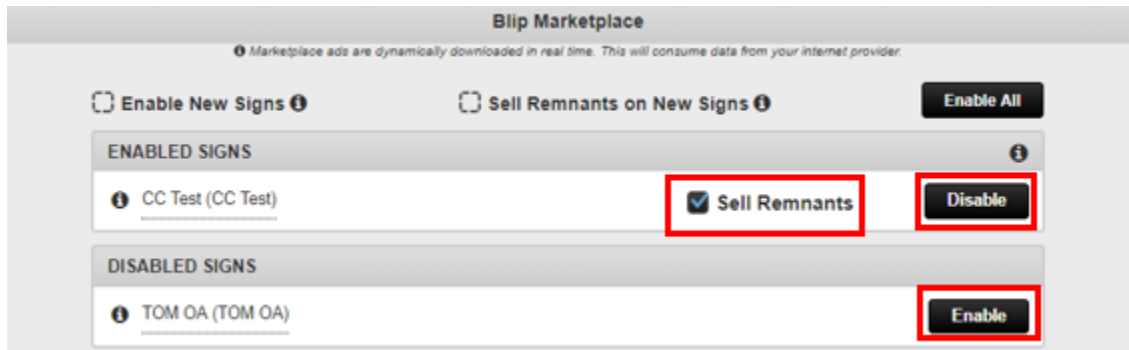# How to work with Blip

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

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.

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.

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 schedular 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 Schedular)- 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.