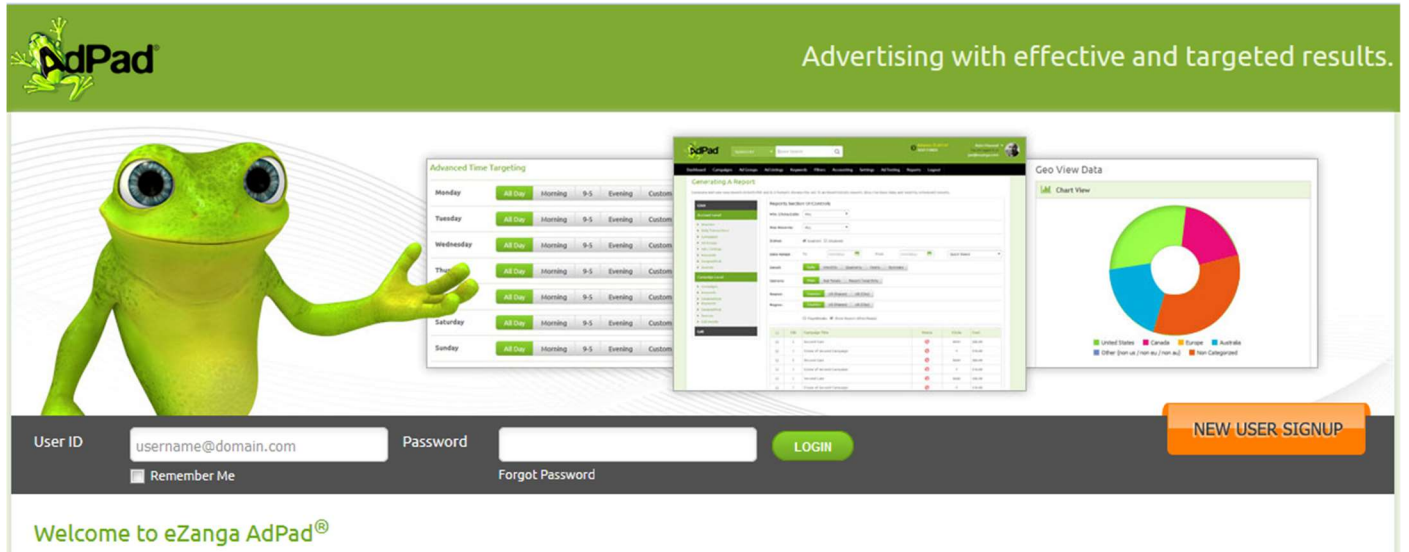


How to Create a Campaign

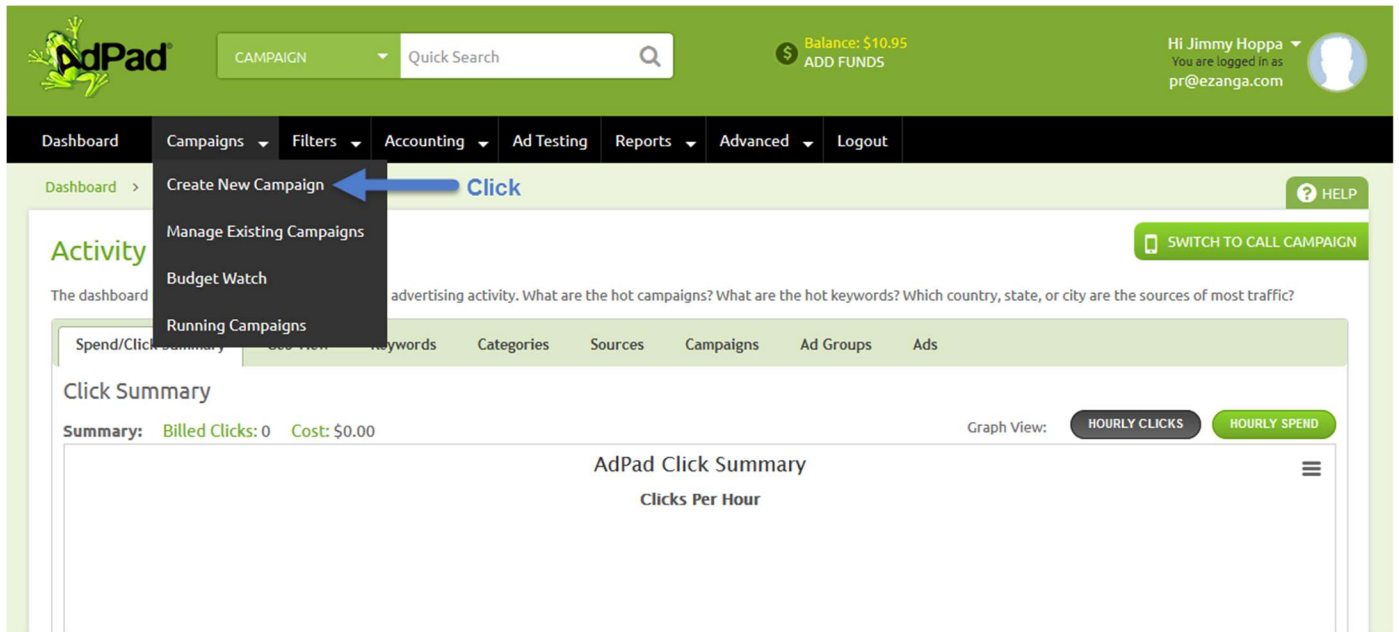
Creating a campaign is simple! We've boiled it down to these four steps.

1. Login to AdPad®



The image shows the AdPad login page. At the top left is the AdPad logo featuring a green frog. The top right tagline reads "Advertising with effective and targeted results." The central area features a large green frog mascot on the left, gesturing towards three preview windows: "Advanced Time Targeting" (a table with columns for days and time slots), "Campaigns & Reports" (a dashboard with various filters and data points), and "Geo View Data" (a donut chart showing geographic distribution). Below these is a login form with fields for "User ID" (containing "username@domain.com") and "Password", a "Remember Me" checkbox, a "Forgot Password" link, and a green "LOGIN" button. An orange "NEW USER SIGNUP" button is located in the bottom right corner. At the bottom left, a green banner says "Welcome to eZanga AdPad®".

2. Go to 'Campaigns' Tab and Click 'Create a New Campaign'



The screenshot displays the AdPad dashboard interface. At the top, there is a green header with the AdPad logo on the left, a search bar labeled 'Quick Search' in the center, and a balance indicator on the right showing '\$10.95' and an 'ADD FUNDS' button. The user is logged in as 'Hi Jimmy Hoppa' with the email 'pr@ezanga.com'. Below the header is a black navigation bar with several menu items: Dashboard, Campaigns, Filters, Accounting, Ad Testing, Reports, Advanced, and Logout. The 'Campaigns' menu is open, showing a dropdown with three options: 'Create New Campaign', 'Manage Existing Campaigns', and 'Running Campaigns'. A blue arrow points to the 'Create New Campaign' option. The main content area is titled 'Activity' and includes a 'SWITCH TO CALL CAMPAIGN' button. Below this, there is a 'Click Summary' section with a 'Summary' row showing 'Billed Clicks: 0' and 'Cost: \$0.00'. The 'Graph View' section has two buttons: 'HOURLY CLICKS' and 'HOURLY SPEND'. The main content area is titled 'AdPad Click Summary' and 'Clicks Per Hour'.

3. Fill Out the Fields

Campaigns > Create New Campaign HELP

Campaign Wizard: Simple

Looking to create a simple advertising campaign so you can quickly start receiving some traffic? Let our new wizard guide you through a few simple steps.

1 Setup Your Campaign

Name *

Startup * Automatic Manual

Start Date

Stop Date

Time Targeting Set Time Targeting

Campaign Budget (\$) 0 = No Limit

Daily Budget (\$) *

Campaign Max CPC (\$) *

Geography * Worldwide National Region Advance

Country/Region

2 Define Your First Ad Group

Name *

Adult Content? * No Yes

3 Build Your First Ad

MY AD TITLE
Enter a description of your product and/or service that is simple, clear, and relevant to your business. Ad Preview

Title *

Description *

Visible URL *

Click URL *

4 Enter Your Keywords

Match Type * Broad Exact

Enter 1 keyword per line *

The following characters are not acceptable in keywords: # % & + " ? , |

As you're filling out the fields, if you have a question, simply click on the 'Help Button' for clarification. A box will pop up with additional information.

The screenshot displays the 'Campaign Wizard: Simple' interface. It is divided into three main sections: '1 Setup Your Campaign', '2 Define Your First Ad Group', and '3 Build Your First Ad'. A 'Start & Stop Dates' help popup is currently open, providing detailed instructions on how to set the start and stop dates for the campaign. The popup text reads: 'Start Date allow for ads to run onward from that predetermined calendar date. Start Date The date that you would like ads to begin being displayed on our network. Ads will go live at 12:00AM on the start date chosen. If a specific start date isn't chosen, ads will become active as soon as they're ready. Start date is optional. Stop Date The date that you would like your ads to stop being displayed on our network. Ads will stop being displayed at 11:59:59PM on the end date chosen. Stop date is optional.' The background interface shows various input fields for campaign details such as Name, Startup, Start Date, Stop Date, Time Targeting, Campaign Budget, Daily Budget, Campaign Max CPC, Geography, Country/Region, Match Type, and Ad Group Name. A 'CREATE NEW CAMPAIGN' button is visible at the bottom right.

Curious what your ad will look like? In Section 3, pay attention to the 'Ad Preview' box. As you type your information in, you'll be able to preview it beforehand.

3 Build Your First Ad

SPONGEBOB SQUARE PANTS

Square pants that fit your body and lifestyle.

www.squarepants.com

Ad Preview

Title *

SpongeBob Square Pants

Description *

Square pants that fit your body and lifestyle.

Visible URL *

www.squarepants.com

Click URL *

<http://squarepants.com>

Ad Preview



4. Click 'Create New Campaign'

Campaigns > Create New Campaign HELP

Campaign Wizard: Simple

Looking to create a simple advertising campaign so you can quickly start receiving some traffic? Let our new wizard guide you through a few simple steps.

1 Setup Your Campaign

Name *

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Match Type * Broad Exact

Enter 1 keyword per line *

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Click

And you're done!