

About
Version information
Terms and Conditions etc.

Settings
General settings.
Refer to Interface Guide - Settings

Snapshot Frame
Toggle on/off to remove map clutter
and frame selected billboards for snapshot.
(Enabled by Login - Refer to Interface Guide Login/Logout)

Snapshot
Takes a snapshot of the framed map
and selected billboards.
Refer to Interface Guide - Snapshot.

Filters and Locations Fly out
Filters set the attributes of displayed billboards e.g. Size, Region, Illumination etc.
Refer to Interface Guide - Filters and Locations Flyout.

Locations are the map points of business branches etc.
Select the locations you wish to display to assist with "path to purchase" planning.
Refer to Interface Guide - Filters and Locations Flyout

User Options
Change your password etc.
Refer to Interface Guide - User Options

Login/Logout
Login to access the Campaign features of the application.
Refer to Interface Guide - Login/Logout

Help Button
Opens web help in new browser tab/window.
(Ensure browser popups are enabled for smoothth.co.nz)

Sites Flyout
Displays filtered sites in grid or slide view.
Refer to Interface Guide - Sites Flyout

Campaign Fly out
Plan your client campaigns.
Refer to Interface Guide - Campaign Flyout.
(Enabled by Login - Refer to Interface Guide Login/Logout)

Street View
Only available at certain zoom levels

Map Scale

Map Style
Toggles map style. Road, Aerial, Hybrid
Refer to Interface Guide - Map Style.

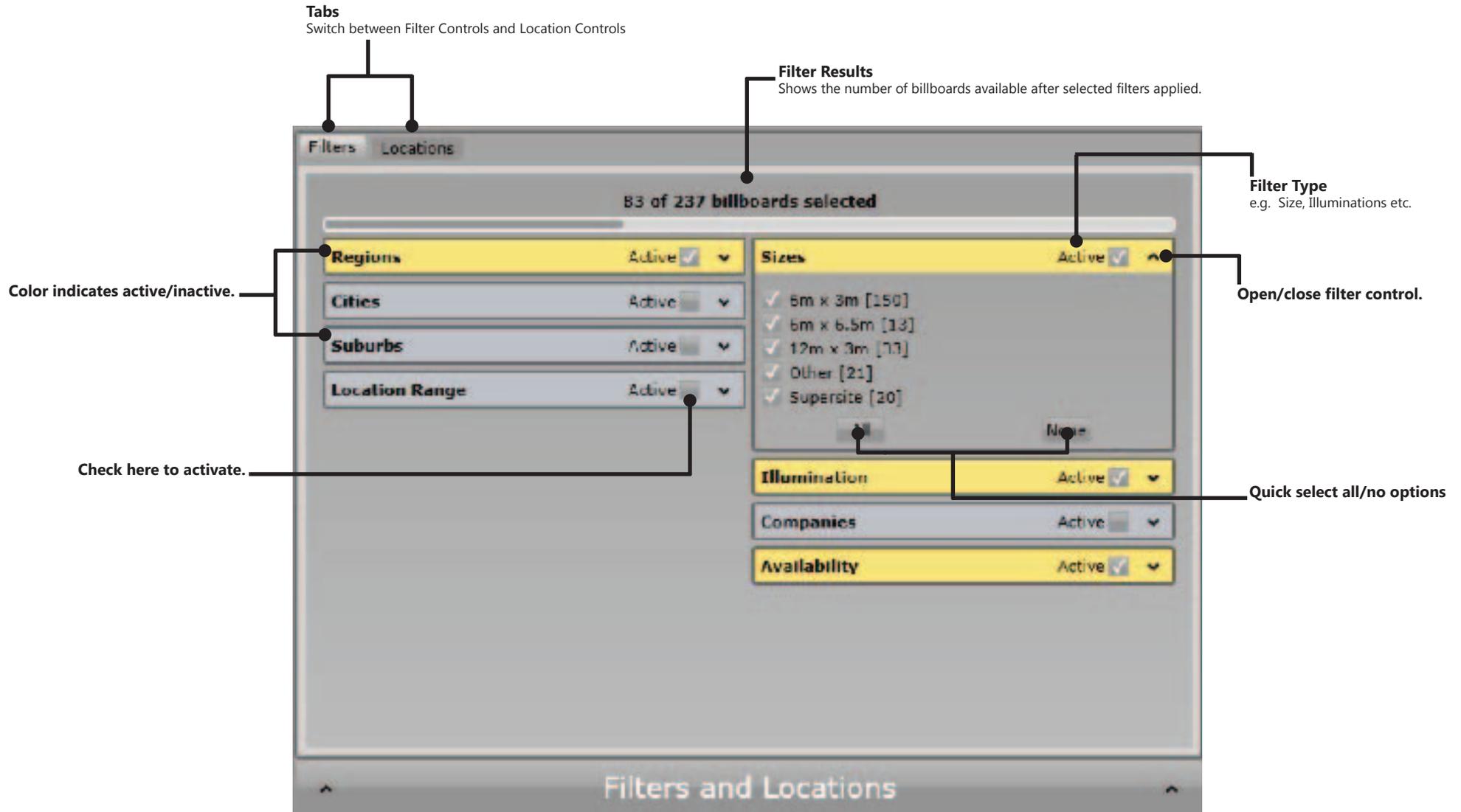
Goto
Goto a specific region
e.g. Auckland, Wellington, Canterbury.
Refer to Interface Guide - Goto.

Billboard Pins
Pins show locations of billboards.
Click to move to billboard in Site/Campaign Flyout.
Refer to Interface Guide - Billboard Pin

Server Communications
Current server operation.
Flashes when communicating with server.

Version Number
Version number of application.
Useful when talking with support etc.

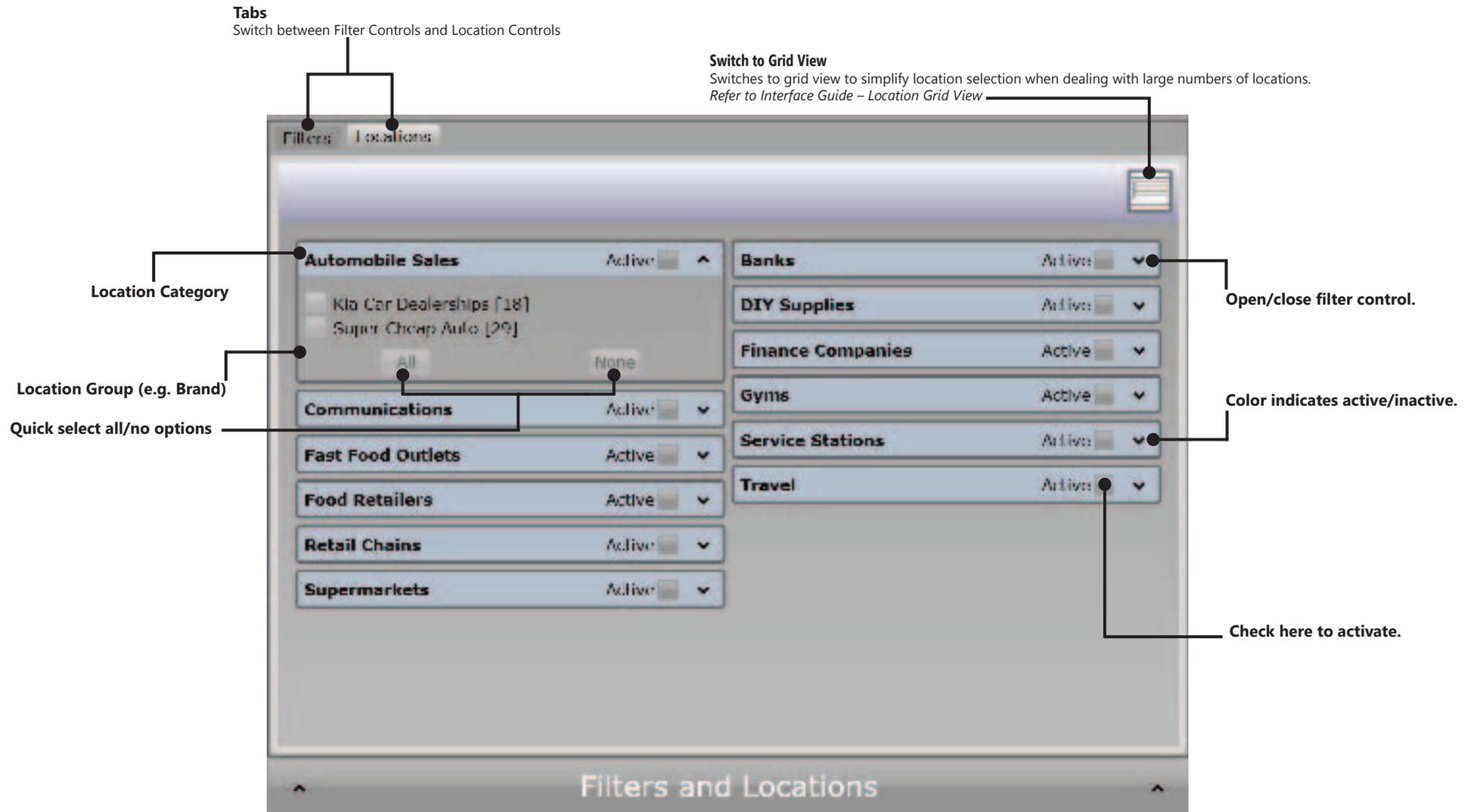
Filters allow you to control the attributes of billboards displayed on the map and site list. i.e. You can filter the billboards to show only 6m x 3m billboards with illumination in Wellington.



UI Guide: Filters and Locations Flyout- Location Standard View

Locations are map points showing the physical locations of businesses and other points of interest. Locations are ordered into Categories and Groups e.g. Category "Fast Food Outlets" Group "McDonalds" will display the locations of all the McDonalds store on the map. You can use this information (in conjunction with the Location Range Filter) to plan "path to purchase" campaigns.

Note: There are two views of locations. Here we describe the Standard View. For information on the Grid View *Refer to Interface Guide – Location Grid View*.



UI Guide: Filters and Locations Flyout - Location Grid View

Locations are map points showing the physical locations of businesses and other points of interest. Locations are ordered into Categories and Groups e.g. Category "Fast Food Outlets" Group "McDonalds" will display the locations of all the McDonalds store on the map. You can use this information (in conjunction with the Location Range Filter) to plan "path to purchase" campaigns.

Note: There are two views of locations. Here we describe the Standard View. For information on the Grid View *Refer to Interface Guide – Location Standard View*.

Filters **Locations**

Filter Toggle
Toggle to activate/deactivate Location Text Filter. Works in conjunction with Filter Text control described below.

Filter Options
Select whether the filter text is applied to the Location Category or Group or both.

Active
Click to activate the Location Group. Locations in selected groups will be displayed on the map.

Filter Text
Enter text here to filter location groups displayed in the grid. Only those categories/groups containing the entered text will be displayed in the grid.

Switch to Standard View
Switches to the standard view of locations. Refer to Interface Guide – Location Standard View

Column Header.
Click to select the display order. Toggle A-Z/Z-A

Active:	Category	Group
<input type="checkbox"/>	Automobile Sales	Kia Car Dealerships [18]
<input type="checkbox"/>	Automobile Sales	Super Cheap Auto [29]
<input type="checkbox"/>	Banks	ASB Bank [109]
<input type="checkbox"/>	Banks	Bank of New Zealand [96]
<input type="checkbox"/>	Banks	Co-operative Bank NZ [52]
<input type="checkbox"/>	Banks	Heartland Services [32]
<input type="checkbox"/>	Banks	Kiwi Bank (Post Shop) [286]
<input type="checkbox"/>	Banks	USB Bank [11]
<input type="checkbox"/>	Banks	Westpac [180]
<input type="checkbox"/>	Communications	Telecom Business Hubs [32]
<input type="checkbox"/>	Communications	Vodafone [64]
<input type="checkbox"/>	DIY Supplies	Bunnings [51]
<input type="checkbox"/>	DIY Supplies	Mitre 10 [71]
<input type="checkbox"/>	DIY Supplies	Mitre10 Mega [32]

Filters and Locations

UI Guide: Sites Flyout – Grid View

The sites flyout shows billboards in either Grid or Slides.

Note: The billboards displayed in the Sites Flyout are controlled by the Filter settings. Refer to Interface Guide Filters and Locations Flyout - Filters.

Add to Campaign

Adds the selected billboard to your campaign.
(Enabled by Login – Refer to Interface Guide Login/Logout)

Remove from Campaign

Removes the selected billboard from your campaign.
(Enabled by Login – Refer to Interface Guide Login/Logout)

Filter Toggle

Toggle to activate/deactivate Billboard Text Filter.
Works in conjunction with Filter Text control described below.

Filter Text

Enter text here to filter billboards displayed in the grid.
Only those billboards containing the entered text will be displayed in the grid.

VCR Navigation

These buttons enable quick movement to the first, next, previous and last billboard in the view.

Switch to Slides View

Switches to the Grid view of locations.
Refer to Interface Guide Sites Flyout – SlidesView

Column Header.

Click to select the display order. Toggle A-Z/Z-A

Locate

Locate the selected billboard on the map.
Closes the Sites Flyout and centres the map on the selected billboard.

Sites displayed depending on filter settings

Company	ID	City	Size	Visuals	CPM	\$ Rate/M	\$ Plan
AdVantage	1050	Auckland	5m x 6.9m	1,350,743	\$10.73	\$14,500	\$0
AdVantage	1224	Auckland	12m x 3m	2,966,155	\$3.37	\$10,000	\$0
AdVantage	1225	Auckland	12m x 3m	2,881,067	\$4.17	\$10,000	\$0
AdVantage	1227	Auckland	12m x 3m	2,949,589	\$3.39	\$10,000	\$0
AdVantage	1228	Auckland	12m x 3m	2,040,589	\$3.30	\$10,000	\$0
AdVantage	1229	Auckland	12m x 3m	2,949,589	\$3.39	\$10,000	\$0
AdVantage	1230	Auckland	12m x 3m	2,190,000	\$3.42	\$7,500	\$0
AdVantage	1258	Auckland	12m x 3m	1,338,333	\$5.98	\$8,000	\$0
AdVantage	1260	Auckland	12m x 3m	1,633,643	\$7.35	\$10,000	\$0
AdVantage	1261	Auckland	6m x 6m	29,870	\$167.39	\$5,000	\$0
AdVantage	1265	Auckland	12m x 3m	2,879,607	\$5.56	\$16,000	\$0
AdVantage	1277	Mercer	12m x 3m	862,617	\$8.11	\$7,000	\$0
AdVantage	1278	Mercer	12m x 3m	862,617	\$8.11	\$7,000	\$0
AdVantage	1284	Auckland	12m x 3m	2,161,230	\$4.63	\$10,000	\$0
AdVantage	6314	Auckland	6m x 3m	926,078	\$4.32	\$4,000	\$0
AdVantage	6315	Auckland	6m x 3m	926,078	\$4.32	\$4,000	\$0
AdVantage	6316	Auckland	6m x 3m	1,340,475	\$2.61	\$3,500	\$0
AdVantage	6317	Auckland	6m x 3m	1,340,475	\$2.61	\$3,500	\$0
AdVantage	6318	Auckland	6m x 3m	1,516,015	\$2.97	\$4,500	\$0
AdVantage	6319	Auckland	6m x 3m	1,516,015	\$2.97	\$4,500	\$0

Add to Campaign

Adds the selected billboard to your campaign.
(Enabled by Login – Refer to Interface Guide Login/Logout)

Remove from Campaign

Removes the selected billboard from your campaign.
(Enabled by Login – Refer to Interface Guide Login/Logout)

Filter Toggle

Toggle to activate/deactivate Billboard Text Filter.
Works in conjunction with Filter Text control described below.

Filter Text

Enter text here to filter billboards displayed in the grid.
Only those billboards containing the entered text will be displayed in the grid.

VCR Navigation

These buttons enable quick movement to the first, next, previous and last billboard in the view.

Switch to Grid View

Switches to the Grid view of locations.
Refer to Interface Guide Sites Flyout – Grids View

Months Available

Refer to Interface Monthly Availability Key

Locate

Locate the selected billboard on the map.
Closes the Sites Flyout and centres the map on the selected billboard.

Main view tab

Click to swap to Plan tab

Refer to Sites Flyout – Plan View

Site Info

Media5 A102 (Supersite 6m x 7m) Lit RateCard : \$12,500
142 Wellesley Street West, CBD, Auckland Visuals : 809,681
 Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct CPM : \$14.51

Main
Plan

Great long views as you head down Wellesley Street, driving directly towards the billboard. Slow and stationary traffic heading to Ponsonby, North Shore, Sale St Bar, Drake St restaurants, etc

M5
 media5.co.nz
 For more information contact:
 Kerry George
 CC 282 3230
 CELL 508387
 kerry@media5.co.nz

click to see full size images , stastic map, videos etc

Add to Campaign

Adds the selected billboard to your campaign.
(Enabled by Login – Refer to Interface Guide Login/Logout)

Remove from Campaign

Removes the selected billboard from your campaign.
(Enabled by Login – Refer to Interface Guide Login/Logout)

Filter Toggle

Toggle to activate/deactivate Billboard Text Filter.
Works in conjunction with Filter Text control described below.

Filter Text

Enter text here to filter billboards displayed in the grid.
Only those billboards containing the entered text will be displayed in the grid.

VCR Navigation

These buttons enable quick movement to the first, next, previous and last billboard in the view.

Switch to Grid View

Switches to the Grid view of locations.
Refer to Interface Guide Sites Flyout – Grids View

Months Available

Refer to Interface Monthly Availability Key

Locate

Locate the selected billboard on the map.
Closes the Sites Flyout and centres the map on the selected billboard.

Main view tab

Click to swap to Plan tab

Refer to Sites Flyout – Plan View

Site Info

Media5 A102 (Supersite 6m x 7m) Lit Rate Card : \$12,500
142 Wellesey Street West, CBD, Auckland Visuals : 650,681
 Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct CPM : \$14.54

Main Plan

Media Cost (\$0)	Production Cos. (\$0)	Months	Comments
Rates and Discounts			
Rate Card	\$12,500	Discount: 0%	Fixed <input type="checkbox"/>
Actual Rate	\$12,500	Actual CPM	\$14.54
Plan Months	0		
Rate Cost	\$0	Discount	\$0 Media Cost \$0

Total Cost \$0

Sites

Refer to Billboard Planning

UI Guide: Campaign Plan Flyout – Plan View



Campaign plans are collections of billboards you wish to price and book over a specified monthly range. Campaign plans can be saved and loaded from your User Account on the server, shared with others, documented and booked.

Enter/adjust the plan discount, skins, installs, miscellaneous cost and budget. Note that the settings made here become the defaults for any billboards added to your campaign. They may be altered on each billboard if required.

Share Current Plan
Saves this plan to your local disk drive. You can then share the plan via email with another Smoothth User. Refer to Plans Folder.

Document Plan
Asks the server to generate documentation for this plan and email it to your User email. Refer to Plan Documentation.

Save Current Plan
Saves this plan to your User Account on the server. Refer to Plans Folder.

Book Plan
Books the plan. Refer to Plan Booking.

New Plan
Clears all current settings and reverts to a blank plan.

Switch to Plan Folder View
The Plan Folder lists the plans you have saved to the server. You can re-load them etc.

Switch to Plan Billboard View
Lists the billboards you have added to your campaign. In this view you can switch between grid and slide view. Refer to Plan Billboard View.

Click to expand/contract

Campaign

Name: Example Campaign

Months: May to June [2 months]

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Select All Clear All

Budget: \$18,000 Cost: \$17,610 [Residual: \$390] [Billboards: 1 Visuals: 776,532 CPM: \$17.99]

Rate Card: \$18,000 Discount: 75% Discount: \$4,500 Gross: \$13,500

Skin \$/Sqft: \$30.00

Skins: 2 Skins Cost: \$2,160

Installs: 1 Installs Cost: \$1,950

Extra Costs: \$0

Misc Costs: \$0 Notes: Put your comments about miscellaneous costs here...

Budget: \$18,000 Total: \$17,610 Residual: \$390

Visuals: 776,532 CPM: \$17.99

UI Guide: Campaign Plan Flyout – Plan Folder

You can save your campaign plans on the server. The plan folder view lists your saved plans. Here you can load a previously saved plan, create copies of plans and delete old plans. If another user has shared a plan with you via email you can load that plan here. Refer to Load Shared Plan.

Load Plan
Load the selected plan.
The view will automatically switch to Plan View

Save Current Plan
Saves this plan to your User Account on the server.
Refer to Plans Folder.

Copy Plan
Make a copy of the selected plan.
(confirmation required)
The copy will be renamed to "Copy of ...".

Delete Plan
Delete the selected plan
(confirmation required.)
Note: The plan is permanently deleted.

Switch to Plan View
The Plan Folder lists the plans you have saved to the server. You can re-load them etc.
Refer to Plans Folder View.

Name	Start	Availability	Budget	Total \$	Residual
▶ Example Three	December 2012		\$65,000	\$51,123	\$13,877
Copy of Example Two	December 2012		\$50,000	\$10,800	\$0,170
Example Two	December 2012		\$40,000	\$10,800	\$0,170

