

**ADVERTISING OPPORTUNITIES**  
**How to purchase ad space**

Sign up for an account: (<http://www.transcriptionconnections.com/adMan/signUp.php>)

Log in to account (<http://www.transcriptionconnections.com/adMan/login.php>)

All ads start at the Campaign Management page. A campaign must be created prior to placing an ad. This is important as TranscriptionConnections manages multiple sites with advertising opportunities and companies may wish to take advantage of offers at other sites as the space becomes available. Give the campaign a name that has meaning to your company for purposes of tracking ad effectiveness and costs.

<a href="#">Edit Campaign</a>	<a href="#">View Ad Spaces</a>	MT Registry 10-2007	2007-10-17 13:48:38
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When the campaign is created, you will see it on the list.

**Purchase Ad Space**

Click on the tab “Purchase Ad Space” to see a list of all available ad spaces.

<a href="#">View Pricing Schemes</a>	MT Registry 1	MT Registry ad space #1 250w x80h
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Each ad space title can be correlated with the accompanying Media Kit screen shot of the site and its defined ad spaces, as well as a description of the ad.

To purchase a space, click on “View Pricing Schemes.” This page contains pricing details. *Read the pricing details carefully.*

	<u>Ad Types Permitted</u>	<u>Scheme</u>	<u>Price</u>	<u>Clicks</u>	<u>CPMs</u>	<u>Time</u>	<u>Last Updated</u>
<a href="#">Purchase Ad Space</a>	Banner	Per Time	\$25.00			1 month	2007-04-01 07:02 PM

After reviewing the details, if you wish to purchase this space, click on Purchase Ad Space.

**Purchase Ad Space - Step 1**

\*Campaign:

\*Ad Type:

Next »

Cancel

From the drop-down list, select the ad campaign and the ad type. If only one type of ad is allowed, there will only be one choice in the drop-down list.

## Purchase Ad Space - Step 1

Selecting the Campaign and Ad Type expands the list.

\*Campaign:

\*Ad Type:

\*Banner Image:

Mouse Over Text:

\*Destination URL:

Click on "browse" and find the banner graphic file to upload from your computer. Files can be \*.gif or \*.jpg.

Enter the desired Mouse Over Text.

Enter the destination URL. This is where users will be directed; i.e., your web site.

Click "Next."

## Purchase Ad Space - Step 2

(Estimated Duration of Ad: 30 days)

### Available Time Slots

You can choose any Start Date that falls between these times:

Time Slot Start	Time Slot End
<input type="radio"/> 2007-10-17 02:24 PM	2008-04-17 02:23 PM

Step 2 is the ad space run date. The default is a start time two hours post the time of ad placement. All ads must be paid for and approved before they will run.

Check the radio button to select the default date/time. This will fill into the Ad Start Date and Time (see below).

\*Ad Start Date and Time:  /  /    :

Custom start dates are also available. If you are pre-purchasing ad space to run in the future, set the date and time to start here.

Click "Next"

You may now preview and test your ad. Your graphic file will display. Click on the ad to make sure the link is entered correctly and goes to the desired URL. *Advertisers are responsible for making sure the banner graphic and link are correct.*

Click the "back" button if you want to make any changes.

Ad space purchases can be canceled at any time up to this point.

Once you have confirmed that the ad is correct, click on "Save."

A billing statement will be shown and you will be redirected to the **Campaign Mgt** page. Your ad purchase is listed on this page.

At this point, if you wish to **cancel your ad**, you may do so. **Once paid for, ads cannot be canceled and no refunds will be given.**

**To Cancel an Ad prior to payment:**

[Edit Space](#) [Edit Status](#) 15 | MT Registry 10-2007 | MT Registry 1 | Banner | [Per Time](#) | Pending Approval | Not Paid

Click on Edit Status.

**Edit Ad Space Status**

\*Status:

From the drop-down list, select Cancel.

Click on Save.

Your ad is now canceled.

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**Paying for Ad Space**

Once all ad spaces have been set, you must pay for the ads before the Administrator will approve the ad to run.

**Billing**

Click on the billing tab to view the statement. All transactions are detailed here and statements can be printed for your records.

**Balance for Date Range: \$75.00**

**Total Balance: \$74.00** [\(Make a Payment\)](#)

To make a payment, click on "Make a Payment." You will be taken to PayPal. You do not need a PayPal account and credit card transactions are accepted.

Once payment is made, your ad space will be approved and start running as per the ad placement order.

We appreciate advertisers and welcome suggestions for improvement