

## Help/FAQ

The Pbreview.com advertising system is an automatic system designed to be easy to set up and use. In case you have questions, the following information should help answer them.

### Advertising Setup Steps

1. Go to <http://ads.pbreview.com>. From here you can sign up for an account or, if you have already signed up, log in as an advertiser.
2. To sign up, click the **Sign Up for an Account** link. On the sign up page you will need to enter some basic information about yourself and your company and agree to the terms and conditions as an advertiser.
3. After signup, you can log in at <http://ads.pbreview.com> to go to the Advertisers Control Panel page.

### Advertising Programs Tips

Three monthly rate programs and three Pay Per Click programs are available. They are summarized on the Advertisers Home page. If you can't decide which program or programs fit you best, the following may help.

#### **Monthly Programs**

The Global Billboard Banners program gives your name the widest exposure (500,000 guaranteed views per month), and is appropriate if you are selling a product that appeals to a wide range of paintballers and can be shipped anywhere.

If you want to advertise your field or some other service which is likely to appeal only to a limited region, the Region-Targeted Billboard Banners would be an appropriate program. Only viewers from the region you specify would see your banner.

The Product Statistics program is valuable when used with any other program, since you can track what paintballers are looking for and advertise accordingly.

#### **Pay Per Click Programs**

If your advertising budget doesn't allow you to commit to a monthly program, you should consider one of the Pay Per Click programs. All Pay Per

Click programs allow you to set a daily budget. When the set budget amount has been reached, your ad will stop being displayed until the following day. The Places to Buy and Paintball Stores programs gives exposure to your online store while the Hot Deals program is excellent to advertise specific products or a special promotion at your store.

## **Advertisers Control Panel**

As an advertiser, you have complete control over your programs through the **Advertisers Control Panel**. A brief explanation of the major areas of the control panel is provided below.

### **Ad Statistics, Payment History and Change Password**

**Ad Statistics:** Displays statistics for all your programs. Clicking this link brings up the statistics page with your name at the top. Click the arrowhead to see statistics– AdViews, AdClicks and CTR (Click-Through Rate) - for each of your programs. Click the arrowhead on any program to see expanded results for the ads in that program. For PPC programs, click on the name of an ad to see a historical breakdown of statistics. You can select the history range by clicking on the History drop down box in the lower right-hand corner.

**Payment History:** Displays payments you have made for each program by date, amount and invoice number. Click the printer icon at right to print that invoice.

**Change Password:** Allows you to change your login password by entering the old and new passwords.

### **Info and Links**

Under each program name on the Control Panel are **Info** and **Links** items which advise status and allow access to functions as follows:

#### **Monthly Programs**

**Program Status:** Displays whether the program is currently active or inactive.

**Expiration:** Displays how long before you will need to renew your program.

**Cost Per Month:** Displays the cost of the program.

**Start/Renew:** Accesses a page to specify the number of months you want your program to run.

**Edit Program:** Accesses the program edit page where you can activate or deactivate the program, upload a banner and specify the URL the banner will link to.

**View Statistics** (Banners programs): Displays statistics for each program.

**Banners display** - Click the pull down list to display stats only for banners that received no views or no clicks.

**Display order** - click the pull down list to choose the order in which the banners will be displayed.

**Display size** - click the pull down list to choose **Compact** or **Verbose**. Compact will display only the top level items. Verbose displays all levels or statistics. If compact is selected, you may view more details about a banner by clicking the arrow head to the left of the banner. Click **Detailed Statistics** to see a statistical history. Select the range from the pull down at the bottom. To see results for several weeks, click **Weekly Statistics** at the bottom of the page and select the maximum number of weeks of data to view.

## **PPC Programs**

**Program Status:** Displays whether the program is currently active or inactive, or if the daily budget has been met, indicated by "**Daily Budget(?)**." When the budget amount is reached on any day, the program is deactivated until the next day. You can disable automatic re-activation by clicking on the **(?)** and following the instructions there. If you do so, you will need to manually re-activate the program.

**Cost Per Click:** The amount your account will be charged for each visitor that clicks your site link.

**Daily Budget:** The amount you have specified as the maximum that will be charged to your account each day for that program. When that amount is reached, your ad will not appear until the following day.

**Number of Links** (Places to Buy only): The number of links to products on your site listed under "Places to Buy."

**Number of Deals** (Hot Deals only): The number of Hot Deals you have set up, regardless of whether they are active. You can have a maximum of 10 Hot Deals.

**Make Deposit:** Allows you to select an amount to deposit and input credit card and billing information.

**Edit Program:** Accesses the program edit page where you set up the parameters for your ad.

**Places to Buy:** To add links to your online store for specific items click **Add Links** Under **Edit Your Links**. The first page of the complete product listing will appear, with listings like [Paintballs](#) > [Jumbo Paintball](#) : [JB 3000 Paintballs](#). To display a higher level, such as all paintballs, click on [Paintballs](#) in the listing. You can search for a specific item by entering it in the Search box and clicking **Search Products**. You can also select a category from the list, or choose a manufacturer by making a selection from the drop down list at the bottom and clicking **View Products**.

Click the **Select** box beside any product you sell and enter the URL of your store page where that item is sold. Do not just link to the home page of your site – that will just frustrate visitors. Be sure to click the **Save Changes** button at the bottom before going to another page, or all your selections will be lost! To go back to the main edit page, click **Return to Places to Buy home** at the top of the page. The number of your links will appear beside **Your Links** at the top of the page.

Click the **Program Status** box to activate the program. If you want the program to deactivate when a daily amount has been spent, enter the **Daily Budget** amount in whole dollars (6 for \$6.00). When all items are complete, click **Save Changes**.

**Hot Deals:** Click **Add Hot Deal** to create a new Hot Deal ad. Set an expiration date in days or clicks, or select Unlimited. Enter your four lines of text, noting the guidelines on content. Enter the URL to link the Hot Deal to. Click **Browse** to select a picture from your computer to include with your ad. Note that pictures larger than 100 x 100 pixels will be reduced automatically before placement on the site, so choose your picture with that in mind. Click the **Program Status** box at the top to make the new ad active. If you want the program to deactivate when a daily amount has been spent, enter the **Daily Budget** amount in whole dollars (6 for \$6.00). Click **Add Hot Deal** at the bottom when complete. All your Hot Deals will appear on the main edit page. Note that you can have a maximum of 10 Hot Deals at any one time.

**Paintball Stores:** Click the **Program Status** box to activate the program. If you want the program to deactivate when a daily amount has been spent, enter the **Daily Budget** amount in whole dollars (6 for \$6.00). Enter a description of your store of 100 words or less, taking note of the guidelines. To make words bold or italicized, use the HTML tags **<B></B>** and **<I></I>**. For example, to produce ad text such as: "Visit **The Paintball SuperStore**, it's the *coolest!*", add HTML tags

as follows: "Visit **The Paintball SuperStore**, it's the *coolest*!" Enter the URL your ad will link to. To help you create your ad, visit the Paintball Stores page to see how other ads appear.

## FAQ

**Q. I went to the login page but my username and password weren't accepted. What is wrong?**

**A.** You may have been using your site registration login as your advertiser login. The site registration username and password allow access to the forums but cannot be used to log in as an advertiser. To log in as an advertiser, you must complete the advertiser signup by clicking the **Sign Up for an Account** link and completing the advertiser information.

If you have signed up as an advertiser but forgotten your password, click the **Forgot your password?** link on the login page and your password will be sent to you by email.

**Q. How do I change my advertiser's password?**

**A.** On the Advertisers Control Panel , click the **Change Password** link. There you can enter your old password and the new one you want to change to.

**Q. When is my credit card charged?**

**A.** Your credit card is charged as soon as the card information is approved. This allows you to begin your advertising campaign immediately.

**Q. What is my commitment with monthly or PPC programs?**

**A.** You must pay for at least one month for all monthly programs and deposit at least \$50 for Pay Per Click programs. All payments are non-refundable, unless you are removed from the advertising program by Pbreview.com. In that case, you will receive a pro-rated refund. After you have made payment for a program, you can activate or deactivate it any time you want.

**Q. Does my month continue even if I deactivate a program?**

**A.** Yes, all monthly rate purchases are contracts for the duration of one month, whether your program is active or inactive.

**Q. How do I activate or deactivate a program?**

**A.** From the Advertisers Control Panel page, click the **Active** link beside "Program Status:" for the program you want to activate or deactivate. On the page displayed, click the Status box to change the status.

**Q. Why is the program I want not available?**

A. As stated in the Advertisers Agreement, the availability of any program cannot be guaranteed. Pbreview.com limits the number of advertisers for some programs so that you will receive the guaranteed number of page views. To do so (or for other reasons), some programs may not be available during some periods. This also means that a program you have secured for one month may not be available to you the next month.

**Q. How do place a banner in a program?**

A. From the Advertisers Control Panel, click *Edit Program* for the advertising program where you want to place the banner. Note that banners can be placed only on the two Billboard Banners programs, while a small picture can be placed in your Hot Deals ad. When these programs are in the edit mode, click *Browse* to select the GIF or JPG file on your computer which you want to place in your ad.

**Q. What banner and picture sizes are allowed?**

A. Banners for the **Billboard Banners Global** program must be 468 x 60 pixels and have a file size no larger than 15KB. Banners for the **Billboard Banners Region-Targeted** program must be 250 x 60 pixels and less than 15 KB in size. Pictures for the **Hot Deals** program should be less than 100 x 100 pixels. If larger pictures are uploaded they will automatically be reduced to this size and may end up looking too small to be effective.

**Q. How do I select multiple states or provinces?**

A. Click the first state or province, then hold down the Control key (Command key on a Macintosh) while clicking additional selections.