Interactive Campaign Setup Best Practices

Released May 2008

These Best Practices have been developed by the IAB Ad Operations Council, with additional participation from:

Avenue A | Razorfish
Digitas
Horizon Interactive
Mediavest

About the IAB Ad Ops Council:
The Ad Ops Council is dedicated to improving the operational efficiency of interactive advertising. Ad Ops Council working groups regularly include agency-side representatives to help improve communication, understanding, and work process in many areas of the buyer-seller relationship. A full list of Council member companies can be found at:
http://www.iab.net/member_center/35088?iabid=a0350000002Cmy1AAC

This document can be found on the IAB website at: http://www.iab.net/campaign_setup

IAB Contact Information:
Ryan Walker
Manager of Industry Services, IAB
212-380-4731
ryan@iab.net

Jeremy Fain
Senior Director of Industry Services, IAB
212-380-4724
jeremy@iab.net

© 2008 Interactive Advertising Bureau

Table of Contents

© 2008 Interactive Advertising Bureau

Executive Summary

Ad operations professionals from the IAB's Ad Operations Council, in conjunction with representatives from major media agencies, developed these Best Practices to significantly decrease the operational inefficiencies surrounding the campaign setup process in interactive advertising.

This document outlines recommendations for both the publisher and agency and is intended to reduce the number of issues arising during the campaign setup phase. Research into the sources of discrepancies by the IAB and the Media Rating Council has shown that correcting campaign setup errors will significantly reduce inefficiencies and discrepancies throughout the campaign's delivery as well as during the reconciliation process.

The **Publisher Best Practices** were developed by using a two-step process: 1) Defining each step of the ideal publisher campaign setup process, and 2) Thoroughly analyzing the full workflow through joint agency-publisher discussions. Key recommendations include:

- Disclosing and obtaining as much information from the agency as soon as possible. This includes necessary contact information from all departments, credit policies and any potential credit issues, inventory reservation policies, rich media costs, and clearly defined addendums or changes to the AAAA/IAB standard terms and conditions.
- Translating any ambivalent contract language into clear and concise terms that both sides understand and can input into an ad server.
- Ensuring ad ops personnel can contact agency counterparts in order to properly match ad tags.

The **Agency Best Practices** were developed by gathering input from agencies to ensure that all stages of the campaign setup process were clearly defined. The group was able to identify various pain points and developed best practices to address them. Key recommendations include:

- Disclosing and obtaining as much information to and from the publisher, as well as to and from the marketer. It is imperative that all parties have a clear understanding of requirements and timelines. Publishers must fulfill their side of the obligation by clearly defining all of the aforementioned information; agencies must in turn communicate this information to the marketer.
- Making certain that billing methods are properly communicated to publisher.
- Educating buyers on all steps of the process and ensuring that interdepartmental communication channels are open.

The general beliefs of both the Ad Operations Council and the involved agencies is that improving overall communication between agency and publisher, as well as internally on both sides, will lead to improved efficiency in the campaign setup process. The IAB is confident that these Best Practices, if adopted by both publishers and agencies, will enable both sides to materially improve their operational effectiveness, significantly decrease material discrepancies, and build more scalable, profitable organizations.

© 2008 Interactive Advertising Bureau

Publisher Best Practices

Traditionally, the campaign setup process on the publisher side has been a race against the clock. Sales teams want to finalize the deal as quickly as possible; flight dates are often imminent and last-minute changes often force various departments to scramble. While these hurried situations are sometimes unavoidable, introduction of errors can often occur if a publisher's process is not well developed or quality controls are not enforced. There are various steps in each stage of the process that should not be overlooked, regardless of timing pressures. A missed step can lead to compounded problems later in the process, negatively impacting everything from campaign delivery to reconciliation and collection.

Each publisher should analyze their own campaign setup process against these recommendations and decide which to implement. While the document's authors believe that full adoption will lead to the greatest operational improvement, these recommendations are best practices and each organization may adopt them at their own pace.

Request for Proposal Stage

❖ **When answering an RFP, always inform the agency of reservation policies.**

The agency must often get client approval before signing off on a media plan. After the client approves the plan, they expect to see the inventory in the Insertion Order (IO). If inventory changes, the agency may need to seek additional approval on the new inventory. If the agency is aware of deadlines, they can inform the client and attempt to expedite the approval process. The agency should also be informed if inventory cannot be guaranteed at the time of the publisher response in order to better manage the marketer's expectations.

❖ **Always inform the agency of any credit issues that may prevent a campaign from going live.**

Whether it is an issue of getting credit approval for a new customer, or a credit hold on an existing customer, the sooner the agency is made aware of the issue, the faster it can work to resolve it. The publisher can facilitate this by taking the following steps:

- The Sales Executive/Sales assistant proactively checks credit status to determine the client's credit standing.
- For new advertisers/agencies, the appropriate billing contact information must be obtained.
- The Sales Executive or Ad Operations Representative communicates any issues to the agency during the RFP stage.

❖ **Review Agency's current Terms & Conditions (and any advertiser specific terms if applicable).**

It is important to understand any differences in terms prior to the creation of the IO. Any conflicts in terms and conditions should be negotiated, and the agreed upon resolution should be included in the IO.

© 2008 Interactive Advertising Bureau

- **Rich media fees and measurements should be discussed/negotiated up front.**

  Publishers and agencies have different set rates established with each rich media vendor, and there can be confusion over which side will be responsible for paying rich media costs. There is currently no protocol for when one side pays the fee, and payment is therefore handled on a case-by-case basis. Because this process still lacks transparency, it is imperative that payment terms be defined before the IO is created.

- **Compatibility of placements with Third-Party Ad Servers should be noted.**

  While most placements can be served through a Third-Party Ad Server, there are occasional placements that can only be site-served, affecting the estimated ad serving costs in the plans agencies present to their clients. Those placements should be defined or described as site-served. In relation to site-served creative, the RFP should also specify: (1) whether or not Third-Party Ad Server pixels can be implemented so the agency can track impressions, and (2) whether or not the unit is clickable so the agency can provide a Third-Party Ad Server click command in order to track clicks.

- **Third-Party Research studies should be discussed and approved.**

  It is important that survey details be disclosed as a requirement during the RFP stage, including method of recruitment preferred/required, vendor selection, and publisher inventory requirements (if any). Research creative should not spawn survey recruitment pop-ups or other vehicles without Publisher's prior approvals. Publisher commitments should be defined when the Insertion Order is created to avoid miscommunication.

Insertion Order Stage

- **Avoid internal code words on the contract.**

  Confusion over contract language has become a problem, especially when translated into an ad serving system. Write as much of the contract as possible in easily understandable, plain terms. When confusion arises, the lines of communication between publisher and agency should remain open so that any questionable language can be explained quickly.

- **Make certain the Agency's billing method is documented on the IO.**

  Misunderstanding the preferred billing method by the agency can lead to delays in payment and inefficiencies for both parties requesting and completing billing adjustments. Publishers should document whether a campaign needs to be set up to be billed on campaign estimates or actual delivery, and which ad server each of those numbers should be based on. Any special billing requirements such as installment billing should also be documented and included on the IO. If there is a rich media and/or third party ad server involved, the IO should state which party's numbers will be used as the billable source. The IO should also state who is responsible for paying the rich media fees.

© 2008 Interactive Advertising Bureau

❖ **Ensure that all targeting setup for a campaign accurately reflects what is defined on the media plan.**

Any campaign targeting should be negotiated and documented on the IO. Targeting should be clearly defined and understood by both parties.

❖ **IO should be approved by departments outside of Sales.**

Aside from inventory approval, responsibility for the terms, pricing and any other editorial or quality control should reside outside of Sales. We recommend that approvals be obtained from the following departments:

- Inventory
- Pricing and Planning
- Legal

❖ **Ensure that all necessary contact information is obtained. This includes:**

- Sales Contact
- Billing Contact
- Creative Agency Contact
- Reporting Contact
- Ad Operations Contact

❖ **Once approvals are complete, trafficking coordinators should be notified immediately.**

We recommend keeping open channels of communication between Ad Operations and Sales. A trafficker may have issues related to missing assets, inventory, or understanding products. The assigned trafficker should also test the assets for the following criteria:

- One ad unit for each placement
- Ad unit meets creative spec requirements
- Ad unit clicks through correctly

❖ **Trafficking coordinators should have direct contact with the agency.**

Traffic coordinators are often forced to manually match tags and placements by process of elimination. This can lead to errors that result in billing discrepancies. Direct communication and relationship with agency ad operations is essential to avoiding errors.

Campaign Delivery Stage

❖ **Post-launch testing should occur within one business day of initial launch.**

The campaign should be tested and checked within one business day after the initial launch, as well as after each new flight or ad tag is launched. This step will confirm each tag has been implemented properly, and is returning the expected data. Not only will this serve to ensure the campaign is tracking properly from both the publisher and agency sides, it will also highlight major implementation errors that usually cause the largest and most costly discrepancies. As part of the testing process, we

© 2008 Interactive Advertising Bureau

also recommend that the publisher send an email confirmation to the agency that all tags are live, including screenshots.

The testing process should also include a delivery comparison of internal usage versus third-party ad server usage no later than one week after the campaign launch. Variances exceeding publisher thresholds should be escalated to their operational team to ensure proper tag implementation and escalated directly to third-party vendors if further investigation is required. Communication to sales support and to the agency of a potential problem should coincide with any investigation or tag implementation correction.

NOTE: Publisher discrepancy threshold is not set as a standard across the industry, rather by the publisher's historical variance trends per vendor. The threshold for reconciliation procedures should be defined in the Terms & Conditions of the IO.

❖ **Re-allocate inventory if under-delivery will be an issue.**

If delivery becomes an issue, the frequency of a placement will often be increased. However, when frequency gets to be too high, agencies will sometimes require that credit or make goods be offered. If particular placements are pacing to under-deliver, the publisher may not be able to increase frequency due to inventory constraints and fairness to all advertisers running. Re-allocation of inventory should take place upon publisher's recommendation if the campaign end date cannot be extended.

The optimization/re-allocation should contain the following details:

- Placement name
- Original impression goal and dollars
- Revised impression goal and dollars
- Start or end date changes (if applicable)

Once the optimization is approved by the agency, a change order should be sent for signature. Please keep in mind that if new placements are added, a new ad tag should be sent for each.

❖ **Request a change order any time that flight dates or costs change.**

For any changes that affect contracted quantities, total dollars, cost basis or flight dates, a change order should be signed and exchanged by both parties. For these types of changes, an email confirmation is generally not acceptable when it comes to resolving disputes in the reconciliation process. Moreover, due to turnover between companies and accounts, emails are often misplaced or deleted, leaving no record of the change.

© 2008 Interactive Advertising Bureau

Campaign Take-Down Stage

- **Remove relevant tags and send confirmation and delivery report to agency.**

  Most agency- and publisher-side systems include scheduler capabilities. At times, however, negotiated changes to placement flighting due to campaign changes, optimization efforts, etc. may not be fully updated in one or both systems. Since agencies are generally responsible for paying for all third-party ad serving fees incurred, it is imperative that all agency ad serving tags be removed by publishers upon campaign completion. Publishers should take down any remaining tags and send an email to the agency with confirmation that tags have been removed. The publisher should also send a final delivery report broken out by month.

© 2008 Interactive Advertising Bureau

Agency Best Practices

Campaign setup on the agency side requires the ability to address shifting client needs, frequent budget changes, and last-minute incremental spend opportunities. Agencies count on the understanding, flexibility, and strong commitment to service of their publisher partners to help meet and maintain deadlines within this dynamic environment.

In the proverbial race against the clock, it is critical for agencies to be mindful of key steps in the setup process that, if missed, can lead to later issues with delivery, tracking, and billing. Open and active communication can play a large part in maintaining client satisfaction while also helping publisher partners to optimally manage their inventory and avoid waste.

Each agency should assess their internal campaign setup process within the context of these recommendations. These recommendations do not have to be adopted all together or all at once. However, if adopted, our collective experience has shown that they contribute to improved operational efficiency.

Request for Proposal Stage

- **Ensure that the RFP is as clear and complete as possible.**

  We recommend that RFPs be formatted in a manner that will avoid confusion when received by publishers. Additionally, they should be as specific as possible, noting priority as well as which line items can be flexible and which cannot. RFPs should also include a deadline for response.

- **Always ensure that deadlines are communicated to the marketer.**

  Clients need to be educated on how inventory reservation systems for digital media work and how “avails” must be rerun if the media reservation expires (typically after 48 hours). It should also be made clear that some publishers do not reserve inventory when responding. We recommend that clear timelines be set and followed as much as possible. If a deadline is missed, the client’s expectations for campaign launch should be managed to account for possible delays, lost inventory, etc.

- **Inform new clients that credit applications will be necessary.**

  The credit approval process can lead to frustrations on the part of the publisher, agency and marketer. In an effort to alleviate issues, we recommend informing all new clients that credit applications will be necessary so that they can prepare required information, as well as adjust expectations for the campaign start date.

© 2008 Interactive Advertising Bureau

- **Educate buyers on negotiating rich media costs with publishers.**

  As mentioned in the Publisher Best Practices section, there is no mandate on when the publisher or agency will assume the cost for rich media. In order to effectively make a decision, buyers must understand rich media costs and also know the rate the agency will pay, as well as the effect it may have on the budget.

Insertion Order Stage

- **Identify placements by size, flight date, target and rich media vendor.**

  Internal code words should be avoided on the IO. We recommend including as much detail as possible when describing each placement. Any relevant information such as size, flight date, impression amount, site and rich media vendors should be included. It is recommended that all data included in the publisher and agency IO follow the requirements of the IAB Standard Dataset for IOs and Invoices (see **Appendix B**). The IO should also state whether the agency or the publisher is responsible for rich media fees.

- **Make certain that billing methods are effectively communicated to the publisher.**

  The reconciliation process is often further complicated by both parties not clearly understanding the billing method. Publishers must be clearly informed on whether a campaign should be billed on campaign estimates or actual delivery, and which ad server each of those numbers should be based on. Any special billing requirements such as installment billing should be included on the IO as well as communicated verbally or via email. If there is a rich media and/or third-party ad server involved, it should be noted on the IO which parties' numbers will be used as the billable source.

- **Inform publisher of all delivery requirements.**

  Publishers should be made aware of any restrictions and/or requirements to the media delivery that fall outside of "evenly deliver" throughout the campaign flight. Agency should monitor delivery and frequency throughout the campaign to ensure that delivery requirements are met.

- **Ensure that any targeting purchased is accurately reflected in the IO.**

  Any publisher-side campaign targeting should be negotiated and clearly defined in the IO. It is also important that all targeting be done in the publisher's ad server as opposed to any third-party ad server to avoid large discrepancies.

- **Changes to the IO should also be noted on the Master Media Plan.**

  All changes made on IOs should also be noted on the master internal media plan used by the various teams on the account. This ensures that all teams (Account, Ad Ops, and Billing) are working from the final contracted media allocations for the campaign and post-campaign reporting and billing is not delayed by any confusion.

© 2008 Interactive Advertising Bureau

Campaign Delivery Stage

- **Make sure that traffic instructions clearly state which tags go with each placement.**

  Naming conventions for tags should match placement names on the insertion order. If there are duplicate names, dates should be included. If there are further duplicates, further unique identifiers should be used such as “day part”, etc. Absence of clear instructions can force traffic coordinators to resort to a process of manually matching tags and placements by process of elimination. These situations can result in implementation errors that often lead to billing discrepancies. Unique placement-level identifiers from either the publisher or agency systems should be used by both parties to match tags during campaign delivery and during reconciliation. Please see the IAB Billing Methods Best Practices document for further details.

  If there are detailed trafficking instructions, such as multiple flight dates, we recommend that agencies recap the requirements on the body of the email submitted to the publisher with the ad serving tags**.** Any special requirements should be given an eye-catching header that will alert the trafficker that there are non-standard instructions. Relying solely on the naming convention of the tags can often lead to implementation errors.

- **Creative assets should be delivered to publishers five days prior to go live date.**

  We recommend that creative assets be delivered five business days prior to the start of the campaign. We recognize that this will not always be possible. However, by aiming for this benchmark, delays in flight launching should be avoided. For rich media creative delivery, please reference the IAB Rich Media Process Map, which can be downloaded here:
  http://www.iab.net/iab_products_and_industry_services/1421/1449/1500

- **Third-Party login information should be sent along with the traffic instructions.**

  We recommend that any applicable third-party login information be sent to the publisher at the same time the traffic instructions are sent. This should include login names and passwords, if available, or instructions on how and where to obtain access. Traffickers should also be provided with a contact at the third-party ad server. This will allow the publisher to confirm that the campaign is set up properly, and will also allow them to track delivery against the third-party numbers.

- **Post-launch testing should occur within one business day of initial launch.**

  We recommend that the campaign be tested within one business day after the initial launch, as well as after each new flight / ad tag is launched. This step will confirm each tag has been implemented properly, and is returning the expected data. Not only will this serve to ensure the campaign is tracking properly from both the publisher and agency sides, it will also highlight major implementation errors, which cause the largest and most costly discrepancies.

© 2008 Interactive Advertising Bureau

Appendix A: Campaign Setup Process Workflow

Publisher Workflow:

1. RFP is sent to the publisher's salesperson by the agency.

2. The salesperson will forward the RFP to the planning team and the planner will work with the inventory team to build a plan to suit the agency's needs per the RFP with available inventory for the specific flight dates requested by the agency.

3. The sales associate will work with the accounting team to determine if the agency and advertiser have approved credit with the publisher.

4. The sales associate will also enter the plan into the agency's RFP template and this template is submitted to the agency by the salesperson for approval.

5. Once the media plan is approved, the sales associate and the planning team will work together to create the publisher's internal Insertion Order.

6. Once the Insertion Order is approved by the inventory team, the creative (ad operations) contact will reach out to the agency to obtain all tags and creative for the campaign.

7. When the campaign goes live, the operations contact will test the live assets, send the agency screenshots, and confirm with the agency that the campaign is running correctly.

8. Throughout the flight of the campaign, ad ops and the sales associate will work together to monitor delivery and offer make-goods to the agency, if necessary.

9. When the campaign ends, the ad operations team will pull down all creative and tags.

10. At the same time, the sales associate will work with the internal accounting team and the agency to ensure that the campaign is invoiced correctly and that invoices will be paid on time.

Responsibilities of Key Stakeholders:

- **Sales Executive** – Oversees the management of internal teams working on the account.
- **Sales Associate** – Assists in all pre-flight and post-flight issues.
- **Planning** – Builds proposals and insertion orders.
- **Operations** – Posts tags and creative assets and monitors delivery throughout the flight of the campaign.
- **Accounting** – Responsible for invoicing and collections.

© 2008 Interactive Advertising Bureau

Agency Workflow:

1. The media planning team translates the client's marketing brief objectives into a media brief and the RFP is sent to publishers.

2. Once all the publisher proposals have been gathered and evaluated a media plan is compiled and sent to the client for approval.

3. The approved media plan is then sent to several teams including the creative team for asset development, finance for client billing, and Ad Ops for trafficking of assets to publishers.

4. When the campaign goes live, the operations contact will verify screenshots, and confirm with the publisher that the campaign is running correctly.

5. Throughout the flight of the campaign, Ad Ops will monitor delivery and performance and recommend make-good options to media team as necessary.

6. When the flight is complete, the Ad Ops team will verify that all tags have been pulled down.

7. Ad Ops then pulls final campaign data and provides internal reporting to finance.

8. The finance team will then ensure that invoices match internal reporting correctly and will confirm payment.

Responsibilities of Key Stakeholders:

- **Account Team** – Oversees the management of all the internal teams working on the account.
- **Media Planning Team** – Creates Insertion Orders and ensures legal compliance to Terms & Conditions.
- **Creative Team** – Develops creative assets that are compliant with the publisher creative specs.
- **Ad Operations Team** – Develops trafficking and reporting strategy so that all key performance indicators for the campaign are identified.
- **Finance Team** – Handles client billing and publisher payment.

© 2008 Interactive Advertising Bureau

Appendix B: IAB Ad Ops Council Recommended Dataset for Insertion Orders and Invoices

The following dataset and the required/optional designations for each field were developed by the IAB Ad Ops Council as a foundation for the IAB's E-Business initiative in conjunction with the AAAA E-Biz for Media initiative. It is recommended that the required fields in this list are implemented at each Publisher in both electronic and paper format. Most importantly, including all required placement-level fields in both the RFP/IO stage and the invoice, specifically the placement ID numbers, will significantly improve communication and decrease confusion between publisher and agency during billing.

Field Name	IO Req	IO Opt	Invoice Req	Invoice Opt	Notes
IO Name	X		X		A descriptor for the IO / Contract / Project, etc.
Order #	X		X		Unique order number corresponding to system that generated document
Version #		X		X	Version # based on revisions of original IO
Client Order #		**X**		**X**	**Optional, mandatory if exists**
Date of Document Origin		X	X		When doc was generated
Date of last modification		X		X	If original is revised, when?
Order Status		X		X	Possibly used for future needs of reconciliation, error correction, etc.
Invoice Period			X		Amount of time invoice is for (one month, quarter, Jan 2007, etc.)
Document Sender Info					
> Name		X		X	For troubleshooting purposes
> Sent Date		X		X	For troubleshooting purposes
> Sent Time		X		X	For troubleshooting purposes
Advertiser Info					
> Publisher System Advertiser ID#		X		X	
> Client System Advertiser ID#		X		X	
> Company Name	X		X		Client name
> Publisher System Brand ID#		X		X	
> Client System Brand ID#		X		X	
> Brand Name	X		X		Client's brand, may be same as Company name
> Advertiser Privacy Policy		X		X	
> Advertiser Privacy Policy URL		X		X	
> Contact Name		X		X	
> Contact Title		X		X	
> Contact Email		X		X	
> Contact Phone		X		X	

Field Name	IO Req	IO Opt	Invoice Req	Invoice Opt	Notes
> Contact Fax		X		X	
> Contact Address		X		X	
Agency Info					
> Publisher System Agency ID#				X	
> Client System Agency ID#				X	
> Agency Name	X		X		
> Contact Name	X		X		
> Contact Title		X		X	
> Contact Email		X		X	
> Contact Phone		X		X	
> Contact Fax		X		X	
> Agency Address		X		X	Optional because Bill To address will be required on all documents
> Tech Contact Name		X		X	
> Tech Contact Email		X		X	
> Tech Contact Phone		X		X	
> Tech Contact Fax		X		X	
Publisher Info					
> Publisher System Property ID#		X		X	
> Client System Property ID#		X		X	
> Property Name	X		X		
> Corporate Parent		X		X	
> Email		X		X	
> Phone		X		X	
> Fax		X		X	
> Address		X		X	Optional because Bill To address will be required on all documents
> Publisher Sales Contact Info					
>> Name	X			X	**Note: required on IO, optional on invoice**
>> Email	X			X	**Note: required on IO, optional on invoice**
>> Phone	X			X	**Note: required on IO, optional on invoice**
>> Fax		X		X	
>> Address		X		X	
> Publisher Production Contact Info					
>> Name		X		X	
>> Email		X		X	
>> Phone		X		X	

© 2008 Interactive Advertising Bureau

Field Name	IO Req	IO Opt	Invoice Req	Invoice Opt	Notes
> Publisher Emergency Contact Info					
>> Name		X		X	
>> Email		X		X	
>> Phone		X		X	
> Bill To Info					
>> Payment Terms (Net 30, etc)	X		X		
>> Frequency (Monthly, etc)	X		X		
>> Basis	X		X		Actuals(Performance) vs Monthly Avg, Custom, etc.
>> Basis Notes Field		X		X	Optional, for custom payment scheduling based on Basis field
>> Third Party Ad Server		X		X	Multiple entries for multiple third party partners is allowed, in XML and on documents
>> Data Source for Billing	X		X		Bill off of third party or in-house numbers
>> Company	X		X		
>> Billing Contact Name	X		X		
>> Billing Contact Email	X		X		
>> Billing Contact Phone	X		X		
>> Billing Contact Fax		X		X	
>> Billing Contact Address	X		X		
>> Remit To Address		**X**		**X**	**If different to Billing contact address, this field should be used**
>> Wire Information		X		X	Free form text field for any wire instructions
Additional Notes/Instructions		X		X	Can be used for many different things including additions to Ts&Cs, Ts&Cs themselves, notes on any details of the buy, etc
Contract (Full Order Level) Info					
> Out Clause (Days)		X		X	
> Make-Good Policy		X		X	
> Start Date	X		X		
> End Date	X		X		
> Gross Total Cost	X		X		
> Discounts	X		X		
> Net Total Cost	X		X		
> Currency	X		X		
> Impressions Total		**X**		**X**	**Optional, mandatory based on contract**
> Clicks Total		**X**		**X**	**Optional, mandatory based on contract**

© 2008 Interactive Advertising Bureau

Field Name	IO Req	IO Opt	Invoice Req	Invoice Opt	Notes
> Actions Total		**X**		**X**	**Optional, mandatory based on contract**
> Sponsorships Total		**X**		**X**	**Optional, mandatory based on contract**
> Average CPM		**X**		**X**	**Optional, mandatory based on contract**
> Effective CPM		**X**		**X**	**Optional, mandatory based on contract**
PER AD PLACEMENT / FLIGHT					
Description	X		X		Name or description of placement
ID #	X		X		
Type		**X**		**X**	**Rich media, etc. Optional, mandatory if exists**
Height		**X**		**X**	**Optional, mandatory if exists**
Width		**X**		**X**	**Optional, mandatory if exists**
Notes		X		X	Additional description area for notes on the placement or buy of this placement
Property	X		X		Which property is the placement on
Section	X		X		Which section/channel is the placement on
Guaranteed / Pre-emptable		**X**		**X**	**Optional, if exists should be on both**
Start Date	X		X		
End Date	X		X		
Unit Type	X		X		List of Options: **Impressions Contracted/Delivered/Billable, Clicks, Actions, Uniques, Share of Voice, Downloads, Emails, Leads, Custom**
Unit Amount	X		X		e.g., # of impressions, % share of voice
Share of Voice		X		X	
Cost	X		X		Rate
Cost Method	X		X		CPM, CPC, Sponsorship, etc
Gross Cost Per Placement/Flight	X		X		A cost for the placement/flight/product must be entered
Net Cost Per Placement/Flight		X		X	Optional, mandatory based on contract, if discounts are applied must be used
Notes		X		X	Additional notes on targeting, etc.; special instructions just for this placement
Third Party Ad Server		X		X	

© 2008 Interactive Advertising Bureau