

Webshopper Quick Guide

Create or Edit an Ad Page

Part 1: Setup

1. Click the *Ad Pages* link in the top navigation bar. Then click *Create a New Ad Page*.

Mercy Hospital

Give your advertisement a name.
This will help you to identify which spot this page goes with.

Company Name
Used as headline at top of your advertisement.

Mercy Hospital

Choose a Logo
Pick a logo from your list.

None
 mercy.gif [preview]
 mercy1.GIF [preview]

Delete selected logo

Add a new logo to your list from your local or networked hard drive.
(Maximum size should be 320 x 150 pixels. You may use either a .gif or .jpg file.)

Browse... Add to list

2. Enter a name for this ad. It does not need to include the advertiser's name.
3. (Optional) Add a few words to the *Company Name* field, e.g., a positioning statement.
4. To add a logo or graphic, click the radio button next to the logo's name. (To upload a new logo or graphic, click the *Browse* button, select it, then click *Add to List*.)
5. Select a design: *Classic*, *Corporate* or *Modern*. (To see an example, select one then click *View Sample Page*.) Click *Continue*.

Part 2: Main Section

1. Add a *Main Section Headline* and *Description*. Try to make them irresistible. Click *Continue*.
2. Add advertiser contact information, email address, website URL, driving directions, etc.
3. Click *Preview Advertisement* to see your ad. Click *Save Changes* or *Discard Changes* to exit the ad page editor. Click *Continue* to save your ad and keep working. Note: Click *Publish* only when you're completely finished editing an ad page. Important: No ad page appears on Webshopper until it has been published.

Part 3: Promotions

Every shopper loves to discover a special deal, so promotions are a vital part of Webshopper. Important: *Each ad page must include at least one promotion.*

There are three kinds of promotions:

- **Exclusive Coupons** are traditional discount coupons, which consumers print for redemption.
- **Exclusive Offers** let you get really creative. E.g., "Free wine with dinner on Mondays in May".
- **Announcements** let you promote upcoming sales, new services, featured employees, etc.

Remember, at least one promotion must be included in each ad. If you like, include all three.

1. If necessary, click *Promotions* in the left navigation bar. Enter a *Promotions Section Headline* and *Description*. Click *Continue*.
2. Create Promotion #1 by selecting a type: *Coupon*, *Exclusive Offer* or *Announcement*.

Promotion 1

* **Promotion Type**
(Specify promotion as a Coupon, Special Offer or Announcement)
Exclusive Coupon [What's the difference?](#)

* **Company / Store Name** (i.e., Furniture Fair)
Auto-fill name (Company Name for this advertisement)

* **Brief Promotion Text**
(What are you offering? 20% off! Save \$10! Save \$10 This Week Only! Try to say it in 10 words or less)

Other Promotion Information
(Elaborate on your Promotion or Announcement. Add the official rules and parameters: e.g. expiration date, limit one per person, etc)

3. Click *Auto-fill Name* to enter the company name automatically, or enter it manually. Note: You can embellish this field with additional copy if you like.
4. Enter *Brief Promotional Text*, preferably ten words or less. To see a sample ad, click *View Sample Page*.
5. (Optional) *Other Promotional Information* is a good place to elaborate on your special, or put disclaimers, expiration dates and other "small print" items.
6. Repeat steps 2-5 for additional promotions, if desired.

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Part 4: Additional Content

This is an ideal place to list items and prices, job listings, consumer news, etc.

1. First, enter a *Header* to introduce the content of *Section A*. Then enter data in each text field. It can be a single item, or a paragraph of descriptive copy. To make each text entry bold or bulleted, click the appropriate checkboxes.
2. Repeat as desired for the other text fields. Enter only one item per text box. If you need more, click *Add Another Text Field*.
3. (Optional) Repeat steps 1-2 in *Section B and C*.
4. Click *Preview Advertisement* to see your ad. Click *Save Changes* or *Discard Changes* to exit the ad page editor. Click *Publish* only when you're completely finished editing the ad page, and wish to submit it for display to the shoppers and members. Important: No ad page appears on Webshopper until it has been published.

Edit a Flight






A flight specifies which ad page runs on certain dates. If your company has *Ad Page Management Rights*, you can make limited changes to flights. Contact your advertising representative for more information about *Ad Page Management Rights*.

1. Click *Flights* in the top navigation bar, then click the dates of the flight you wish to edit.
2. Select a *Flight Contact* from the drop down list. This should be the person at the advertiser's company most closely associated with this flight.
3. Select the ad page to run during this flight from the *Select an Ad Page* drop down list. If no ads are available, or you wish to create a new one for this flight, click *Create a New Ad Page*, then follow the directions on the other side of this guide.
4. Select a category from the *Category 1* drop down list, then a *subcategory* from the list below it. (Optional) Repeat for Category and Subcategory 2, and Category and Subcategory 3. Note: The more relevant categories you designate, the more shoppers you're likely to attract.
5. Click the *Save* button.

AskWebshopper

AskWebshopper lets users send messages to individual advertisers, or an entire category or subcategory of advertisers. An email notification is automatically sent to you whenever a message to your company or category/subcategory is posted.

View and Reply to Messages

1. Click *Messages* in the top navigation bar. Messages are listed from newest to oldest.
2. Unanswered messages contain a reply  icon. Click the icon to reply.
3. A new mail  icon indicates a thread contains an unanswered message. Click  to expand a thread and view all its follow-up messages. Click  to collapse the thread.
4. To reply to a message, click its  icon. Enter your message in the text box. (Optional) To attach a photo or graphic, click the *Browse* button and select an image on your computer or network drive.
5. Click *Send Your Reply*. To cancel without sending your response, click *Cancel Your Reply*.

Chat (Instant Messages)

Webshopper's Chat feature lets you exchange instant messages with shoppers. Note: Both the advertiser and shopper must have *Yahoo Messenger* or *AOL Instant Messenger* installed and running to use chat.

Enable Chat

1. Click *Messages* in the top navigation bar.
2. Click *Manage Chat Settings* in the left navigation bar.
3. Click the checkbox before *Yahoo Messenger*, *AOL-AIM*, or both. Enter a valid ID for the service(s) you wish to use.
4. Click *Save Settings*.

Note: Be sure *Yahoo Messenger* and/or *AOL Instant Messenger* are running.

Run a Report

As advertisers, you can track valuable statistics about the success of your ads, and export the numbers into a spreadsheet for further analysis.

1. Click *Reports* in the top navigation bar, then select the report you want.
2. Select *All Flights*, *Active Flights*, or only flights within a specific date range. Then click *Run Report*. The results display by week.
3. To sort the report results differently, click *Geographically by Coupon* or *Geographically by Page View*.
4. To export the results to a spreadsheet, click *Export This Report as a CSV File*, then click *Save*.