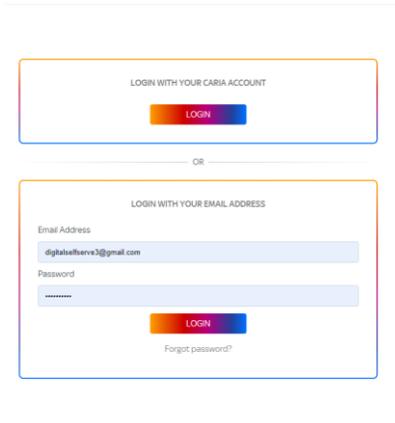


Digital Advertising Instructions



1. Get Logged in via Sky Analytics

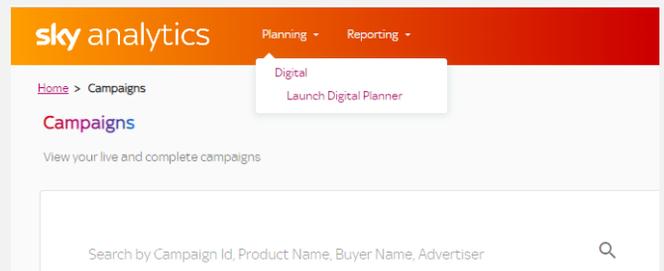


login.analytics.at.sky/Account/Login

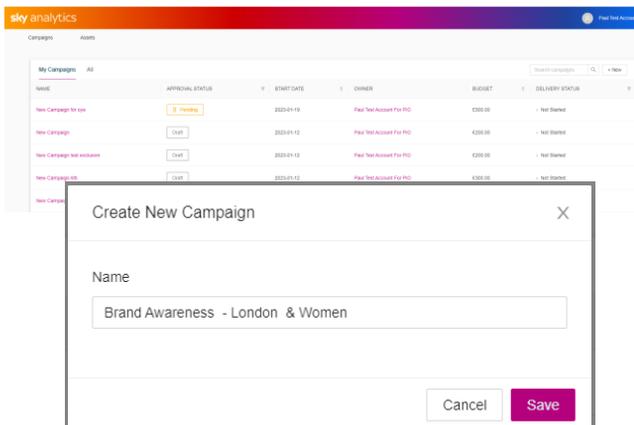
- If you're a CARIA user press the Caria LOGIN button. If you don't have access to digital advertising planning, talk to your sales rep.
- Don't have Caria? Enter your email address and password and press the LOGIN button
- If you don't have a login, sign up at skymedia.co.uk/digital

2. Navigate to the digital planning section

- Click on the 'Planning' menu option and select the '**Launch Digital Planner**' sub-option under 'Digital'
- You'll be taken to a new screen that will show you details of all the previous campaigns you have created

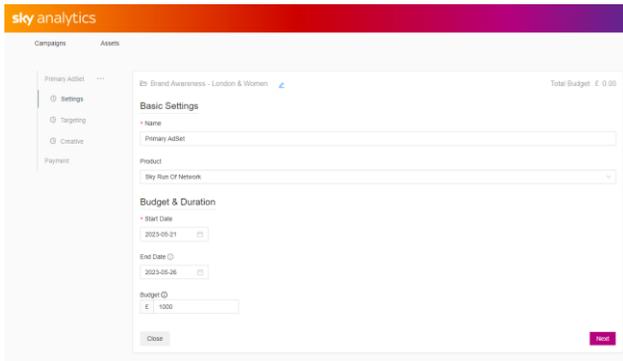


3. Start creating a new campaign



- Press the +new button to get started
- A new window will pop-up that will allow you to name your new campaign
- Hit Save to take you to the next step

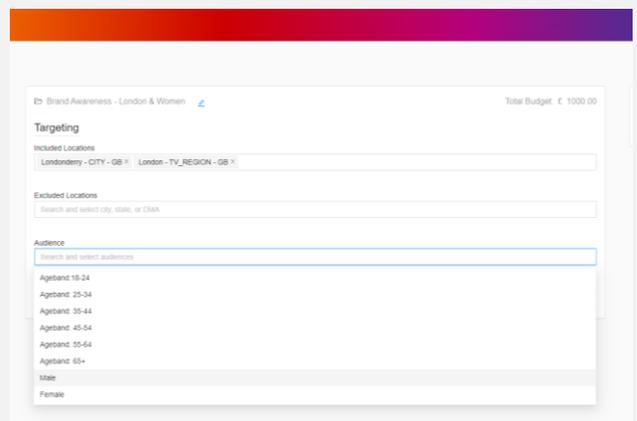
4. Enter your settings



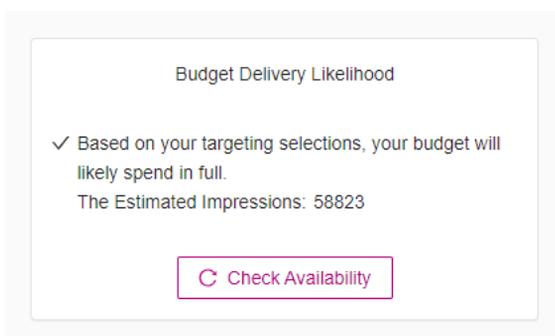
- You can now begin to create your digital campaign
- First, you'll need to enter your Basic Settings. This includes; name, product, dates, and budget
- The 'Product' refers to the content your ad will appear around. The option 'Run of Network' means your ads will run across all our content.

5. Choose your targeting

- Geo-targeting can be added or excluded from a text sensitive drop-down – just start typing to see the options
- Socio-demographics can be chosen from the drop-down menu

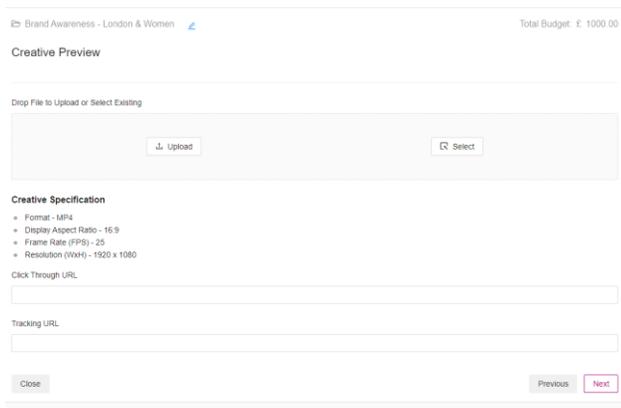


6. Check availability



- Hit the Check Availability Button
- This will show you the likelihood of delivering your budget delivering against you chosen dates and targeting options.
- Once you're happy, click 'Next'

7. Upload your Creative



The screenshot shows the 'Creative Preview' form for a campaign titled 'Brand Awareness - London & Women' with a total budget of £ 1000.00. The form includes a file upload area with 'Upload' and 'Select' buttons. Below this, there is a 'Creative Specification' section with the following details:

- Format - MP4
- Display Aspect Ratio - 16:9
- Frame Rate (FPS) - 25
- Resolution (WxH) - 1920 x 1080

There are also input fields for 'Click Through URL' and 'Tracking URL', and buttons for 'Close', 'Previous', and 'Next'.

- You can either drop an MP4 file into the shaded area;
- Or click the upload button to search for a file to upload
- Give the file a name and a click through url
- Add a tracking url if you have one

8. Review and confirm

- Review all the details to check they're correct
- Tick to agree Sky Media standard terms and conditions
- Click confirm and you're ready to pay



The screenshot shows the 'Summary' review form for the same campaign. It displays the following information:

- Campaign Start Date: 2023-05-21
- Campaign End Date: 2023-05-26
- Estimated Impressions: 10000
- Amount Due: 1,000.00 GBP

Below the summary, there is a checkbox for agreeing to the Sky Media's digital advertising standard terms and conditions, and buttons for 'Close' and 'Previous'.

9. Payment



- Pay with your credit card. Payment will only be taken once your campaign has been approved by Sky, and you will only be charged for impressions delivered. Campaigns are billed on a weekly basis and all major credit cards are accepted.
- Advertisers who already have an account with Sky will be billed via their usual payment method