Campaign Set Up Form

Set Up / Add Advertiser Information

* Advertiser Name _____

* Address 1 _____

* Address 2 _____

* City _____

* State _____

* Zip _____

* Phone 1 _____

Payment Information
[   ]

* Primary Metropolitan Area Served
[   ]

* Primary City Served
[   ]

* Primary Business Category (check one)

__Automotive - Repair, Service & Parts	__Health & Fitness
__Beauty & Personal Care	__Home & Home Improvement
__Business Opportunities	__Industrial & Commercial
__Business Services	__Personal Services
__Career & Employment	(Weddings, Cleaners, etc.)
__Community, Garage Sales & Organizations	__Physicians & Surgeons
__Computers, Telephony & Internet	__Real Estate
__Dentists & Dental Services	__Religion & Spirituality
__Education & Instruction	__Restaurants & Food
__Electronics & Photo	__Shopping, Collectibles & Gifts
__Farming & Agriculture	__Sports & Recreation
__Finance & Insurance	__Toys & Hobbies
__Furniture	__Travel
__Government & Politics	

Steps 1-3: Set up Campaign - Determine Budget, Duration, Targeting, Products, & Services to Promote

SECTION 1 - Select an Advertiser

* Select an Advertiser _____

SECTION 2 - Name Your Campaign

* Campaign Name _____

SECTION 3 - Determine Geographic Targeting

* Specify Geographical Areas to Target

☐ National (Entire U.S.)

☐ Regional (Up to 3 Metropolitan Areas)

_____

_____

_____

☐ Local (Up to 10 Cities)

_____ _____

_____ _____

_____ _____

_____ _____

_____ _____

SECTION 4 - Set up Campaign Duration

Start Date _____

* Duration

☐ 1 Month   ☐ 2 Months

☐ 3 Months   ☐ 6 Months

SECTION 5 - Specify Campaign Budget

Min Budget   - $100 minimum per month per DMA
             - $500 minimum per month per National

_____

SECTION 6 - Daily Leads Email

Choose your email preference

☐ Yes - Agency Only   ☐ Yes - Advertiser Only

☐ Yes - Agency & Advertiser ☐ No

Steps 4-5: Review and Create Ads

Examples of what the "Creating an Ad" page looks like.

The following ad will appear within the ReachLocal.com Local Business Directory or internet Yellow Page sites..

* Headline -- Max 50 Characters

Smith's DFW, Serving North Dallas Since 1993

* Description -- Max 150 Character

Garage Door Sales, Repair and Service in Plano, Frisco, McKinney, Allen, Garland, and Richardson since 1993. Same Day Service and Repair.

The following ad will appear on one or more of the leading search engines.

* Headline -- Max 25 Characters

North Dallas Garage Doors

* Ad Line 1 -- Max 35 Characters

Same Day Service & Repair

* Ad Line 2 -- Max 35 Characters

Serving North Dallas Since 1993

Put any ideas/text for ad appearance here:

Step 6 & 7: Creating / Selecting a Destination Page

Advertising through an existing site?   O R   **Advertising using an Offer Page?**

Landing Page URL _____

Phone Numbers on Site

_____ _____

* Foward to these numbers?   ☐ Yes   ☐ No

Special Call Fowarding Instructions

_____

Pages to track:

_____ _____

_____ _____

_____ _____

*
Please note it is ideal if we can foward all calls to local telephone numbers. On occassion, there can be challenges to fowarding calls with toll free numbers. Call 1-877-318-2180 & ask for sales support for any questions

Ideas for Text

Ideas for Images

Does the Advertiser have any brochures or materials that ideas can be taken from for their offer page?

☐ Yes   ☐ No