

Guide to Creating a New Campaign

RSM Ad Manager gives you the power to grow your business by partnering with Canada's top news, entertainment and sports brands.

Get your campaign live in just a few easy steps! Here's how...

You can start creating your campaign by clicking on the “Create Campaign” button in the top right-hand corner of the platform.

The screenshot displays the Rogers Sports & Media Ad Manager interface. The top navigation bar includes the logo, 'Ad Manager', and 'Campaigns'. A yellow 'Create Campaign' button is located in the top right corner, with a red arrow pointing to it from the text above. Below the navigation bar, there is a search bar and a filter dropdown set to 'All Statuses'. The main content area is a table of campaigns with columns for Name, Status, Price, Amount, Impressions, Clicks, CTR, Creatives, and Advertiser. The table lists four campaigns: '25% Off Online Only' (Live/Ready), 'Summer Sale Campaign' (Pending), 'Long Weekend BOGO' (Pending), and 'Spring 50% Off Promo' (Live/Ready).

NAME	STATUS	PRICE	AMOUNT	IMPRESSIONS	CLICKS	CTR	CREATIVES	ADVERTISER
25% Off Online Only 07 Jun 2022 - 29 Jun 2022 (23 days)	LIVE (READY) 100%	CPM	\$269.17 (CAD) \$1,000.00 Budget	25,635 95,238 Booked	595	2.32%	3 / 4	Curated Market
Summer Sale Campaign 20 May 2022 - 18 Jun 2022 (30 days)	PENDING 0%	CPM	\$0.00 (CAD) \$1,000.00 Budget	0 23,809 Booked	0	0%	0 / 1	Curated Market
Long Weekend BOGO 20 May 2022 - 18 Jun 2022 (30 days)	PENDING 0%	CPM	\$0.00 (CAD) \$1,000.00 Budget	0 95,238 Booked	0	0%	0 / 4	Curated Market
Spring 50% Off Promo 19 May 2022 - 17 Jun 2022 (30 days)	LIVE (READY) 100%	CPM	\$1,000.00 (CAD) \$1,000.00 Budget	95,238 95,238 Booked	3,375	3.54%	7 / 8	Curated Market

Campaign Set Up

Select the Ad Product you want to run.

Products have pre-selected features that will guide the execution of your campaign. For example:

Price (Cost Per Thousand)

The CPM indicates how much you will spend to have your ad appear 1000 times (impressions).

Available Sizes

The size (dimensions) of the ad creative.

Preview

This shows how your ad will appear on our sites (desktop and mobile). If multiple sizes are available you can scroll through to see each size.



For **Display Ad Campaigns**, we recommend always including 300x250 and 300x50 sizes. The more sizes you provide the more websites and devices your ad may appear on.

For **Video Ad Campaigns**, be sure that the Product you select matches the length of your ad (10-30 seconds or Under 10 seconds). All our Video Ads run as non-skippable pre-roll or mid-roll.

Schedule & Budget

Schedule

Your campaign will start running at midnight of your selected start date and stop running at midnight of your selected end date.



We recommend running your campaign for at least 4 weeks, if possible.

Total Budget

You'll see Available Impressions update as you add or remove location targeting. This indicates the total universe of impressions available based on the time period and location targeting you've selected.

Impressions

Impressions is the estimated amount of times your ad will appear. To increase the amount of times your ad will appear add more \$ to your total budget.

Estimated Budget per Day

Budget per Day is the estimated amount of budget that will be spent per day over the course of your campaign.

Step 2 — Great, now let's define when your campaign will run and your budget

Schedule
Specify when your campaign should run.

Start date: 9 Jun 2022 | End date: 9 Jun 2022 | 1 day

Budget

Total budget	Impressions	Estimated budget per day
\$ 1,000.00	95,238	\$ 1,000.00

Campaign 1001249569

- Available impressions: 4,257,373
- Price per 1000 impr.: \$10.50
- Estimated impressions: 95,238
- Total budget: \$1,000.00
- Status: DRAFT

Schedule and Budget

- Budget model: Pre-pay
- Start date: 09 Jun 2022
- End date: 09 Jun 2022
- Duration: 1 day

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Geographic Targeting

This enables you to only show your ad to people in specific geographical areas, relevant to your business.

You can add as many locations as you wish or skip this step if you want your ad to run nationally.

Enter the first few letters of the town, city or province you wish to target. When you see the location appear, select it by checking the box to the right.

! You'll see **Available Impressions** update as you add or remove location targeting. This indicates the total universe of impressions available based on the time period and location targeting you've selected.



Estimated Impressions indicates the estimated number of impressions you'll secure based on your budget. To increase the amount of impressions (the amount of times your ad will appear) you can go back and increase your Total Budget.

Audience Targeting

Lifestyle / Interests (optional)

Show your ad to people who have an interest or lifestyle type most relevant to your product or service. If you're looking to reach the broadest audience possible, skip this step.



You can target a second interest/lifestyle audience by creating a separate campaign using the same or different ad creative.

Gender (optional)

Show your ad to a specific gender if it makes sense for your product or service.

Age (optional)

You can show your ad to specific age groups if it makes sense for your product or service.



If targeting specific age groups or gender, we recommend removing any selected lifestyles/interest audiences to help your campaign reach.

Audience Targeting is available when you select the Rogers Sports & Media Complete Network placement. If you don't need to target your ad to a specific group of people, skip this step.



You'll see an increase in the CPM once audience targeting is selected. This increase will also effect your Estimated Impressions.

Creative

You can add as many creatives as you like to a single campaign. Creative can be paused / added while your campaign is live – just remember that you have to have at least one creative in order for your campaign to run!

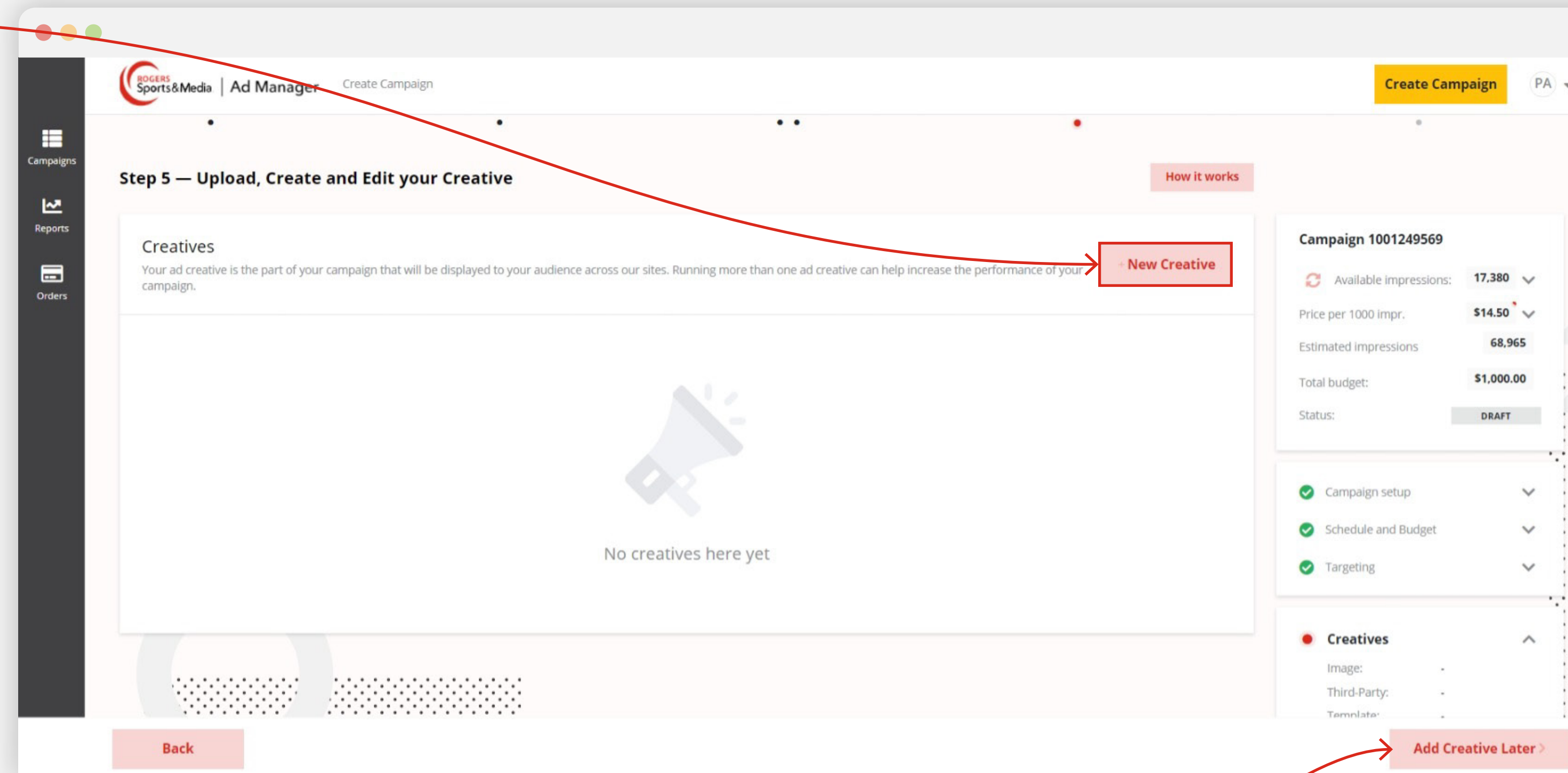
After you've checked out your order (paid) your creative will be submitted to us for review.

You will be notified by email once your creative is approved, or the reason why if it was rejected. If your creative was rejected you can copy it and make changes, or add new creative.



For Display Ad Campaigns, we recommend always including 300x250 and 300x50 sizes. The more sizes you provide the more websites and devices your ad may appear on.

For Video Ad Campaigns, be sure that the product you select matches the length of your ad (10-30 seconds or Under 10 seconds). All our Video Ads run as non-skippable pre-roll or mid-roll.



You can also choose to add the creative later. You will receive a notification reminding you to upload creative prior to the start of the campaign.

At least one creative must be added and approved before the campaign can start.

Creative: Upload Creative

Choose this if you have a display ad or video ad ready to use.

1. Choose the desired size.

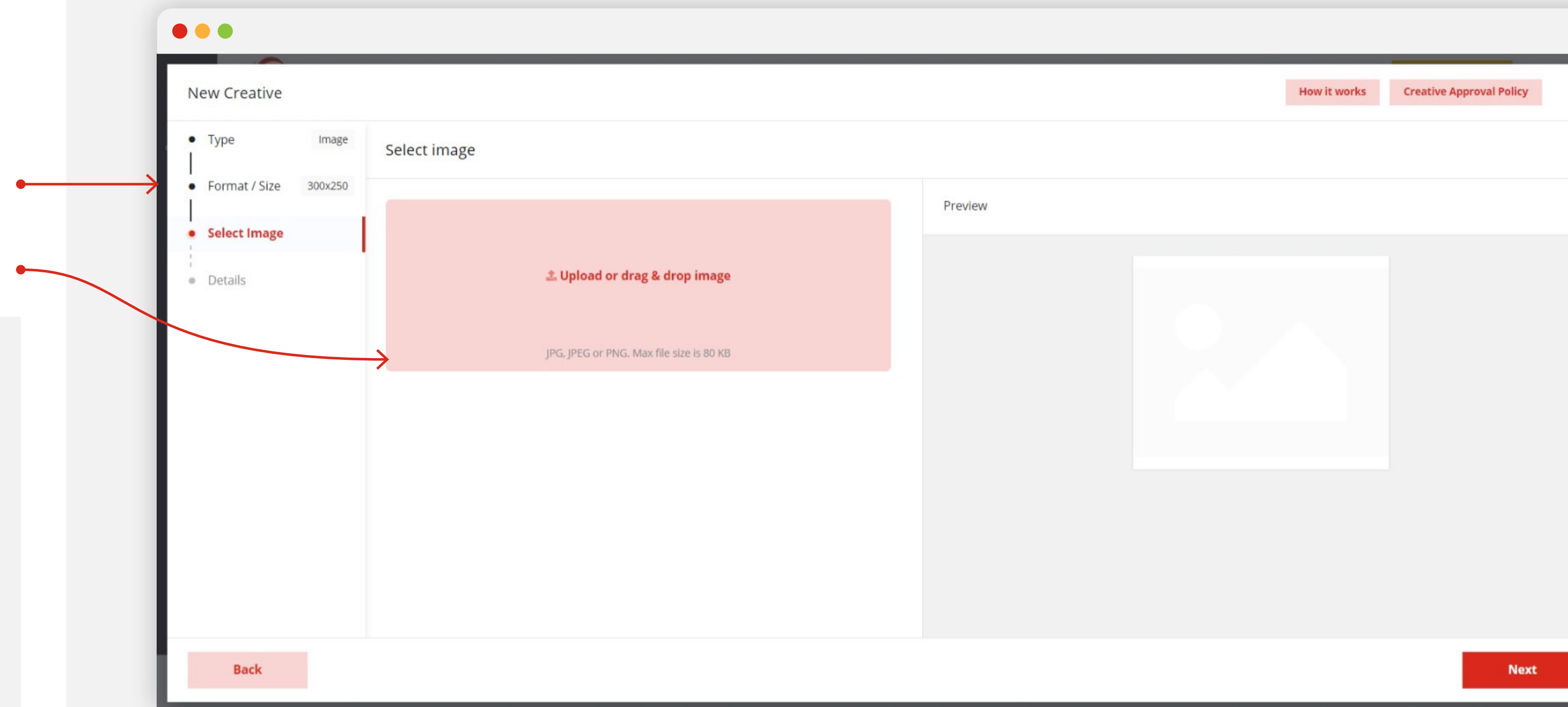
2. Upload your file.

For Display Ads

- Max file size is 80KB.
- You will be able to resize and crop within the platform to make any final edits.

For Video Ads

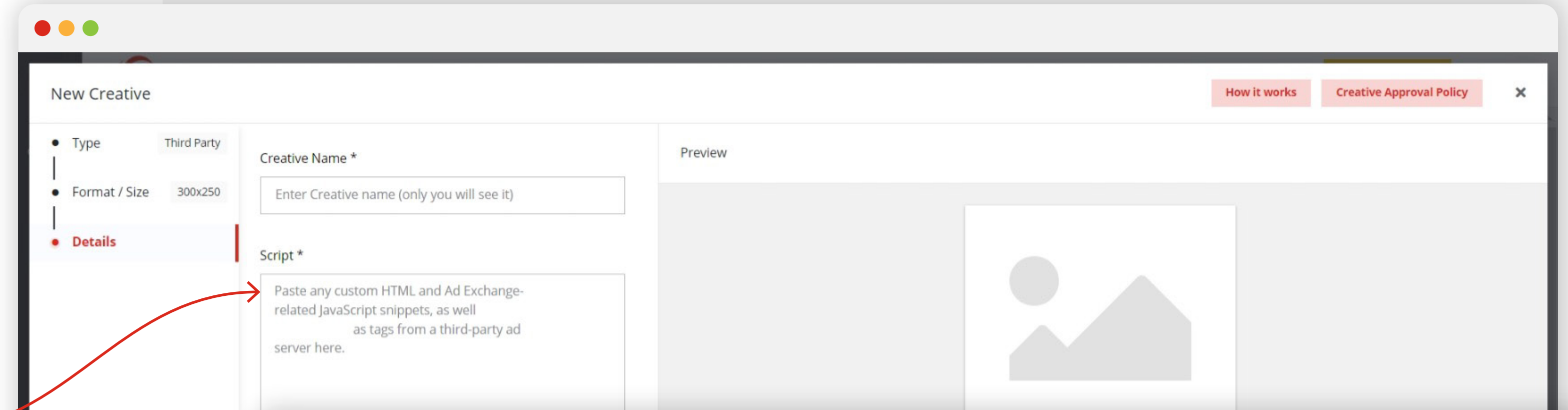
- Max file size is 85MB
- Recommended dimension is 1920x1080 px
- Video format is MP4
- Accepted ratio is 16:9
- Video length must be 10-30 seconds or under 10 seconds, depending on the Ad Product you selected in Step 1



Creative: Third Party Script

Choose the Third Party Script option if your ad is served by a third party provider.

Simply paste the script into this field.



This screenshot shows the 'New Creative' form with the 'Third Party' type selected. The 'Details' tab is active, showing a 'Creative Name' field and a 'Script' field. A red arrow points from the text 'Simply paste the script into this field.' to the 'Script' field. The 'Preview' section shows a placeholder image.

New Creative

How it works Creative Approval Policy

Type Third Party

Format / Size 300x250

Details

Creative Name *

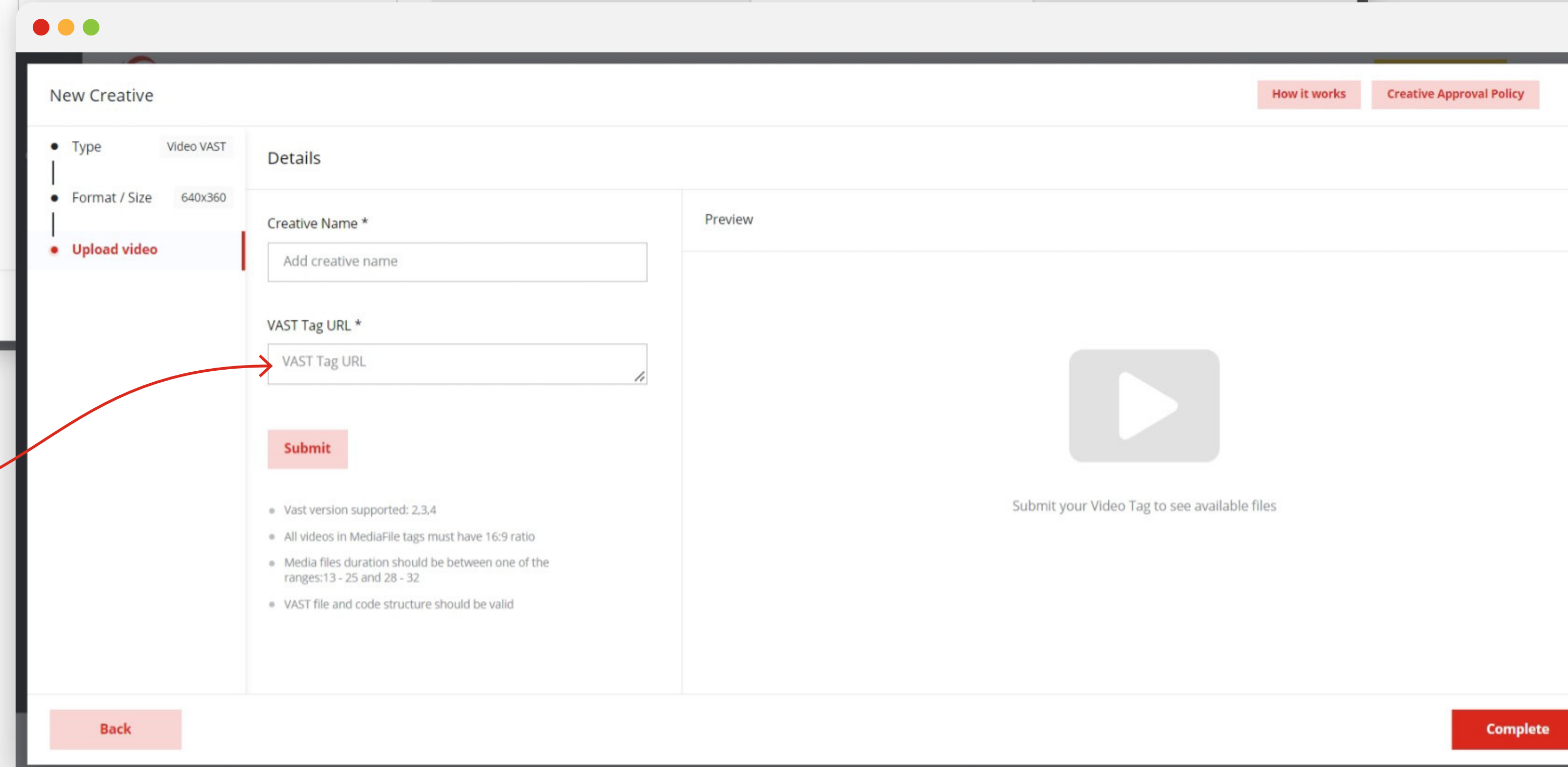
Enter Creative name (only you will see it)

Script *

Paste any custom HTML and Ad Exchange-related JavaScript snippets, as well as tags from a third-party ad server here.

Preview

If you are running a Video Ad campaign you will have the option to use a VAST Tag URL to retrieve your video ads.



This screenshot shows the 'New Creative' form with the 'Video VAST' type selected. The 'Details' tab is active, showing a 'Creative Name' field, a 'VAST Tag URL' field, and a 'Submit' button. A red arrow points from the text 'the option to use a VAST Tag URL to retrieve your video ads.' to the 'VAST Tag URL' field. The 'Preview' section shows a video player placeholder.

New Creative

How it works Creative Approval Policy

Type Video VAST

Format / Size 640x360

Upload video

Details

Creative Name *

Add creative name

VAST Tag URL *

VAST Tag URL

Submit

Vast version supported: 2,3,4

All videos in MediaFile tags must have 16:9 ratio

Media files duration should be between one of the ranges: 13 - 25 and 28 - 32

VAST file and code structure should be valid

Preview

Submit your Video Tag to see available files

Back Complete

Creative: Build Your Creative

Don't have Display Ad creative?
Don't worry!

Choose this option to quickly and easily build your creative directly in RSM Ad Manager.

You'll be guided through the following steps:

1. **Upload your logo.**
2. **Upload a main image.** This image should capture attention and support your offer or messaging
3. **Specify the Destination URL.** This is the page on your website you want to people to land on when they click on your ad
4. **Select a Call To Action.** Appearing as a button on your ad, select a CTA that best aligns with the action you want people to take
5. **Enter a Headline.** Reinforce the name of your business or make a bold statement!
6. **Enter a Message.** This is where you can provide details on your product, service or offer. Keep it short, snappy and quick to read.

New Creative

How it works Creative Approval Policy

Type Template

Format / Size Standard Te...

Main Image

Your Logo

Details

Select Image

Upload or drag & drop image

JPG, JPEG or PNG. Max file size is 80 KB

Preview

All sizes

300x250 Use

Headline

Message

Learn more

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Preview

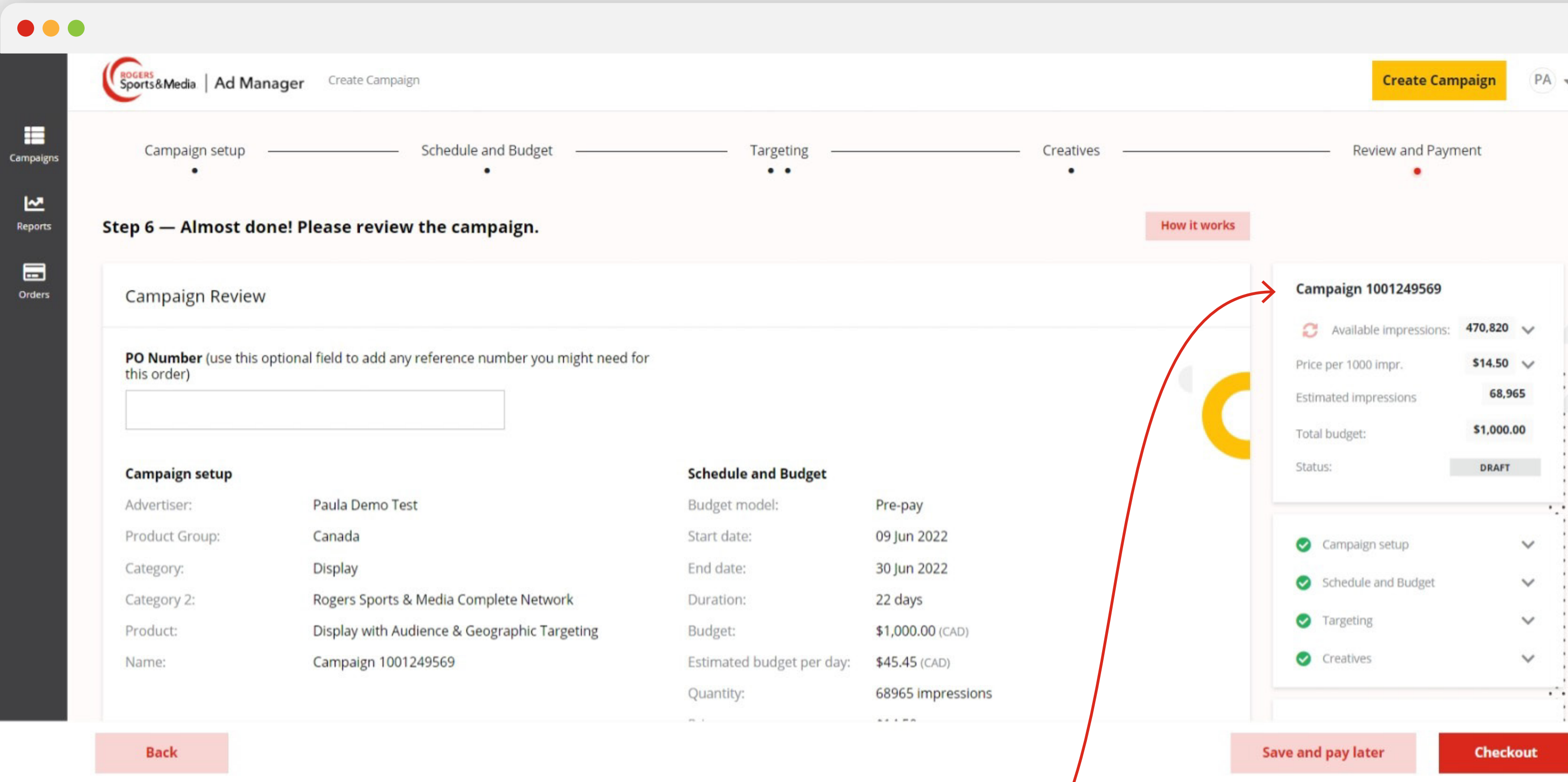
You can preview your creative in the right panel. Click on the pencil icon to adjust or zoom in/out on images. Toggle the Use indicator on/off to include or exclude ad sizes in your campaign (try to use any many sizes as possible!)

Review Your Campaign

Review the details of your campaign before selecting Checkout and completing your order. You can also save campaign details and pay later.

Your campaign will not go live until you’ve checked out your order (paid) and at least one creative has been added to your campaign and approved.

You will be notified by email if your creative is approved or the reason why it was rejected. If your creative is rejected you can copy it and make changes, or add a new creative.



When you first create a campaign it is assigned a number. You can edit the name to something friendly that best identifies your campaign (e.g. Back to School Campaign).

Reporting

Once your campaign is live, you can monitor performance and view metrics at any time through self-serve Excel reports.

You can run reports at the Campaign level or Order level (if you have multiple Campaigns in a single Order).

One-Time Report

Use this option if you need to run a one-time report (e.g. at the end of your campaign).

Select the relevant Start and End date and choose whether you want to Download the report immediately or have it sent to you by Email.

Scheduled Report

Use this option if you want to receive an updated report at regular intervals.

Select the time period that you want data captured: Previous Day, Week or Month.

Scheduled reports are sent to your Email address the day after of the selected period (frequency).

The screenshot shows the 'Reports / Create report' interface in the Rogers Sports & Media Ad Manager. The interface is divided into several sections:

- Report details:** This section allows users to choose what they want to see in their report. It includes two radio buttons: 'Orders' (selected) and 'Campaigns'. Below these is a text field for 'Report name' with the value 'Orders Export 06 Jul, 2022'. A 'How it works' link is visible in the top right corner of this section.
- Export type:** This section allows users to select the type of report they want to export. It includes two radio buttons: 'One-time report' (selected) and 'Scheduled report'. Below these is a text field for 'Time Period' with the value 'Previous Day, Week or Month'.
- Export options:** This section allows users to select the export options. It includes a dropdown menu for 'Export options' with the value 'Direct download'.

Red arrows point from the text on the left to specific elements in the interface:

- An arrow points from 'Once your campaign is live, you can monitor performance and view metrics at any time through self-serve Excel reports.' to the 'Reports' button in the left sidebar.
- An arrow points from 'You can run reports at the Campaign level or Order level (if you have multiple Campaigns in a single Order).' to the 'Orders' radio button in the 'Report details' section.
- An arrow points from 'Use this option if you need to run a one-time report (e.g. at the end of your campaign).' to the 'One-time report' radio button in the 'Export type' section.
- An arrow points from 'Select the relevant Start and End date and choose whether you want to Download the report immediately or have it sent to you by Email.' to the 'Time Period' dropdown menu in the 'Export options' section.

Thank you!

If you require further support
you can contact us at:

adsupport@rogerssportsandmedia.com