

A Step by Step Guide to **Booking Online**

Brief received by Guardian Unlimited commercial team

Guardian Unlimited brainstorm meeting

Proposal written

Check availability of inventory

Package agreed

Insertion Order (IO) constructed and emailed to client

IO signed by client/agency

IO faxed back to Guardian Unlimited sales exec

Campaign booked onto AdOrderEntry/Booking and Finance system

Inventory rechecked to ensure still available

Copy instructions sent to Production

Expected revenue placed on forecasting sheets

Campaign placed in Current Campaign Status monitoring tool

CAMPAIGN LIVE

Continuous reporting, monitoring and optimisation

CAMPAIGN COMPLETED

Final report sent to client

Post campaign analysis

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Availability Requests

All requests for availability will only last for 24 hours.

It is therefore important that the Insertion Order (IO) is returned as soon as possible to make sure that the campaign is given the inventory on the site that it needs.

There will be no reservation of inventory. This is because requests for inventory left unconfirmed would limit the amount of available and sellable inventory. Even if the business is subsequently booked, any alterations to and renegotiations with respect the booking could mean that we have in the meantime withheld sellable impressions and lost money.

Reporting

Each campaign is monitored on a weekly basis throughout the entire length of the booking. In some special cases more frequent campaign management is used. For example, if there is a campaign of a short duration or of a high level of complexity.

Reporting is generally performed on a Tuesday and all the reports can be found in the relevant folder of the sales executive who booked the campaign.

All figures are then fed into a Guardian Unlimited Campaign Management system which assesses how each campaign is performing and 'red-flags' campaigns it is concerned about.

The system will make a note of any booking that is performing at anything less than 75% of delivery, thereby allowing the campaign manager to investigate, reallocate and thus optimise the campaign.

Possible Causes of Delays to Campaigns

- Late arrival of creative
- Late arrival of the signed Insertion Order
- Adserver technical difficulties
- Creative that does not meet with Guardian Unlimited ad specifications. Eg: too heavy, sound, borders
- Editorial approval
- Reallocation of inventory. Eg: where the targeting changes from the time the campaign was booked to the live date

Expandable Creatives

As Guardian Unlimited fires all banners, buttons and skyscrapers through iFrames (borders) we require iFrame busting code to allow the banner/skyscraper to expand out of its frame. This is a technically difficult thing to achieve and as a result we discourage clients from trying to accomplish this using technologies other than the following, which have been fully tested and offer a high standard of reliability:

- Eyeblaster www.eyebalster.com
- TangoZebra www.tangozebra.com
- Dart Motif <http://www.doubleclick.com/motif/>

All expanding banners must adhere to the following standards:

- Any sound must be user click activated
- The banner must contract on roll off
- The page must be restored to normal after banner contraction

Overlays and Rich Media

Rich media refers to anything that is not a simple banner, button, skyscraper or pop up.

Overlays are creatives that run over the content of the page. They can have a clear background and so can appear to come straight out of the page, as opposed to being held within a border like a 200x200 pop up.

These creatives require a serving ratio to deliver them, i.e. three page impressions for one overlay, to ensure that they catch as many users as possible. This will reduce the number of users leaving the page before the overlay has loaded and they have been exposed to the advertiser message.

Invoicing

Billing dates and campaign dates are specified on all ad bookings.

Monthly invoices can be arranged.

If you are still a bit in the dark and in need of a "spotlight tag" to help find your way from your "MPU" to your "frequency cap" then take a look at the Jargon Buster on the Internet Advertising Bureau website:

www.iabuk.net/knowledgebank
or contact Corin Baird
T: 0207 886 9776
corin.baird@guardian.co.uk