

Online Ad Planner

Create display ads, paid search ads or affiliate links for a campaign

Please submit your completed form to setonhall.mojohelpdesk.com.

Your Name and E-mail:

Campaign Name:

Client (Department or Office):

Landing Page URL:

Generate Coremetrics Encoded URLs

Obfuscate URLs
(Recommended)

Encode Clear

Ad Copy

Describe the call to action and supporting copy you want to see in the ad.

Page Placement

List or describe the URLs where the ad(s) or link(s) will be displayed.

Display Ads

Please list each media placement separately, even if you are using the same ad on separate sites or more than one ad on a single site.

| Media Placement | Run Date | Width | Height | Ad Type | Max KB | # Loops | Time (s) | Backup | Click-Thru Tag | Coremetrics Encoded URL |
|-----------------|----------|-------|--------|---------|--------|---------|----------|--------|----------------|-------------------------|
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Paid Search Ads

Please list each search engine separately.

| Search Engine | Run Date | Keyword Phrase | Coremetrics Encoded URL |
|---------------|----------|----------------|-------------------------|
| | | | |
| | | | |

Affiliate Links

Please list each affiliate site separately.

| Web Site or Partner Organization | Run Date | Coremetrics Encoded URL |
|----------------------------------|----------|-------------------------|
| | | |
| | | |

Short URLs

Please list each short URL separately.

| Short URL | Coremetrics Encoded URL |
|-----------------|-------------------------|
| www.shu.edu/go/ | |
| www.shu.edu/go/ | |

Notes or Special Instructions: Use this field to name specific images for the ad or provide other instructions to the Web team.

Instructions

1. Required fields have **red** labels.
2. Complete all required fields. The request will be returned to you otherwise.
3. Submit the completed form to setonhall.mojohelpdesk.com along with any artwork or photography. Do not e-mail the files.

Limitations

1. We cannot offer a minimum production time for display ads. Duration depends on the number and complexity of the ads, the number of additional campaign elements (such as a landing page and other scheduled campaigns. Please submit your request as early as possible.

Display Ad Field Descriptions

- **Media Placement:** the Web site or ad network where the ad will run.
- **Run Date:** the dates or general time frame (March, Spring 2008) when the ad will run on the site.
- **Width and Height:** the dimensions for the ad, e.g., 768 x 90.
- **Ad Type:** the technical format of the ad, such as Flash, animated GIF, etc.
- **Max KB:** the maximum file size in kilobytes of the ad.
- **# Loops:** for flash and animated GIF ads, the maximum number of loops the ad may make.
- **Time (s):** the maximum time the ad may loop.
- **GIF Backup:** Is a GIF or JPEG backup file required for animated ads.

Display Ad Field Descriptions

- **Search Engine:** the search engine where the ad will run.
- **Run Date:** the dates or general time frame (March, Spring 2008) when the ad will run on the search engine.
- **Keyword Phrase:** the keyword phrase tied to the ad. Most keyword campaigns will use hundreds, if not thousands of keyword phrases, from a single word to multi-word phrases. In many cases, a SEM vendor will create and submit a list of keyword phrases to the search engine. You can use a "stub phrase" such as KEYWORD PHRASE to give to the SEM vendor so they know how to format the URLs for each keyword phrase.

Frequently Asked Questions and Common Scenarios

How do I put bold, italics, links or other formatting into my ad copy?

This planner does not support formatting such as bold, italics and links. These ads are designed by a interactive designer to include wordmarks, photos and other graphic design elements. If you have special design or formatting requests, please include those requests in the **Notes or Special Instructions** field above.

Please note that paid search ads only accept plain text.

How do I create a landing page or a multi-channel campaign?

Your ad(s) must link to a special landing page. To include these ads as part of a broader, multi-channel campaign, you need to contact the Web team to obtain the necessary forms. Multi-channel campaigns are relatively easy to plan and complete, but you'll need to give us advanced warning so that we can reserve production time for your campaign.

When you create a ticket for your ads (at setonhall.mojohelpdesk.com), specify that you would like to create a landing page or a multi-channel campaign.

How do I handle a special request you haven't covered?

Type the request in the **Special Instructions** field. If we have questions or can't accommodate you, we will contact you.

Please submit your completed form to
setonhall.mojohelpdesk.com.