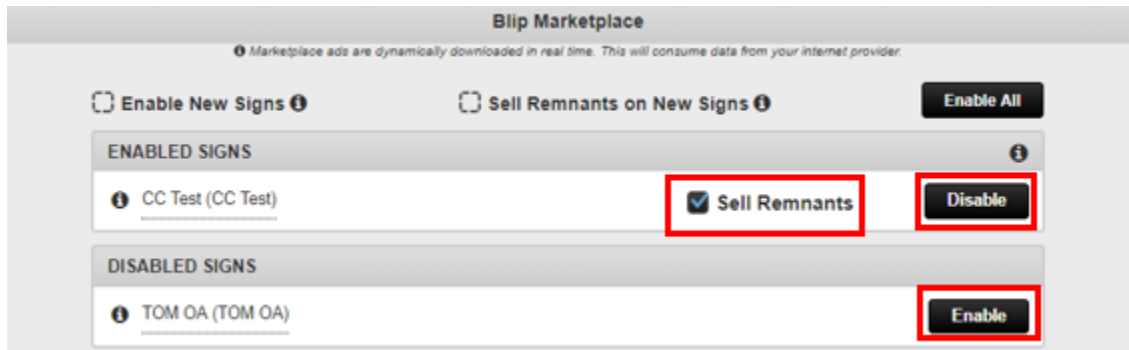


## How to work with Blip

Have you had moderation training with Blip? - If get in contact with Blip to let them know you are ready for moderation training. This will go over how to work with the Marketplace on their end.

After we get you enabled on the back end of the software, you'll see an additional tab called 'Marketplace'.

Click on Sign Registration- All your signs will be listed here.



You will have the option to **Enable** or **Disable** signs to communicate with Blip. You do not need to enable all your signs at once.

**4 spots need to be filled out for blip marketplace to work without receiving error messages.**

Under Network and Sign Inventory-

- a. Reader Side/Facing Direction
- b. Daily Effective Circulation
- c. Description

<b>READER SIDE</b> Center	<b>FACING DIRECTION</b> North
<b>DAILY EFFECTIVE CIRCULATION</b> 1000000	
<b>TIME ZONE</b> Eastern Standard Time	
<b>DESCRIPTION</b> Example-Very high-profile digital display on the busiest stretch of I-10. This is the only right hand read billboard west of I-17 reaching westbound traffic heading towards west Phoenix's main business and shopping destinations. Make your board as marketable as possible.	

There are 3 different ways you can sell to Blip.

**Sell Remanence**- Sell Remanence will give Blip any leftovers. **(Not Recommended)**

Blip does recommend that you give them a consistent space on your board so that the advertiser revenue over a 6-12-month time span can increase. Sell remanence- may not be the best way because it may always fluctuate.

Remanence will override the Default Media.

<b>ENABLED SIGNS</b>		
<input type="checkbox"/> CC Test (CC Test)	<input checked="" type="checkbox"/> Sell Remnants	<input type="button" value="Disable"/>

**Normal Campaign** - Just like you do with your current advertisers. Will run 24/7 and take up one dedicated slot.

**Preemptable Campaign** - Allows for a dedicated slot on your board. However, if you sold that slot to a dedicated 'Normal' advertiser, it would override the preemptable. It will shut off on its own, you won't have to manage it.

Save Cancel **Release and Redirect** Add Delete Deactivate Clone

SEARCH search by campaign name

Blip2020

CAMPAIGN DETAILS CAMPAIGN SETTINGS

Preemptable **Normal** Emergency Override

STATUS  
New

NAME\*  
Blip2020

SCHEDULER\*  
Blip Marketplace

START DATE\* STOP DATE\*\*  
01/14/2020 12:00 AM 01/14/2025 11:59 PM

DAILY START\* DAILY STOP\*\*  
12:00 AM 11:59 PM

DAYS OF THE WEEK\*  
SUN MON TUE WED THU FRI SAT

DESCRIPTION  
campaign description

SIGNS  
search signs

Blip Training 1 ✓

Blip Training 2  
Blip Training 3  
Market Maker Sign 2 Brian 5322 122  
Market Maker Sign Blip  
Market Maker Sign New not auto Blip  
Market Maker Sign1 23 8892 Brian  
Market Maker Sign3 5329 164 Brian  
Market Maker Sign4 off Brian 5326 161

SIGN SPOT DENSITY  
Blip Training 1 Full Spot  
Total Spots Scheduled: 2,467,800

### Setting up a campaign for Blip- (See above)

Normal or Preemptable Campaign – Set up the same way as you do now- Select Preemptable or Normal- Name it ‘Blip Something’ -Change the scheduler to ‘**Blip Marketplace**’- Select a Start and Stop date- Select the unit/units you want this campaign to play on-Save-Release and Redirect ( this will take you to the Scheduler)- You will see you that you cannot add media- Publish- You will see a Blue success bar. It’s been published to the unit/units.

Blip will now have visibility and can see what they need to fill. That’s when you will start getting the moderation emails from Blip to either approve or deny the ads.

**Reporting-** You can filter to have a report that will show Blip Marketplace. You can include and exclude preemptable campaigns.

Summary Report grouped by advertiser for Blip Marketplace from 01/01/2020 to 01/31/2020