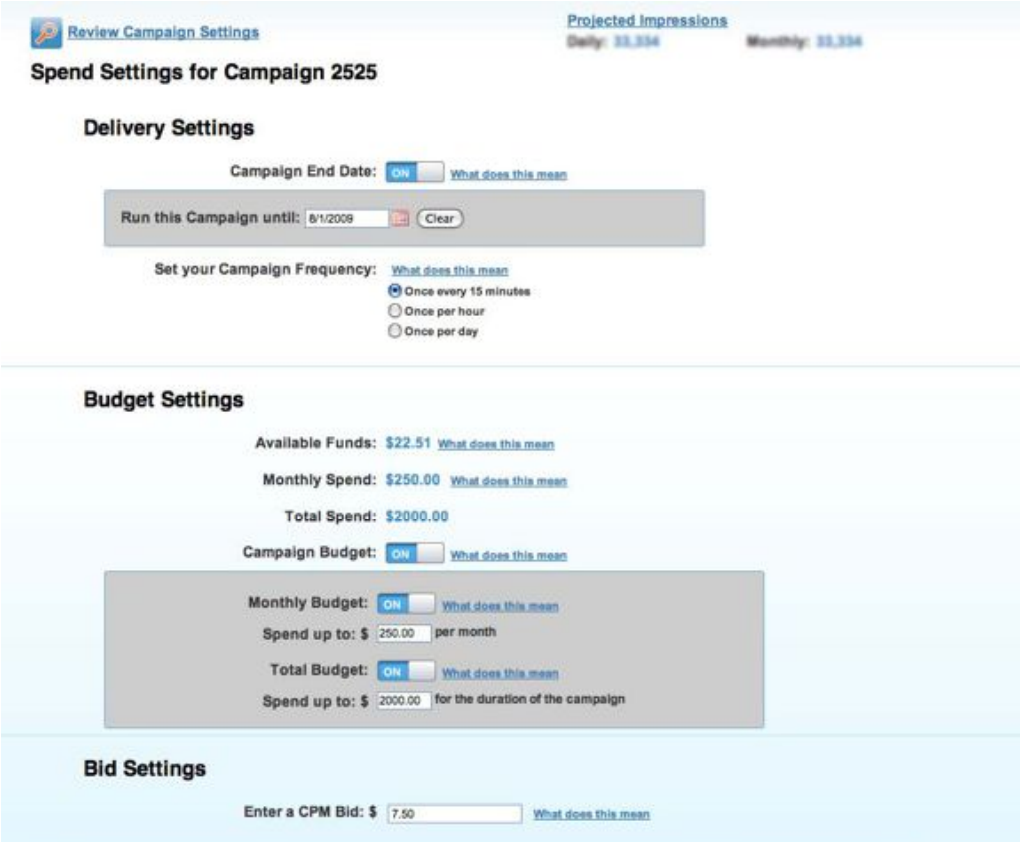
Next, we'll click the blue **Edit** button, which will allow us to go back to the **Spend Settings** screen.

For the purposes of this *User's Guide*, let's edit our Campaign's **Monthly Budget** from $250 to $300.

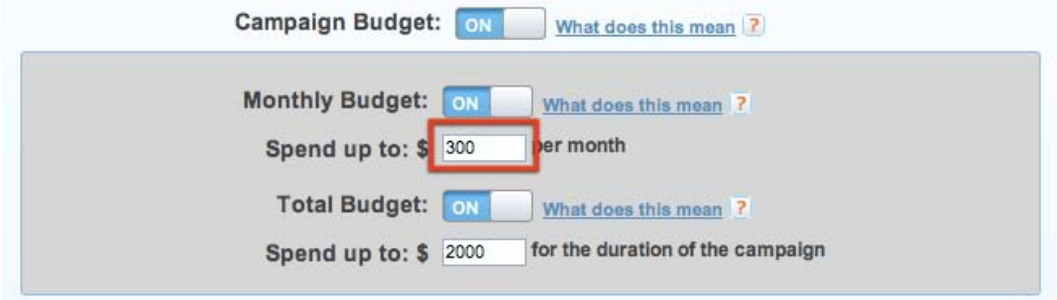
First, we'll locate the **Spend Settings** panel where our budgets are located a shown below:

Next, we'll click the blue **Edit** button, which will allow us to go back to the **Spend Settings** screen.

Result: The **Spend Settings** screen now re-appears.

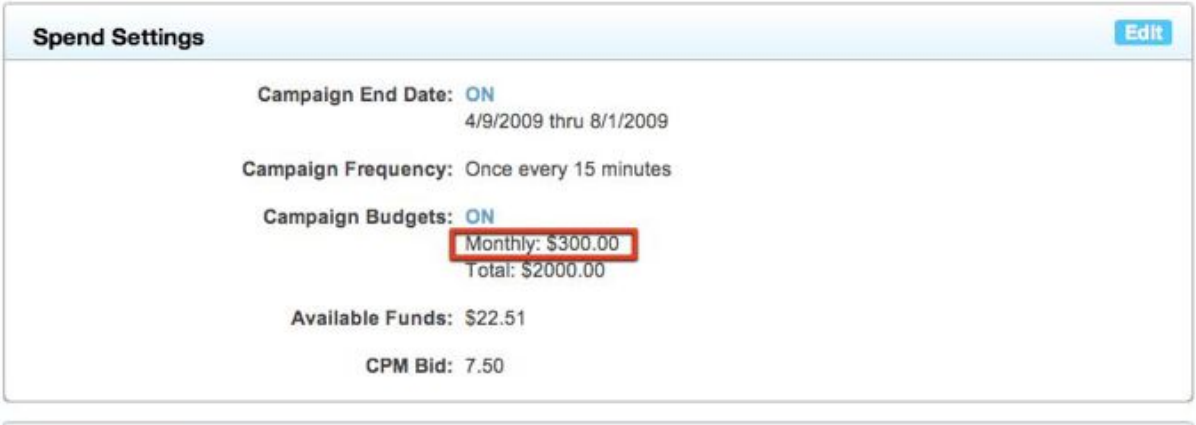


We'll then edit our **Monthly Budget** by replacing our original $250 Monthly Budget with $300 as shown below:



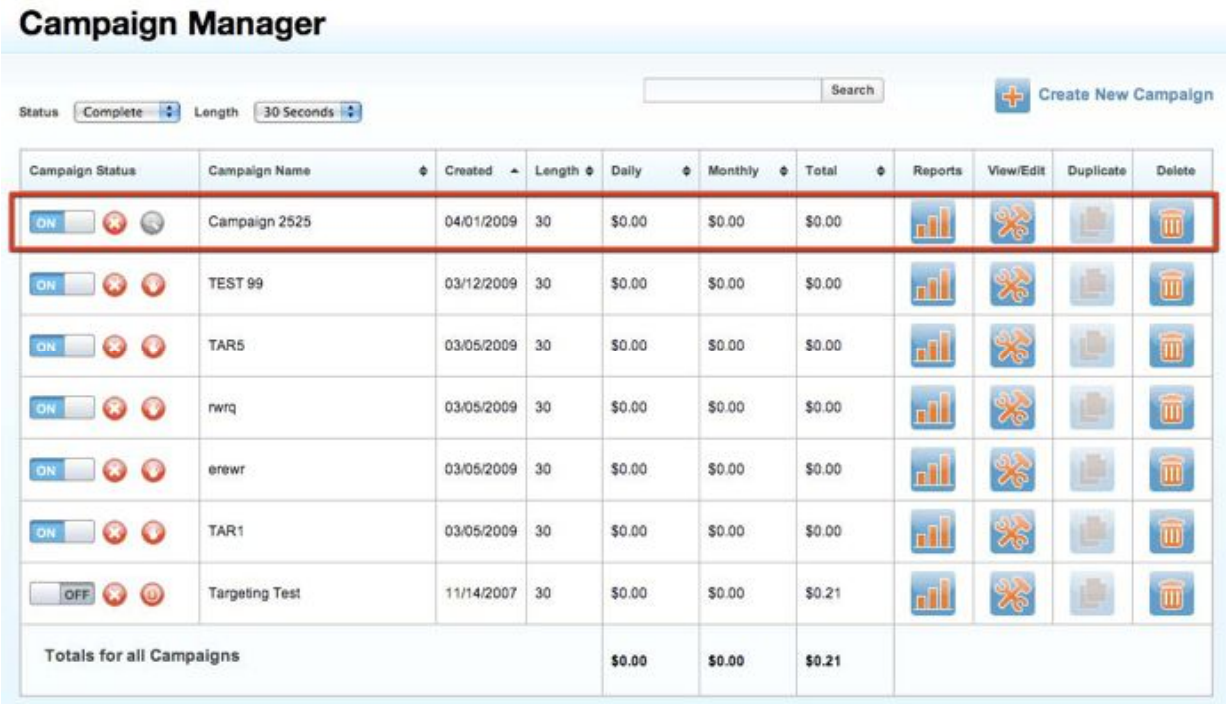
Once done, we'll click on the orange **Continue** button to save our change and return to the **Confirm Settings** screen for further review or editing.

Result: The **Confirm Settings** screen appears and reflects our updated **Monthly Budget** figure.



If there are no further changes to our Campaign's settings we can now complete it by clicking on the orange **Continue** button located at the bottom of the screen.

Result: Our Campaign is now completed and appears on the **Campaign Manager** screen.



As soon as your Campaign is completed, its status will change to '**Pending'** while it awaits review during TargetSpot's Ad Unit approval process. After your Ad Unit has been approved, your Campaign's status will change from **'Pending'** to **'Active'** and your Campaign will start running.

✪ **Note:** The next section will discuss **Campaign Statuses** in much greater detail.

The Ad Unit Approval Process

Given the nature of this form of advertising – i.e. audio/visual ads running on premium Internet Radio brands and properties, **all** Ad Units created within or uploaded to the TargetSpot system are subject to **two levels of approval**: one performed by TargetSpot's own editorial staff (which includes both radio industry and interactive advertising veterans) and one performed by the various stations/properties in the TargetSpot network.

✪ **Note:** No TargetSpot Campaign can run unless it's accompanying Ad Unit has been both *reviewed and* approved.

Ad Units are reviewed for content and their overall quality. TargetSpot's **Editorial Guidelines** can be accessed from the **Editorial Guidelines** link at the footer of every page within the TargetSpot application. Please familiarize yourself with them so there is no confusion regarding our policies.

If the Ad Unit passes TargetSpot's internal review process, the Ad Unit is then assigned a **'Reviewed'** status and it will be funneled to the individual stations in the TargetSpot network for final review and/or approval. As soon as at least one of the stations that are included in your Campaign's **Targeting Settings** approves your Ad Unit, it *can* start running.

ⓘ **Warning:** Give our editorial policies and those of our various partners in our network; there *is no guarantee* that your Ad Unit will actually be approved!

First, TargetSpot may not approve your Ad Unit due to the quality or editorial reasons mentioned previously. Second, *each and every* station in the TargetSpot network *can*, at its *own* discretion, decide to approve or reject an Ad Unit based on *their* editorial policies.

★ **Tip:** Should your Ad Unit be rejected during the first level of review (e.g. by TargetSpot), you will be given an explanation of why the Ad Unit was rejected and if possible, how you can fix or improve the Ad Unit so it can pass our review process.

✪ **Note:** Most Ad Units will be reviewed and approved (or rejected) within an **8-36** hour period (sometimes more, often less), depending on the Ad Unit in question and where it is targeted. Ad Units submitted for review during weekends and/or holiday periods *may* require additional time to be reviewed.

Managing Your Campaigns

Once you have created a Campaign, the **Campaign Manager** provides you with various options to manage it or create additional Campaigns. This section explains how to:

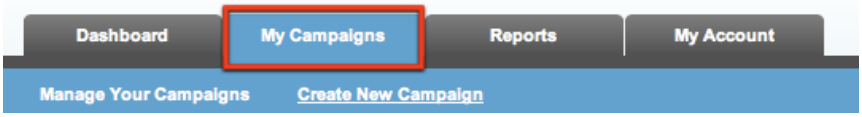
- Access the Campaign Manager
- Use the Campaign Manager interface
- Understand TargetSpot Campaign Statuses
- View/Edit Campaign Settings
- Make Campaigns active and inactive.
- Duplicate a Campaign
- Delete a Campaign

ACCESSING THE CAMPAIGN MANAGER

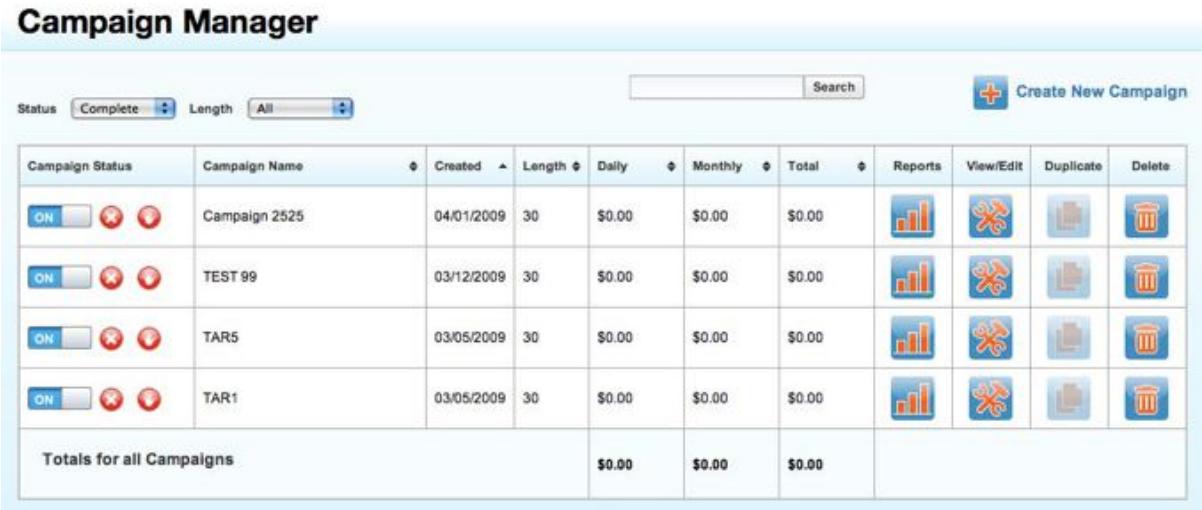
To access the **Campaign Manager**, do one of the following:

- Sign into TargetSpot and click the **Manage your Campaigns** button located on your **Dashboard** screen.

- From any TargetSpot page, click the **My Campaigns** tab as shown:



Result: The **Campaign Manager** screen appears.



THE CAMPAIGN MANAGER INTERFACE

All TargetSpot Campaigns are managed using a simple interface that includes the following elements, options and controls:

- **Create New Campaign Link.** Clicking this link allows you to create a new Campaign by taking you to **Step 1: Basic Settings** of the Campaign creation process.

- **Campaign Status Button**. Switching this button ON will active your Campaign while switching this button OFF will de-active your Campaign.

- **Campaign Status Icons.** These indicate the current condition of your Campaign.

- **Campaign Name.** This is the name of your Campaign.

- **Created.** This is the date that your Campaign was created in *MM/DD/YY* format.

- **Length.** This indicates the length of your Campaign's associated Ad Unit in seconds – e.g. '30' is shorthand for 30 seconds.

- **Daily.** This displays how much money the Campaign has spent for the current day.

- **Monthly.** This displays how much money the Campaign has spent for the current calendar month.

- **Total.** This displays how much money the Campaign has spent for all time.

- **Reports Icon** Clicking this link will take you to the **Reports Area** where you can view reports related to the activity and performance of your Campaign(s).

✪ **Note:** A report of the currently selected Campaign will be generated.

- **View/Edit Icon.** Clicking this icon will take you to the **Campaign Settings** screen where you can view the Campaign's various settings in greater detail as well as make additional changes.

- **Duplicate Icon.** Clicking this icon will make a copy of the current Campaign.

- **Delete Icon.** Clicking this icon will delete the current Campaign *permanently*.

- **Totals for all Campaigns.** This panel will display cumulative totals of the Daily, Monthly and Total spending for all of the Campaigns that are currently displayed in the Campaign Manager.

Finding Campaigns Quickly

Over time, it's quite possible that you will create several, if not dozens of Campaigns. As this happens, you'll come to appreciate the Campaign Manager's **Campaign Filter** menus, which allow you to "filter" or exclude certain Campaigns from being shown based on specific attributes.

The **Campaign Filter** menus are located at the top of the Campaign Manager's list of Campaigns and consists of three menus:

- **Status.** This drop-down menu allows you to filter Campaigns by their current Status. Possible values are: **All**, **Complete** and **Incomplete**.
- **Length.** This drop-down menu allows you to filter Campaigns by their length. Possible values are: **All**, **15 seconds**, **30 seconds** and **60 seconds**.

★ **Tip:** All Campaigns that match the selected filter will appear immediately upon making a specific menu selection. For example, selecting **'Complete'** for the Status drop-down menu will display all Campaigns that are complete.

In addition, you can also locate Campaigns by typing their names into the **Campaign Search** field.

The **Campaign Manager** will then return a list of Campaigns that match the search term or display a message that no matching Campaigns were found.

UNDERSTANDING CAMPAIGN STATUSES

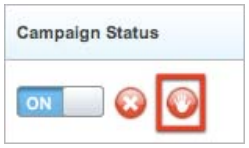
During the life a TargetSpot Campaign, various events can be triggered that can affect its operation. Some of these are routine such as your Campaign hitting one or both of its budgets or more serious such as your TargetSpot Account may run out of funds, etc.

Collectively, these "events" are referred to as **Campaign Statuses**. TargetSpot uses special colored symbols known as **Status Icons** to visually represent all of the possible Campaign Statuses that can occur. Understanding *what* the different Campaign Status icons mean as well as *why* they appear is crucial to effectively advertising on TargetSpot.

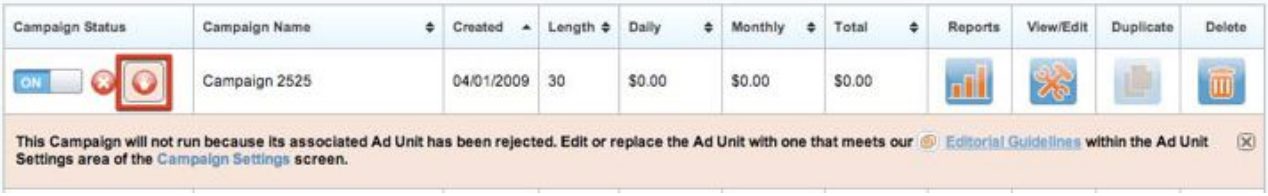
Every icon used has a specific meaning and is grouped into one of two categories: **Primary Status** and **Secondary Status**.

1. **Primary Status** icons are displayed on the left and are used to indicate the Campaign's overall operational status.

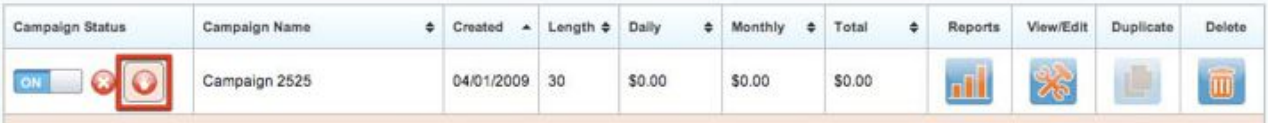
2. **Secondary Status** icons appear to the right and are used to indicate the Campaign's specific issue or problem.



Clicking on the **Secondary Status** icon will reveal a short summary of the event that applies to your Campaign as well information on what to do if you need to take additional action (as shown below):



Clicking again on the **Secondary Status** icon will hide the summary.



✪ **Note:** Depending on your Account's **Notification Settings**, you may also be made aware of your Campaign's status via email. **Account Notifications** will be discussed in greater detail in **Chapter 4** of this document.

The following tables summarize every possible **Campaign Status** event:

Primary Status Icon Legend Table

	Active This means that your Campaign is live and likely generating Impressions. ✪ **Note:** A Campaign with an **'Active'** status *does not* necessarily mean that it is running, as there can be rare situations where this won't be true, hence, this minor but important distinction.
	Inactive The Campaign is neither live nor running. It is stopped and no Impressions will be generated.

Secondary Status Icon Legend Table

	Incomplete Campaign This means that your Campaign is incomplete. An incomplete Campaign *will not* run. TargetSpot allows you to create and save Campaigns at various stages of completion so you can return at a later time and complete the missing steps. You can complete any "incomplete" Campaign by editing it using the **View/Edit** icon within the **Campaign Manager** screen. The remaining steps that you need to complete will be displayed for you.
	Rejected Ad Unit This means that TargetSpot's editorial team has rejected your Campaign's Ad Unit. A Campaign *will not* run with an Ad Unit that has been rejected. ★ **Tip:** If the rejection is not due to a violation of our **Editorial Policies** the Ad Unit has a chance of being approved if you edit it as directed and re-submit it for approval.
	Manually Stopped Switching the **Campaign Status** button from OFF to ON will manually stop your Campaign. It is no longer active and won't generate Impressions. Assuming that the Campaign has not exceed its budgets (if applicable) and there are sufficient funds to pay for any Impressions it may generate, the Campaign can be re-started by switching the **Campaign Status** button from OFF to ON.

	End Date Reached The Campaign has stopped because it has reached its specified **End Date**. The Campaign is no longer active and generating Impressions until you either edit the **Campaign End Date** option or disable it on the **Spend Settings** screen.
	Budget Reached This means that your Campaign has either reached its **Monthly Budget** (if specified) and/or has reached its **Total Budget** (if specified). In either case, the Campaign *will stop until* you either increase or disable its budgets. You can easily determine which condition occurred by clicking on the **View/Edit** icon and reviewing your Campaign's budget settings and editing them on the **Spend Settings** screen as necessary.
	Out of Funds This occurs when your TargetSpot Account runs out of funds. When this happens, all of your Campaigns will stop running *until* you add additional funds to your Account. You can click the **Add Funds** link on the **Campaign Settings** screen to add additional funds to pay for your Campaign's advertising.
	Ad Unit Pending The Ad Unit associated with the Campaign is awaiting review by TargetSpot. A Campaign *will not* run until its accompanying Ad Unit has been approved

VIEWING AND EDITING CAMPAIGNS

You can view full details of your Campaign (as well as edit any setting) at anytime by clicking on the **View/Edit** icon.

Result: The **Campaign Settings** screen will now appear.

★ **Tip:** The **Campaign Settings** screen is functionally identical to the **Confirm Settings** screen described earlier in this chapter.

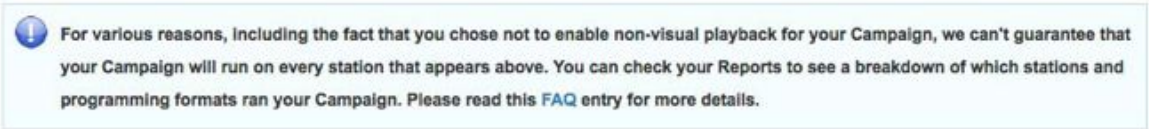
For the purposes of this *User's Guide*, we'll change our Campaign's targeting by editing its **Targeting Settings**.

ⓘ **Warning:** Editing certain aspects of a completed Campaign can cause the Campaign to stop if it's currently active due to the need to re-approve its associated Ad Unit.

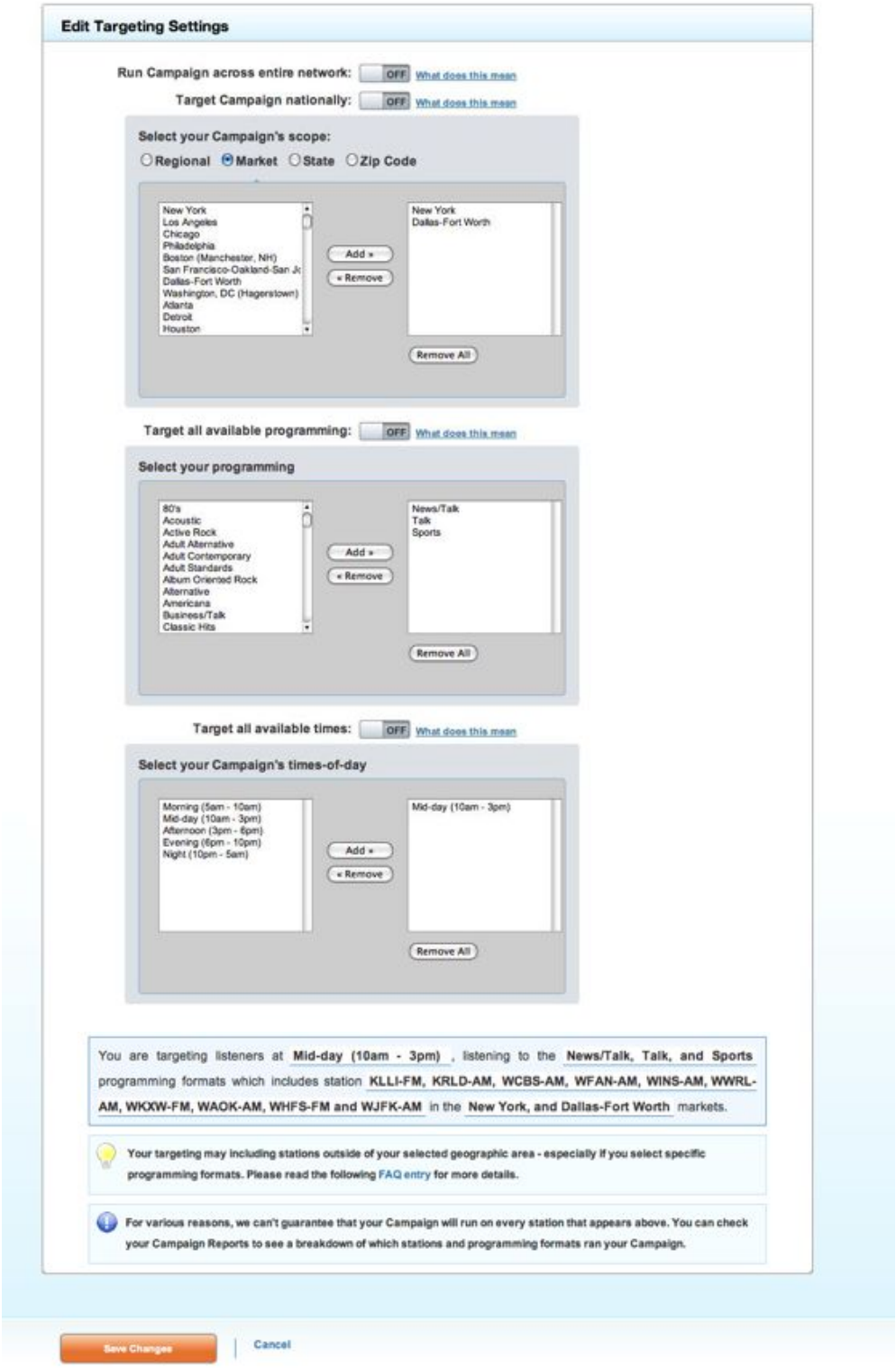
This can occur if you change your Campaign's category or any Ad Unit component such as its Music Bed or visual. The **Campaign Settings** screen will display warnings where this issue applies.

To do this, we'll first locate the **Targeting Settings** panel and click on the blue **Edit** button as shown:

★ **Tip:** If you chose to enable non-visual playback of your Campaign's ad using the **'Enable non-visual playback for your Campaign'** option described in the previous chapter, you will see the following message also appear in the Targeting Settings panel:



Result: The **Edit Targeting Settings** screen will now appear along with all of your previously created targeting selections.

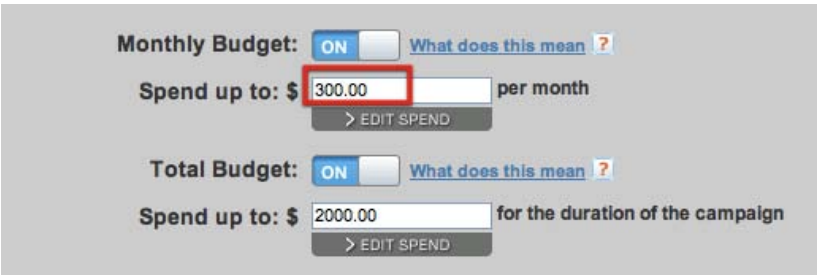


We'll make our changes and then click on the orange **Save Changes** button, which will save our new targeting selections and automatically return us back to the **Campaign Settings** screen.

Finally, for the purposes of this *User's Guide*, we'll also change our Campaign's **Monthly Budget** from $300 to $350. To do this, click the blue **Edit** button, which will allow us to go back to the **Spend Settings** screen.

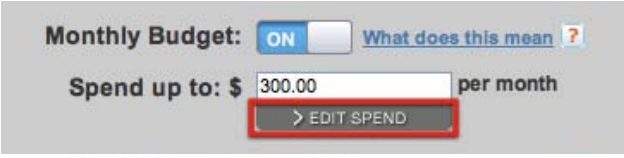
Result: The **Spend Settings** screen re-appears.

We'll then edit our **Monthly Budget** by replacing our original $300 Monthly Budget with $350.

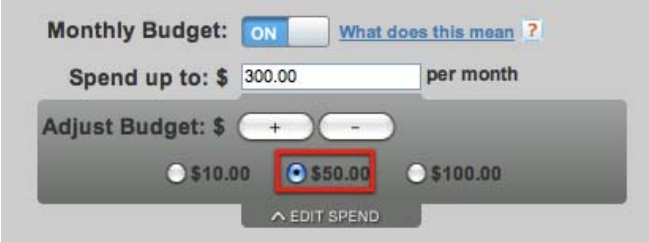


Once a Campaign has been completed its budgets are "locked" to prevent you from *directly* changing them and possibly erasing them. You can, however, adjust them up (or down) in *specific* dollar amounts. To change our Monthly Budget from $300 to 350, we'll do the following:

1. Click on the gray **Edit Spend** button as shown:



Result: The **Edit Spend** options will be revealed.



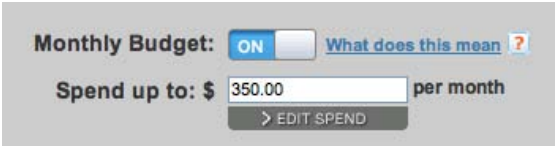
Your Monthly Budget can be adjusted up (or down) **$10.00**, **$50.00** or **$100.00** at a time. For our purposes, we want to increase our budget from $300 to $350 so we'll choose the **$50.00** setting as shown above.

2. To add another $100 to our budget, click the **plus button** (+) as shown.

The value of the **'Spend up to'** field will now say $350.00.

★ **Tip:** Use the same technique to decrease your **Monthly Budget** by clicking on the **minus** button (-) if you wish.

3. Click the **Edit Spend** button again to collapse the area when you are finished editing your Monthly Budget.



Once done, click on the orange **Continue** button to save your budget changes and return to the **Campaign Settings** screen for further review or editing of your Campaign.

★ **Tip:** The above method for editing budgets works exactly the same for **Total Budgets** as well.

✪ **Note:** You can't adjust your Campaign's **Total Budget** *below* the amount they have already spent. This is because Total Budgets are treated as permanent, **cumulative** amounts by the system.

For example: If you set your Total Budget to $500 and your Campaign spent $500, you *can't* decrease the Total Budget to *less* than $500 – you **can only** *increase* it.

This largely applies to Monthly Budgets as well but Monthly Budgets can be decreased at the start of a new calendar month since monthly spending is cumulative only for the current month.

MAKING CAMPAIGNS ACTIVE AND INACTIVE

You can control whether or not your Campaign is active or not via the **Campaign Status** button.

Switching this button from OFF to ON will make your Campaign **active** or capable of running and generating Impressions. When you do this, the Campaign Manager will display the following message panel verifying this change:

✪ **Note:** Activating a Campaign does not mean it will run! Certain Campaign statuses (as discussed previously in this chapter) can prevent a Campaign from running until you take additional action such as adding more funds, or awaiting the ad approval process, etc.

Similarly, switching this button from ON to OFF will make your Campaign **inactive** and stop your Campaign from running. When you do this, the **Campaign Manager** will display the following message panel verifying this change:

✪ **Note:** The **Campaign Status** button will be automatically disabled for Campaigns that are **incomplete**.

DUPLICATING CAMPAIGNS

TargetSpot allows advertisers to create duplicates or "clones" of existing Campaigns. This features is useful, for example, when you need to create several Campaigns with similar settings but don't want to go through the entire Campaign creation process each time. This way, you can keep certain aspects of your Campaign the same – e.g. your Targeting Settings but use a different Ad Unit, etc.

Duplicate Campaigns are identical to the original Campaign right down to the associated Ad Unit and are meant to serve as templates for new Campaigns so you can make and effectively create an entirely new Campaign.

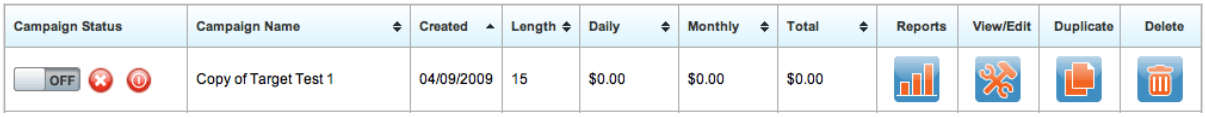
To duplicate a Campaign, locate the Campaign you wish to duplicate and then click on the **Duplicate** icon (as shown):

Campaign Status	Campaign Name	Created	Length	Daily	Monthly	Total	Reports	View/Edit	Duplicate	Delete
OFF	Target Test 1	03/04/2009	15	$0.00	$0.00	$0.33				
ON	testas 12345	09/23/2008	15	$0.00	$0.00	$0.00				

✪ **Note:** You can only duplicate Campaigns when the **Duplicate** icon is not dimmed (see above). Campaigns that are incomplete or a **Rejected Ad Unit** status can't be duplicated and this option will be disabled.

As soon as the Campaign is duplicated, the following message panel will appear:

The duplicated Campaign will then appear as the first Campaign displayed in the **Campaign Manager** as shown:



Campaign Status	Campaign Name	Created	Length	Daily	Monthly	Total	Reports	View/Edit	Duplicate	Delete
OFF	Copy of Target Test 1	04/09/2009	15	$0.00	$0.00	$0.00				

✪ **Note:** Duplicated Campaigns will automatically have the phrase **'Copy of'** pre-pended to their names. In addition, duplicated Campaigns will have a **Manually Stopped** status. This is done in order to allow you to make changes to the relevant portion of the Campaign.

★ **Tip:** You can make *as many* duplicates of a Campaign as needed. You can even make duplicates of a duplicated Campaign! Any duplicates you make will be easily identifiable because of the '**Copy of'** text in their Campaign names.

✪ **Note:** Although duplicated Campaigns are copies of existing Campaigns, TargetSpot treats them as *unique* Campaigns. Therefore, they will need to go through the **Ad Unit** approval process as any new or edited Campaign would – even if the original Campaign was previously reviewed and approved.

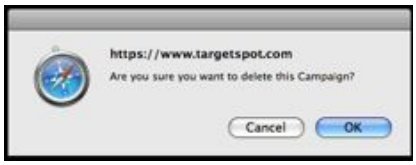
✪ **Note:** You can change any element of a duplicated Campaign except its length. In other words, if you duplicate a 15 second Campaign, the duplicate will also be 15 seconds long.

DELETING A CAMPAIGN

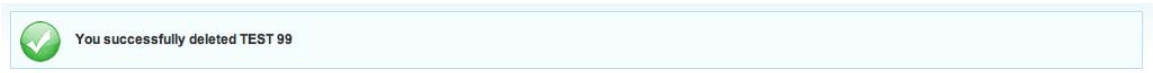
Although you can create as many Campaigns as you want, there may be times when you want to delete a Campaign for housekeeping or other reasons.

To delete a Campaign, first locate the Campaign you wish to delete and click on the **Delete** icon (as shown):

You will be asked to confirm whether you want to the delete the Campaign. Click the **OK** button to proceed or the **Cancel** button to abort the deletion process.



Upon deleting a Campaign, you will see a message panel confirming that the deletion was successful:



The **Campaign Manager** screen will then re-appear but without the Campaign you deleted.

ⓘ **Warning:** You can't undelete a deleted Campaign. Once deleted, it's gone forever!

★ **Tip:** You can delete *any* Campaign – active or not. Deleting Campaigns that are active will immediate stop running.

Chapter 3: Reports

This chapter explains how to use TargetSpot's reporting tools to view data on the performance of your Campaigns. This section explains how to:

- Understand the different Reports available to you
- Using the Reporting interface to view and customize Reports
- Print Reports
- Export Reports

✪ **Note:** The reporting system has been *extensively* redesigned and improved. If you have previously used TargetSpot's reporting functionality it is *strongly advised* that you read this section carefully to understand how the new reporting system works.

REPORTS OVERVIEW

TargetSpot allows you to generate a variety of reports that allow you to review the performance of your TargetSpot advertising over time. In addition, you can customize them to focus on specific pieces of data.

Currently, TargetSpot offers two types of reports: **Campaign Performance** and **TargetSpot Analytics**.

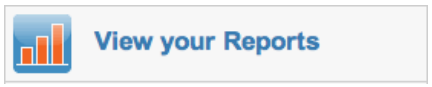
- **Campaign Performance.** This report displays various details on your Campaign's performance, including data on Impression delivery, the average CPM price, the cost of all delivered Impressions, the stations or properties where your Campaign ran as well as user clicks on your Ad Units and click thru rates for a given period of time.
- **TargetSpot Analytics.** This is a special report that displays basic metrics on those Internet Radio listeners that your TargetSpot Campaign brought to your website or webpage over a given period of time.

✪ **Note:** The **'TargetSpot Analytics'** report requires that you properly apply a separate code for each Campaign you wish to track and is discussed in more detail in **Appendix I** of this document.

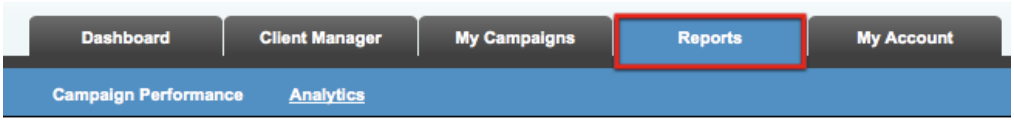
ACCESSING THE REPORTING INTERFACE

To access the **Reports** area, do one of the following:

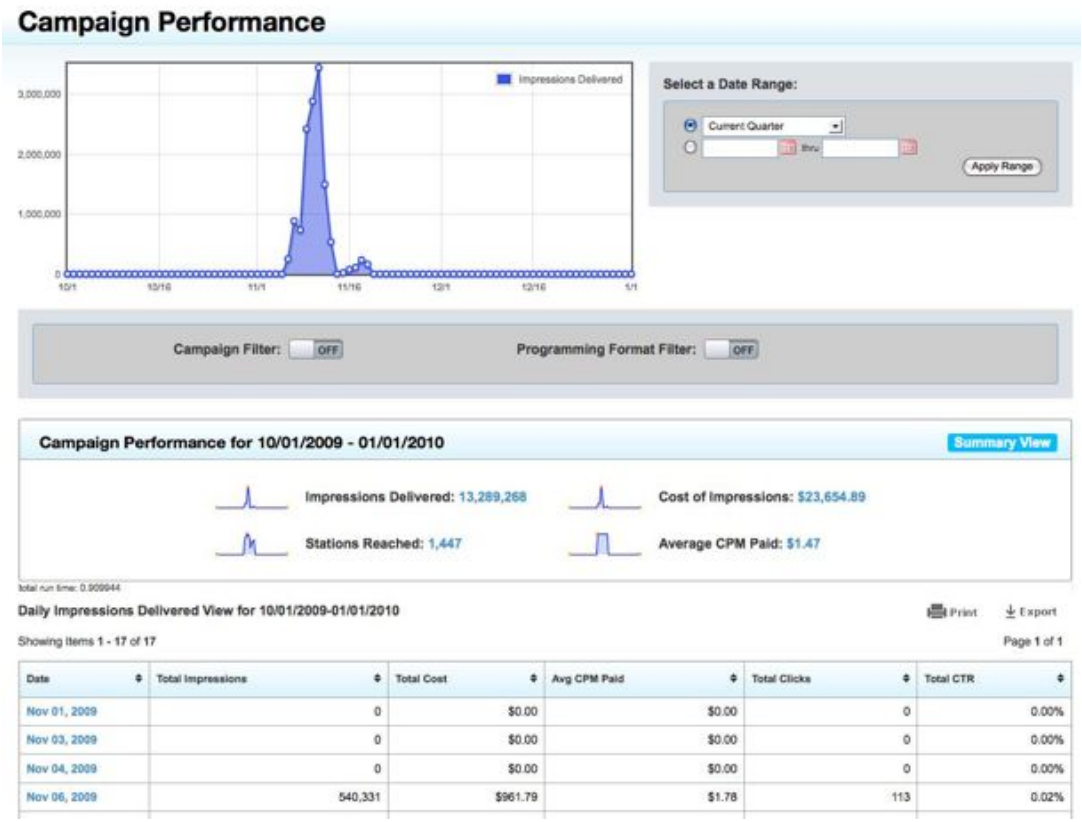
- Sign into TargetSpot and click the **View your Reports** button located on your **Dashboard** screen.



- From any TargetSpot page, click the **Reports** tab as shown:



Result: The **Reports** interface will now appear.



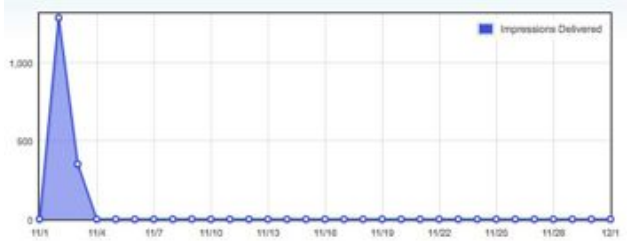
✪ **Note:** The **Campaign Performance** report is the default report that appears whenever the **Reports** tab is clicked on.

UNDERSTANDING THE REPORTS INTERFACE

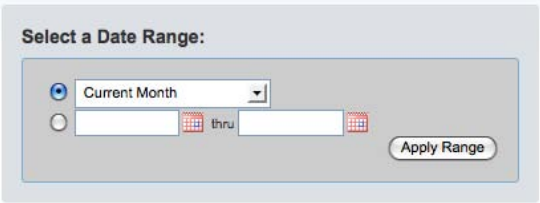
TargetSpot reports are viewed and manipulated using a simple interface that includes the following elements, options and controls:

- **Report Type Link.** Clicking on either link will switch the current TargetSpot report type**.**

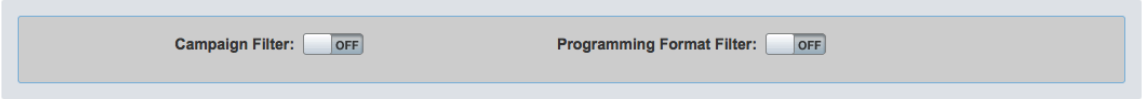
- **Report Graph.** This is current graph of the current report view. The actual contents of this graph will vary based on the selected data range the current report view.



- **Date Range Panel.** This area allows you to select the reporting period for any report. You may choose pre-defined date ranges or manually specify start and end dates in *MM/DD/YYYY* format.



- **Filter Panel.** This area allows you to selectively include (or exclude) certain data from appearing in your reports. The filters available to you will vary according to the current report you are viewing.



- **Views Panel.** This area allows you to switch the current report view, which provides several different ways to "slice" or segment the data in your reports.

- **Report Type and Date Range Label.** This text displays the current report type you are viewing as well as the selected date range in *MM/DD/YYYY* format.

  Campaign Performance for 11/01/2009 - 12/01/2009

- **Sparkline Icons.** These are miniature representations of various report graphs that are available. Clicking any one of these icons will switch the current report view and display new report data.

  
  Average CPM Paid: $7.50

- **Summary View Button.** Clicking this button will automatically change the current report view back to its initial summarized view, which is useful if you want to quickly undo the effects of any filters or time period changes you make.

  Summary View

- **Report View Label.** This text displays the currently active report view as well as the selected date range in *MM/DD/YYYY* format.

  Daily Stations Reached View for 11/01/2009-11/30/2009

- **Print Icon.** Clicking on this icon will generate a printer-friendly version of any report you are viewing.

  Print

- **Export Icon.** Clicking on this icon will export any report you are viewing as an *Excel*-compatible spreadsheet.

  Export

- **Data Table.** This is the output of your report's data in tabular form. The actual contents of this table will vary based on the selected data range the currently active report view. The contents of any column in a data table may be sorted by clicking on its header.

Showing Items 1 - 3 of 3 Page 1 of 1

Date	Total Impressions	Total Cost	Avg CPM Paid	Total Clicks	Total CTR
Nov 02, 2009	1289	$9.67	$7.50	0	0.00%
Nov 03, 2009	353	$2.65	$7.51	0	0.00%
Nov 09, 2009	1	$0.01	$10.00	0	0.00%
	1,643	$12.33	$7.50	0.0	0%

Understanding Report Views

Before proceeding, it is *very* important that you understand the concept of report "views" as used by TargetSpot's reporting system.

Simply put, views are just different ways to look at your report data. They can be used to obtain more information about a specific piece of data or can be used to look at your Campaigns across one or more time periods – i.e. hourly vs. daily, etc. Both of TargetSpot's two existing report types offer several different views.

The **Campaign Performance** Report supports the following views:

- **Summary View.** This summarizes the overall performance and activity of all of your Campaign(s) for the selected date range.

★ **Tip:** This view is also the initial view you will see when first accessing the **Reports** area. It also appears whenever the **Summary View** button is clicked.

- **Impressions Delivered View.** This displays specific information on the number of Impressions your Campaign(s) delivered and their cost for the selected date range.
- **Stations Reached View.** This displays specific information on the stations where your Campaign(s) ran, including details on the Impressions generated on each, their cost and the number of clicks they received (if applicable) for the selected date range.
- **Cost of Impressions View.** This displays specific information on the cost of the Impressions generated by your Campaign(s) for the selected date range.
- **Average CPM Paid View.** This displays specific information on the average CPM Bid paid for the Impressions generated by your Campaign(s) for the selected date range.

The TargetSpot Analytics Report supports the following views:

- **Summary View.** This view summarizes the overall analytics activity of all of your Campaign(s) for the selected date range.

★ **Tip:** This view is also the initial view you will see when first accessing the **Reports** area. It also appears whenever the **Summary View** button is clicked.

- **Total Visits View.** This displays specific information on the total number of Impressions generated by your Campaign(s) and the total (aggregate) number of visits to your website made by targeted listeners for the selected date range.
- **Unique Visits View.** This displays specific information on the total number of Impressions generated by your Campaign(s) and the number of distinct visits to your website made by targeted listeners for the selected date range.
- **Pages Visited View.** This displays specific information on the number of Impressions generated by your Campaign(s), the number of visits to your website made by targeted listeners and the pages that referred them there for the selected date range.
- **Referring Stations View.** This displays specific information on the number of Impressions generated by your Campaign(s), the stations and/or properties they ran on and the number of visits each received for the selected date range.

✪ **Note:** The data that appears in each view can be affected by the report's chosen date range, the time period used (i.e. day vs. month) as well any filters that are used.

★ **Tip:** Changing report views changes both the contents of *both* the data table and the graph.

VIEWING AND CUSTOMIZING THE CAMPAIGN PERFORMANCE REPORT

TargetSpot's reporting system allows you to view report data immediately since you will see a summary view for the current report type as soon as you access the **Reports** area. However, you are free, at anytime, to change the current report view, which also changes its contents and allows you to see different types of information.

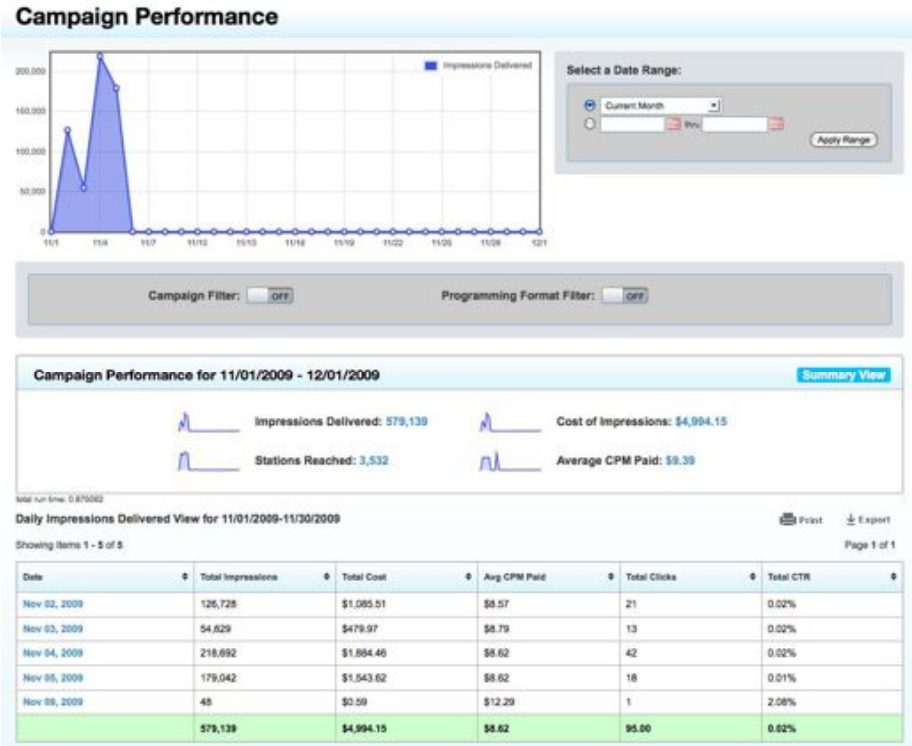
The following pages discuss the process of viewing and customizing the **'Campaign Performance'** report.

View 1: Summary View

This view appears whenever you opt to view a report if:

1. You haven't previously viewed a report.
2. You click on the **Summary View** button.

Result: The **Campaign Performance Report** screen appears and displays the **Summary View** report.



★ **Tip:** Unless you adjust specific settings, **Summary Views** will display data for the current calendar month, aggregate data from all of your TargetSpot Campaigns and display this information broken out by calendar day.

All report data, including data that is shown in the **Summary View** appears in two places: The **Views Panel** and the **Data Table**, which are illustrated below:

The Views Panel

As mention previously, this area displays data on key report metrics and allows you to switch the current report view.

The Data Table

This area shows the output of the Summary View in tabular form.

Daily Impressions Delivered View for 11/01/2009-11/30/2009 Print Export

Showing Items 1 - 5 of 5 Page 1 of 1

Date	Total Impressions	Total Cost	Avg CPM Paid	Total Clicks	Total CTR
Nov 02, 2009	126,728	$1,085.51	$8.57	21	0.02%
Nov 03, 2009	54,629	$479.97	$8.79	13	0.02%
Nov 04, 2009	218,692	$1,884.46	$8.62	42	0.02%
Nov 05, 2009	179,042	$1,543.62	$8.62	18	0.01%
Nov 09, 2009	48	$0.59	$12.29	1	2.08%
	579,139	**$4,994.15**	**$8.62**	**95.00**	**0.02%**

The following summarizes the different columns that appear in the output of the **Campaign Performance** report's **Summary View**:

- **Date.** This is a given calendar date. It can appear as a year, month, day or hour depending on the currently selected date range.

★ **Tip:** If the date shown is a link, you may click on it to drill-down for a more granular view. For example, you can view Campaign performance from a monthly basis down to day or a day down to an hour, etc.

- **Total Impressions.** This is the number of Impressions that all of your Campaigns delivered on a given date and/or time unless you have chosen to look at a specific Campaign (see Filters later on this section).
- **Total Cost.** This is the actual cost in dollars of your advertising for the reported number of Impressions based on the CPM Bid price paid for your Campaign(s).

✪ **Note:** TargetSpot only charges you for the advertising Impressions your Campaign actually generates – **not** what it estimates.

- **Avg CPM Paid.** This is the average cost for **1,000 Impressions** paid at the **CPM Bid** used by your Campaign(s).
- **Total Clicks.** This measures the total number of Internet Radio listeners who heard your Campaign(s) and clicked on your ad when was played through a TargetSpot-enabled media player.

✪ **Note:** Clicks are only recorded if you have a link associated with your Campaign's Ad Unit. If there is no link for a Campaign, there will never be any clicks recorded for it. In addition, clicks are only recorded for certain types of Ad Units. Refer to the section on **AV Impressions** elsewhere in this section.

- **Total CTR.** Also known as click thru rate, this is the percentage of clicks received by your Campaign(s).

★ **Tip:** You can sort the data shown in this report view by clicking on the header for any column you see.

Now, lets see how the contents of the **Summary View** (or any of the other possible report views) can change when you apply filters to them.

What are filters?

Filters are *optional* elements that can be very useful in helping you refine the output of your report data. For example, you may wish to only see data for a specific Campaign out of a large list of Campaigns or several Campaigns, etc. Filters offer you this capability.

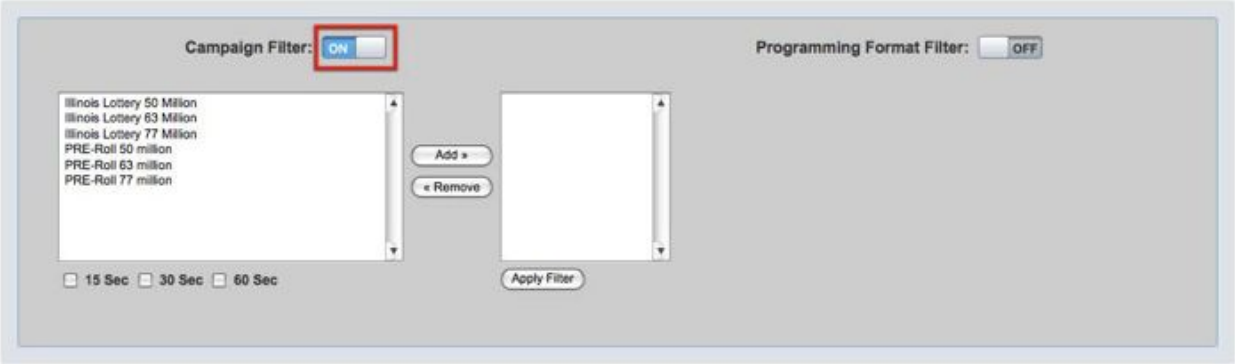
Currently, you can choose two possible report filters:

1. **Campaign.** This filter allows you to view report data only on the Campaign(s) you choose.
2. **Programming Format.** This filter allows you to view report data only by the programming formats (associated with stations or properties that might have run your Campaign) you choose.

★ **Tip:** You can use the above filters individually *or* in combination with each other.

✪ **Note:** Filters, if not used, will assume *all* Campaigns or Programming Formats and this will be reflected in the report data.

For the purposes of this *User's Guide*, let's choose to filter the report by Campaigns. To do this, click the Campaign Filter's switch button from OFF to ON as shown below:



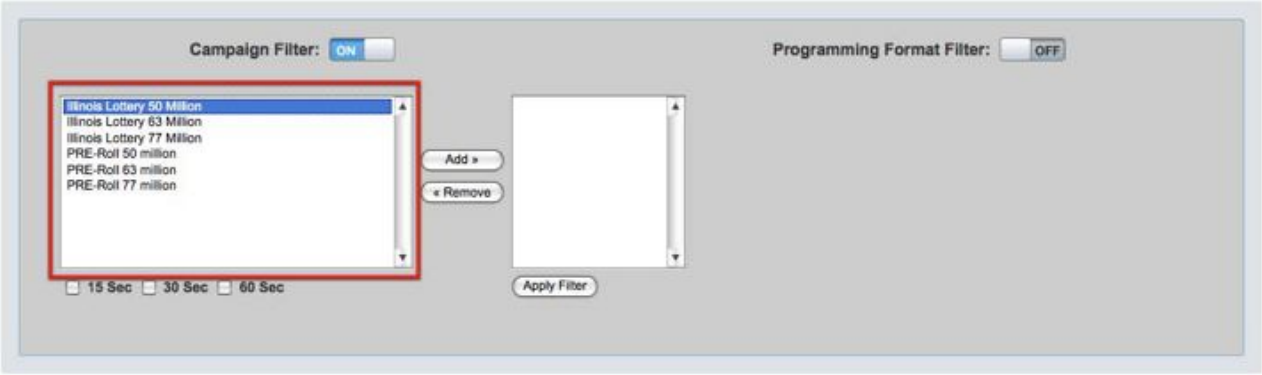
This will reveal a list all of the Campaigns currently associated with your TargetSpot Account. Under the list, you will notice three checkboxes: **15 sec**, **30 sec** and **60 sec**.

By checking each box, you can further limit the display of Campaigns according to their particular length.

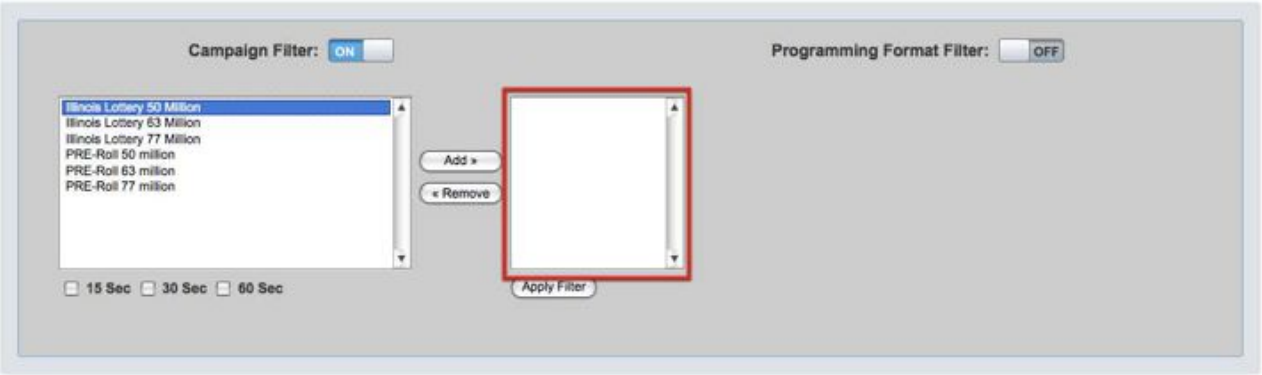
For example: If you have 20 Campaigns of all different lengths, checking the **30 sec box** will only show those Campaigns that are 30 seconds long.

★ **Tip:** By default, all Campaigns regardless of their length are displayed.

Next, let's select only the **'Illinois Lottery 50 Million'** Campaigns shown below by selecting them from the **Campaign Filter Selection Menu**.



Once the Campaigns have been selected, they need to be added to the **Filter Selection Area** shown below:



★ **Tip:** Press the <CTRL> key (on a PC) or the key (on a Mac) while clicking with your mouse to make multiple, non-consecutive Campaign selections. Press <SHIFT> (on both PCs and Macs) and click on Campaign names with your mouse to make multiple, consecutive Campaign selections.

Next, click the **Add** button (as shown) to add your selection to the **Filter Selection Area**.

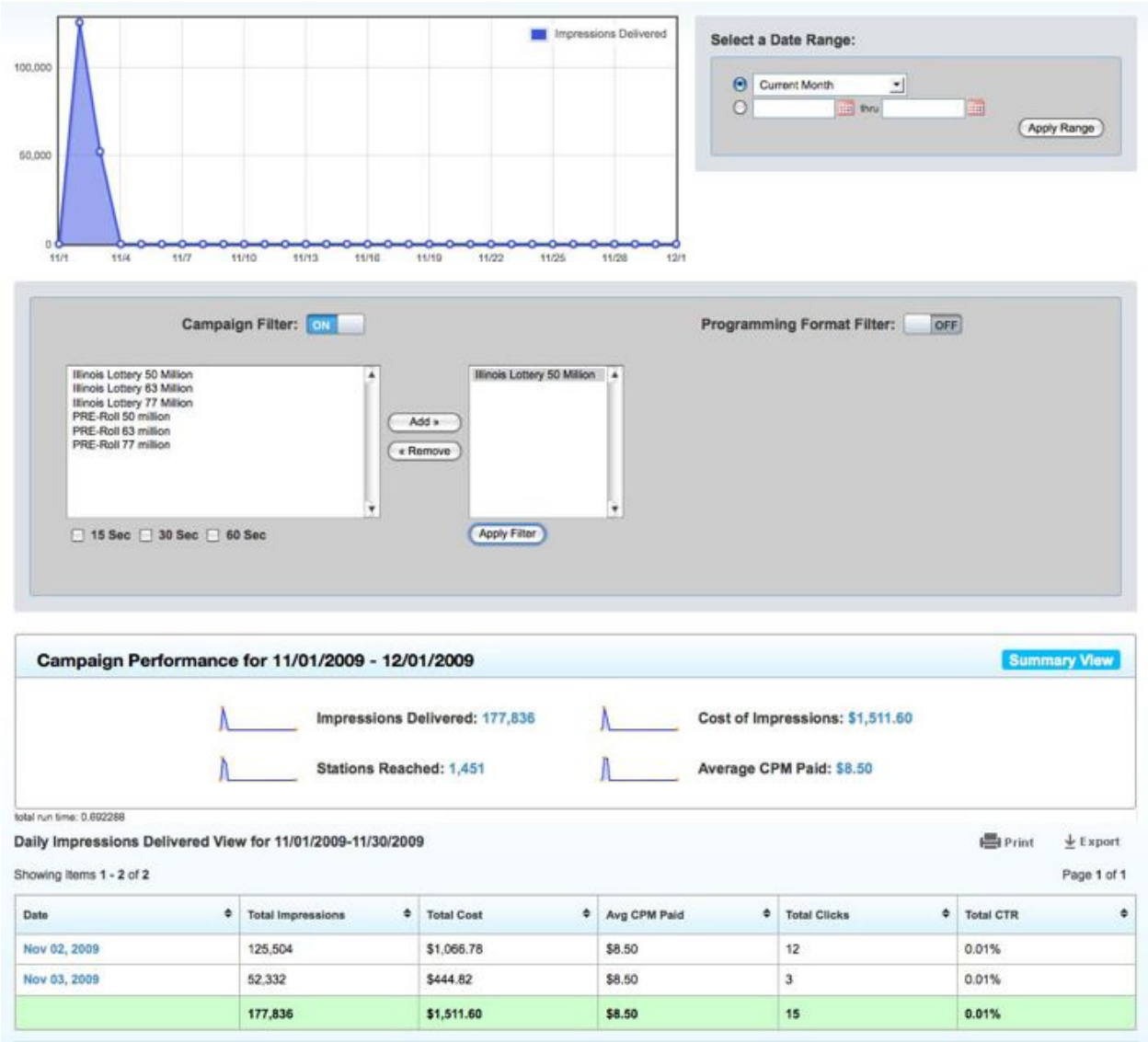
★ **Tip:** You can remove any Campaign (or Programming Format) filter selection stored in your **Filter Selection Area** by selecting it and clicking on the **Remove** button. You may also remove multiple Campaigns at once using the same techniques described when selecting Campaigns.

Finally, click the **Apply Filter** button to update the report to reflect the data for the selected Campaigns as shown.

As soon as the **Apply Filter** button is clicked, the report will be regenerated with the filtered data. You may notice a brief delay as the Graph View, the Views Panel and Data Table are all updated to reflect the change.

★ **Tip:** The process of selecting, adding (or removing) and applying filters is more or less identical for both Campaign and Programming Format filters.

Result: The **Summary View** is updated with data from the **Campaign Filter**.



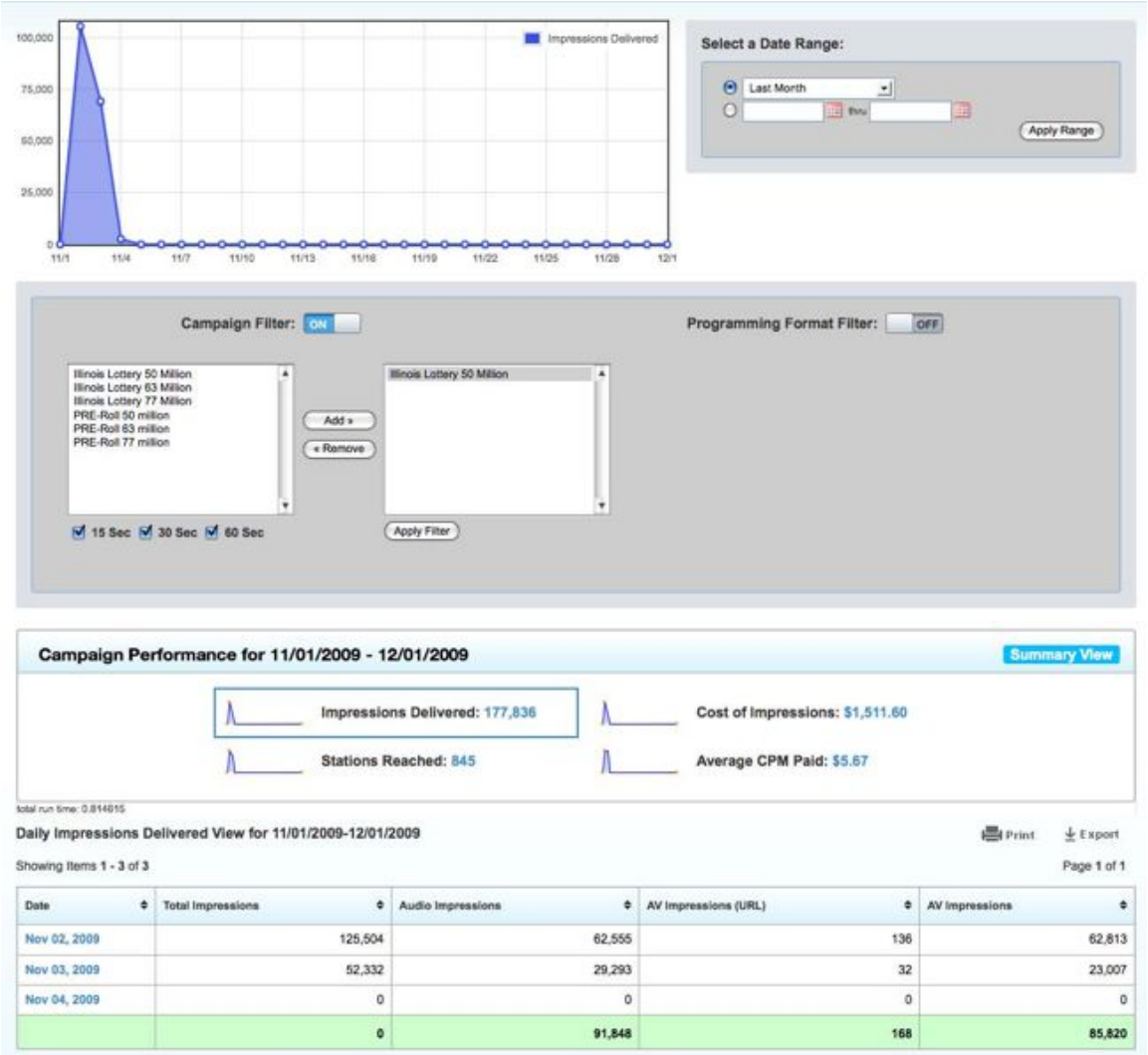
Now that a filter has been applied, let's continue our tour of the different report views by looking at the **Impressions Delivered** report view.

View 2: Impressions Delivered View

The purpose of this particular view is to allow you to see a detailed breakout of the different types of Impressions generated by your Campaign(s).

You can access this view of your report by clicking on the **Impressions Delivered** sparkline in the **Views Panel** as shown below:

Result: The **Impressions Delivered** report view now appears.



Date	Total Impressions	Audio Impressions	AV Impressions (URL)	AV Impressions
Nov 02, 2009	125,504	62,555	136	62,813
Nov 03, 2009	52,332	29,293	32	23,007
Nov 04, 2009	0	0	0	0
	0	91,848	168	85,820

★ **Tip:** The current report view is always highlighted in the **Views** Panel to indicate which view you are looking at.

The following summarizes the different columns that appear in the output of **Impressions Delivered** report view:

- **Date.** This is a given calendar date. It can appear as a year, month, day or hour depending on the currently selected date range.
- **Total Impressions.** This is the number of Impressions that all of your Campaign(s) have delivered on a given date.
- **Audio Impressions.** This is the number of Impressions that all of your audio-only Campaign(s) have delivered on a given date.
- **AV Impressions (URL).** This is the number of Impressions that all of your audio/visual Campaign(s) with clickable links have delivered on a given date.
- **AV Impressions.** This is the number of Impressions that all of your audio/visual Campaign(s) without clickable links have delivered on a given date.

✪ **Note:** Audio Impressions can appear in your report(s) if you checked the **'Enable non-visual playback for your Campaign'** option when setting up your Campaign(s) as this feature allows your Campaign(s) to play to those listeners tuning into Internet radio using devices that may not support visual elements.

Audio-only, AV Impressions (URL) and AV Impressions

As the TargetSpot network grows, it will need to support Internet radio properties that may not support all of our traditional Ad Unit features. For example, some properties may only support the audio portion of our Ad Units, while others may support both the audio and tethered visual portions but not support clickable links, etc.

Therefore, we have made changes to our system to insure that we deliver the appropriate Ad Unit elements our various network partners support and reflect these differences in our reporting. As such, we have included **three (3)** new Impression types in our reports: **Audio Impressions, AV Impressions (URL)** and **AV Impressions**.

- **Audio Impressions.** These are Impressions that have no tethered visual. They consist of just an audio portion. These are supported only by a few of TargetSpot's network partners.
- **AV Impressions (URL).** These are Impressions that have a tethered visual element and an accompany click through link. These are supported by most of TargetSpot's various network partners.

- **AV Impressions.** These are Impressions that have a tethered visual element but no accompanying click through link. Only TargetSpot network partners that support mobile devices currently support them.

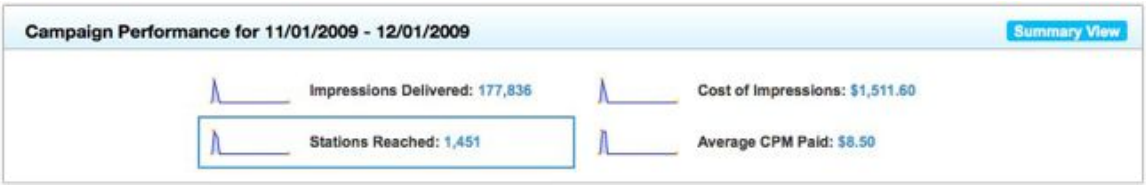
Let's continue our tour of the different report views by looking at the **Stations Reached** report view.

View 3: Stations Reached View

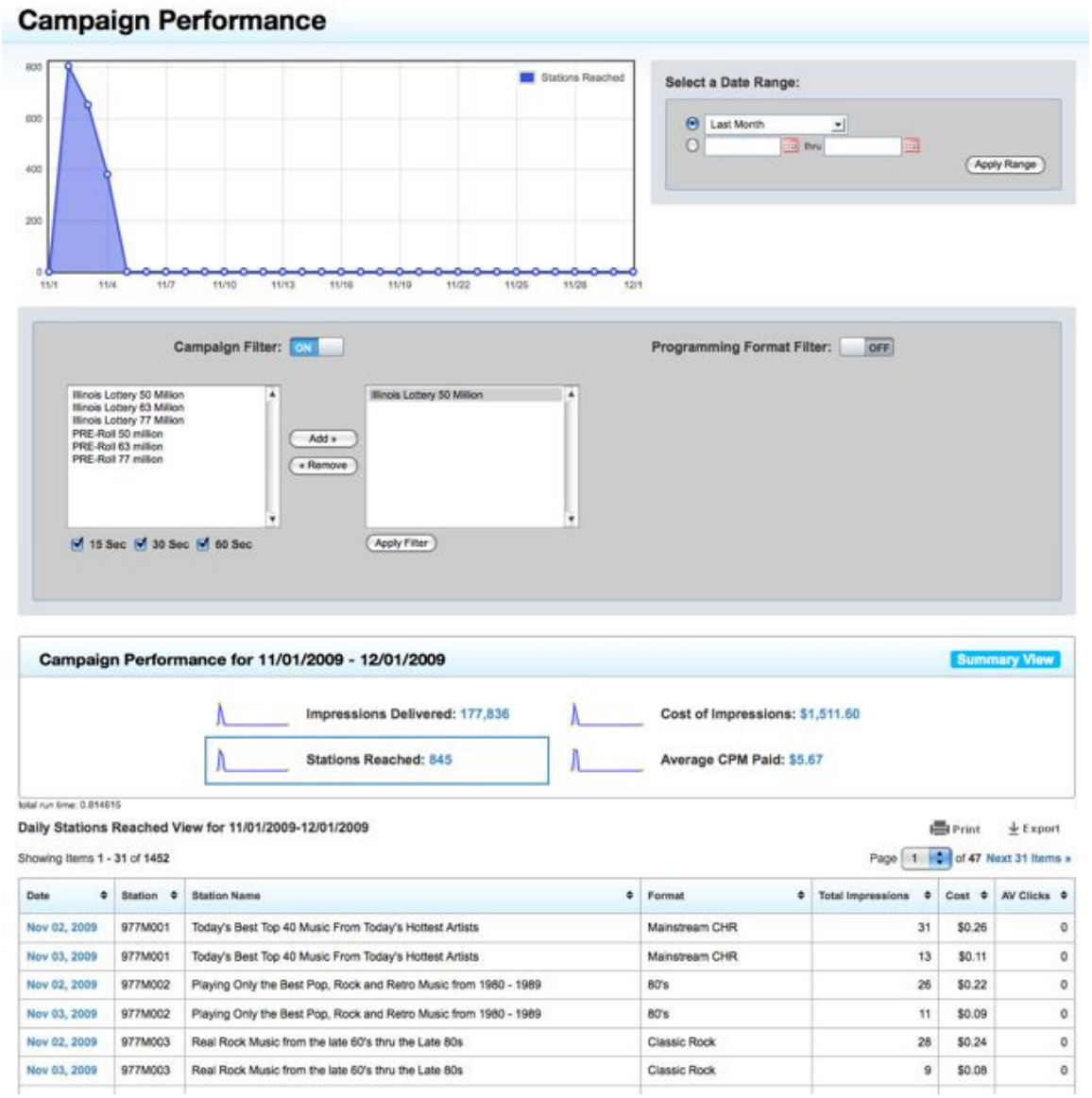
The purpose of this particular view is to allow you to see a detailed breakout of the different stations and properties where your Campaign(s) actually ran. This view also plots a graph that helps to visualize this information.

This view is useful because for various reasons (discussed elsewhere in this document), not all stations in our network will actually run your Campaign(s).

You can access this view of your report by clicking on the **Stations Reached** sparkline in the **Views Panel** as shown below:



Result: The **Stations Reached** report view now appears with an updated Graph and Data Table.



The following summarizes the different columns that appear in the output of **Stations Reached** report view:

- **Date.** This is a given calendar date. It can appear as a year, month, day or hour depending on the currently selected date range.
- **Station.** This is a six (6) character ID of the Internet radio station or property where you ad played. Streaming versions of "terrestrial" stations appear with their call letters – e.g. WFAN-AM while Internet-only stations have an 'IN' suffix – e.g. AOL131.

- **Station Name.** This is a descriptive name of the station – e.g. 80's New Wave, etc. and typically applies only to Internet-only stations and properties. Streaming versions of "terrestrial" stations appear with their call letters.
- **Format.** This is the specific Programming Format associated with the given station or property displayed.
- **Total Impressions.** This is the total number of Impressions (of all types) that ran on a specific station or property for a given date.
- **Cost.** This is the actual cost in dollars of your advertising for the reported number of Impressions based on the CPM Bid price paid for any Impressions that ran on a specific station or property for a given date.
- **AV Clicks.** This measures the total number of Internet radio listeners who heard your Campaign(s) and clicked on your ad when was played through a TargetSpot-enabled media player.

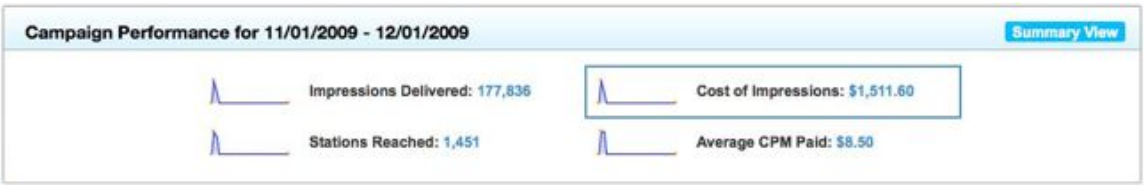
✪ **Note:** The **AV Clicks** column will only include data on clicks made on the visual portion of ads associated with audio/visual Campaigns – i.e. those that use **AV Impressions (URL)** Impressions.

Let's continue our tour of the different report views by looking at the **Cost of Impressions** report view.

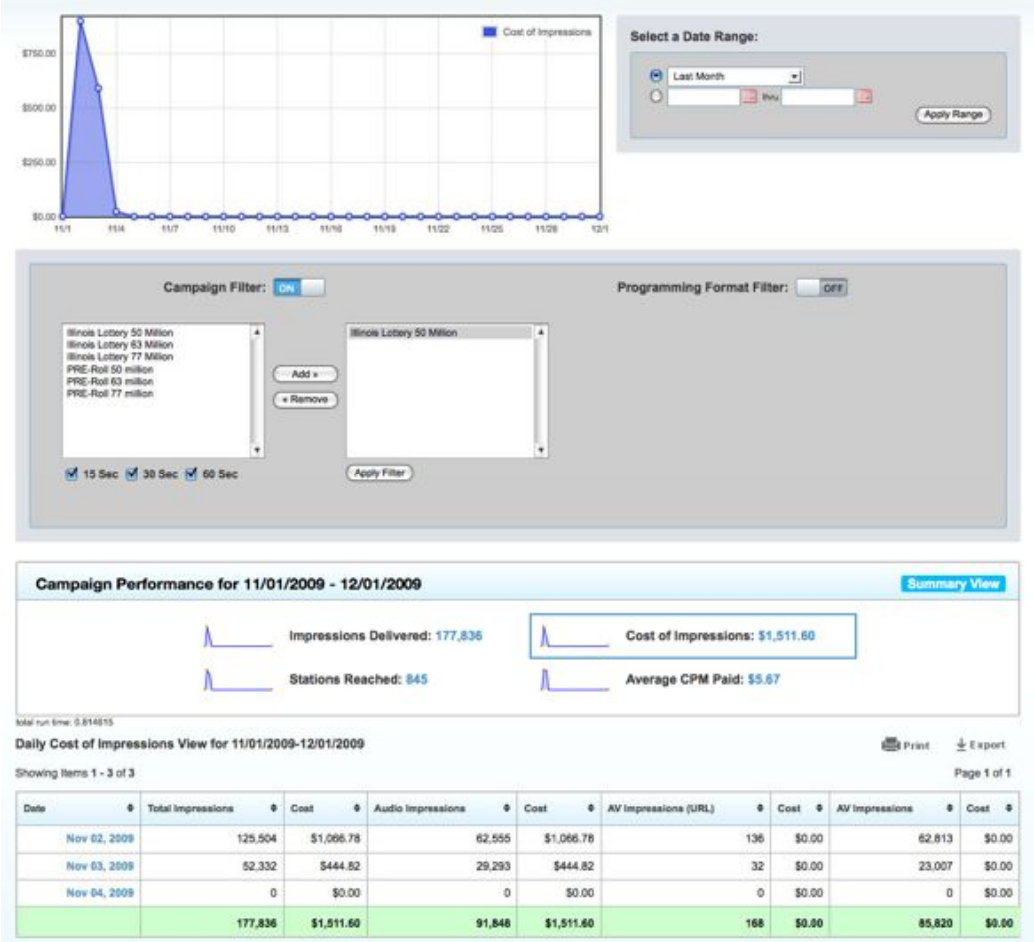
View 4: Cost of Impressions View

The purpose of this particular view is to allow you to see a simple breakout of the different types of Impressions that your Campaign(s) actually ran as well as their actual cost. This view also plots a graph that helps to visualize this information.

You can access this view of your report by clicking on the **Cost of Impressions** sparkline in the **Views Panel** as shown below:



Result: The **Cost of Impressions** report view now appears with an updated Graph and Data Table.



Date	Total Impressions	Cost	Audio Impressions	Cost	AV Impressions (URL)	Cost	AV Impressions	Cost
Nov 02, 2009	125,504	$1,066.78	62,555	$1,066.78	136	$0.00	62,813	$0.00
Nov 03, 2009	52,332	$444.82	29,293	$444.82	32	$0.00	23,007	$0.00
Nov 04, 2009	0	$0.00	0	$0.00	0	$0.00	0	$0.00
	177,836	$1,511.60	91,848	$1,511.60	168	$0.00	85,820	$0.00

The following summarizes the different columns that appear in the output of the **Cost of Impressions** report view:

- **Date.** This is a given calendar date. It can appear as a year, month, day or hour depending on the currently selected date range.
- **Total Impressions.** This is the number of Impressions that all of your Campaign(s) have delivered on a given date.
- **Cost (of Total Impressions).** This is the actual cost in dollars of your advertising for the reported number of *all* Impressions delivered based on the CPM Bid price paid for your Campaign(s).
- **Audio Impressions.** This is the number of Impressions that all of your audio-only Campaign(s) have delivered on a given date.
- **Cost (of Audio Impressions).** This is the actual cost in dollars of your advertising for the reported number of Audio Impressions delivered based on the CPM Bid price paid for your Campaign(s).
- **AV Impressions (URL).** This is the number of Impressions that all of your audio/visual Campaign(s) with clickable links have delivered on a given date.
- **Cost (of AV Impressions URL).** This is the actual cost in dollars of your advertising for the reported number of AV Impressions (URL) delivered based on the CPM Bid price paid for your Campaign(s).
- **AV Impressions.** This is the number of Impressions that all of your audio/visual Campaign(s) without clickable links have delivered on a given date.
- **Cost (of AV Impressions).** This is the actual cost in dollars of your advertising for the reported number of AV Impressions delivered based on the CPM Bid price paid for your Campaign(s).

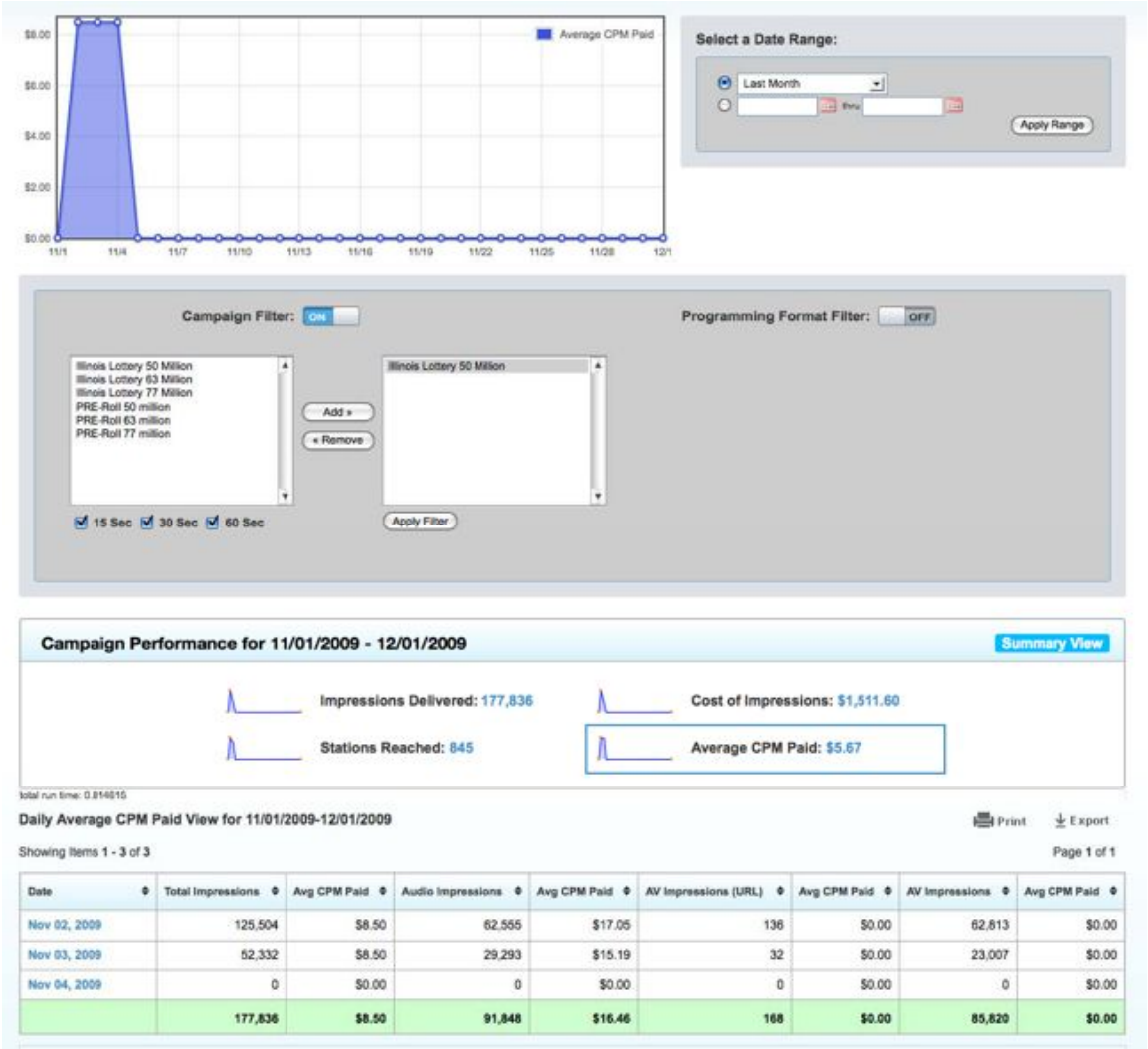
Let's continue our tour of the different report views by looking at the **Average CPM Paid** report view.

View 4: Average CPM Paid View

The purpose of this particular view is to allow you to see a simple breakout of the Impressions your Campaign(s) actually ran and their cost. It also plots a graph that helps to visualize this information.

You can access this view of your report by clicking on the **Average CPM Paid** sparkline in the **Views Panel** as shown below:

Result: The **Average CPM Paid** report view now appears with an updated Graph and Data Table.



Date	Total Impressions	Avg CPM Paid	Audio Impressions	Avg CPM Paid	AV Impressions (URL)	Avg CPM Paid	AV Impressions	Avg CPM Paid
Nov 02, 2009	125,504	$8.50	62,555	$17.05	136	$0.00	62,813	$0.00
Nov 03, 2009	52,332	$8.50	29,293	$15.19	32	$0.00	23,007	$0.00
Nov 04, 2009	0	$0.00	0	$0.00	0	$0.00	0	$0.00
	177,836	$8.50	91,848	$16.46	168	$0.00	85,820	$0.00

The following summarizes the different columns that appear in the output of the **Average CPM Paid** report view:

- **Date.** This is a given calendar date. It can appear as a year, month, day or hour depending on the currently selected date range.
- **Total Impressions.** This is the number of Impressions (of all types) that all of your Campaign(s) have delivered on a given date.

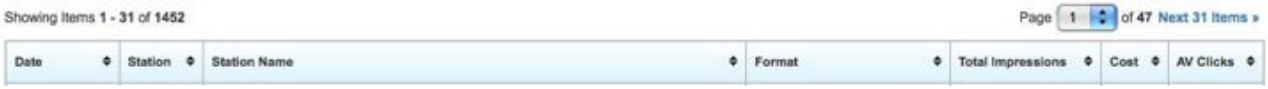
- **Average CPM Paid (for Total Impressions).** This is the average CPM Bid price paid for all of the Impressions generated by your Campaign(s).
- **Audio Impressions.** This is the number of Impressions that all of your audio-only Campaign(s) have delivered on a given date.
- **Average CPM Paid (for Audio Impressions).** This is the average CPM Bid price paid for the Audio Impressions generated by your Campaign(s).
- **AV Impressions (URL).** This is the number of Impressions that all of your audio/visual Campaign(s) with clickable links have delivered on a given date.
- **Average CPM Paid (for AV Impressions URL).** This is the average CPM Bid price paid for the AV Impressions (URL) generated by your Campaign(s).
- **AV Impressions.** This is the number of Impressions that all of your audio/visual Campaign(s) without clickable links have delivered on a given date.
- **Average CPM Paid (for AV Impressions).** This is the average CPM Bid price paid for the AV Impressions generated by your Campaign(s).

This concludes the tour of the five different report views that are available from the **Campaign Performance Report**. The sections that follow will detail the various options that are available to you.

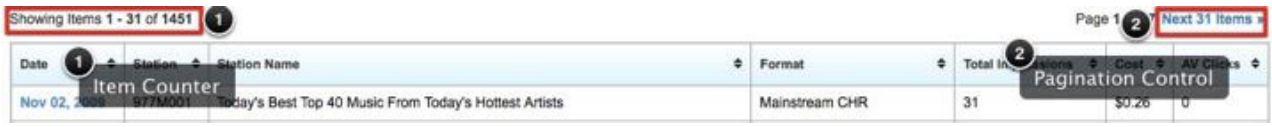
Report Pagination

In order to speed up the display of report data, reports *will no longer* display more than a maximum of 90 rows of data at any one time. Since certain report views – namely, the **Stations Reached** view, can generated hundreds, if not thousands of rows of data the reporting system incorporates a special method of pagination to allow you to navigate through potentially large sets of report data.

Report pagination occurs whenever more than a certain number items of data are returned, which will be either 31 or 90 items depending on the date range you are currently viewing. The example below shows pagination displayed when viewing a report broken out on a monthly basis:



There are two pagination items available: **item counters** and **pagination controls**, which are pictured below:



Item counters display three different numbers. The first is the starting item being displayed – e.g. 1, the second is ending item being displayed – e.g. 31 and third number is the total count of all items returned.

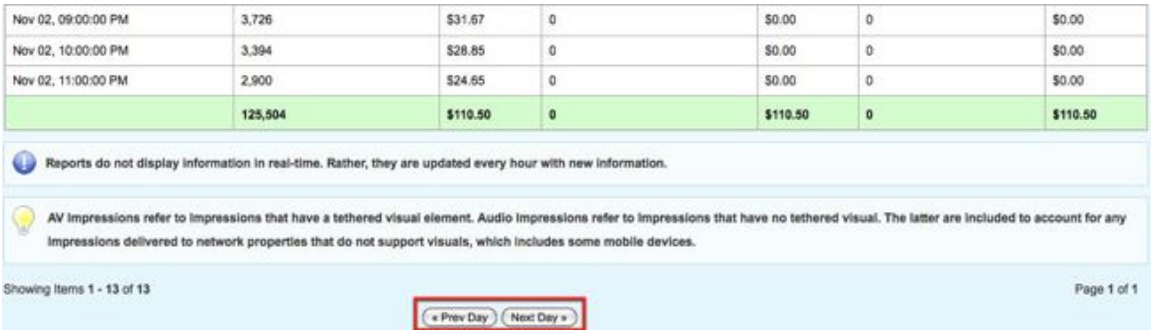
For example: If there were 500 items, the Item counter would appear as follows: 1-31 of 500. In this example, 1-31 would represent the first 31 items currently being viewed on-screen and 500 would represent the total of 500 rows of data that appear in the report.

Pagination controls allow you to move back and forward between pages of report data. By clicking on the provided text links, you can easily move between items 250-281 and vice-versa.

If your report outputs may pages of data, you can use the page drop down menu to quickly jump to a specific page worth of data (as shown on the right).

★ **Tip:** Both item counters and pagination controls will appear only when needed since not every report view will generate large amounts of data.

In addition to paging data by screens, you can page through your report data by day, month or even year depending on the report's current unit of time using the two pagination buttons located under the data table as shown below:



Nov 02, 09:00:00 PM	3,726	$31.67	0	$0.00	0	$0.00
Nov 02, 10:00:00 PM	3,394	$28.85	0	$0.00	0	$0.00
Nov 02, 11:00:00 PM	2,900	$24.65	0	$0.00	0	$0.00
	125,504	**$110.50**	**0**	**$110.50**	**0**	**$110.50**

Reports do not display information in real-time. Rather, they are updated every hour with new information.

AV Impressions refer to impressions that have a tethered visual element. Audio Impressions refer to impressions that have no tethered visual. The latter are included to account for any impressions delivered to network properties that do not support visuals, which includes some mobile devices.

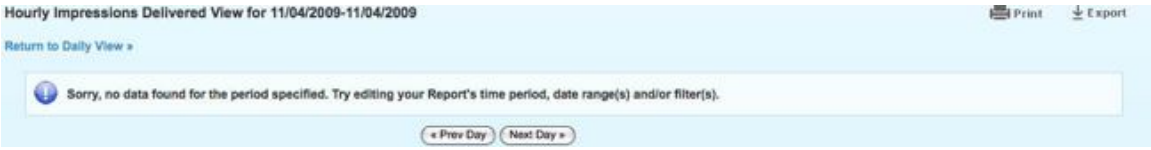
Showing Items 1 - 13 of 13

Page 1 of 1

« Prev Day Next Day »

The example shown above illustrates how you can page through your data by day. However, if you are viewing data on a monthly basis, the pagination buttons will say "Month" rather than "Day" and page in monthly increments. The same logic applies if you are viewing report data on a yearly or multi-year basis.

Also, not all Campaigns generate data every day or month, so you may occasionally come across "blank" reports or reports that display no data table for the current day as shown below:

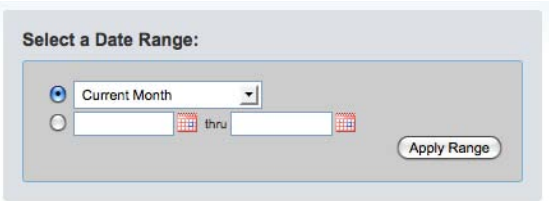


If this occurs, simply click on the **Prev Day** (or Month) or **Next Day** (or Month) buttons to view data for a period for which there is data.

★ **Tip:** The reporting system's pagination will only show pagination buttons if there is report data for a period time prior to or after the period you are currently viewing.

Adjusting Date Ranges

Date ranges allow you to define the period of time to view actual Campaign performance and activity. For example, you can choose to view data report data between 10/01/2009 and 10/17/2009 or view data for the current quarter or even an entire year.



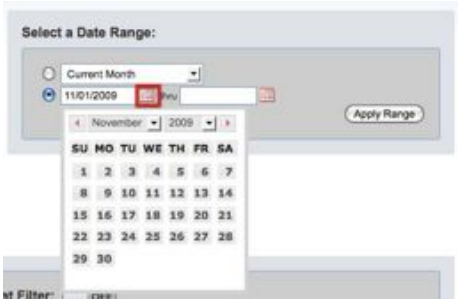
Report date ranges can be adjusted using the **Date Range Panel** shown to the right.

There are two Date Range options:

1) **Pre-Defined Date Range.** This allows you to specify either a pre-defined date range – e.g. **Today**, **Last Week**, **This Month**, **All Time**, etc. This option will be pre-selected for you.

★ **Tip:** All reports will default to the current calendar month as a date range when first viewed.

2) **Custom Date Range.** This allows you to manually specify dates in *MM/DD/YYYY* format or chosen using a pop up calendar component, which gives you slightly more flexibility over the Pre-Defined Date Range option when choosing dates.



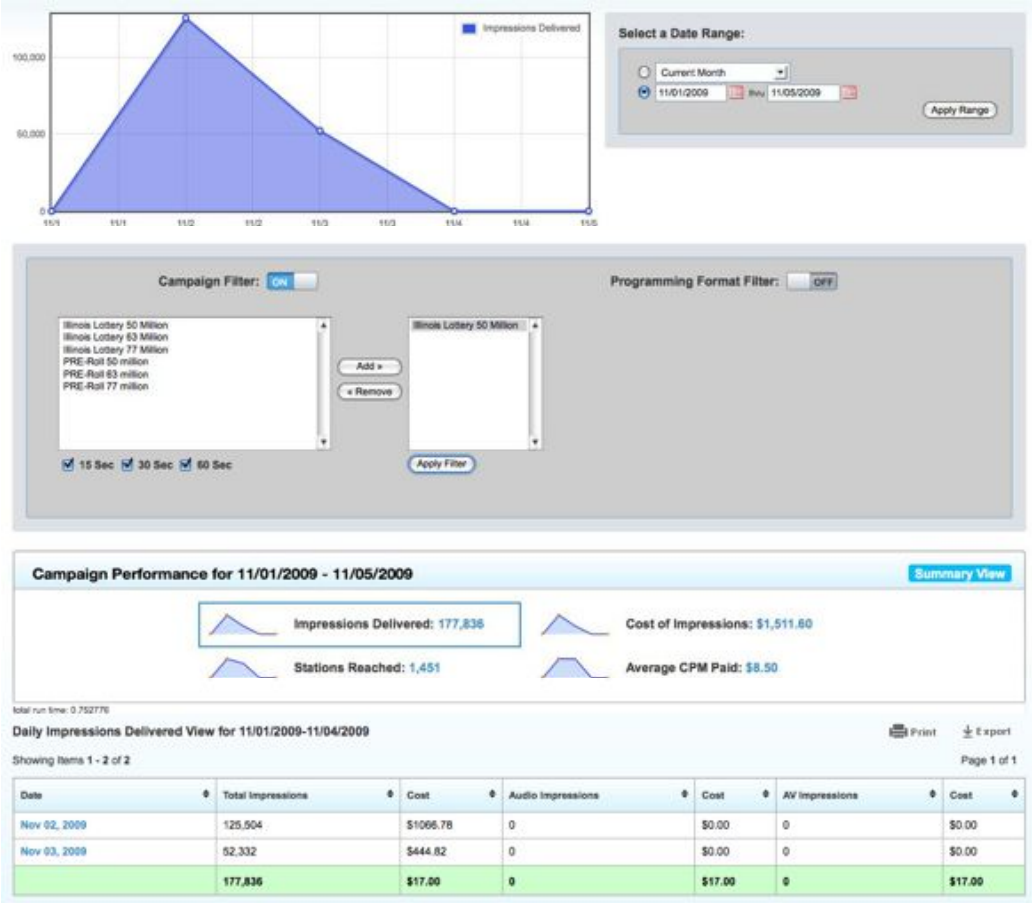
For the purposes of this *User's Guide*, let's adjust the date range of the current report by changing its date range from the current month to **November 1** through **November 5, 2009** as follows:

Choose the **Custom Date Range** option as shown.

Next, click on the calendar icon (highlighted) and click on the desired dates that appear on the calendar. Alternatively, you may type in the dates in MM/DD/YYYY format in the fields provided.

When done, click on the **Apply Range** button. This will regenerate the current report view using the new date range you have selected.

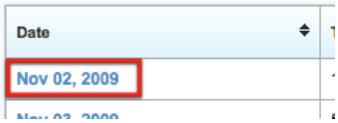
Result: A new report is generated to reflect the adjusted date range as shown.



In this example, both the report's graph and data table have adjusted to reflect the change from a monthly date range to a date range of **11/01/2009** through **11/05/2009**.

★ **Tip:** The graph and data tables for all report views will adjust to changes in the currently selected date range.

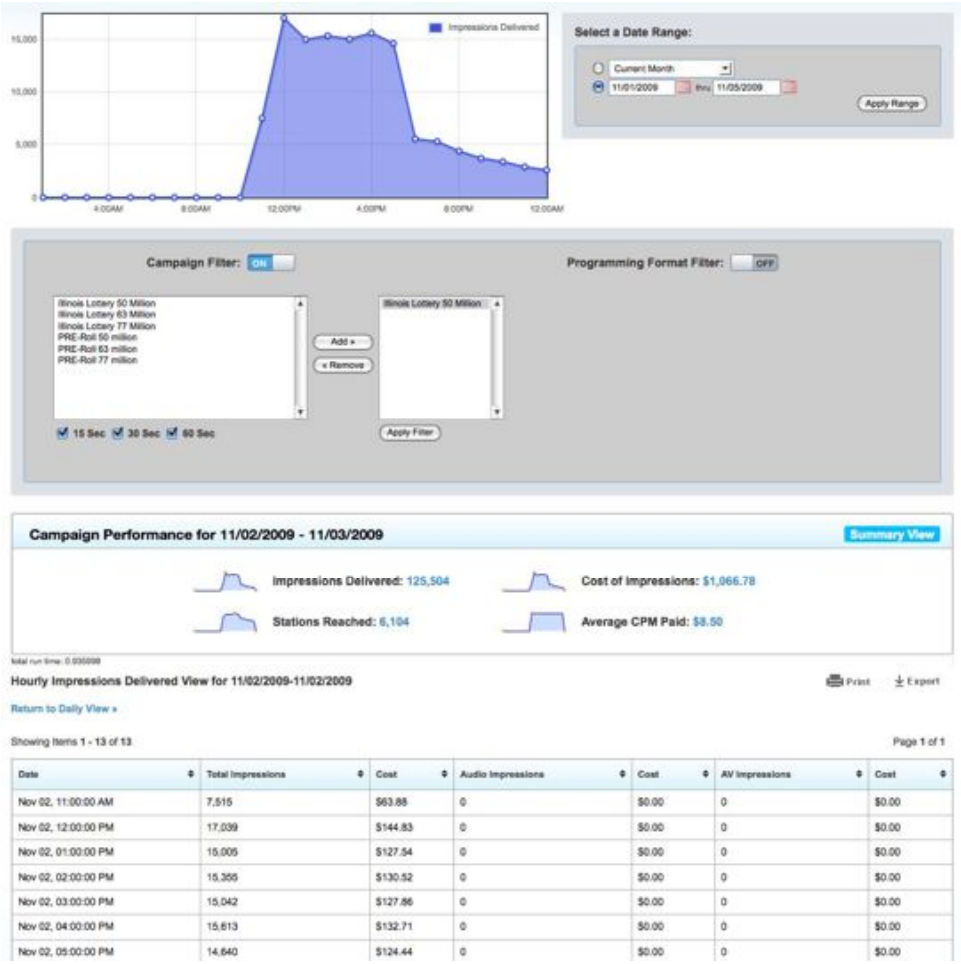
Understanding Time Periods and Units of Time



Virtually every report view supports the ability to view data (both visually and in tabular form) across different *units of time*. Units of time are basically just distinct time periods such as **Years**, **Months**, **Days** and **Hours**.

The reporting system allows you to view your report data by different units of time. For example, you want to see the distribution of Impressions delivered by a certain Campaign for November 2, 2009. This is possible (in most cases) by simply clicking on any linked date item under the **Date Column** as shown.

Result: The report will update to reflect the change from viewing date by date to viewing data by hour.



Date	Total Impressions	Cost	Audio Impressions	Cost	AV Impressions	Cost
Nov 02, 11:00:00 AM	7,515	$63.88	0	$0.00	0	$0.00
Nov 02, 12:00:00 PM	17,039	$144.83	0	$0.00	0	$0.00
Nov 02, 01:00:00 PM	15,005	$127.54	0	$0.00	0	$0.00
Nov 02, 02:00:00 PM	15,355	$130.52	0	$0.00	0	$0.00
Nov 02, 03:00:00 PM	15,042	$127.86	0	$0.00	0	$0.00
Nov 02, 04:00:00 PM	15,613	$132.71	0	$0.00	0	$0.00
Nov 02, 05:00:00 PM	14,640	$124.44	0	$0.00	0	$0.00

You will also notice that the both the graph and data tables have updated to reflect the shift from a daily to hourly view:

Hourly Impressions Delivered View for 11/02/2009-11/02/2009

Print Export

Return to Daily View »

Showing Items 1 - 13 of 13

Page 1 of 1

Date	Total Impressions	Cost	Audio Impressions	Cost	AV Impressions	Cost
Nov 02, 11:00:00 AM	7,515	$63.88	0	$0.00	0	$0.00
Nov 02, 12:00:00 PM	17,039	$144.83	0	$0.00	0	$0.00
Nov 02, 01:00:00 PM	15,005	$127.54	0	$0.00	0	$0.00
Nov 02, 02:00:00 PM	15,355	$130.52	0	$0.00	0	$0.00
Nov 02, 03:00:00 PM	15,042	$127.86	0	$0.00	0	$0.00
Nov 02, 04:00:00 PM	15,613	$132.71	0	$0.00	0	$0.00
Nov 02, 05:00:00 PM	14,640	$124.44	0	$0.00	0	$0.00
Nov 02, 06:00:00 PM	5,564	$47.29	0	$0.00	0	$0.00
Nov 02, 07:00:00 PM	5,313	$45.16	0	$0.00	0	$0.00
Nov 02, 08:00:00 PM	4,398	$37.38	0	$0.00	0	$0.00
Nov 02, 09:00:00 PM	3,726	$31.67	0	$0.00	0	$0.00
Nov 02, 10:00:00 PM	3,394	$28.85	0	$0.00	0	$0.00
Nov 02, 11:00:00 PM	2,900	$24.65	0	$0.00	0	$0.00
	125,504	**$110.50**	**0**	**$110.50**	**0**	**$110.50**

You may now page through specific days worth of your report data while viewing it broken out on an hourly basis.

Getting back to the Daily (or other) View

To get back to viewing report data on a daily basis, simply click on the blue **Return to Daily View** link that appears above the report's data table as shown. view will change back as soon as it is clicked.

Hourly Impressions Delivered View for 11/02/2009-11/02/2009

Return to Daily View »

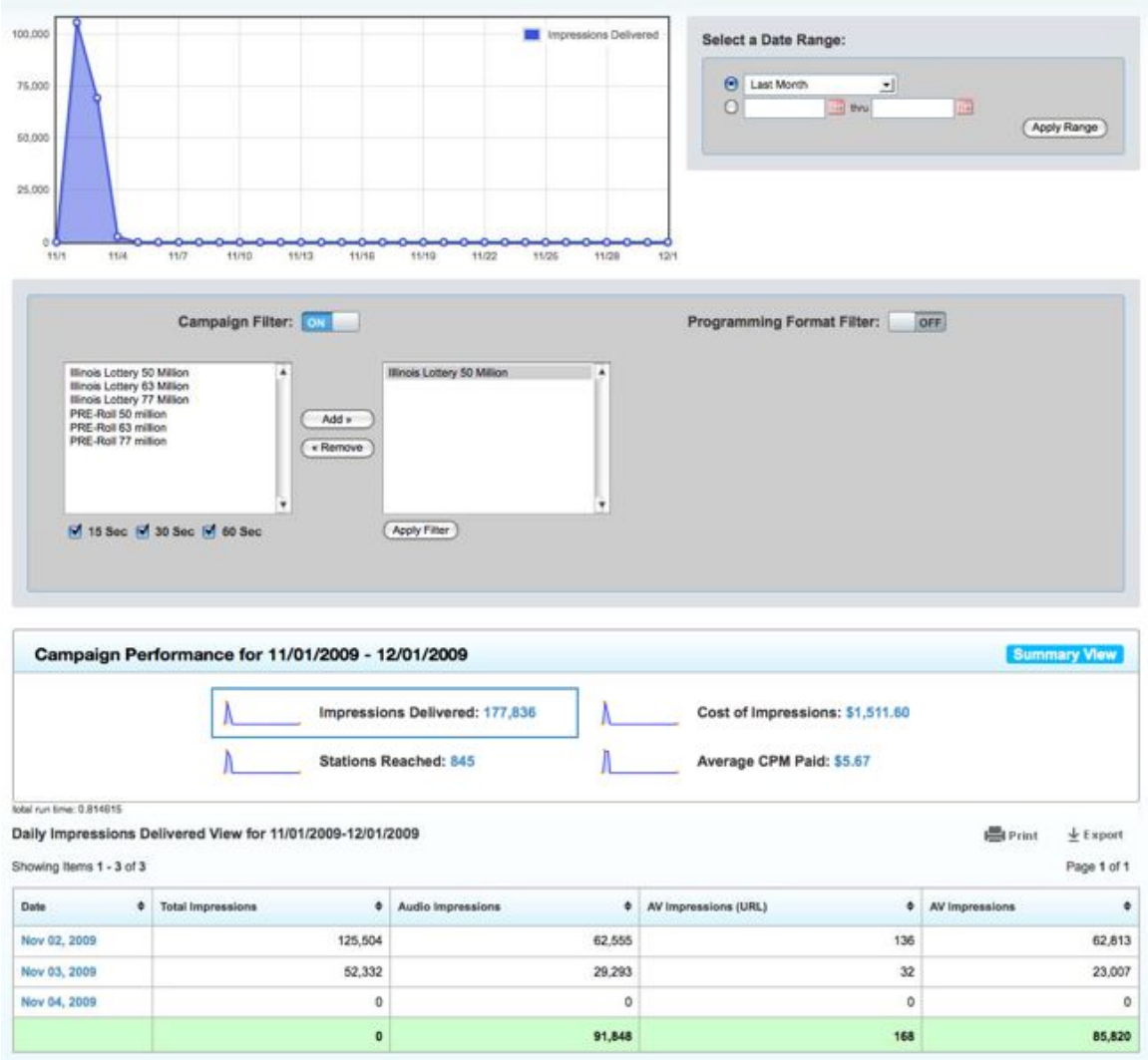
Showing Items 1 - 13 of 13

★ **Tip:** This method will also work for when viewing data by **Month** and then opting to view data broken out on a more granular daily basis.

Resetting all Report Graphs and Data Tables

You can quickly restore any report back to its original, pristine state (which also defaults to a date range for the current calendar month) at any time by clicking on the blue **Summary View** button. Summary View

Once clicked, the report (along with any view, time period, filter selections or date range changes) will be effectively "reset" to its original settings as shown below:



✪ **Note:** When resetting the report's view, your Campaign or Programming Format filter selections will still be retained. However, they will not be applied to the report's output.

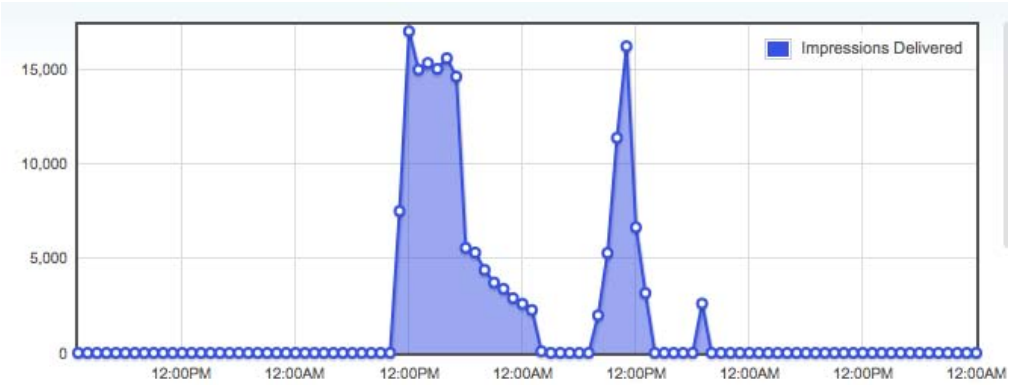
UNDERSTANDING CAMPAIGN PERFORMANCE REPORT GRAPHS

The various graphs that appear for the various report views display important report data visually. Graphs are more than pretty pictures. If used properly, they can allow you to spot trends in your Campaigns, which can allow you to optimize and ultimately improve their performance. The following pages will describe the general composition of the graphs that appear for each of the distinct report views discussed so far.

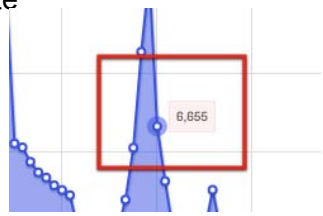
★ **Tip:** All graphs will always display the current report view they are associated with on the upper right-hand corner.

Impressions Delivered Graph

This graph visualizes the delivery of Impressions by your Campaign(s).



- The **Y-axis** (the values along the left-hand side of the graph) displays the number of Impressions generated for the selected date range and time period.
- The **X-axis** (the values under the graph) displays the current date range or time period (in this example, data is broken out by hour).
- Each white circle indicates a data point that you can highlight by moving your mouse over it (as shown on the right). When you move your mouse away, the highlight of the data point will vanish.

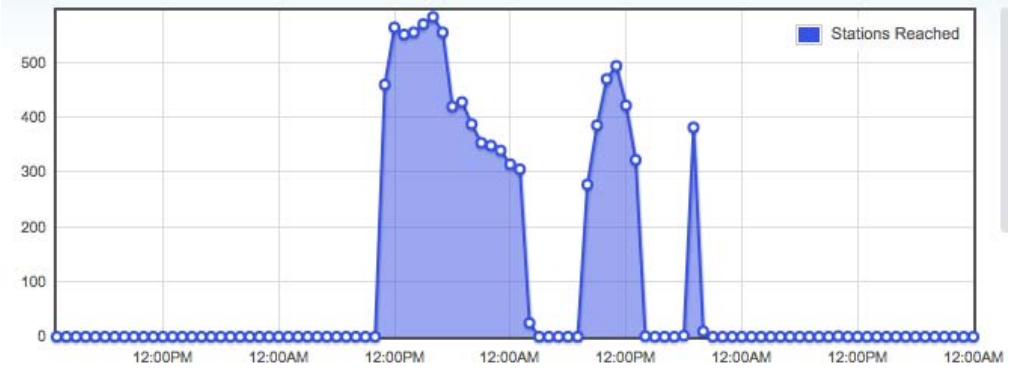


★ **Tip:** This particular graph is very useful for assessing the delivery of your Campaign(s) to targeted listeners on a daily or even hourly basis. You can then use this information, for example, to identify patterns that show you which times of day give your Campaign(s) the most exposure.

✪ **Note:** The contents of this graph will adjust based on the selected date range, chosen filter(s) and the time period (e.g. hour, day, month, etc.).

Stations Delivered Graph

This graph visualizes the delivery of Impressions by your Campaign(s) across the different Internet radio station and properties across the TargetSpot network.



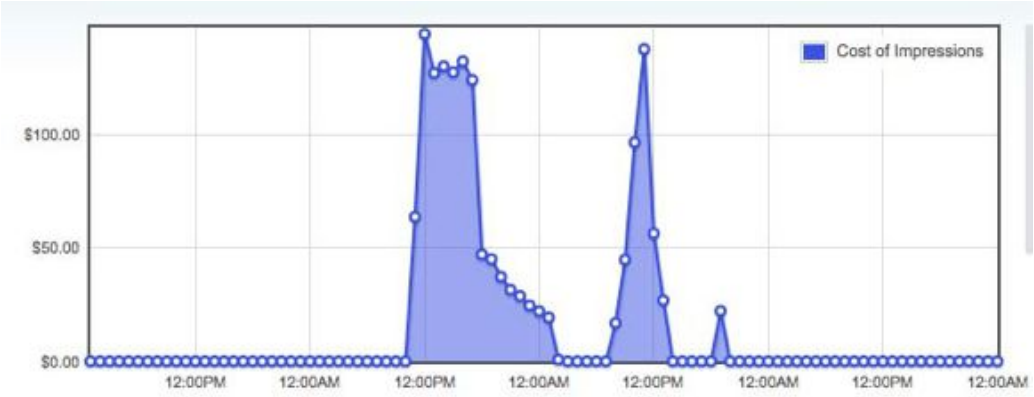
- The **Y-axis** (the values along the left-hand side of the graph) displays the number of stations that actually ran your Campaign(s) during the selected date range and time period.
- The **X-axis** (the values under the graph) display the current date range or time period (in this example, data is broken out by hour).

★ **Tip:** This particular graph is very useful for assessing the distribution of your Campaign(s) across stations on a daily or even hourly basis. You can then use this data, for example, to determine which times of day give your Campaign(s) the widest possible distribution.

✪ **Note:** The contents of this graph will adjust based on the selected date range, chosen filter(s) and the time period (e.g. hour, day, month, etc.).

Cost of Impressions Graph

This graph visualizes what you actually paid for the Impressions generated by your Campaign(s).

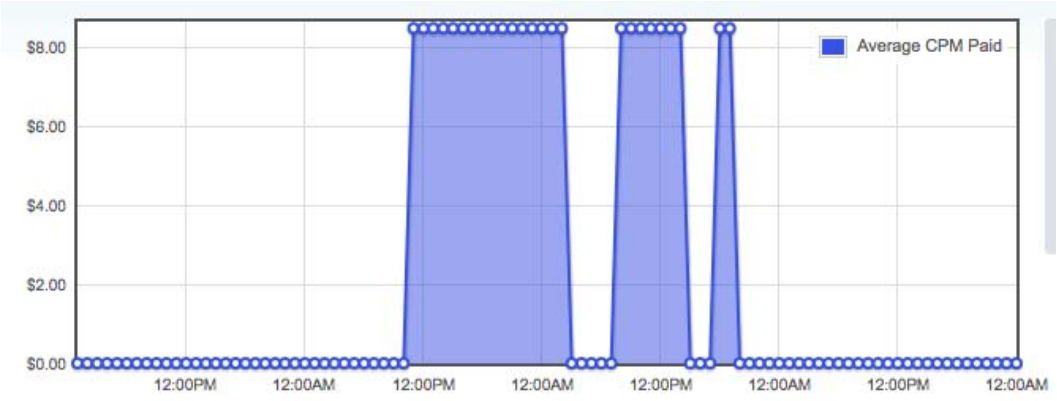


- The **Y-axis** (the values along the left-hand side of the graph) displays the cost (in dollars) for the Impressions your Campaign(s) generated during the selected date range and time period.
- The **X-axis** (the values under the graph) display the current date range or time period (in this example, data is broken out by hour).

✪ **Note:** The contents of this graph will adjust based on the selected date range, chosen filter(s) and the time period (e.g. hour, day, month, etc.).

Average CPM Paid Graph

This graph visualizes the average CPM Bid price you paid for the Impressions generated by your Campaign(s).



- The **Y-axis** (the values along the left-hand side of the graph) displays the CPM Bid price (in dollars) you paid for the Impressions your Campaign(s) generated during the selected date range and time period.
- The **X-axis** (the values under the graph) display the current date range or time period (in this example, data is broken out by hour).

✪ **Note:** The contents of this graph will adjust based on the selected date range, chosen filter(s) and the time period (e.g. hour, day, month, etc.).

✪ **Note:** The "smoothness" of this particular graph will vary depending on circumstances. For example: If you are not competing with other Campaigns for the same listeners, you can expect this graph to be very consistent.

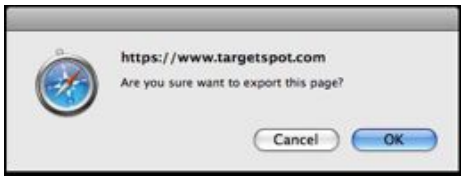
Printing Reports

All reports can be printed, if required. To do this, click on the **Printer-Friendly** icon as shown.

The report will then display again in a separate window. Simply click on the **Print** icon to send the report to your printer or click on the **Close** icon to close the pop up window.

Exporting Reports

All reports can be exported to an *Excel*-compatible file, if required. To do this, click on the **Export** icon as shown.



You will be asked to confirm whether you want to the export the report. Click the **OK** button to proceed or the **Cancel** button to abort the export process.

Upon proceeding, a **CSV** (comma separate valued) file will be generated. It will be called **'campaign_performance_{type}_{view}.csv'** where {type} can be one of the following:

- **Summary** – Summary View
- **Impressions** – Impressions Delivered
- **Stations** – Stations Reached
- **Cost** – Cost of Impressions
- **Average CPM** – Average CPM Paid

Meanwhile {view} can be **Hourly**, **Daily**, **Monthly** or **Yearly**.

★ **Tip:** On most systems, double-clicking on the file will automatically load the file into *Excel* as shown in the following example.

Sheets

	A	B	C	D	E	F
1	Date	Total Impressi	Total Cost	Avg Paid	Total AV Clicks	Total AV CTR
2	2-Nov-09	125504	$1,066.78	$8.50	12	0.01%
3	3-Nov-09	52332	$444.82	$8.50	3	0.01%
4	4-Nov-09	0	$0.00	$0.00	0	0.00%
5		177836	$1,511.60	$8.50	15	8.43E-07
6						

Saving your Report View Settings

Report views will automatically "saved" based on your *most recent settings*. This way, you can quickly return to the current report view if say, you are using another part of the TargetSpot application or need to access the current view the next time you sign into TargetSpot.

You can, of course, always click the blue **Summary View** button to reset the report view and adjust your report view settings as you see fit.

VIEWING AND CUSTOMIZING THE TARGETSPOT ANALYTICS REPORT

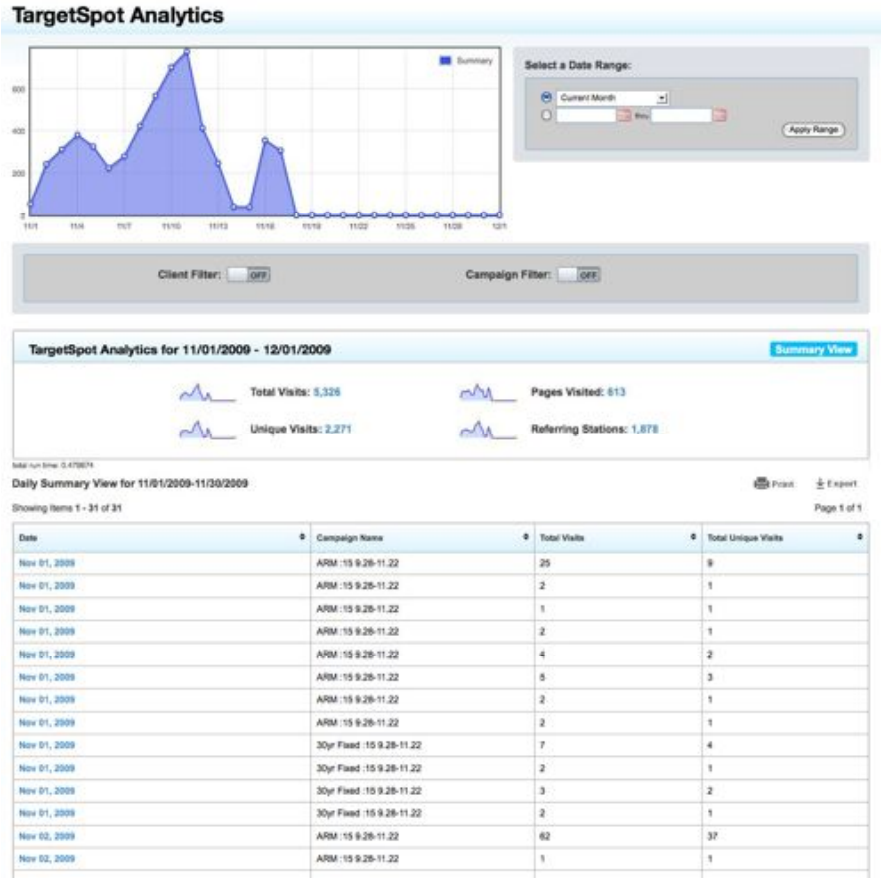
The following pages discuss the process of viewing and customizing the **'TargetSpot Analytics'** report. Unless otherwise noted, the basic layout and operation of this report is identical to that of the **'Campaign Performance'** report. Therefore, for the purposes of brevity, only major differences will be covered.

View 1: Summary View

This view appears whenever you opt to view a report if:

1. You haven't previously viewed a report.
2. You click on the **Summary View** button.

Result: The **TargetSpot Analytics Report** screen appears and displays the **Summary View** report.



The following summarizes the different columns that appear in the output of the **Campaign Performance** report's Summary View:

- **Date.** This is a given calendar date. It can appear as a year, month, day or hour depending on the currently selected date range.

★ **Tip:** If the date shown is a link, you may click on it to drill-down for a more granular view. For example, you can view TargetSpot Campaign analytics data from a monthly basis down to day or a day down to hour, etc.

- **Campaign Name.** This is the name of the Campaign associated with listener visits to your website.
- **Total Visits.** This is the total number of listener visits made to your website for the current date. Total visits include both unique and repeat visits.
- **Unique Visits.** This is number of unique listener visits made to your website for the current date. As the name implies, unique visits are distinct visits made by listeners – they are not repeats.

ⓘ **Warning:** TargetSpot Analytics data will only appear if you have included a tracking code for the website or web pages you wish to track listener visits to. Please refer to the "Tracking Campaigns with TargetSpot Analytics" section of **Appendix I** for more information.

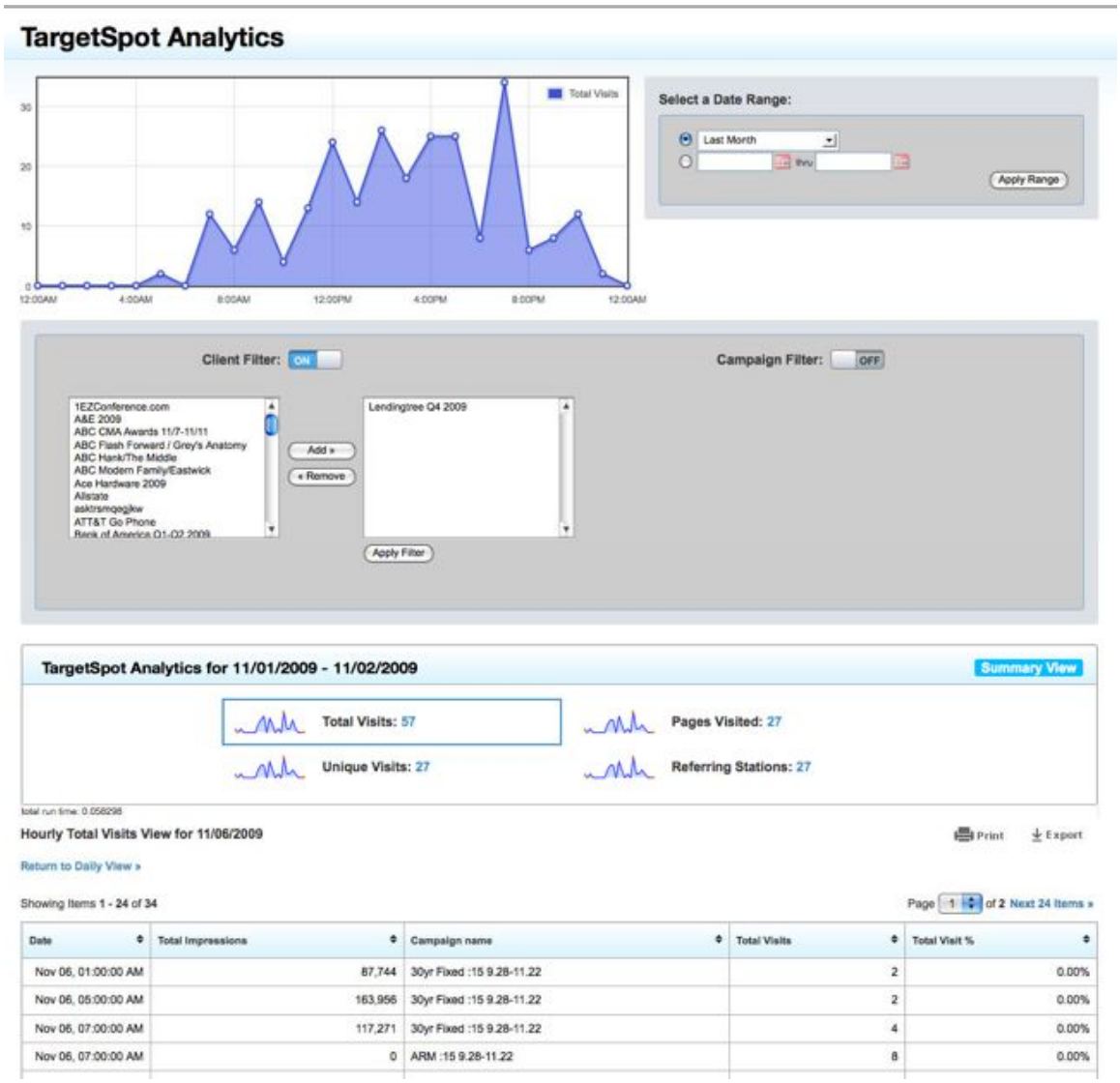
✪ **Note:** You may only filter your TargetSpot Analytics report data by Campaigns. The process works identically to what was described earlier in this chapter.

View 2: Total Visits View

The purpose of this particular view is to allow you to see a simple breakout of the total number of listener visits that your Campaign(s) helped bring to your website. It also plots a graph that helps to visualize this information.

You can access this view of your report by clicking on the **Total Visits** sparkline in the **Views Panel** as shown below:

Result: The **Total Visits** report view now appears with an updated Graph and Data Table.



The following summarizes the different columns that appear in the output of the **Total Visits** report view:

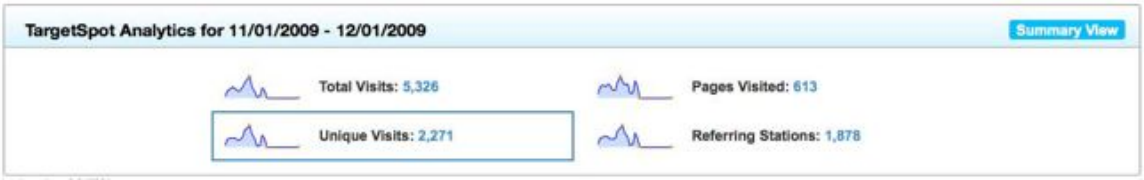
- **Date.** This is a given calendar date. It can appear as a year, month, day or hour depending on the currently selected date range.
- **Campaign Name.** This is the name of the Campaign associated with listener visits to your website.
- **Total Impressions.** This is the total number of Impressions generated by the Campaigns being tracked for the currently selected date range.
- **Total Visits.** This is the total number of listener visits made to your website for the current date. Total visits include both unique and repeat visits.
- **Total Visit %.** This shows the percentage of Total Visits received by dividing Total Impressions by the number of Total Visits.

Let's continue our tour of the different report views by looking at the **Unique Visits** report view.

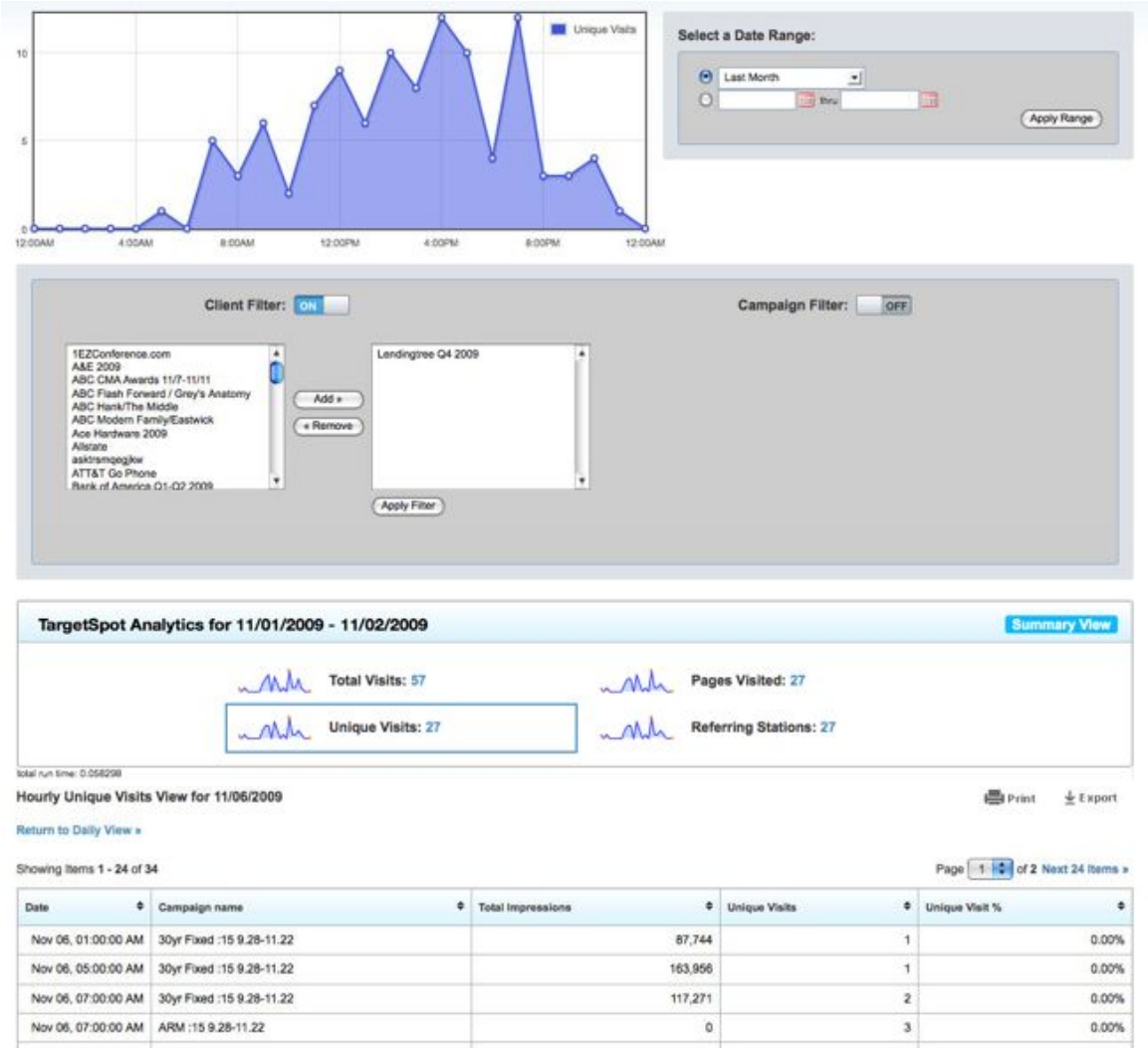
View 3: Unique Visits View

The purpose of this particular view is to allow you to see a simple breakout of the number of distinct listener visits that your Campaign(s) helped bring to your website. It also plots a graph that helps to visualize this information.

You can access this view of your report by clicking on the **Unique Visits** sparkline in the **Views Panel** as shown below:



Result: The **Unique Visits** report view now appears with an updated Graph and Data Table.



The following summarizes the different columns that appear in the output of the **Unique Visits** report view:

- **Date.** This is a given calendar date. It can appear as a year, month, day or hour depending on the currently selected date range.
- **Campaign Name.** This is the name of the Campaign associated with listener visits to your website.
- **Total Impressions.** This is the total number of Impressions generated by the Campaigns being tracked for the currently selected date range.
- **Unique Visits.** This is number of unique listener visits made to your website for the current date. As the name implies, unique visits are distinct visits made by listeners – they are not repeats.

- **Unique Visit %.** This shows the percentage of Unique Visits received by dividing Total Impressions by the number of Unique Visits.

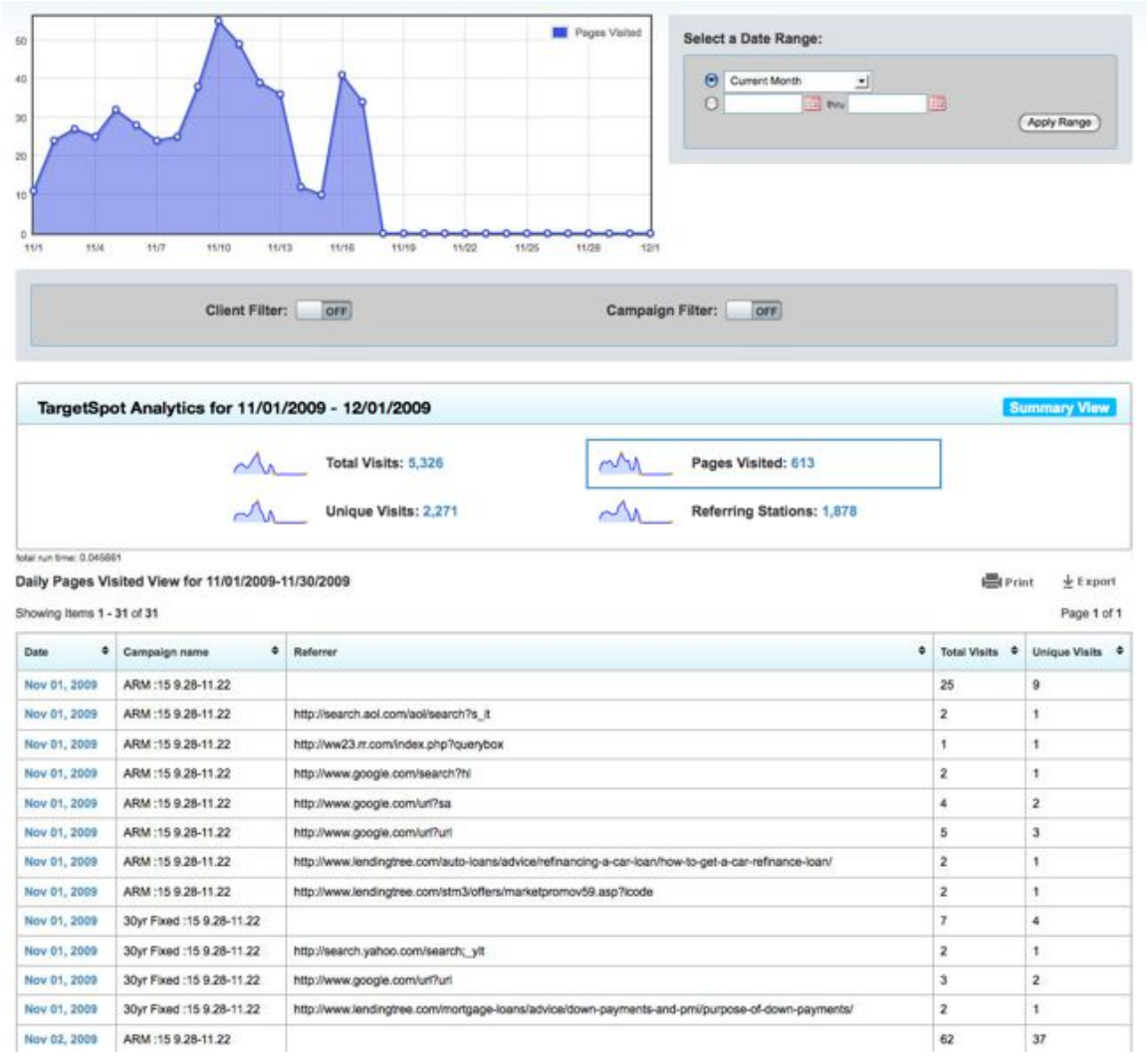
Let's continue our tour of the different report views by looking at the **Pages Visited** report view.

View 4: Pages Visited View

The purpose of this particular view is to allow you to see a simple breakout of the specific pages that each type of visitor (total and unique) accessed while on your website as well as the pages that they viewed *immediately prior* to visiting it.

You can access this view of your report by clicking on the **Pages Visited** sparkline in the **Views Panel** as shown below:

Result: The **Pages Visited** report view now appears with an updated Graph and Data Table.



Date	Campaign name	Referrer	Total Visits	Unique Visits
Nov 01, 2009	ARM :15 9.28-11.22		25	9
Nov 01, 2009	ARM :15 9.28-11.22	http://search.aol.com/aol/search?s_it	2	1
Nov 01, 2009	ARM :15 9.28-11.22	http://ww23.rr.com/index.php?querybox	1	1
Nov 01, 2009	ARM :15 9.28-11.22	http://www.google.com/search?hl	2	1
Nov 01, 2009	ARM :15 9.28-11.22	http://www.google.com/url?sa	4	2
Nov 01, 2009	ARM :15 9.28-11.22	http://www.google.com/url?url	5	3
Nov 01, 2009	ARM :15 9.28-11.22	http://www.lendingtree.com/auto-loans/advice/refinancing-a-car-loan/how-to-get-a-car-refinance-loan/	2	1
Nov 01, 2009	ARM :15 9.28-11.22	http://www.lendingtree.com/stm3/offers/marketpromov59.asp?icode	2	1
Nov 01, 2009	30yr Fixed :15 9.28-11.22		7	4
Nov 01, 2009	30yr Fixed :15 9.28-11.22	http://search.yahoo.com/search;_ylt	2	1
Nov 01, 2009	30yr Fixed :15 9.28-11.22	http://www.google.com/url?url	3	2
Nov 01, 2009	30yr Fixed :15 9.28-11.22	http://www.lendingtree.com/mortgage-loans/advice/down-payments-and-pmi/purpose-of-down-payments/	2	1
Nov 02, 2009	ARM :15 9.28-11.22		62	37

The following summarizes the different columns that appear in the output of the **Pages Visited** report view:

- **Date.** This is a given calendar date. It can appear as a year, month, day or hour depending on the currently selected date range.
- **Campaign Name.** This is the name of the Campaign associated listener visits to your website.
- **Visited Page.** This is full URL of the page visited (i.e. the page that is being tracked by your Campaign) by both total and unique listeners.
- **Referring Page.** This is full URL of the page that the listener last visited before they accessed the page that is being tracked.

- **Total Visits.** This is the tally of all listeners who visited the displayed page for the current date.
- **Unique Visits.** This is the tally of all unique listeners who visited the displayed page for the current date.

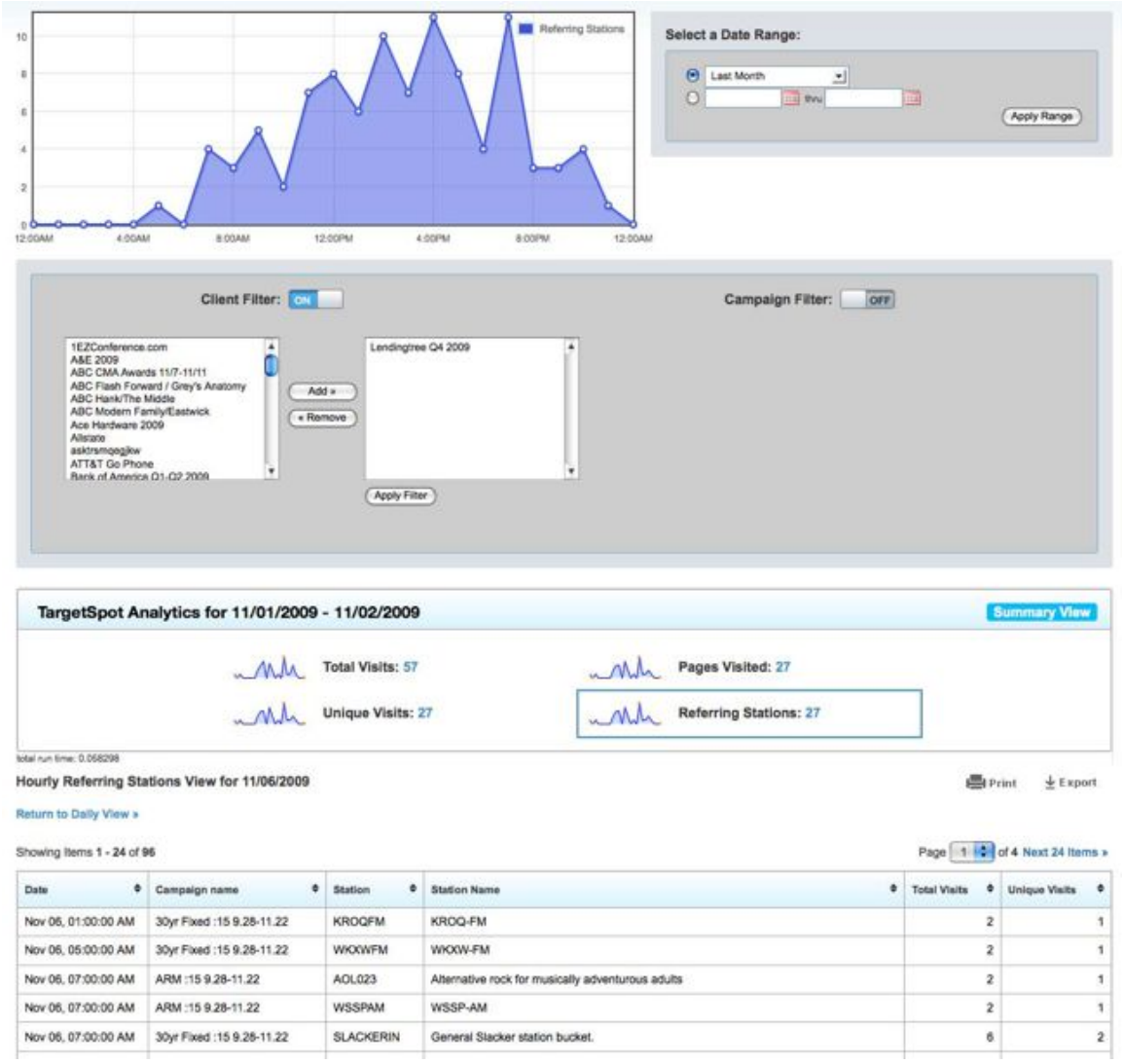
Let's continue our tour of the different report views by looking at the **Referring Station** report view.

View 5: Referring Stations View

The purpose of this particular view is to allow you to see a simple breakout of the various stations or Internet radio properties that ran your Campaign(s) and were credited with driving listeners to visit your website.

You can access this view of your report by clicking on the **Referring Stations** sparkline in the **Views Panel** as shown below:

Result: The **Referring Stations** report view now appears with an updated Graph and Data Table.



The following summarizes the different columns that appear in the output of the **Referring Stations** report view:

- **Date.** This is a given calendar date. It can appear as a year, month, day or hour depending on the currently selected date range.
- **Campaign Name.** This is the name of the Campaign associated listener visits to your website.
- **Station.** This is a six (6) character ID of the Internet radio station or property where you ad played. Streaming versions of "terrestrial" stations appear with their call letters – e.g. WFAN-AM while Internet-only stations have an 'IN' suffix – e.g. AOL131.

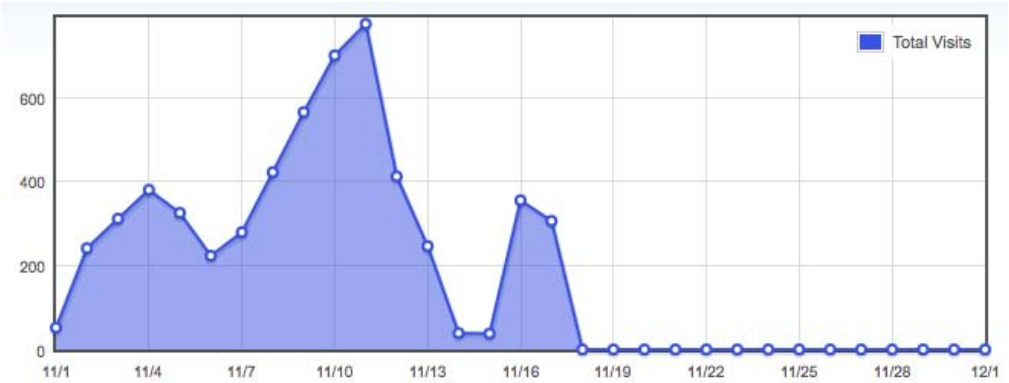
- **Station Name.** This is a descriptive name of the station – e.g. 80's New Wave, etc. and typically applies only to Internet-only stations and properties. Streaming versions of "terrestrial" stations appear with their call letters.
- **Total Visits.** This is the tally of all listeners who visited the displayed page for the current date.
- **Unique Visits.** This is the tally of all unique listeners who visited the displayed page for the current date.

UNDERSTANDING TARGETSPOT ANALYTICS REPORT GRAPHS

The following pages will describe the general composition of the graphs that appear for each of the distinct report views discussed in this section of the chapter.

Total Visits Graph

This graph visualizes the total number of listener visits made as a result of being exposed to your Campaign(s).

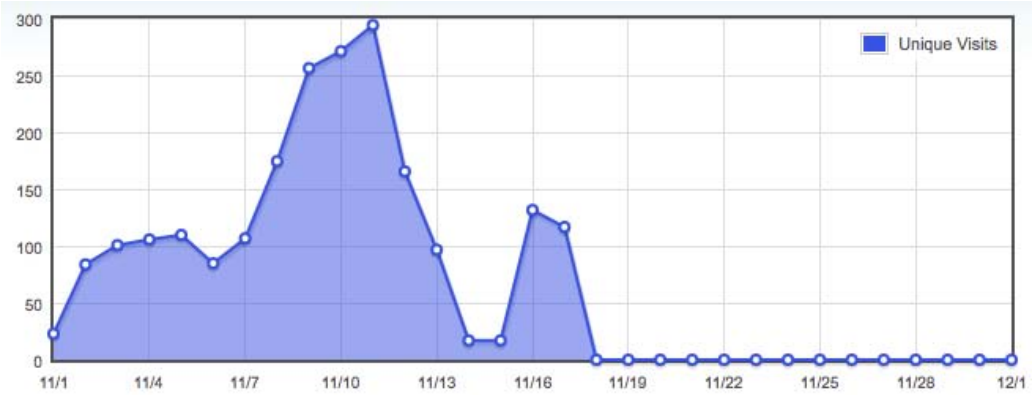


- The **Y-axis** (the values along the left-hand side of the graph) displays the number of total listener visits that were recorded for the selected date range and time period.
- The **X-axis** (the values under the graph) displays the current date range or time period (in this example, data is broken out by day).

✪ **Note:** The contents of this graph will adjust based on the selected date range, chosen filter(s) and the time period (e.g. hour, day, month, etc.).

Unique Visits Graph

This graph visualizes the number of distinct listener visits made as a result of being exposed to your Campaign(s).

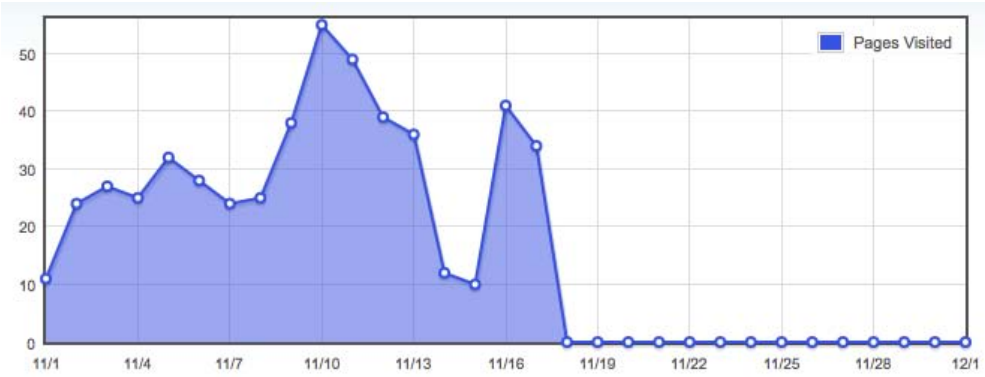


- The **Y-axis** (the values along the left-hand side of the graph) displays the number of unique listener visits that were recorded for the selected date range and time period.
- The **X-axis** (the values under the graph) displays the current date range or time period (in this example, data is broken out by day).

✪ **Note:** The contents of this graph will adjust based on the selected date range, chosen filter(s) and the time period (e.g. hour, day, month, etc.).

Pages Visited Graph

This graph visualizes the web pages visited by listeners on your website as a result of being exposed to your Campaign(s).

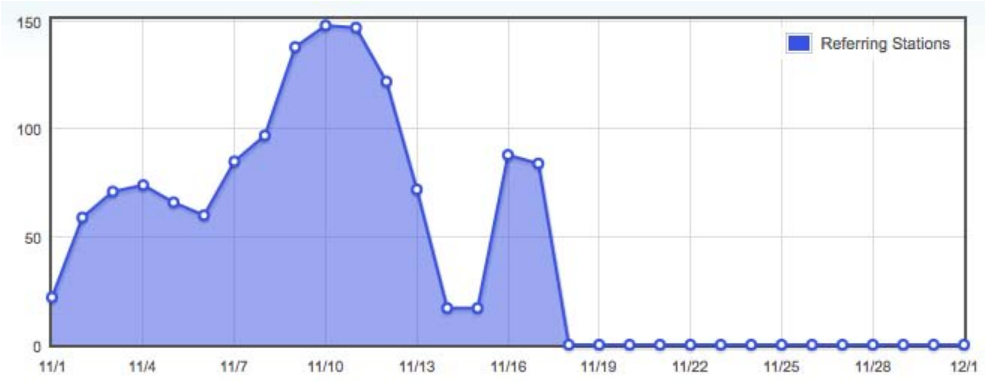


- The **Y-axis** (the values along the left-hand side of the graph) displays a count of the individual pages accessed (i.e. URLs) that were recorded for the selected date range and time period.
- The **X-axis** (the values under the graph) displays the current date range or time period (in this example, data is broken out by day).

✪ **Note:** The contents of this graph will adjust based on the selected date range, chosen filter(s) and the time period (e.g. hour, day, month, etc.).

Referring Stations Graph

This graph visualizes the different Internet radio station and properties across the TargetSpot network that were credited with directing listeners to visit your website after being exposed to your Campaign(s).



- The **Y-axis** (the values along the left-hand side of the graph) displays a count of the stations and properties where your Campaign(s) ran and directed listeners to your website for the selected date range and time period.
- The **X-axis** (the values under the graph) displays the current date range or time period (in this example, data is broken out by day).

✪ **Note:** The contents of this graph will adjust based on the selected date range, chosen filter(s) and the time period (e.g. hour, day, month, etc.).

Chapter 4: Account Management

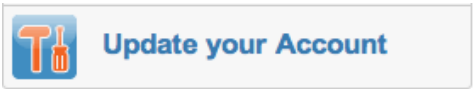
The **Account Manager** allows you to manage various aspects of your TargetSpot Account. This chapter explains how to perform routine TargetSpot **Account Manager** tasks and explains how to:

- Access the Account Manager
- Update your Sign In Settings
- Update your Information Settings
- Change your Time zone Settings
- Change your Notification Settings
- Check your Account Balance
- View your Account Transactions
- Change your Payment Details
- Update your Special Billing Options
- Redeem Promotional Codes
- Add Funds to your Account

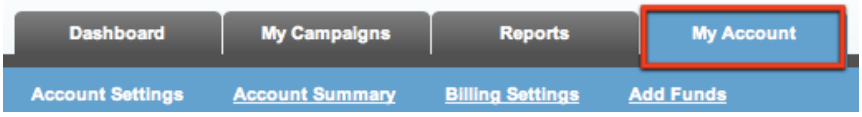
ACCESSING THE ACCOUNT MANAGER

To access the **Account Manager**, do one of the following:

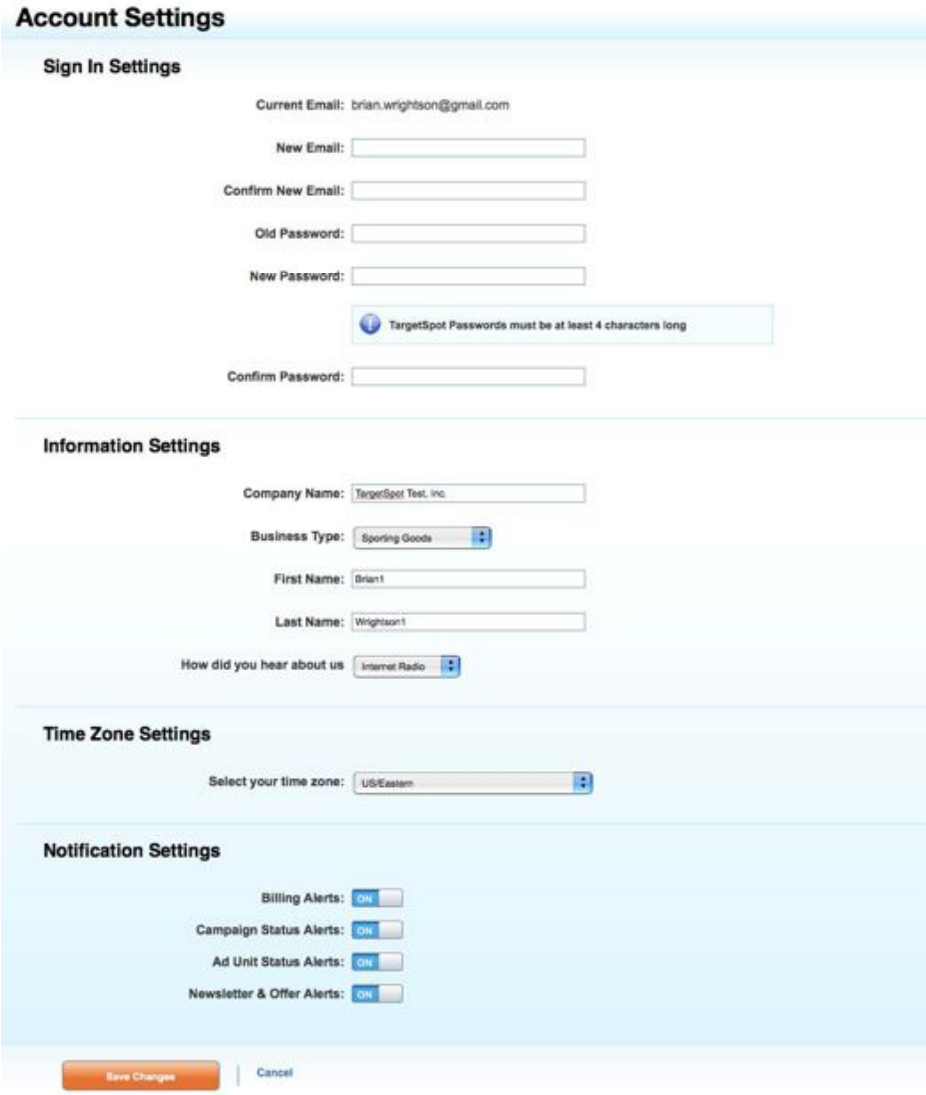
- Sign into TargetSpot and click the **Update your Account** button located on your **Dashboard** screen.



- From any TargetSpot page, click the **My Accounts** tab as shown:



Result: The **Account Settings** screen now appears.



The **Account Settings** screen stores your Account's personal preferences and information. From here, you can do the following:

- Change your Sign In information
- Change your Account information
- Change your Report Time zone
- Update your Notification Email preferences

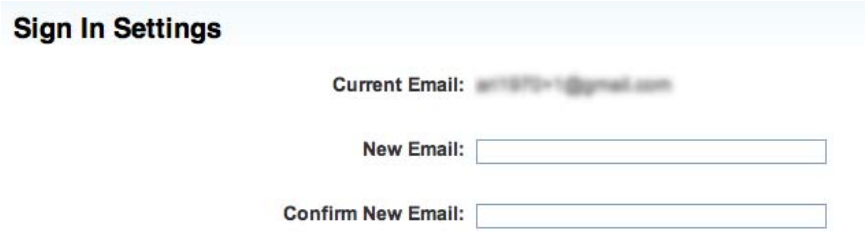
UPDATING YOUR SIGN IN SETTINGS

Your **Sign In Settings** control access to your TargetSpot Account and consist of a unique email address and password. To change either of these settings, do the following:

Updating your Email Address

Locate the section labeled **'Sign In Settings'**.

Your current email address will be shown on the first line.



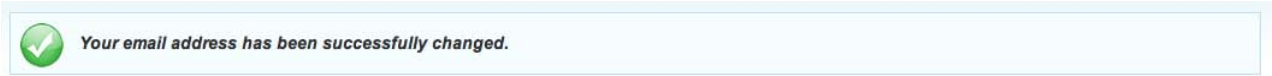
Enter a new email address in the field labeled **'New Email'**.

Next, enter the same email address you just typed in the field labeled **'Confirm New Email'**.

✪ **Note:** Your new email address and the one entered in the **'Confirm New Email'** field must match or else you will receive an error.

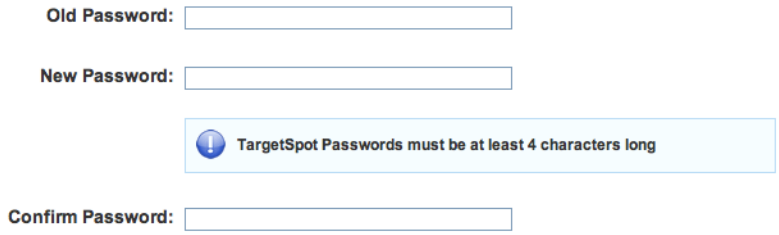
When done, click on the orange **Save Changes** button located at the bottom of the screen.

Result: You will see a confirmation message at the top of the page indicating that your Account's email address has been changed:



Updating your Password

Locate the **'Old Password'** field.



1. Enter your current password in the field labeled **'Old Password'**. You won't be able to see your password as you type it (this is for security purposes).
2. Next, enter your new password in the field labeled **'New Password'**.
3. Enter the same password you just typed in the field labeled **'Confirm New Password'**. Please be aware that you won't be able to see your password as you type it (this is for security purposes).

✪ **Note:** Your new password and the one entered in the **'Confirm New Password'** field must match or else you will receive an error.

When done, click on the orange **Save Changes** button located at the bottom of the screen.

Result: You will see a confirmation message at the top of the page indicating that your Account's password has been changed:

CHANGING YOUR TIME ZONE SETTINGS

TargetSpot generates report data off the **Time Zone Settings** in the **Account Settings** screen. By default, the Time Zone is set to (GMT) or Greenwich Mean Time.

If your Time Zone is not set to match your current geographic location, it's possible that the data that appears in your reports might be incorrect. Therefore, to change your Account's Time Zone, do the following:

1. Locate the **'Time Zone Settings'** section (it can be found towards the bottom of the screen).

2. From the **'Select your time zone'** drop down menu, select the time zone that matches yours.

3. When done, click on the orange **Save Changes** button located at the bottom of the screen.

Result: You will see a confirmation message at the top of the page indicating that your Account's Time zone has been changed:

UPDATING YOUR ACCOUNT INFORMATION

You can change details such as your Company name, business type as well as the name associated with your Account in the **'Information Settings'** area. To make any changes, do the following:

Locate the section labeled **'Information Settings'**.

1. Locate the item you want to change. For example, let's change the Company name associated with the Account.
2. Enter the new name of your company or business in the space provided in the '**Company Name'** field.
3. When done, click on the orange **Save Changes** button located at the bottom of the screen.

Result: You will see a confirmation message at the top of the page indicating you're your Company name has been changed:

UPDATING YOUR NOTIFICATION SETTINGS

Your **Notification Settings** determine which email notifications you receive. TargetSpot will routinely send out various email notifications regarding various aspects of your TargetSpot Account and Campaign(s).

Currently, the following Notifications exist:

- **Billing Alerts.** These notifications keep you informed about funding and billing issues such as running out of money, etc.
- **Campaign Status Alerts.** These notifications allow you to find out the status of your Campaigns, including when they stop, end or reach their allotted budget(s).
- **Ad Unit Status Alerts**. These notifications allow you to find out the status of the Ad Units associated with your Campaigns, including whether they have been reviewed or rejected.
- **Newsletter & Offer Alerts.** These notifications allow you to receive newsletters with tips, best practices, information on product updates and even special offers.

The overall volume of these email notifications is fairly light but you can control which notifications receive by doing the following:

Locate the section labeled **'Notification Settings'** as shown below:

1. Locate the specific notification you wish to disable (or enable).
2. To disable a notification, simply switch its button from ON to OFF by clicking on it.
3. Repeat steps 1 and 2 as required.

✪ **Note:** All of the above **Notifications** are turned ON by default when your Account is created so you can be informed of changes to your Campaign Statuses, among other things.

✪ **Note:** You can't turn off certain billing related email notifications - this is for your protection. Also, please be aware that if you turn off a specific email notification, you risk not being informed about an important Account or Campaign related event.

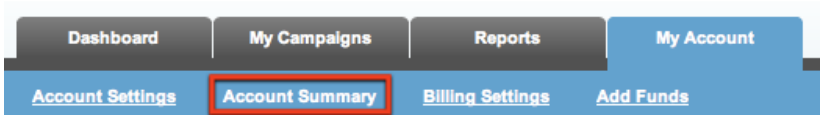
When done, click on the orange **Save Changes** button located at the bottom of the screen.

Result: You will see a confirmation message at the top of the page indicating that one or more of your email notifications have been changed:

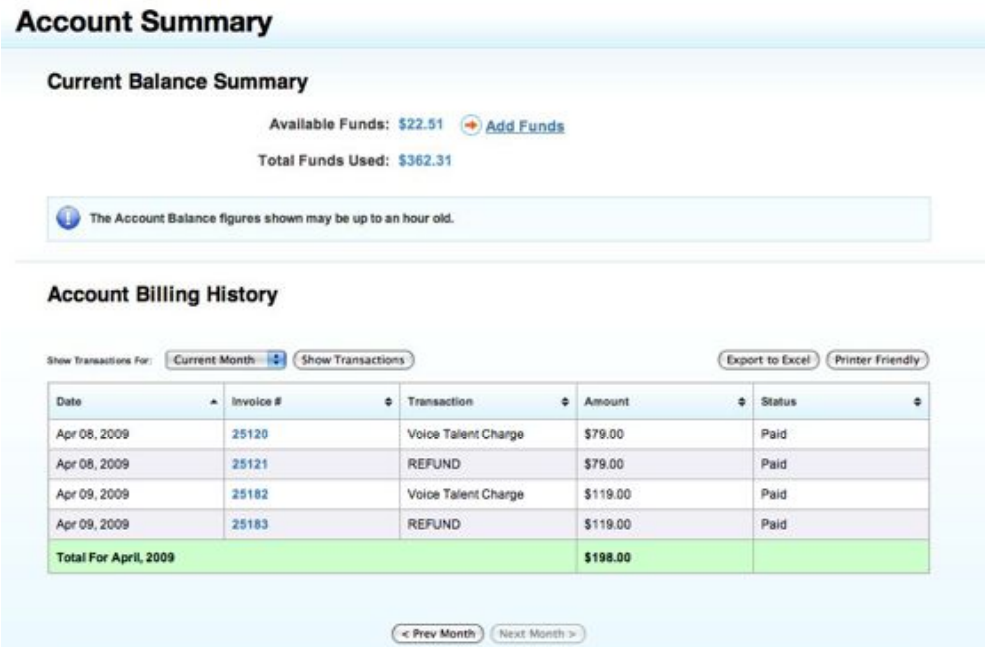
CHECKING YOUR ACCOUNT BALANCE

When advertising, it's crucial that you know how much you're spending at *all times*. TargetSpot provides this information on the **Account Summary** screen. To get there, do the following:

From any TargetSpot page, click the **My Account** tab and select the **Account Summary** option as shown:



Result: The **Account Summary** screen will now appear.



Next, locate the **Current Balance Summary** area (located at the top of the screen) as shown:

There are three items displayed here, including:

- **Available Funds.** This is the dollar amount of the funds that remain in your Account at the time the balance is viewed.
- **Add Funds Link.** Clicking this link will take you to the **Add Funds** screen where you can add more funds to your Account to pay for advertising.
- **Total Funds Used.** This displays a cumulative dollar amount of all of your advertising spending across of your Campaigns for all time.

✪ **Note:** The **Account Balance** figures shown may be up to an hour old since you may have one or more Campaigns running at the time you view your balance.

VIEWING YOUR ACCOUNT TRANSACTIONS

The **Account Summary** screen also provides an easy way for all advertisers to view their TargetSpot Account transactions – i.e. charges to your credit card, refunds, etc. Transactions can be viewed via the **Account Billing History** report, which is located to toward the center of the screen as shown below:

Date	Transaction	Amount	Status
Mar 18, 2009	Credit Funds Added: bug	$50.00	Paid
Mar 18, 2009	Promo Funds Added	$50.00	Paid
Mar 18, 2009	Account Funding	$100.00	Paid
Total For 2009		**$200.00**	

The following summarizes the different columns that appear in the output of the **Account Billing History** report:

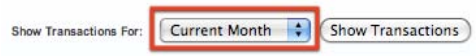
- **Date.** This is a calendar date in *Mon, DD, YYYY* format so June 1, 2009 displays as Jun 01, 2009.
- **Transaction.** This displays the type of transaction that was recorded. Currently, the following transactions are reported:
- **Account Funding**. This refers to any successful Credit Card/Debit Card transaction used to add funds to your Account.
- **Recurring Billing.** This refers to any **'Incremental Account Funding'** transaction. These transactions are discussed later on in this chapter.
- Voice Talent Charge. This is any Voice Talent Store purchase.
- **REFUND.** This refers to any Credit Card refund issued by TargetSpot.
- **Promo Funds Added**. This refers to any funds applied to your Account from redeeming a **Promotional Code** or applied by a TargetSpot staffer. Promotional Codes are discussed later on in this chapter.
- **Credit Funds Added**. This refers to any funds applied to your Account due to a mistake or error made by TargetSpot – e.g. due to experiencing a bug, etc.
- **Amount.** This displays the dollar amount of the transaction.
- **Status.** This displays the status of the transaction. It will almost always say 'Paid'.

✪ **Note:** Totals for all transactions are calculated in the last row of the report.

Viewing Transactions for Other Time Periods

The **Account Billing History** report is automatically generated for the current calendar month whenever you access the Account Summary screen. However, you can view transactions for other time periods by doing the following:

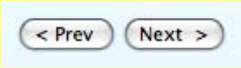
Use the **'Show Transactions For'** drop-down menu and make a selection.



This menu allows you to view transactions for these pre-defined periods: **Today**, **Yesterday**, **Last 7 Days**, **Current Week**, **Last Week**, **Current Month**, **Last Month**, **Current Quarter**, **Last Quarter**, **Current Year**, **Last Year** and **All Time**.

Make a selection and click the **Show Transactions** button to generate a report for the chosen period.

★ **Tip:** You can also view transactions for other periods by using the **Prev** and **Next** buttons.



Be aware, however, that they will only display transactions for the selected time frame. For example: If you view **'Current Month'** they will browse one month at a time and may not show any data if no transactions were recorded in the previous month.

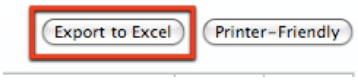
Printing Transactions

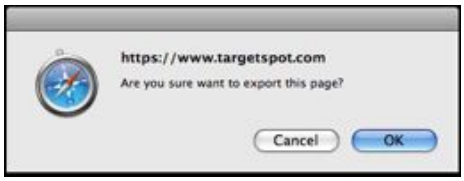
All **Account Billing History** reports can be printed, if required. To do this, click on the **Printer-Friendly** button as shown.

The report will then display again in a separate window. Simply click on the **Print** button to send the report to your printer or click on the **Close Me** button to close the pop up window.

Exporting Transactions

All **Account Billing History** reports can be exported to an *Excel*-compatible file, if required. To do this, click on the **Export to Excel** button as shown.





You will be asked to confirm whether you want to the export the report. Click the **OK** button to proceed or the **Cancel** button to abort the export process.

Upon proceeding, a **CSV** (comma separate value) file will be generated. It will be called **'reports_invoices_period.csv'** where is the selected time period for the report – e.g. monthly, etc.

CHANGING YOUR PAYMENT DETAILS

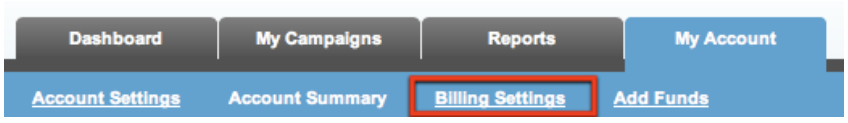
If you have previously associated a Credit Card with your Account, there may be a time when you need to change it. For example, you may want to switch cards for business reasons or update your billing information to reflect a new card, etc. In any case, TargetSpot makes the process of changing your payment details easy.

ⓘ **Warning:** Please keep your payment details accurate and up-to-date! Failure to do may result in stopping your Campaigns from running and possibly even "locking" your Account in certain situations.

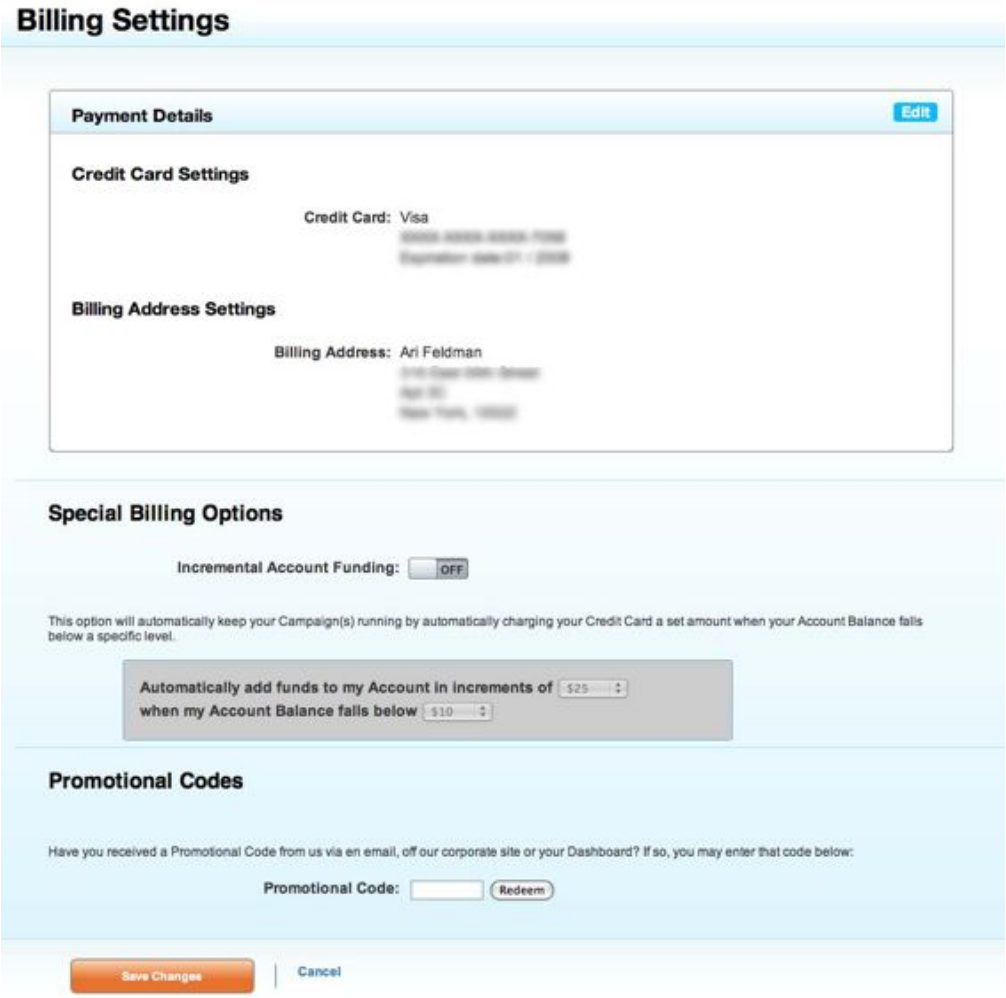
✪ **Note:** Each time you change your Credit Card information, TargetSpot will temporarily apply a $1.00 USD test transaction in order to verify that your card can be used. The $1.00 charge is immediately voided once the test has been completed.

You can update your payment and/or billing information by accessing the **Billing Settings** screen. To get there, do the following:

From any TargetSpot page, click the **My Account** tab and select the **Billing Settings** option as shown:

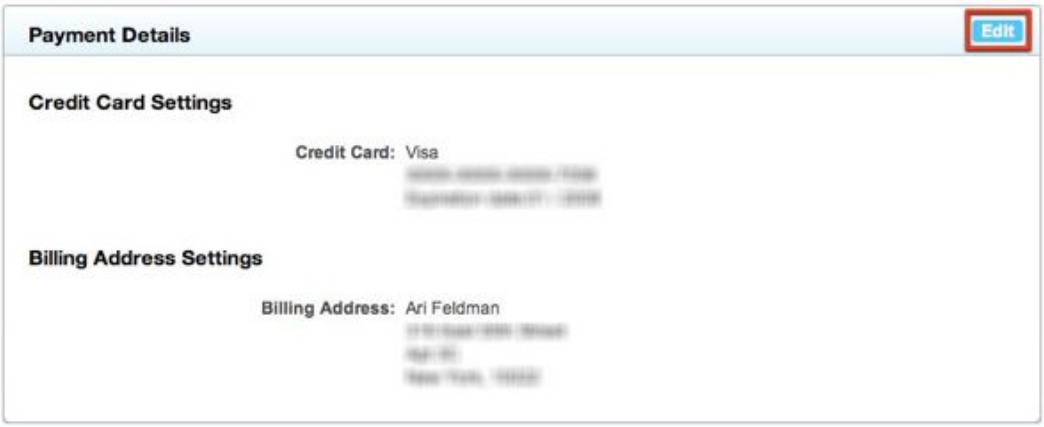


Result: The **Billing Settings** screen will now appears.

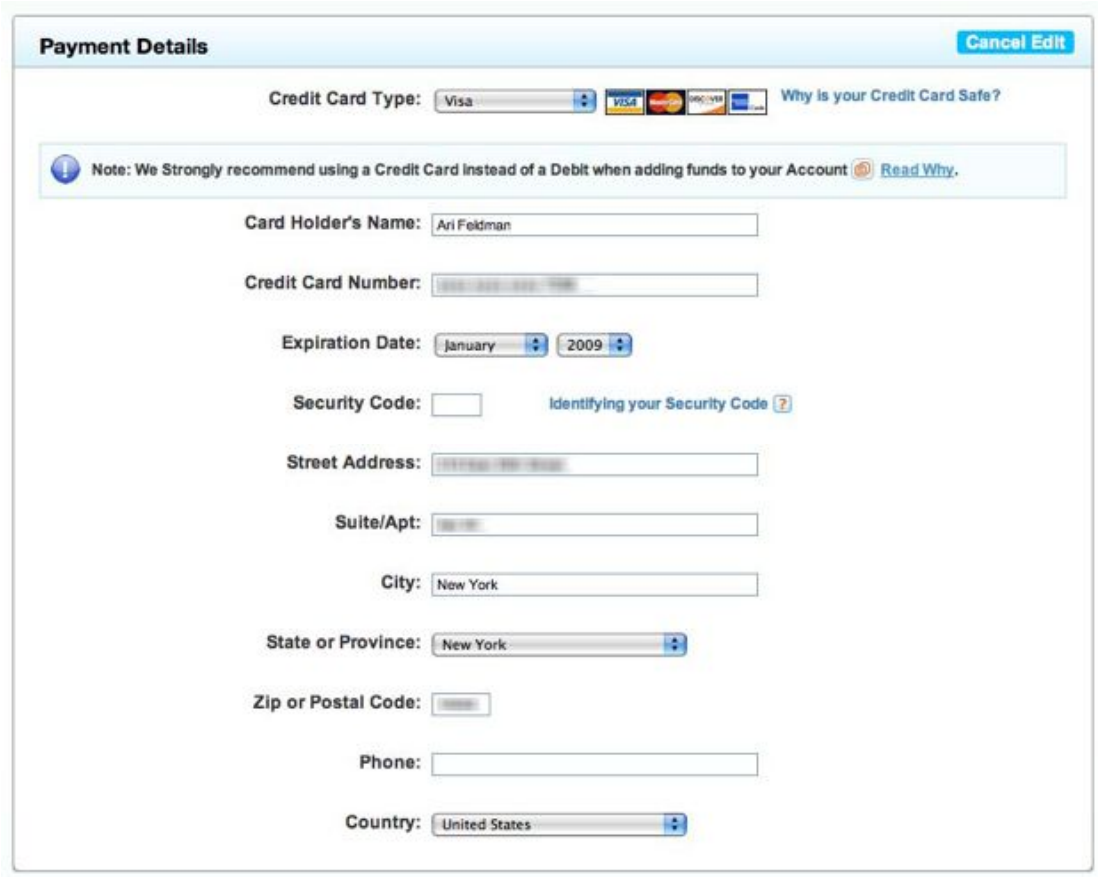


To change your Credit Card and/or Billing Address details, do the following:

Click the blue **Edit** button on the right hand side of the **Payment Details** panel (as shown):

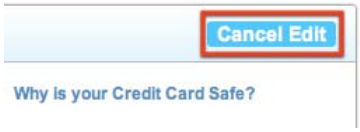


Result: The **Payment Details** panel will expand to reveal your current Credit Card information.



Now, update the fields that need to be changed with your new information.

If you change your mind and wish to abort this operation, simply click on the blue **Cancel Edit** button and your Credit Card will not be updated.



When done, click the orange **Save Changes** button located at the bottom of the screen.

Result: You will see a confirmation message at the top of the page indicating that your Credit Card details have been successfully changed:

★ **Tip:** You *will be* required to re-enter your Credit Card number *even* if you're merely making a change to your billing address. This is because we do not store your Credit Card information and need to re-validate your information.

✪ **Note:** At no time does TargetSpot store actually your Credit Card on its servers. All transactions occur through a secure payment gateway. This is to insure that your Credit Card information remains safe.

ⓘ **Warning:** We strongly advise against using Debit cards to pay for your TargetSpot advertising. First, Debit cards are tied to your personal bank accounts and as a result, certain funds may not always be available to you. Second, if you one or more active Campaigns, there's a risk that you might overdraw your checking account. Third and finally, you may experience difficulty in getting your bank to reconcile or recover any funds.

TargetSpot's Refund Policy

You may only request a refund for the full (i.e. unused) balance remaining in your Account. All refunds are subject to a $10 cancellation-processing fee, which is not automatic and may be waived on a case-by-case basis. Please note that refunds *will not* be issued for the following cases:

- You have unused promotional or advertising credits that remain in your Account.
- Charges associated with any TargetSpot service (e.g. custom scripts, purchases from our Voice Talent Store, etc.) once service has been rendered.

All refunds should be requested by email using the following address:

advertiser_billing_ support@targetspot.com

When you request a refund, we will automatically suspend all active Campaigns in your account and begin to process your request. The process of calculating your Account's final balance can take up to a week to account for any outstanding advertising activity. However, most refunds should be processed within 24-36 hours, excluding holidays.

✪ **Note:** We will manually send you a confirmation email that contains the time and date that the refund was processed by TargetSpot. However, it may take several hours or even days for any refunds to be reflected on your credit card statement. Your bank and/or credit card issuer's policies determine this delay.

UPDATING SPECIAL BILLING OPTIONS

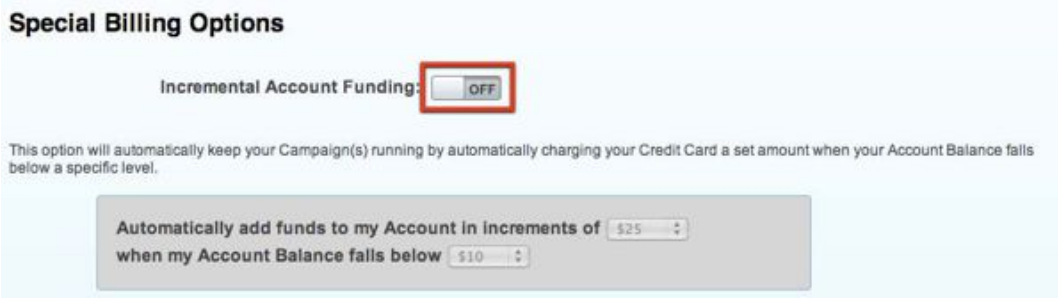
As you advertise on TargetSpot, you may discover that your Campaign(s) periodically stop because your Account runs out of funds to pay for the advertising they generate. The best way to keep this from happening is to use our **'Incremental Account Funding'** option. When enabled, this option allows you to authorize your Credit Card to automatically add additional funds should your **Account Balance** fall below a pre-determined dollar amount.

For example: Say you have an Account with $452.00 available to spend on advertising. With **'Incremental Account Funding'** enabled, you can set things up so you add another $100 to your Account if your Account Balance falls below $50.00.

★ **Tip:** Enabling this option will insure that your TargetSpot Campaigns keep running and prevent you from having to manually add more funds should your Account otherwise run out of money.

The **'Incremental Account Funding'** option is *disabled* by default. To turn it on, do the following:

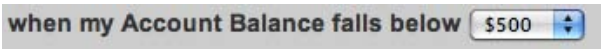
Locate the section labeled **'Special Billing Options'**. The **'Incremental Account Funding'** option will be located right under it.



Switch the **Incremental Account Funding** button from OFF to ON by clicking on it.

Once ON, select the dollar amount you wish to automatically add to your Account from the **'Automatically add funds to my Account in increments of'** drop-down menu. Your choices are **$25, $50**, **$100**, **$500** and **$1000**.

Next, choose the dollar amount your Account must fall below in order to add the additional funds from the **'when my Account Balance falls below'** drop-down menu. Your choices are **$10, $25, $50**, **$100**, **$500** and **$1000**.



When done, click on the orange **Save Changes** button located at the bottom of the screen.

Result: You will see a confirmation message at the top of the page indicating that you have successfully updated your **'Incremental Account Funding'** settings.

★ **Tip:** You can disable this option at any time by simply switching the **Incremental Account Funding** button from ON to OFF.

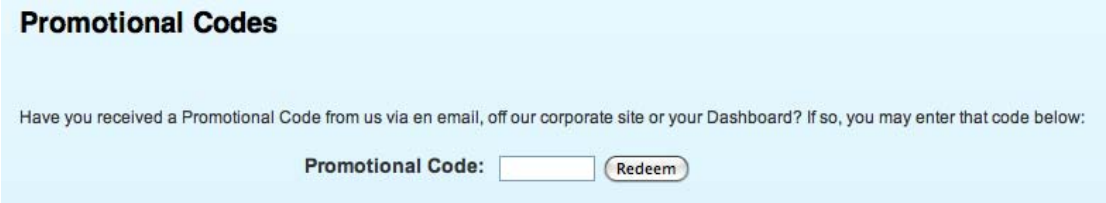
REDEEMING PROMOTIONAL CODES

A **Promotional Code** is a special coupon that is issued by TargetSpot either as a special incentive to its advertisers. Promotional Codes can have dollar amounts tied to them in the form of advertising credit that, when entered, will add a pre-determined amount of money to your Account.

For example: Redeeming a Promotional Code might give you $100.00 in advertising credit, which is the same as if you added $100.00 of your own money. Promotional Codes can also be used for special "creative services" credits that when redeemed, might entitle you to receive a free service from TargetSpot's creative team such as a professionally written script for an Ad Unit, free creative consultation and/or even a free professional voice over recording.

Promotional Codes can be entered and redeemed as follows:

1. Locate the **'Promotional Codes'** section of the **Billing Settings** screen.



2. Enter the Promotional Code exactly as it was received into the **Promotional Code** field.

3. When done, click on the **Redeem** button.

Result: Your code will then be confirmed and additional information will be displayed if it was entered correctly:

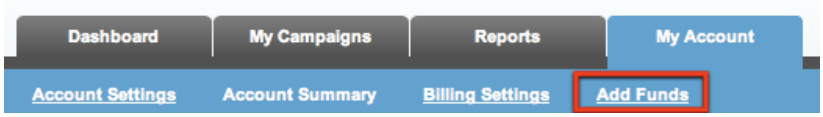
★ **Tip:** Promotional Codes will usually have various restrictions associated with them. For example: Some are issued in limited numbers or are set to expire after a period of time, which can affect your ability to use them. Should you have questions regarding Promotional Codes, please don't hesitate to contact TargetSpot Customer Support at support@targetspot.com.

✪ **Note:** Promotional Codes can only be redeemed *once* by an Account. If you attempt to redeem the code more than once, you will receive an error.

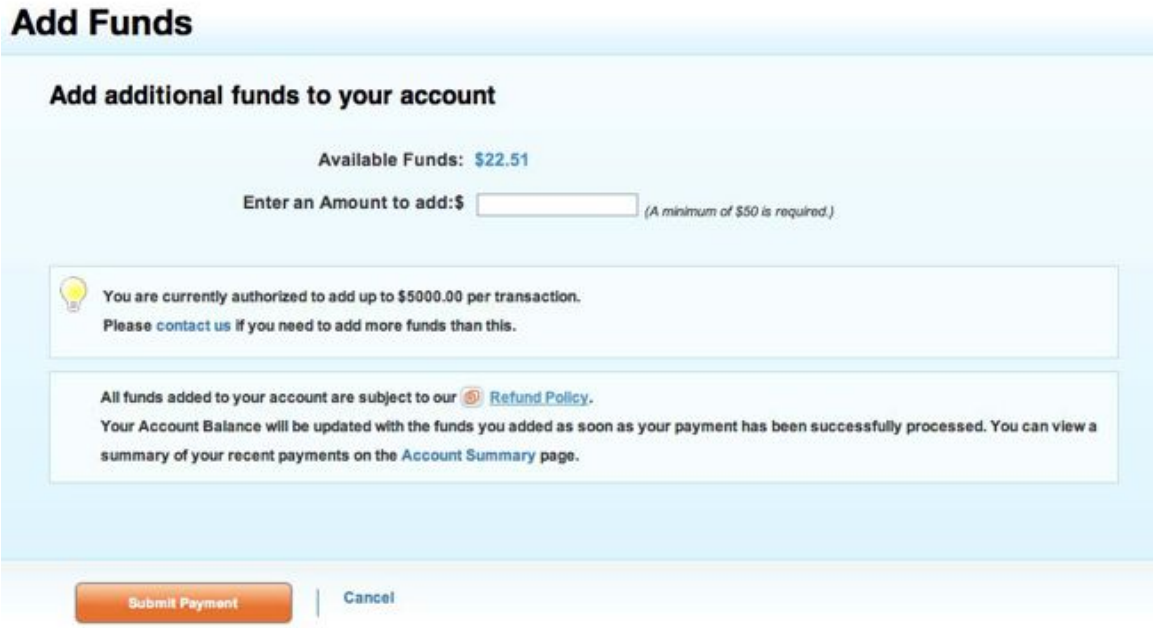
ADDING FUNDS TO YOUR ACCOUNT

You can always add more funds to your TargetSpot by accessing the Add Funds screen. To get there, do the following:

From any TargetSpot page, click the **My Account** tab and select the **Add Funds** option as shown:

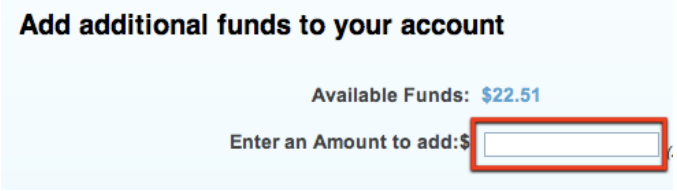


Result: The **Add Funds** screen will now appears.



To actually add funds, do the following:

1. Locate the section labeled 'Add additional funds to your account'.
2. The first line labeled **'Available Funds'** will display how much money is currently in your Account.
3. Next, enter a dollar amount in the box next to the field labeled **'Enter an Amount to add'**.

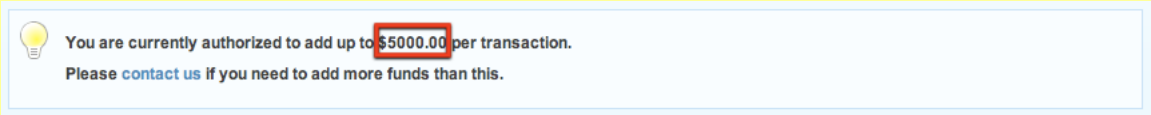


4. When done, click on the orange **Submit Payment** button located at the bottom of the screen.

Result: You will see a confirmation message at the top of the page indicating that funds have been successfully added to your Account.

★ **Tip:** You can enter dollar amounts as whole numbers or with up to two (2) decimal places. 150 and 150.11 are both valid amounts.

★ **Tip:** The *minimum* amount you can add to your Account is currently $50.00; the maximum amount is limited to the amount you are currently authorized to charge per transaction. This amount will vary and is displayed in the box below the **'Enter an Amount of add'** field.



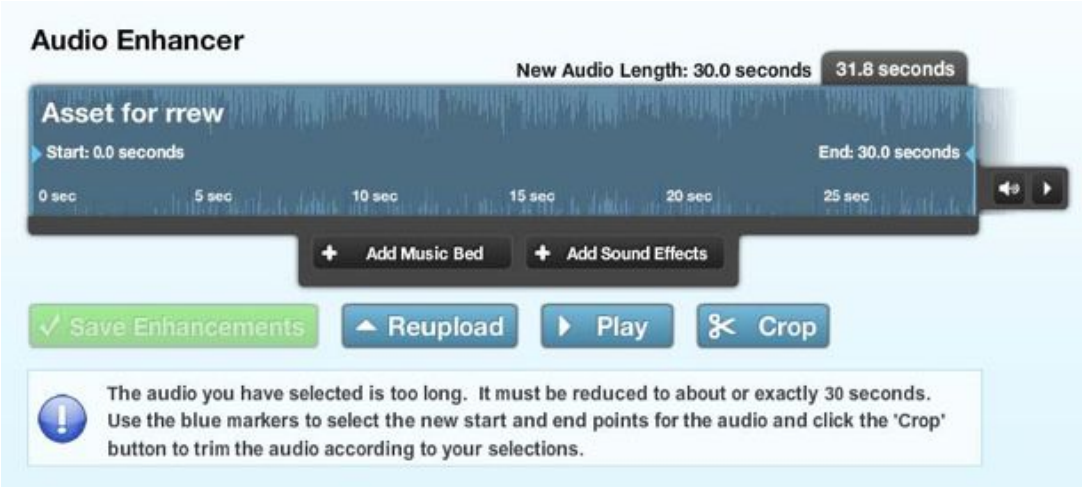
✪ **Note:** All funds that you add to your Account are charged against the Credit Card that is currently on file. Your Credit Card information can be always accessed from the **Billing Settings** screen.

Appendix I: Tips & Tricks

This section details several tips and tricks that you may find beneficial when using TargetSpot.

CROPPING AUDIO FILES

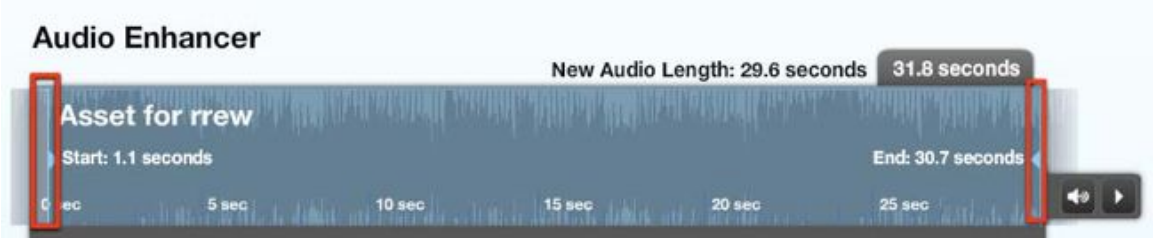
Should you upload an audio file that is longer than the selected **Ad Unit length** – e.g. 31 seconds instead of 30, you will a screen similar to the one pictured below:



✪ **Note:** You won't be allowed to leave the **Audio Enhancer** tool and proceed with Campaign creation until you either replace the audio file with one that is the correct length or you crop the file down to the correct length.

To crop your audio file, do the following:

1) Select the portion of the audio file to crop. The **Audio Enhancer** will automatically default to the end of the audio. However, you can choose to crop the beginning of the file by dragging the blue markers at either end of the audio as needed.



2) Watch the **New Audio Length** indicator, as you will need to crop the audio so it's as close to 30 seconds as possible.

3) When you are finished, click the blue **Crop** button.

4) Your audio file will now be cropped. Click on the blue **Play** button to preview your audio file to make sure it sounds okay.

If you are unhappy with how it was cropped, simply click on the blue **Undo** button to "undo" the cropping and restore your audio back to its original state.

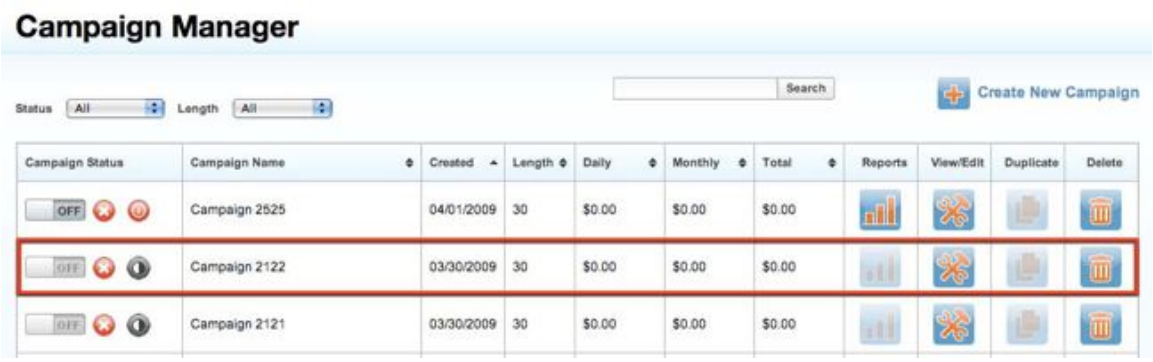
5) Repeat steps 1 through 4 until you are satisfied with results.

✪ **Note:** The Crop function will automatically apply a slight fade (1/1000th of the length of the cropped selection) to your audio in order to prevent the noticeable "pop" that can occur when abruptly splicing audio content. This fading effect will be reflected when you playback the cropped audio so please make sure you preview your Ad Unit when using this feature.

COMPLETING "INCOMPLETE" CAMPAIGNS

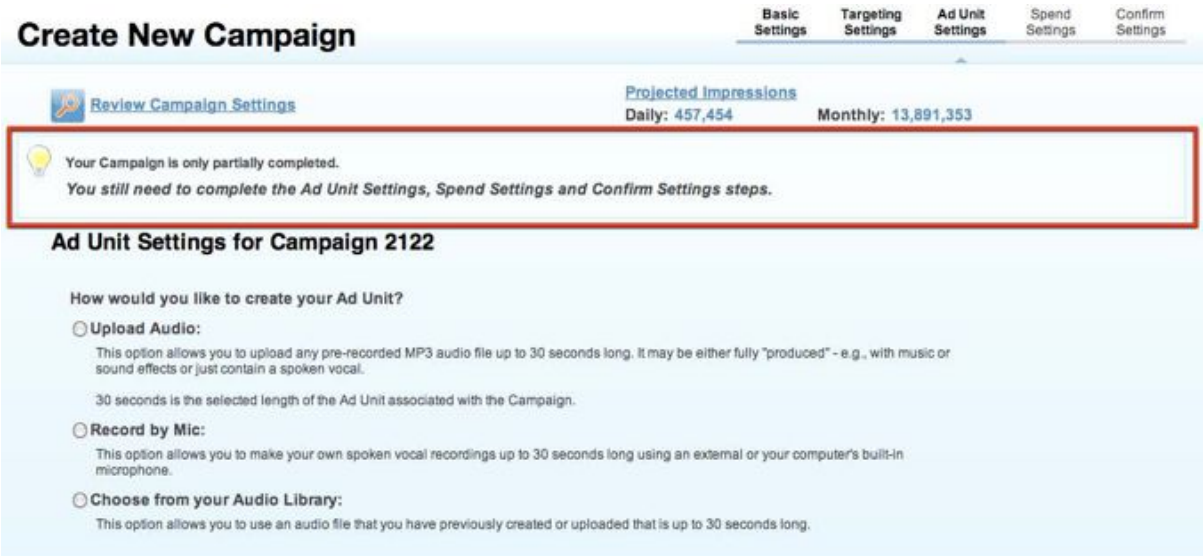
As previously mentioned, TargetSpot will automatically save your various Campaign settings as you complete each step of the creation process. This feature is particularly useful if you don't have the time to complete a Campaign. To actually finish an "incomplete" Campaign, do the following:

1. Locate the Campaign you wish to complete in your **Campaign Manager** as shown:



2. Next, click the **View/Edit** icon.

Result: The Campaign will appear in the Campaign creation process exactly in the step where you left off. A message panel will show you the steps you have left.



3. Finish the remaining steps as they are described to complete your Campaign.

TRACKING CAMPAIGNS WITH TARGETSPOT ANALYTICS

TargetSpot provides an innovative way of tracking the performance by your TargetSpot advertising using a special feature called **TargetSpot Analytics**.

This feature is useful, for example, if you want to track if your TargetSpot Campaign resulted in increased traffic to your website when compared to before you started advertising with us. If used intelligently, it can also be used as a way of tracking conversions - depending on the nature of your website, your advertising goals and quality of your ad).

If enabled for one of your Campaigns, it will place a special tracking "cookie" on the computer of each unique listener who hears the Campaign's associated Ad Unit. TargetSpot Analytics will then track whether those listeners who heard the Campaign later visit the web page (or web pages) that you designate to be tracked *regardless* of how they get there – e.g. web search, typing the URL directly, etc. Creating an **'Analytics'** report from the Reports Area main menu can then view this information.

Please consider following **carefully** before deciding to use TargetSpot Analytics:

- First, choose the web page or web pages you want to track activity on. TargetSpot Analytics works best when placed on specific pages such as "landing" pages or confirmation pages that appear after an Ecommerce transaction is completed. Using TargetSpot Analytics globally across an entire website is generally *not recommended* as it will likely result in skewed or poor data.
- Second, choose the Campaign(s) you want to track with TargetSpot Analytics. You can use it for any new Campaigns you create as well any existing Campaigns you have already created.

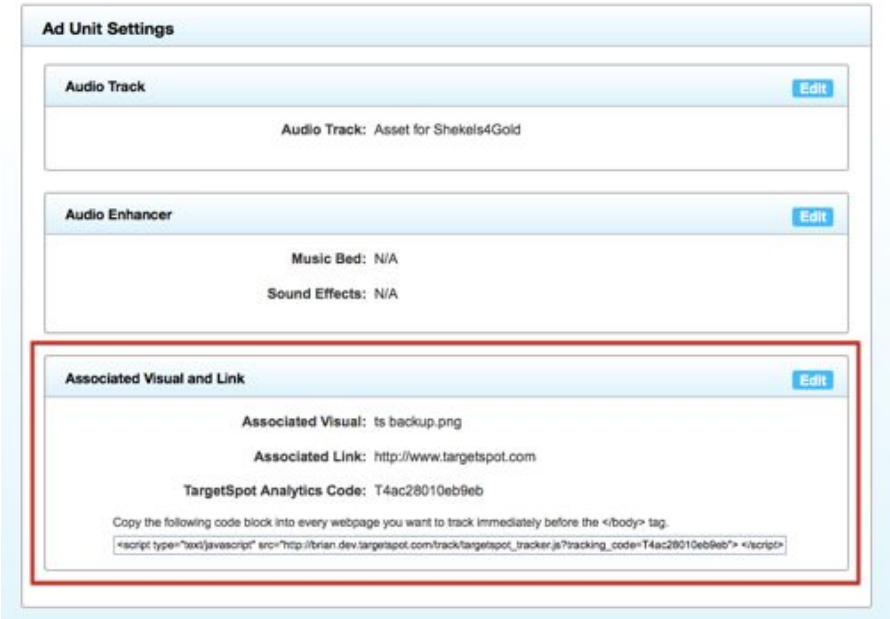
★ **Tip:** All TargetSpot Campaigns have **TargetSpot Analytics** available to them but you must first place a short **TargetSpot Analytics Code** into the web pages you want to track.

To use TargetSpot Analytics for an existing Campaign, follow these simple steps:

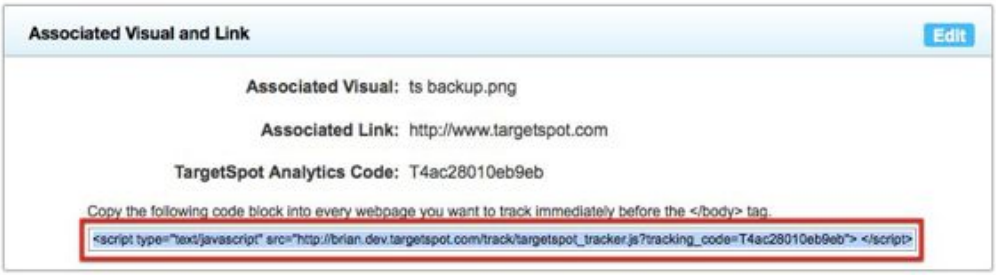
1. From the **Campaign Manager** screen, locate the Campaign you wish to add the tracking code to:

Campaign Status	Campaign Name	Created	Length	Daily	Monthly	Total	Reports	View/Edit	Duplicate	Delete
OFF	Campaign 2525	04/01/2009	30	$0.00	$0.00	$0.00				
OFF	Campaign 2122	03/30/2009	30	$0.00	$0.00	$0.00				

2. Click on the Campaign's **View/Edit** icon. The **Campaign Settings** screen will now appear. Locate the **'Associated Visual and Link'** panel within the **Ad Unit Settings** area.



3. Select the code that is displayed in the box with your mouse (pictured below):



4. Copy the highlighted code by pressing the <CTRL> and C keys (on a PC) or the and C keys (on a Mac) to copy the code into memory. Alternatively, you can right-click the area and choose the **'Copy'** option from the menu that appears (this option varies depending on your browser).

5. Load up the web page(s) where you would like to track into your preferred HTML editor or website creation tool.

6. Paste the copied code into your HTML code right above the closing `</BODY>` tag as shown below:

```
72 </DIV>
73 <script type="text/javascript" src="http://cdn.targetspot.com/track/targetspot_tracker.js?tracking_code=T4ac28010eb9eb">
   </script>
74
75 </BODY>
76 </HTML>
```

ⓘ **Warning:** Do not paste the code in the `<HEAD>` section of your web page or site template. The **TargetSpot Analytics Code** *will not* work if placed there and no data will be recorded on visitor activity. You have been warned!

7. Repeat steps 5 and 6 for all of the pages where you would like to apply the code.

8. Save your edits to your web page(s) and upload them to your website.

You can now create a **'TargetSpot Analytics'** report for the Campaign that is associated with the code you added to your website. As your Campaign generates Impressions, it should also start generating analytics data.

✪ **Note:** It can take several hours or even days to see data appear on your **'TargetSpot Analytics'** report *assuming* you implemented it correctly.

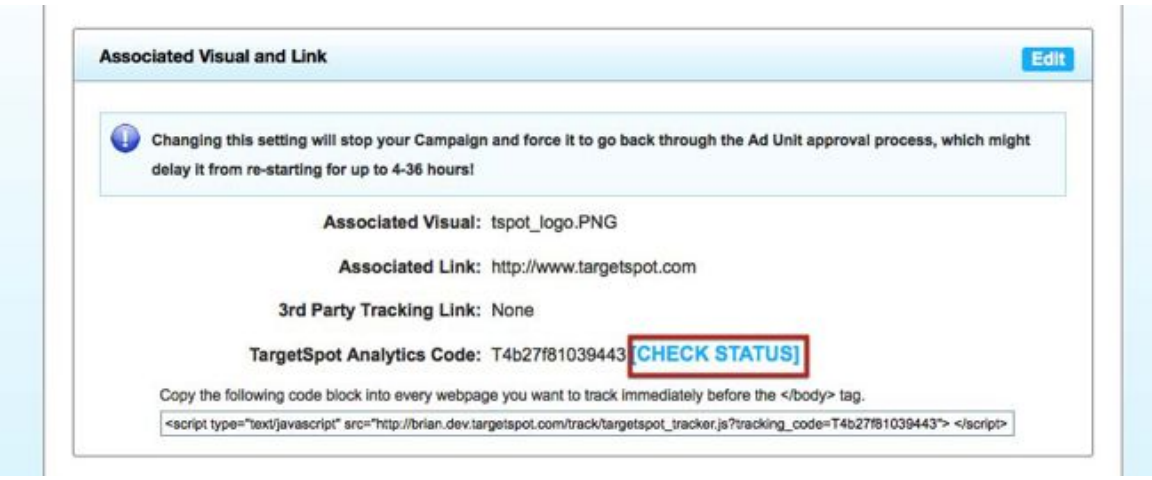
The delay depends largely on your Campaign's delivery and the response of individual listeners you have targeted. However, Campaigns that are generating large numbers of Impressions and/or running at high frequency levels will likely see data much sooner than smaller or less active Campaigns.

VERIFYING THE PRESENCE OF A TARGETSPOT ANALYTICS CODE

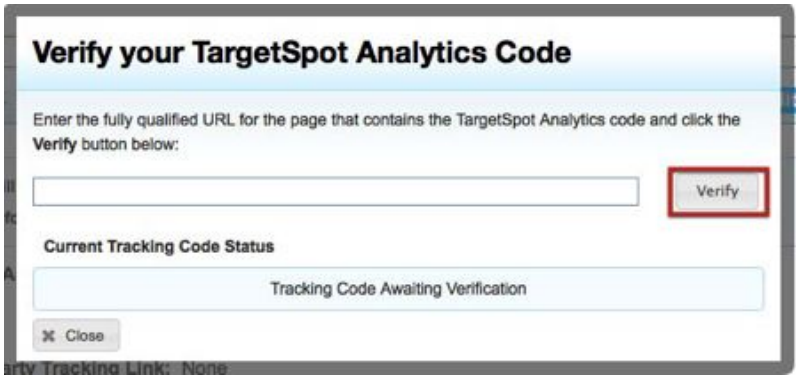
Once you have added a **TargetSpot Analytics** code to your web page or website, you should always check and make sure that it was implemented properly so it receive data. Otherwise, you risk not being able to track listener visits while your Campaign runs.

To help make this process easier, we provide an option to do this. You can access it by doing the following:

1) Go to the **'Campaign Settings'** screen for the Campaign associated with the TargetSpot Analytics code you wish to verify.
2) Locate the **'Associated Visual and Link'** panel at the bottom of the screen. You should then see something similar to what is pictured below:

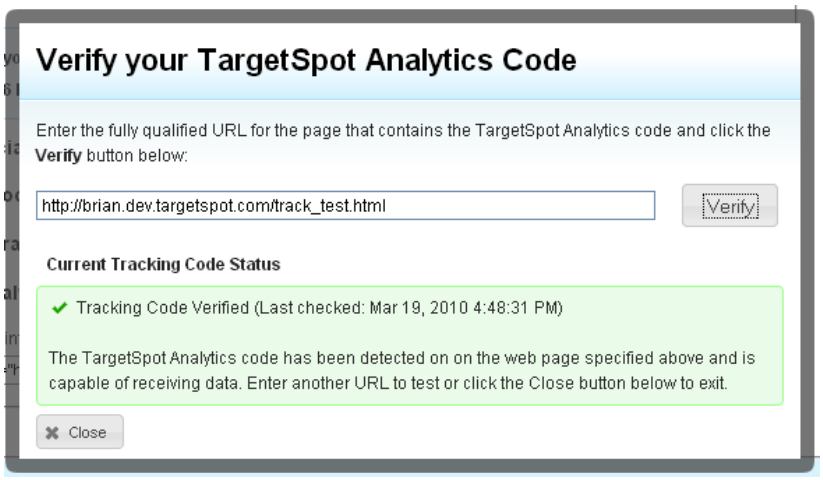


3) You will notice a blue **'[CHECK STATUS]'** link. Click on it.
4) It will display the **'TargetSpot Analytics Verification'** dialog shown below:

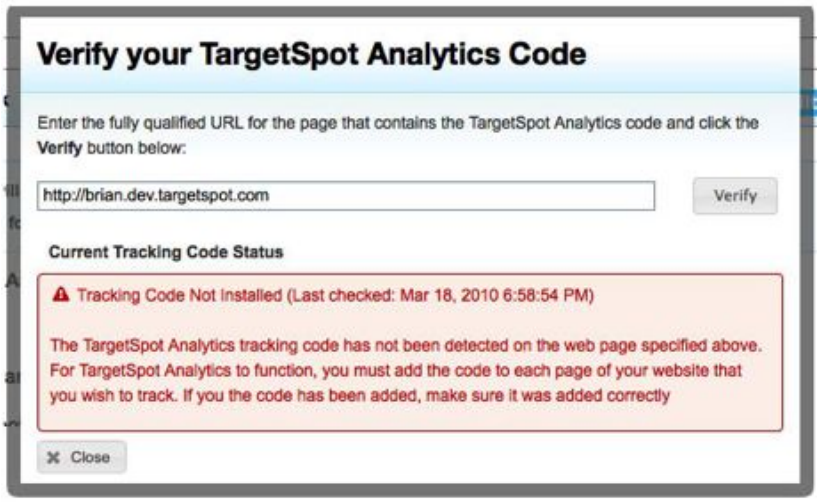


5) In the space provided, enter the full link of the page or website that contains your code and click on the gray **Verify** button. For example, http://www.targetspot.com/foo/'

6) If a TargetSpot Analytics code is found on the specified page or website, you will see a validation message appear in the **'TargetSpot Analytics Verification'** dialog like the one pictured below:



7) If a TargetSpot Analytics code is not found on the specified page or website, you will see an error message appear in the **'TargetSpot Analytics Verification'** dialog like the one pictured below:



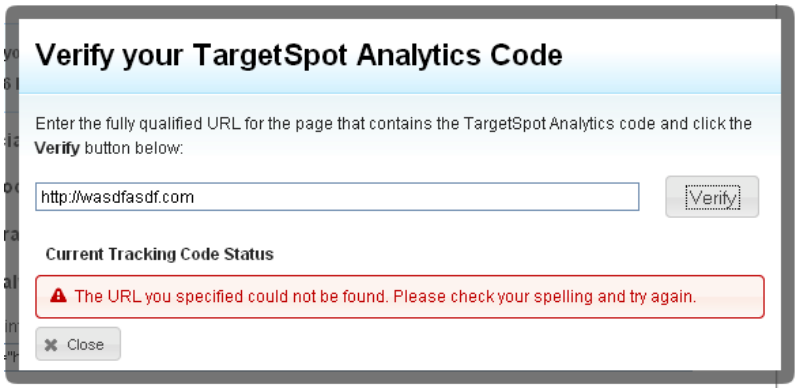
8) When done, click on the gray Close button to exit the **'TargetSpot Analytics Verification'** dialog and return to the **Campaign Settings** screen.

9) Repeat steps 1-5 and step 8 for each one of your Campaigns that is using a TargetSpot Analytics code.

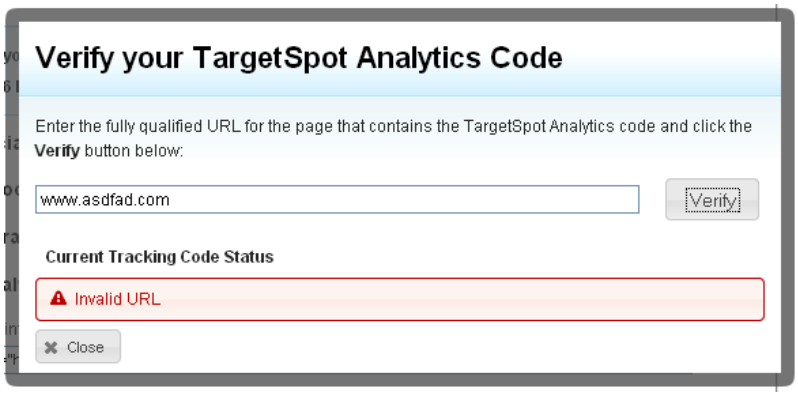
Other Possible TargetSpot Analytics Verification Errors

At various times, you may receive other errors when attempting to verify the presence of a TargetSpot Analytics code. These include the following:

- **URL Not Found.** This error occurs when you specify a URL for a website or web page that doesn't actually exist.

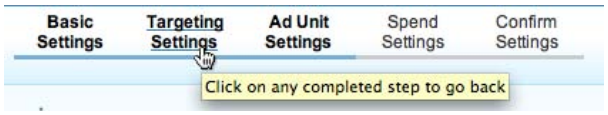


- **Invalid URL.** This error occurs when you enter a URL to a specific website or web page improperly – e.g. without a leading 'http://', etc.



QUICKLY SWITCHING BETWEEN CAMPAIGN STEPS

In addition to using the **Go Back** link to switch back to the previous step when creating a Campaign, you can also click on the **Step Indicator** as shown below:



In the example shown above, the advertiser was on the **Ad Unit Settings** step of Campaign creation process but wanted to return back to the **Targeting Settings** step.

★ **Tip:** The **Step Indicator** will display a blue underline under any step where it is possible to return to.

SWF (FLASH) VISUAL REPLACEMENT

If you chose a SWF (i.e. Flash) element for your Ad Unit's visual, you will be prompted to select a static (i.e. non-Flash) replacement image due to the fact that your Campaign's Ad Unit may play on devices that do not support Flash – typically applies only to mobile devices.

When this occurs, you will see the modal box shown below:

When this modal appears, you can do one of two things:

1. Select an existing static visual (i.e. non-SWF) from the **Visual Library** as a replacement. You may use visuals located in your '**Private'** library or one of the images available in the stock **Visual Library** categories.
2. Upload a new static visual element. The same procedure as described in **Ad Unit Settings** section of this document applies, including the file format and size restrictions.

To replace a visual, simply click on desired visual element as shown above. Next, click on the modal's **Close** button as pictured on the right.

Your Campaign's Ad Unit will then show a SWF (Flash) visual when playing on those stations and/or devices that support Flash animation and the static visual for those devices that do not support Flash.

✪ **Note:** You will get prompted to replace your SWF visual regardless of the whether the **'Enable non-visual playback for your Campaign'** option is checked.

Previewing Ad Units with Replaced SWF Visuals

When previewing an Ad Unit that has had a replacement visual selected when playing on devices and/or stations that do not support Flash playback, you will see a slightly different version of the **Ad Unit Preview** window (pictured below):

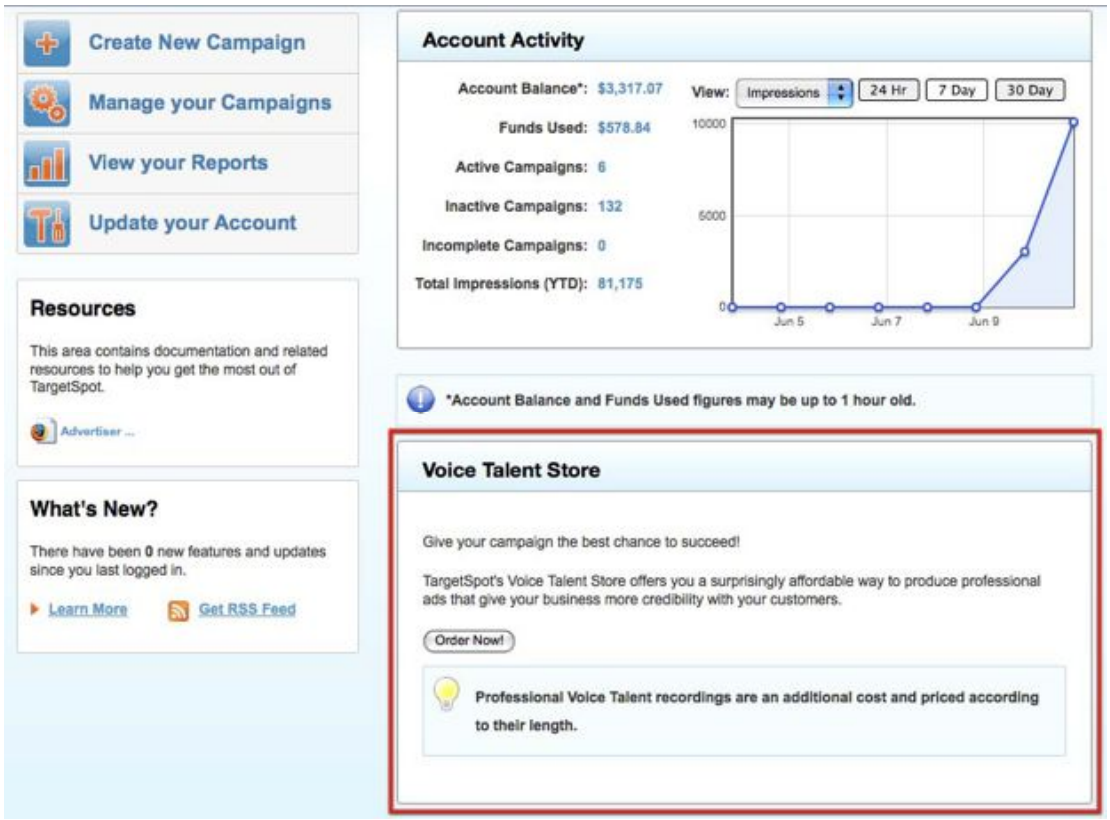
The Ad Unit preview window will now show the static image selected on the right-hand side of the window. This image will also scale accordingly as you adjust its **Preview Size**.

Appendix II: The Voice Talent Store

This area allows you to have one of TargetSpot's professional voice over artists record a high-quality, custom audio ad for you for a modest, additional cost.

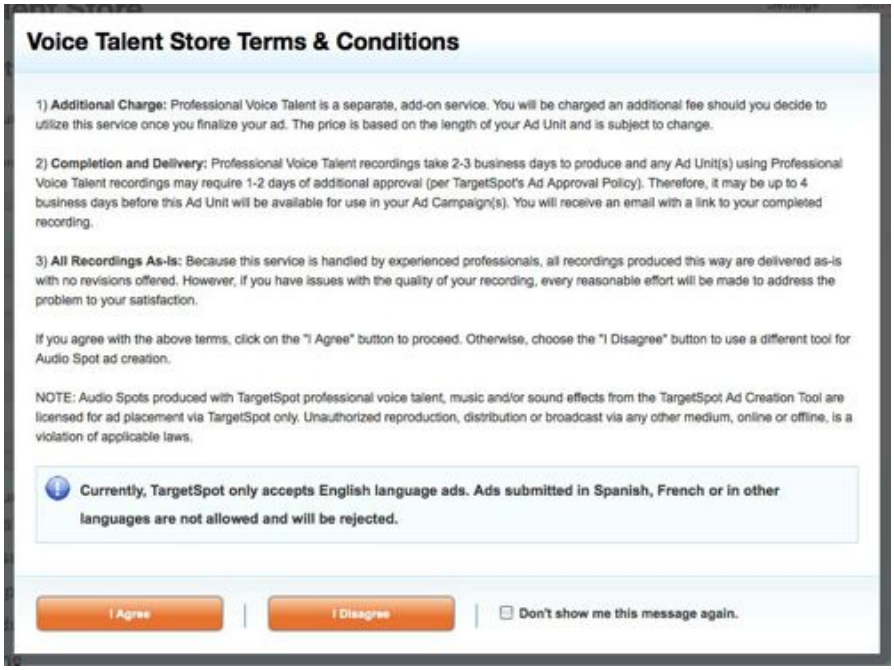
★ **Tip:** You can purchase Voice Talent recordings using the Credit Card already associated with your TargetSpot Account.

You can access TargetSpot's Voice Talent Store at any time from your TargetSpot Account **Dashboard** screen (pictured below):



Next, click on the **"Order Now"** button to access the store.

Result: The **Voice Talent Store Terms & Conditions** modal will appear.



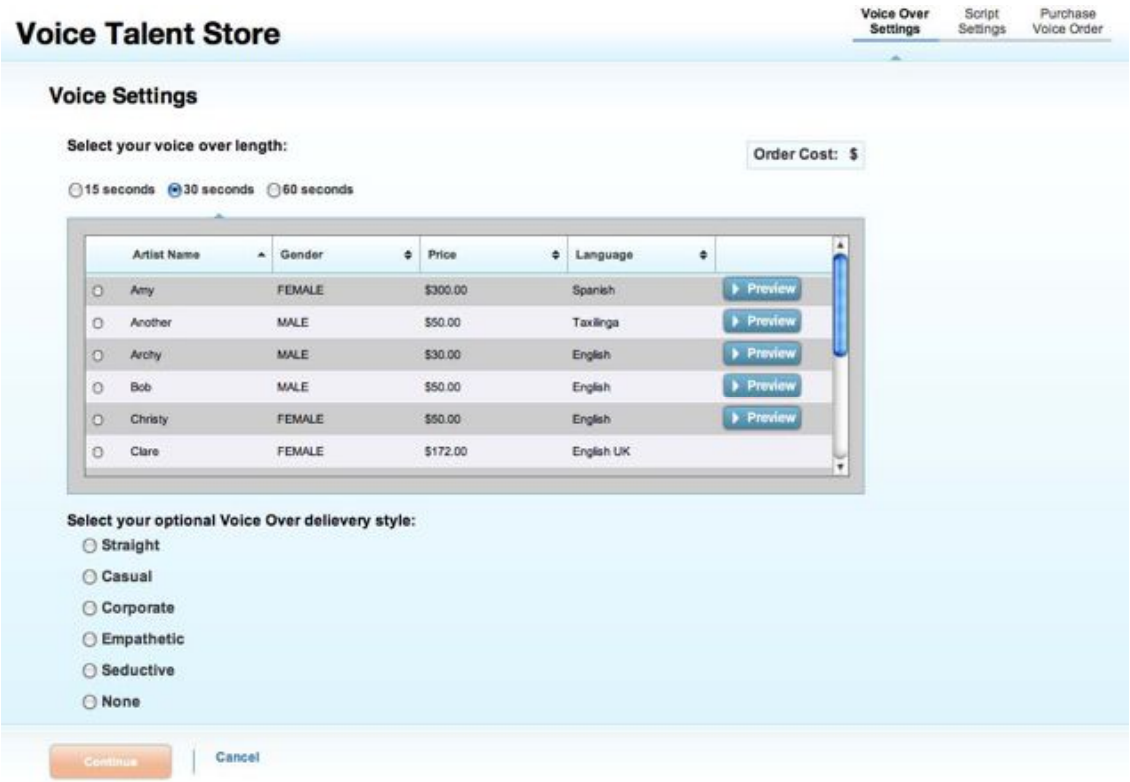
Please read these terms carefully and make sure you fully understand them before proceeding. When ready, click on the **I Agree** button to enter the store. If you click **I Disagree,** you will be returned to your **Dashboard** screen.

✪ **Note:** Except for unusual circumstances, Voice Talent Store orders are *non-refundable* due to the time and labor it takes our staff to record and fulfill them. Please keep this in mind whenever you place an order.

Ordering a voice over is surprisingly easy and you only need to perform **three** steps to complete your order. These are:

- **Step 1: Voice Settings** – this where you choose the length of your voice over, the name of the voice talent you want to record your voice over and the overall delivery (script read) style for how your voice over should be read.
- **Step 2: Script Settings** – this where you actually enter the script for your ad along with any special instructions you wish to provide the selected Voice Talent.
- **Step 3: Purchase Voice Over** – this is where you review your Voice and Script Settings and provide your payment information (if not already associated with your TargetSpot Account). If you are happy with your choices, you can purchase your voice over from this screen.

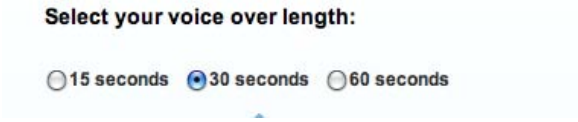
Result: The **Voice Settings** screen appears.



The first thing you must do on the **Voice Settings** screen is choose the length of your voice over from the menu pictured below:

You can have voice orders recorded in **15**, **30** and **60-second** lengths.

Because **30 seconds** is the most common length for Internet radio ads, it's already chosen for you when you first access the **Voice Settings** screen.



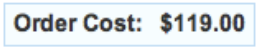
Next, you must select your desired voice talent from the table pictured below:

Each voice over artist is listed by their first name and also has information such as their gender, their price (i.e. the cost to you) and their language or accent specialty.

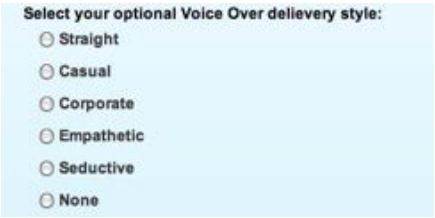
You can preview a demo of each voice talent artist listed by clicking on the blue **Preview** button.

✪ **Note:** Voice talent availability and pricing varies and is subject to change.

As you make your voice talent selections, the price (cost) of that particular voice talent will appear on the upper right-hand side of the screen for reference.



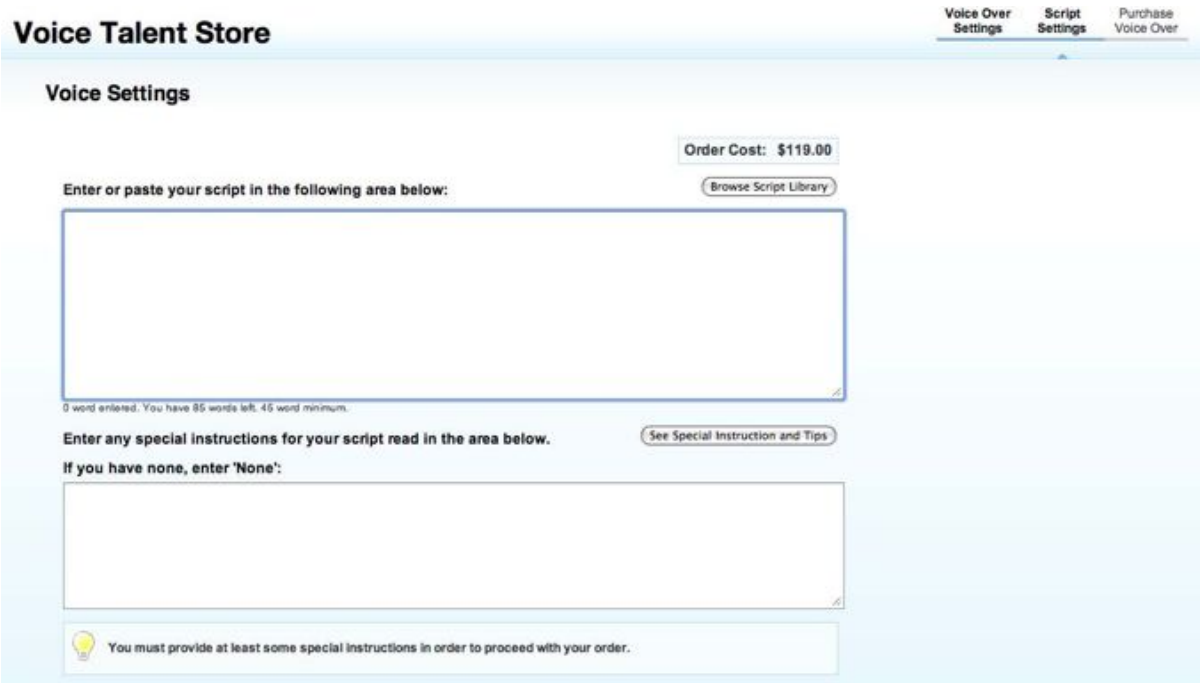
Once you have selected your desired voice talent, choose a delivery style from the menu pictured below. This option is provided to help the voice talent understand how you might want them to read your ad's script while recording it. If you are unsure, simply choose **'None'**.



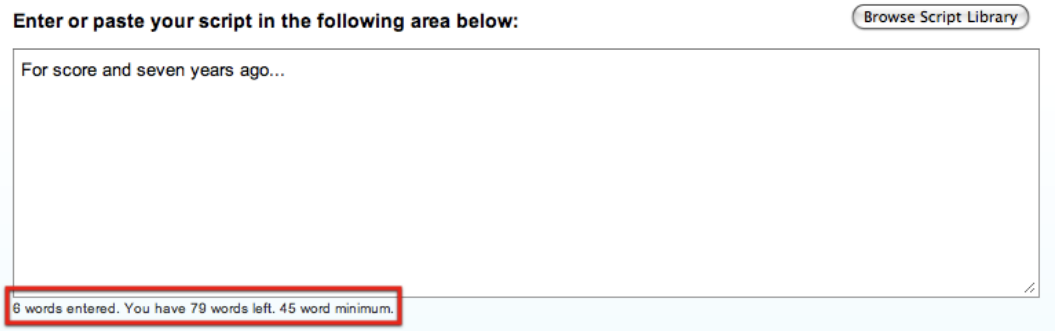
When done, click on the orange **Continue** button located at the bottom of the page to save your selections and proceed to the **Script Settings** step.

★ **Tip:** Should you change your mind about ordering a voice over, you can click the **Cancel** link located at the bottom of the page, which will return you back to your **Dashboard** screen.

Result: The **Script Settings** screen appears.



You can start entering your ad's script into the **Script Input Box** pictured below. As you type, a word count will appear to help you see how long your script can be since there's a fixed limit on how many words a voice talent artist can read within a given time frame (i.e. 30 seconds).



✪ **Note:** There is a fixed word limit for all scripts entered due to known relationships between word counts and recording time. The values we display are based on our experience creating and recording scripts for Internet radio.

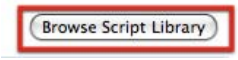
★ **Tip:** You can also paste scripts written outside the **Voice Talent Store** using your computer's copy and paste functions.

ⓘ **Warning:** You can't proceed to the next step unless you enter a script that meets the minimum word count for the length (in seconds) of your script.

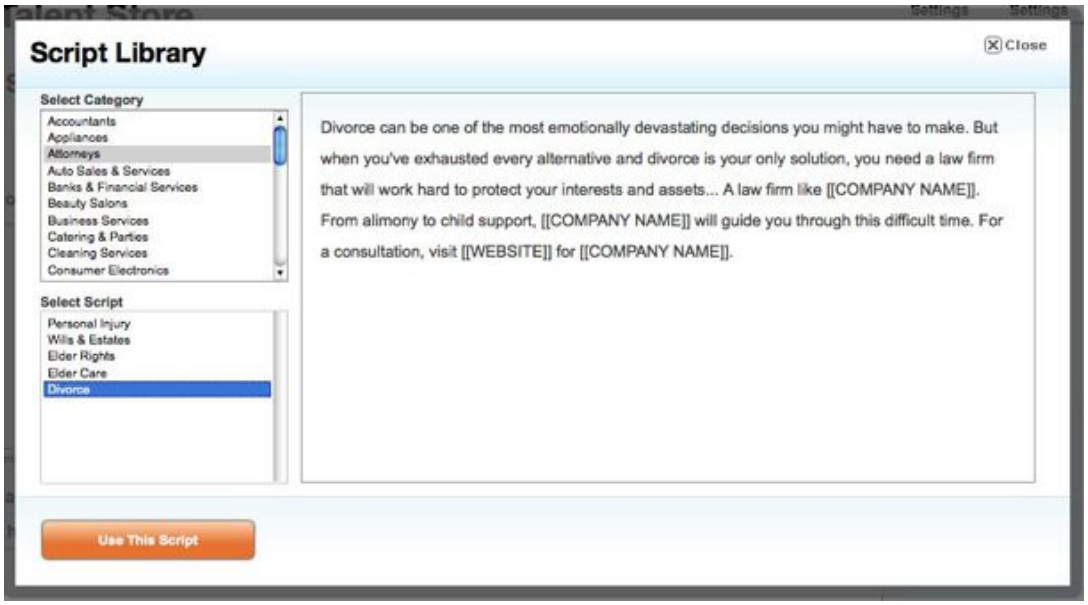
When done entering your script, you can also enter any special instructions for how your script should be read by your selected voice talent artist.

If you're still stuck for ideas on how to write your script, don't despair. We provide you with other two alternatives:

Browse our **Script Library** area, which is a collection of dozens of pre-written script templates that you can use to inspire your own ideas or simply customize to fit your own needs. Click on the **Browse Script Library** button to launch it.



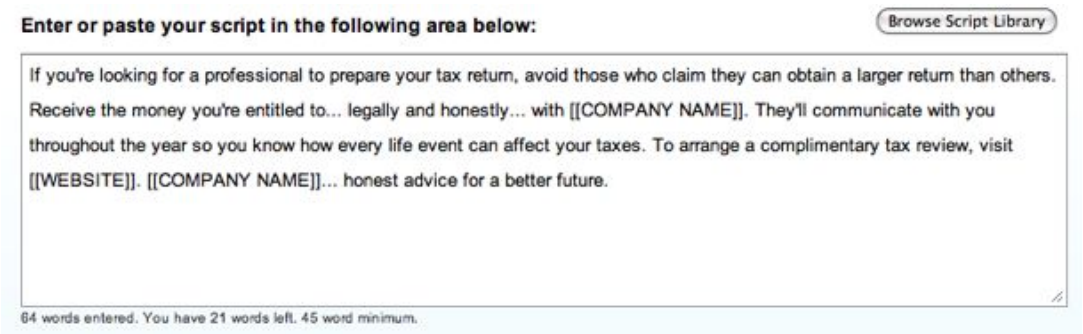
Result: The **Script Library** modal appears



Once in the **Script Library**, you can click on a script category located on the upper left-hand side of the modal and a sample script topic located on the lower left-hand side of the window.

In the main modal area, the script that is currently selected will appear.

If you find a script you like, click orange the **Use this Script** button and the **Script Library** modal will close and your selected script automatically appear in the **Script Input Box** as shown below:



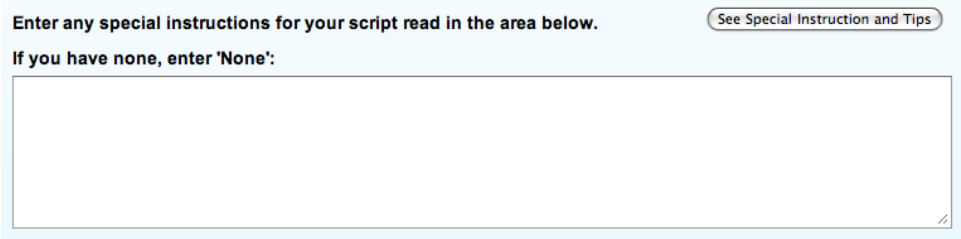
★ **Tip:** Most of the scripts from our **Script Library** have placeholders in them – e.g. [[COMPANY NAME]] or [[PHONE NUMBER]] where we suggest you insert specific information about your business such as its name, phone number, website address, etc.

✪ **Note:** If you use a script from the Script Library, make sure you remove any of the placeholders. The Voice Talent Store *will not* let you proceed unless all placeholders have been removed from your script.

You can schedule a free consultation with a member of our in-house creative to assist with or even write your ad's script. Email creative@targetspot.com for more information about this service.

✪ **Note:** Typically, custom written scripts provided by TargetSpot staff are only free if you agree to purchase a voice over, redeem a **Promotional Code** or commit to a specific level of advertising spending. Other restrictions on the availability of this service may apply.

Examples of special instructions might include how to pronounce certain words or phrases, pointing out specific words or taglines that should be emphasized when read or even the timing and/or pace of how your script is read. Special instructions can be entered in the **Special Instructions Box** shown below:

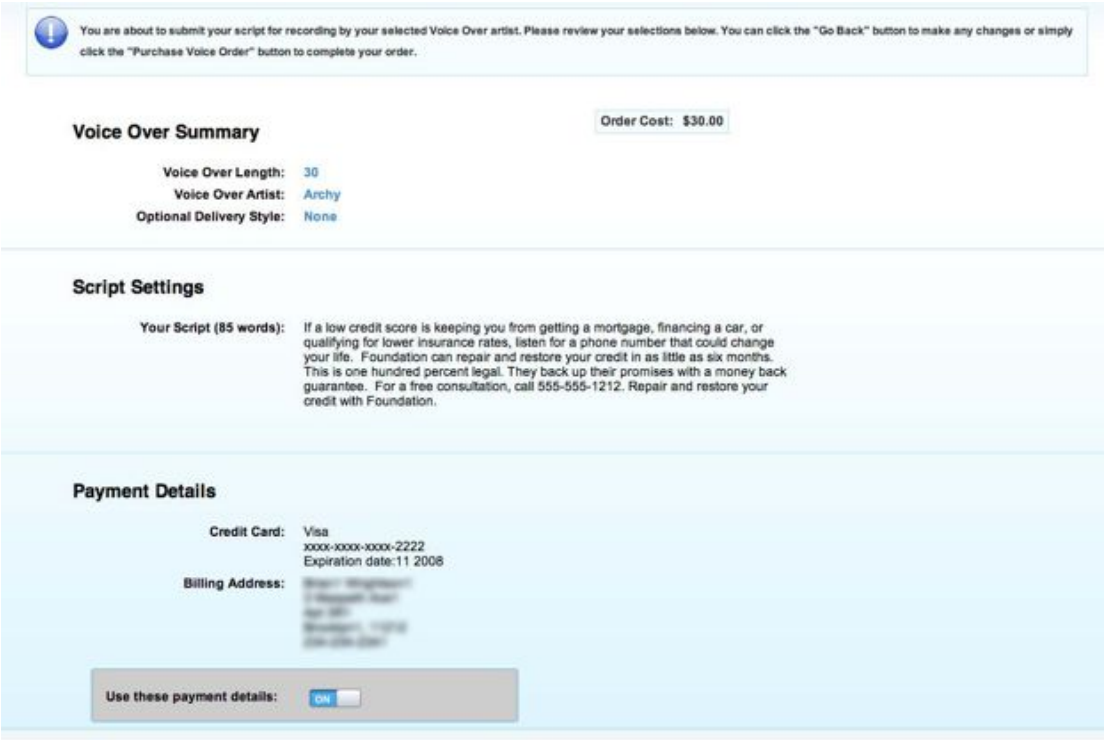


★ **Tip:** Click the **See Special Instructions and Tips** button to view some examples of how to specify special instructions for your voice order's script.

✪ **Note:** Special instructions are required. If you have none to give, simply enter **'None'** in the area in order to proceed.

Finally, when you have completed entering your ad's script and any special instructions, click on the on the orange **Continue** button located at the bottom of the page to save your settings and proceed to the **Purchase Voice Over** step.

Result: The **Purchase Voice Over** screen now appears.



The purpose of this screen is to give you a summary of all of your **Voice Talent Store** selections, including your chosen voice talent, your script and any special instructions.

Should you have any changes to your order, you can make them by simply clicking on the **Go Back** link located at the bottom of the screen.

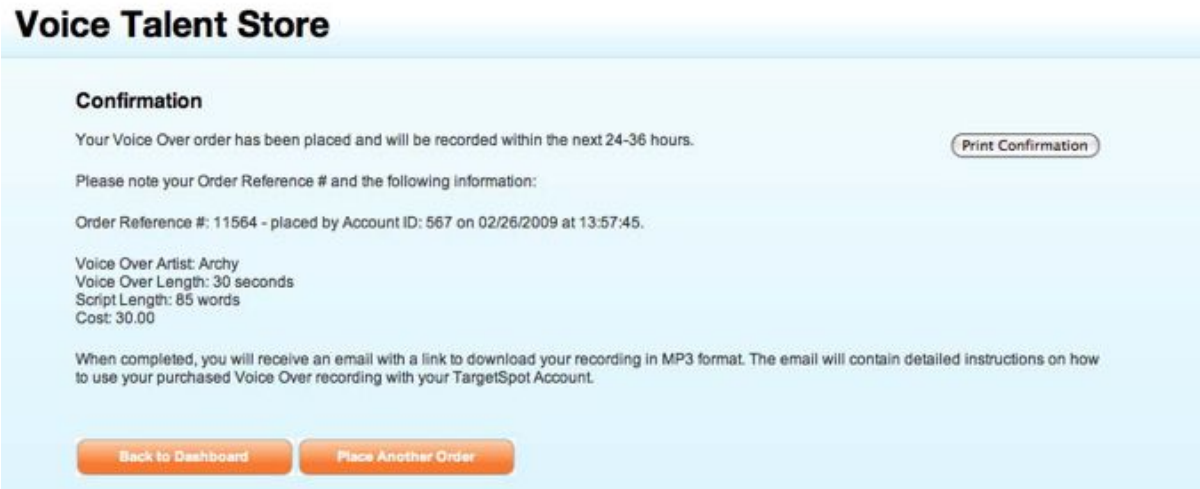
This area also allows you to review or edit the Credit Card you will use to purchase your voice over.

ⓘ **Warning:** You will not be able to purchase a voice over without either having a Credit Card associated with your TargetSpot Account or without manually entering a Credit Card.

When you are satisfied with your order's selections, click the orange **Purchase Voice Over** button to complete the process.

Once your voice over order has been placed, you see the **Confirmation** screen pictured below, which displays a receipt of your purchase along with some additional information regarding how and when to expect your voice over to be fulfilled. An email confirmation of your order will also be sent to you.

Result: The **Confirmation** screen appears.



This screen displays a basic summary of your order along with additional information used by us to track and fulfill your order. We recommend that you print out the confirmation for your own records by clicking on the **Print Confirmation** button.

Once your order has been placed, it will be recorded. This process can take anywhere from **24-36 hrs**, although most orders are fulfilled within 24 hours during regular business days (i.e. Mon-Fri excluding holidays).

Once your order has been completed, you will receive an email that contains instructions on how to retrieve your recording and upload it into the TargetSpot system.

✪ **Note: All Voice Talent Store orders are final**. Our in-house creative staff will review your order and contact you if there is an issue with your script and/or its length prior to having your order fulfilled. However, once an order is fulfilled, no refunds will be provided. There are rare exceptions to this but these are considered only on a case-by-case basis.

★ **Tip:** Any order you place in the Voice Talent Store will appear in your Account's **Billing History Report**.

Appendix III: TargetSpot Glossary

Account Funding

This is the amount of money you elect to add to your TargetSpot Account to fund your Campaigns. The minimum amount you can add is $50.00 USD but you can add any amount up to your TargetSpot-imposed Credit Limit.

Account ID

This is a unique numeric identifier associated with each TargetSpot Account. It is useful when corresponding with TargetSpot's Customer Support staff.

Account Manager

This is the interface that allows you to manage your TargetSpot Account, including contact details and payment information.

Advertising Deposit

This is the initial amount of money required to start advertising on TargetSpot. The minimum deposit is $50.00 USD and the maximum is $1000.00 USD.

Ad Unit

This is your actual TargetSpot audio ad. For all intents and purposes, the term ad and Ad Unit can be used synonymously.

Ad Unit Length

This is the length of a given TargetSpot Ad Unit. Currently, Ad Units can have lengths of: 15, 30 and 60 seconds.

Ad Unit Status

This is the current status of an Ad Unit added during the Campaign creation process. All Ad Units must be reviewed by TargetSpot and then reviewed and approved by its various network partners in order for your Campaign to run.

Audio Impression

This is an audio-only play of an Ad Unit delivered to a targeted listener. It does not contain an accompanying visual element or include a clickable link.

Audio Enhancer

This is an optional tool that allows you to enhance your Ad Unit by adding background music and/or sound effects.

Audio Library

This tool stores any audio files that you upload or create for later use as Ad Units for the Campaigns you create.

Available Funds

This is a balance of much money is currently in your Account and available for use by your TargetSpot Campaigns.

AV Impression

This is an Ad Unit delivered to a targeted listener. It contains an accompanying visual element but does not include a clickable link.

AV Impression (URL)

This is an Ad Unit delivered to a targeted listener. It contains an accompanying visual element and a clickable link.

Billing Address

This is the address associated with your credit card.

Campaign

A TargetSpot Campaign consists of targeting information, an Ad Unit, budgets and a CPM Bid. Any of these components can be changed at any time allowing you to easily tailor, refine and optimize your TargetSpot Campaigns to achieve distinct advertising goals.

Campaign Exposure Frequency

This is the average number of times a *unique* listener was exposed to your TargetSpot Campaign over given time period. Currently, TargetSpot allows you to set the frequency of your Campaigns to once every 15 minutes, once per hour or once per day.

Campaign End Date

This option allows you to schedule your TargetSpot Campaigns to run until some point in the future – e.g. 12/31/2009.

Campaign Manager

This is the interface that allows you to create, edit, view and manage your TargetSpot Campaigns.

Campaign Status

This is the current condition of a TargetSpot Campaign.

Click

A click (sometimes called a click through) occurs when an Internet radio listener is exposed to your ad and clicks on your ad within a TargetSpot-enabled media player, leading them to your website.

CPM Bid

This is the highest amount that you are willing to pay for each 1,000 Impressions generated by your TargetSpot Campaign.

CTR

CTR or Click through rate is the number of clicks your ad receives divided by the number of times your ad is exposed to an Internet radio listener.

CPM

CPM stands for cost-per-thousand Impressions. In a CPM pricing model (as used by TargetSpot), you pay for every 1,000 Impressions your ad receives.

Credit Limit

This is the maximum amount you can add to your TargetSpot Account at the current time.

Crop Audio

This is a special feature that allows you to trim an uploaded audio file to the proper length.

Custom Visual

This is the visual that you upload using a JPEG or PNG image or SWF (Flash) animations.

Customize Report

TargetSpot allows you to customize any report you may generate, including adjusting time periods, date ranges and setting up various filters on the data that you wish to output.

Dashboard

This is your personalized TargetSpot "home page". It provides shortcuts to the most popular functions of TargetSpot.

Disabled

This means that a given Campaign has been stopped or de-activated.

Duplicated Campaign

This is a copy of an existing Campaign that can be used as a template for other Campaigns. Using Duplicated Campaigns can save you time when compared to creating a new Campaign from scratch.

Editorial Policy

This is TargetSpot's official policy regarding ads it deems acceptable to run on the various stations within its network. It is available from the footer (bottom) of every page in the TargetSpot application.

Email Notification

This is an email-based notification that is sent to you when certain events related to your TargetSpot advertising occur. For example, you can receive Email Notifications for changes in your Campaign Status. Email Notifications can be selectively turned on and off.

Enabled

This means that a given Campaign is currently active.

Funds Used

This is the amount of money used by a given TargetSpot Campaign to pay for advertising. Fund usage is tracked on a daily, monthly and total basis so you can track the overall as well as historic spending of your Campaigns.

Incremental Account Funding

This option allows you to automatically top off your Account Balance if it falls below a certain amount, which allows you to keep your Campaigns running without requiring you to re-enter your payment Information.

Impression

An Impression is a single play of your Campaign's associated Ad Unit (ad) to an Internet radio listener. Every time a targeted listener hears your Campaign, it counts as one Impression.

Internet radio

Internet radio is an audio broadcasting service transmitted via the Internet. Internet radio "stations" are usually accessible from anywhere in the world — for example, to listen to an Australian station from Europe or America and vice-versa. This makes it a popular service for expatriates and for listeners with interests not adequately served by local radio stations (such as progressive rock, classical music, 24-hour stand up comedy, and others). Some Internet radio services offer news, sports, talkback, and various genres of music — everything that is on the radio station being simulcast over the Internet.

Monthly Budget

This is a monthly spending limit for your TargetSpot Campaign. It allows you to restrict how much money your TargetSpot Campaign spends on advertising on a monthly basis. Active Campaigns will pause once they reach a Monthly Budget (if set) and automatically restart the next month.

Paid Account

This is a TargetSpot Account that allows advertisers to run Internet radio advertising Campaigns.

Payment Information

You must supply valid payment information - namely a valid credit card in order to advertise on TargetSpot. TargetSpot currently accepts Visa, MasterCard, American Express and Discover cards.

Professional Voice Talent

This is a special service offering that allows you to order custom audio recordings made by our roster of professional voice over artists. Professional Voice Talent recordings are an additional cost and are priced according to their length.

Programming Formats

This is the type of programming offered by one or more Internet radio stations in TargetSpot's advertising network. Examples of programming formats might include *Sports* or *Classic Rock* music.

Promotional Code

This is a special coupon code issued to both new and existing TargetSpot advertisers at various times. When entered, it allows you to redeem everything from free services to free advertising credit.

Record by Mic

This is a special Audio Spot creation tool that enables you to record your audio messages using an ordinary microphone directly into your web browser.

Refund Policy

This is TargetSpot's official policy regarding getting your money back. It is available from the footer (bottom) of every page in the TargetSpot application.

Targeting

This is your specific Internet radio station and listener targeting selections. Your Targeting can be as broad or as granular as you want.

Total Budget

This is the total spending limit for your TargetSpot Campaign. It allows you to restrict how much money your TargetSpot Campaign spends for the duration of its life. Active Campaigns will stop once they reach a Total Campaign Budget.

Total Funds Used

This is the total amount of money that has been spent on TargetSpot advertising to date.

TargetSpot Analytics

TargetSpot Analytics is a combination of a tracking code and report that provides a way of measuring the performance of your TargetSpot advertising by recording visits to your website or web page made by listeners of your targeted Campaigns.

Trial Account

This is a TargetSpot Account that allows advertisers to explore and get comfortable with the system but cannot run Internet radio advertising Campaigns.

Upload Audio

This tool allows you to upload pre-recorded MP3 audio files for use by the Ad Units you create for your Campaigns.

Visual

This is an image that can be associated with an Ad Unit. Examples of visuals may include product photos, company logos and similar element. Visuals can either be uploaded or selected from a small collection of stock elements that TargetSpot provides.

Visual Library

This area stores visuals that you upload for use by the Ad Units you create or edit for your Campaigns.

Voice Talent Store

This area allows you to have a professional voice over artist record your audio ad for a modest, additional fee. These recordings can then be uploaded into TargetSpot and used in any of your Campaigns.

Appendix IV: Troubleshooting

Even when armed with this fairly thorough overview of how TargetSpot works, you will occasionally encounter issues that may require a deeper understanding of TargetSpot's various nuances in order to resolve.

To aid you in this effort, we have compiled a comprehensive list of **FAQs** (Frequently Asked Questions) that you are encouraged to review before contacting **TargetSpot Customer Support**.

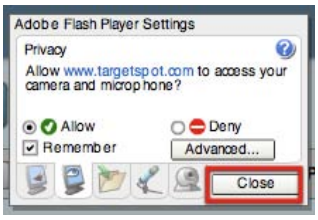
FAQs can always be accessed by clicking on the **Read FAQs** button Read FAQs located at the upper right-hand side of every TargetSpot screen.

Troubleshooting Ad Creation

Some advertisers may see a strange warning when they first access TargetSpot's **Record by Mic** tool. This happens because the **Record by Mic** tool needs your permission to access the microphone built into your computer (this will apply to any external microphones you may use as well). Typically, you will see a screen that looks like the one pictured here.

To give TargetSpot permission to use your computer's microphone, do the following:

1. Click on the green checkmark icon. To make the change permanent, check the **'Remember'** box as well.



2. Next, click the **Close** button as shown to actually save the change.

3. Once saved, you will be able to access TargetSpot's **Record by Mic tool** without seeing this annoying warning.

Troubleshooting Campaign Budgets

The most common issues that advertisers experience when dealing with budgets are:

1) **Daily spending caps.** TargetSpot automatically applies an "invisible" daily spending limit for all Campaigns that have either a **Monthly Budget** or a **Total Budget** set with the '**Campaign End Date'** option enabled. The purpose of this feature is to help limit the amount of money that a given Campaign spends on a daily basis in the attempt to spend the available budget evenly for period that the Campaign is scheduled to run.

   As a result of this logic, there may be instances when your Campaign stops sooner than expected within a given day. Typically, this occurs when the Campaign in question has a relatively small budget but has very broad targeting or when a sudden spike in listenership occurs on the network. If your Campaign is stopped as a result of the daily spending cap you have two choices:

   a. **Do nothing!** The daily spending cap is reset each day so your Campaign will simply re-start the next day.
   b. **Make your budget(s) larger.** Daily spending caps are calculated based on the size of your budget(s). Thus, the larger your budget(s), the more your Campaign(s) can spend per day.

2) **Monthly budget spending.** When using Monthly Budgets, please make sure that you understand that Monthly Budgets apply only to the current calendar month! So for example, if you had a Monthly Budget of $1,000 and started the Campaign on May 5 and expect it to run until June 5, you will quickly discover that your Campaign will likely spend its budget by the end of June. This is because the $1,000 Monthly budget only applies to the month of May.
3) **Setting targeting too broadly for your current budget(s).** TargetSpot's network is very large. Therefore, setting up a Campaign with very broad targeting while using very small Monthly or Total budget is a recipe for disaster! The rule of thumb is simple: use small budgets for small targets – e.g. specific zip codes, certain hours of the day and large budgets for large targeting – e.g. entire regions, states or multiple markets, etc.

Troubleshooting Campaign Reports

TargetSpot's reporting system is very robust. However, there are two common issues regarding the data that appears in them that can confuse some advertisers. These are:

1) **Viewing reports using the wrong time zone.** If you are advertising to listeners located along the east coast but you are physically located on west coast, it is extremely important that you view your reports in your time zone. Otherwise, the data shown in your report will not appear correctly.

   Fortunately, you can change your Time Zone by clicking on the **My Account** tab and follow the directions described on page 156 of this document.

2) **Seeing "stray" Impressions outside of the times your Campaign is scheduled to run.** Due to the way TargetSpot works, you may occasionally see a small number of Impressions delivered outside of the time(s) your was scheduled to run for a given day – e.g. the Campaign was set to stop at 6pm and you see Impressions recorded at 7pm.

   Normally, this number very small (about a dozen for every several thousand Impressions delivered on average) and is something beyond our control. You should be aware of this issue. And, if you ever notice that the number is excess for any given day, please let us know and we'll be more than happy to make adjustments to your Account as necessary.

Reporting Technical Problems or Issues

From time-to-time, you may encounter a technical problem that prevents you from using TargetSpot as expected. When these occur, it's always best to send an email describing the problem or issue you encountered by contacting TargetSpot Customer Support as described on the previous page.

Sometimes, our support staff will require additional information about your computer and web browser in order to help isolate the problem. When this happens, you will be directed to our **Web Diagnostic Tool** area, which can send us a variety of *non-personal* technical information such as your operation system, web browser type, web browser version, screen size, screen color capabilities, Flash version and other related details.

You can access the **Web Diagnostic Tool** area from the following link:

http://www.targetspot.com/home/diagnostic_tool.php

1. Click on the orange **Start** button to proceed.

Result: The main diagnostic screen will appear as shown.

2. Fill in all of the information requested and click on the orange **Submit** button when done.

This will then send an email with technical details of your system to TargetSpot's support staff so they can move forward in resolving the issue.