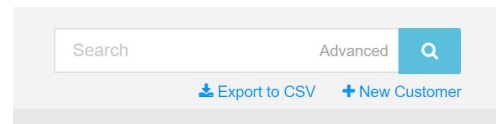# Ad Manager Documentation

Users

Key concepts

- **Customers:** the entity to whom you need to provide reporting. This will often be a person or company who has created an agreement to display ads, but may also be an internal organization.

- **Agreements:** the details of the ad agreement with the customer.

- **Ads:** the creatives used to implement the agreement with the customer.

Quick start

Add a customer

Click on *Customers* in the right sidebar, then click *New Customer* under the search bar in the upper right of the main window.

- **Name:** Add a descriptive name you'll remember for the customer.

- **Owned by:** Select the garrison where the customer wants to show ads and has an agreement. *If you're only managing one garrison, you'll still have to choose it here.*

- **Collision tags:** (optional) Add keywords which are used to prevent ads from the current customer from being shown on the same page as other customers with the same collision tags.

- Click the *Add Customer* button in the lower right to add the customer.

Add an Agreement

Click on *Agreements* in the right sidebar, then click *New Agreement* under the search bar in the upper right of the main window.

- **Agreement name:** Describe the type and duration of the agreement with a name you'll remember. It's easy for a single customer to get multiple agreements over time.

- **Customer:** Select the customer which made the agreement.

- **Type:** Select from *sold*, *in-kind*, and *house. (This is for reporting later)*

- *Booking* (details of how ads in the agreement will be selected)
  - **Limit by:** Select *None* for no limits, or one of: *impressions*, *click*, or *date range*.
  - **Start Date / End Date:** If limiting booking by date range, set the start and end dates for the agreement.
  - **Target Impressions:** If limiting booking by impressions, enter the maximum number of impressions for the agreement.
  - **Target Clicks:** If limiting booking by clicks, enter the maximum number of clicks for the agreement

- *Placement* (refinements of where the ads in the agreements will be placed)
  - **In Spots with Tag:** (not implemented) Add tags which match page categories where the ads should be shown.
  - **Excluding Spots with Tags:** (not implemented) Add tags which match page categories where the ads should *not* be shown.
  - **Channel:** (*required*) Select at least one the sites where ads will appear

- Click the *Add Agreement* button in the lower right to add the agreement.

Add an Ad

Click on *Ads* in the right sidebar, then click *New Ad* under the search bar in the upper right of the main window.

- **Name:** Add a descriptive name to identify the ad (previews of the actual file are not yet available)

- **Agreement:** Select the agreement which relates to the ad

- **URL:** Enter the target URL of the ad

- **Active:** Select whether the ad should be *active* or not

- **Start Date:** (not implemented)

- **End Date:** (not implemented)

- **Form Factor:** Choose between the sizes of ads available.

- **Asset:** Upload a file for this ad.