



Canoe Campaign Manager
User Guide

Canoe Campaign Manager User Guide

Issued

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Key to Document Status Codes

WIP (Work in Progress)	An incomplete document, designed to guide discussion and generate feedback within the drafting group. May include several alternative positions for consideration.
Draft	A document considered largely complete, but lacking review by project stakeholders. Drafts are susceptible to substantial change during the review process.
Issued	A stable document that has undergone rigorous stakeholder review and approval. The document is ready for broad distribution and can serve as the basis for product design and development.

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1 Introduction

1.1 Purpose

The Campaign Manager User Guide contains all essential information for the user to make full use of the application. It includes a glossary of key terms, description of the system functions and capabilities, navigational information, step-by-step procedures and error handling procedures.

1.2 How to Use this Guide

The Campaign Manager User guide is organized into the following sections:

Section	Description
2 – Getting Started	You will find information about the Campaign Manager system requirements and basic user requirements in this section.
3 – Using the System	You will find function information about the Campaign Manager in this section including screen navigation, functions and settings.
4 – Error Reporting	You will find information about how to report errors and get assistance in using Campaign Manager.

1.3 Terms and Acronyms

This section provides a glossary for all terms and abbreviations used in the user guide.

Term	Description
Ad Asset	Also known as advertisement or simply as an ad, it is a span of television programming produced and paid for by an organization – the Advertiser – to market a product or service.
Advertiser	Organization that procured the Ad Asset to advertise its products and/or services.
Break	Grouping of opportunities for ad placement. There are typically three breaks during an entertainment session: <ol style="list-style-type: none"> 1. Pre-Roll – group of opportunities scheduled previous to entertainment content beginning 2. Mid-Roll – group of opportunities scheduled within the entertainment content. A VOD session typically has multiple Mid-roll breaks (e.g. Mid-roll 1, Mid-roll 2, etc.) 3. Post-Roll – group of placements scheduled following the end of the entertainment content.

Term	Description
Campaign	Coordinated series of advertisements with a single idea or theme. It is typically broadcast through several media networks. A Canoe Campaign is the instruction set for executing a Canoe Order. A Campaign may contain one or multiple Campaign Line Items.
Campaign Line Item	Set of scheduling and targeting instructions associated to one or multiple Ad Assets for a Campaign. Campaigns may have multiple Line Items.
CM	Campaign Manager
DAI	Dynamic Ad Insertion
Entertainment Asset	Entertainment content having opportunities for ad placement.
Household	Subscriber of the cable service. A household can have one or multiple viewing devices.
Impression	One viewing of an advertisement by a single member of the audience.
Insertion	See “Placement”.
Insertion Order	Canoe created schedule of ad placements delivered to multiple cable operators and networks.
MSO	Multi-system or multichannel operator. Operator of multiple cable television networks such as Brighthouse, Charter, Comcast, Cox, Cablevision and Time Warner Cable.
Network	Cable networks carry a variety of television programming. This programming can be generalized in nature, such as the USA Network, or specific, such as the NFL Network, which carries only programming related to football. The network owns and brands the entertainment asset into which the Ad Asset is placed.
Operator	Distributor of television programming – entertainment assets and Ad Assets – to paying subscribers. See MSO.
Opportunity	Specific ad unit on which an advertiser can place their ad. Placement opportunities are defined in Ad Maps and have a minimum and maximum duration assigned to them. One or more placement opportunities constitute a Break and are defined as part of a Programmer’s Ad Map(s).
Placement	Act of placing or inserting an Ad Asset into an opportunity unit.

Term	Description
Programmer	The parent company of 'Networks' (i.e., Bravo, AMC, History) is referred to as the 'Programmer' (e.g., NBCU, Rainbow, A&E Networks).
Provider	Network associated organization licensed to distribute the Ad Asset.
Session	See "Entertainment Asset".
View	See "Impression

1.4 Document Conventions

Throughout the User Guide, the following document conventions are used:

- **Bold** words denote actionable buttons on the screen
- Underlined words denote actionable links on the screen
- ALL CAPS denote screen names.
- *Italic* words denote field names on the screen.
- *Field names* followed by an "*" indicate required fields.

2 Getting Started

2.1 System Requirements

The portal can be reached at <https://cm.canoeventures.com/>.

Credentials can be obtained by contacting Canoe Operations at orders@canoeventures.com.

2.2 System Release

The Campaign Manager features and functions documented in this user guide are based on the Campaign Manager release “Dynamic-Ad-Insertion-cm 5.4.1_1”. You will find the release label at the bottom of the Campaign Manager main screen.

2.3 User Access

The Canoe Operations team controls add, read, and update access permissions for each user based on their authorization levels. Please contact the Canoe Operations if you have any questions or concerns.

2.4 Logging In

Users log into Campaign Manager using a user name and password combination in the Login screen.

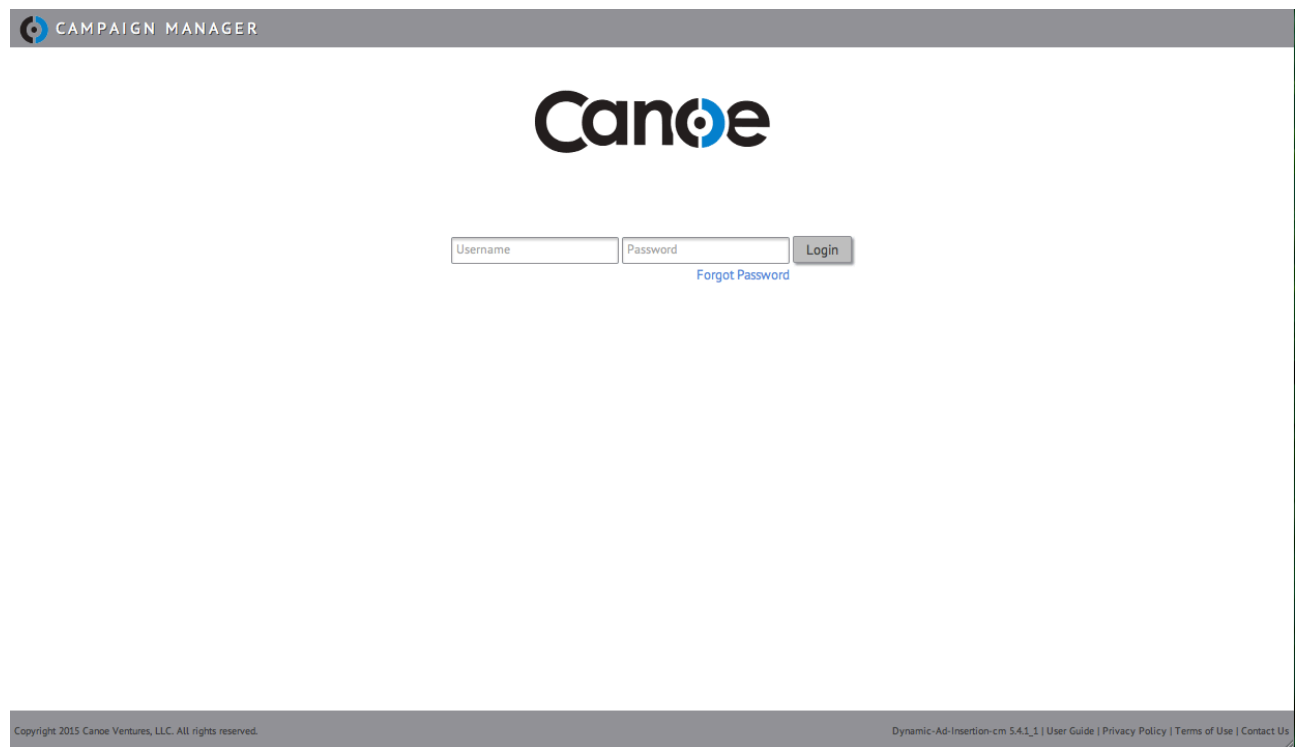


Figure 1 - Campaign Manager Login Screen

2.5 Main Page

After logging into the Campaign Manager interface, the user will come to the main page or screen. From this screen the user is able to create new Campaigns, create new Ad Assets, search for existing Campaigns or Ad Assets, and change existing Campaign and assets.

ID	Campaign Name	State	Programmer	Order Reference	Networks	Start	End	Description
10161	Super Bowl Ads	Draft	Canoe Ventures		Canoe Ventures	02/01/2015 00:00:00	03/31/2015 23:59:59	
10162	Football Game Campaign	Draft	Canoe Ventures		Canoe Ventures	02/01/2015 00:00:00	03/31/2015 23:59:59	
10163	World Cup	Draft	Canoe Ventures		Canoe Ventures	03/01/2015 00:00:00	05/31/2015 23:59:59	

Figure 2 - Campaign Manager Main Page

2.6 Changing User ID and/or Password

The user will be assigned a username and password by the Canoe Operations group. Upon login, the user will be allowed to change his or her own password by clicking on the drop down list available from the user name on the upper-right corner of the screen. Follow password creation rules as displayed on the screen.



Reset Password

Password must contain at least:

- 8 characters
- one lower-case letter
- one UPPER-CASE letter
- one number (0-9)
- one special character @#\$%^&*?!"'";:~<>

Figure 3 - Reset Password Screen

2.7 Exiting System

Users may exit or log off the Campaign Manager by clicking on LOGOUT option from the dropdown under the user name on the top right of the main screen at any time.

2.8 Automatic Logout

For security reasons, after 30 minutes of inactivity, the Campaign Manager will give a warning that it will be logging the user out automatically.

3 Using the System

3.1 Navigating Campaign Manager

The following table contains quick references to Campaign Manager screen and functional navigation:

Screen/Function	Navigation Steps
CAMPAIGN > NEW	<ol style="list-style-type: none"> 1. Click the Create New Campaign button from the main Campaign Manager screen.
CAMPAIGN > SEARCH	<ol style="list-style-type: none"> 1. Enter partial or complete Campaign ID, Name, Order Reference, or Network information on the search entry field on the main Campaign Manager screen. 2. Click the Search button on the main Campaign Manager screen.
ADVANCED CAMPAIGN SEARCH	<ol style="list-style-type: none"> 1. Click the Advanced Campaign Search link on the main Campaign Manager screen.
CAMPAIGN > SHOW	<ol style="list-style-type: none"> 1. Search or Advance Campaign Search for Campaigns. 2. Click on the desired Campaign row. or 2. Hover the mouse over the Campaign row spinning wheel and click on the Show link.
CAMPAIGN > EDIT	<ol style="list-style-type: none"> 1. Search or Advance Campaign Search for Campaigns. 2. Hover the mouse over the Campaign row spinning wheel and click on the Edit link. or 2. Click on the desired Campaign row. 3. Click on Edit button from the CAMPAIGN > SHOW screen.
LINE ITEM > NEW	<ol style="list-style-type: none"> 1. Click the Create New Campaign button from the main Campaign Manager screen. 2. Save Campaign settings. or 1. Search or Advance Campaign Search for Campaigns. 2. Hover the mouse over the Campaign row spinning wheel and click on the Edit link. 3. Save Campaign setting changes. or 2. Hover the mouse over the Campaign row spinning wheel and click on the Show link or click on the desired Campaign row. 3. Click on the New Line Item button from the CAMPAIGN > SHOW screen.

Screen/Function	Navigation Steps
AD ASSET > SEARCH	<ol style="list-style-type: none"> 1. Enter partial or complete Ad Asset ID, Name, Ad-ID, Provider ID, or Advertiser information on the search entry field on the main Campaign Manager screen. 2. Click the Create New Ad Asset button on the main Campaign Manager screen.
ADVANCED AD ASSET SEARCH	<ol style="list-style-type: none"> 1. Click the Advanced Ad Asset Search link on the main Campaign Manager screen.
AD ASSET > SHOW	<ol style="list-style-type: none"> 1. Search or Advance Ad Asset Search for Ad Assets. 2. Click on the desired Ad Asset row. <p>or</p> <ol style="list-style-type: none"> 2. Hover the mouse over the Ad Asset row spinning wheel and click on the Show link.

Note that Read Only users will not have access to the add or edit capabilities listed above.

3.2 *Managing Campaigns*

3.2.1 **Creating New Campaigns**

Campaign settings can include name, status, programmer, flight window, goal and other settings that affect the Campaign and its associated Line Items. Campaigns are used to organize Ad Assets launched by the same Programmer.

Figure 4 - CAMPAIGN > NEW Screen

Steps:

1. Click on the **Create New Campaign** button from the main Campaign Manager screen.
2. Once on the CAMPAIGN > NEW screen, enter the following Campaign information:
 - a. *Campaign Name** – Enter the name of the Campaign.
 - b. *State** – Select the status of the Campaign from the drop-down menu. “Draft” means that the Campaign configuration is a work in progress. “Requires Approval” signifies that the Campaign configuration will require supervisor approval to become active for launch.
 - c. *Programmer** – Select from the drop-down list the programmer launching the Campaign.
 - d. *Flight Window Start* – Click on the field to activate the date and time control. Using the date and time control, select the start date and time for the Campaign. If you do not select a specific flight start time, 00:00:00 will be automatically selected for you.
 - e. *Flight Window End* – Click on the field to activate the date and time control. Using the date and time control, select the end date and time for the Campaign. If you do not select a specific flight end time, 23:59:59 will be automatically selected for you.
 - f. *Order Reference Id* – Enter an optional external reference id for the Campaign.

- g. *Goal Type* – Select from the drop-down list the goal of the Campaign. Campaigns with the goal of “Views” target a number of customer Ad Asset views. Campaigns with the goal of “Insertions” target a number of Ad Asset insertions. Campaigns with the goal of “None” target an unlimited number of views and insertions. The ADS system will track both views and insertions but you will be provided an update on the remaining views or insertions on the CAMPAIGN > SEARCH screen based on your goal type selection. When you add Line Items to the Campaign, you will be asked to define your goal numbers.
 - h. *Campaign Type* – Select from the drop-down list the type of the Campaign. The Campaign type can be “Normal” or “Default”.
 - i. *Description* – Use this field to optionally describe Campaign goals, rules, and provide other relevant background information.
3. Click **Save** to save Campaign settings and continue to create a Campaign Line Item.

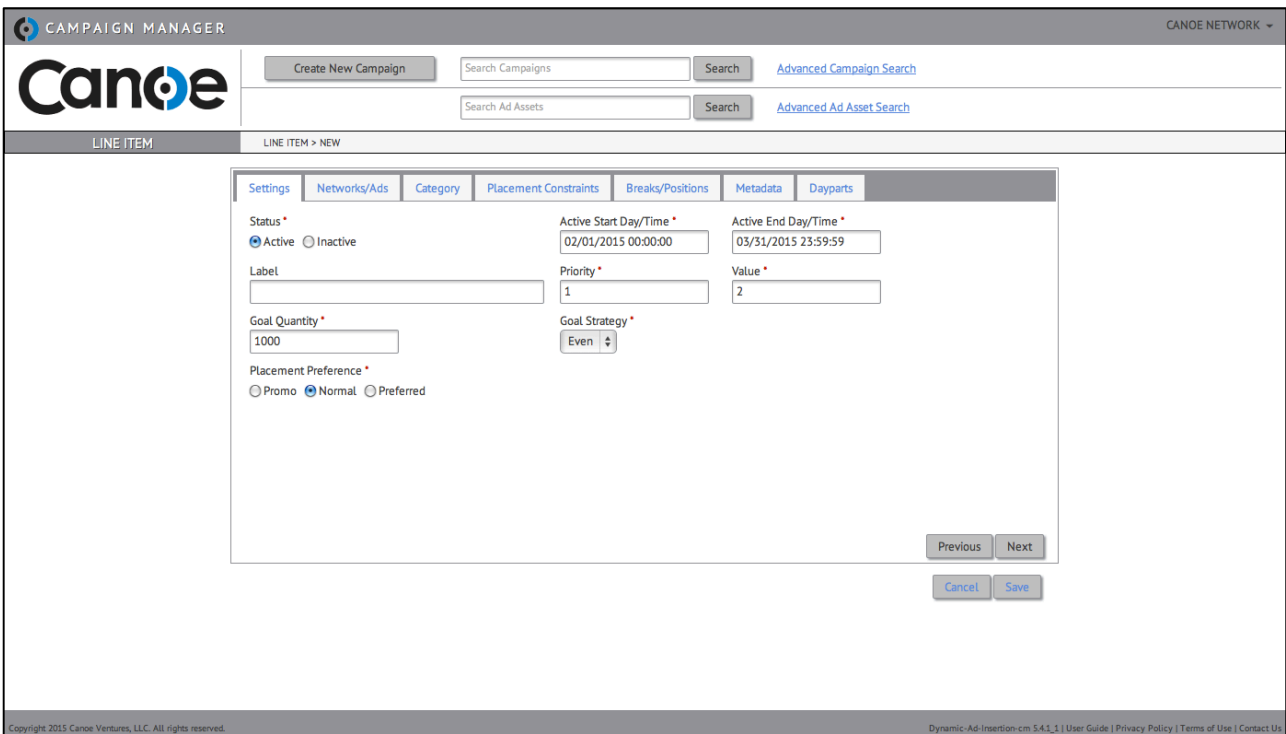


Figure 5 - LINE ITEM > NEW Screen Settings Tab

4. Once on the LINE ITEM > NEW screen Settings Tab, enter the following Settings information:
- a. *Status** – Leave the Line Item status as “Active” or click on the status “Inactive”. An “Active” status indicates the Line Item is active for all Ad Assets associated to it. An “Inactive” status indicates the Line Item is inactive for all Ad Assets associated to it. The ADS System will consider Line Item instructions and Ad Assets from active Line Items only.

-
- b. *Active Start Day/Time* * – Click on the field to activate the date and time control. Using the date and time control, select the active date and time for the Line Item. If you do not select a specific start time, 00:00:00 will be automatically selected.
 - c. *Active End Day/Time** – Click on the field to activate the date and time control. Using the date and time control, select the active date and time for the Line Item. If you do not select a specific start time, 23:59:59 will be automatically selected.
 - d. *Label* – Enter a Line Item label or description to facilitate identification when viewing several Line Items for a Campaign.
 - e. *Priority** – Enter the Line Item priority. *Priority* determines the priority of the Line Item over other Line Items across the same network. The number 100 is the highest priority. When more than one Line Item qualifies for ad placement, the Line Item with the highest priority will be selected from the Campaign.
 - f. *Value** – Enter the Line Item value. *Value* determines the relative value to the programmer of the advertiser associated to the Line Item Ad Assets over other advertisers across the same network. The number 100 is the highest priority. When more than one Line Item qualifies for ad placement, the Line Item with the highest value will be selected from the Campaign.
 - g. *Goal Quantity** – Enter the goal quantity (number) of view or insertions. If you determine the Campaign *Goal Type* to be either “Views” or “Insertions”, *Goal Quantity* will set the target number of views or insertions. This number signifies the upper limit of views or insertions. The ADS system will stop placing adds from this Line Item once the goal quantity is achieved. If you selected “None” as you Campaign *Goal Type*, the *Goal Quantity* field will not be visible in the Settings Tab.
 - h. *Goal Strategy** - Select from the drop-down list either “ASAP” or “Even”. Choose "ASAP" to determine that you want the Campaign Line Item Ad Assets to be placed as soon as placement opportunities become available or choose “Even” to spread out Ad Asset placement as evenly as possible across the Campaign and Campaign Line Item timeframe.
 - i. *Placement Preference** - Leave the Placement Preference as “Normal” or click on the options “Promo” or “Preferred”. A Placement Preference of “Promo” will assign all line items associated to this campaign to the lowest placement prioritization group. A Placement Preference of “Normal” will assign all line item associated to this campaign to the default prioritization group. Finally, a Placement Preference of “Preferred” will assign all line items associated to this campaign to the highest prioritization group.
5. Click **Next** or **Previous** to continue to set up the Campaign Line Item or **Save** partial Line Item information. Can you save partial Line Item configuration if all required fields have been configured. You may also **Cancel** out of Line Item configuration to abandon the configuration if desired which will take you back to the previous screen.

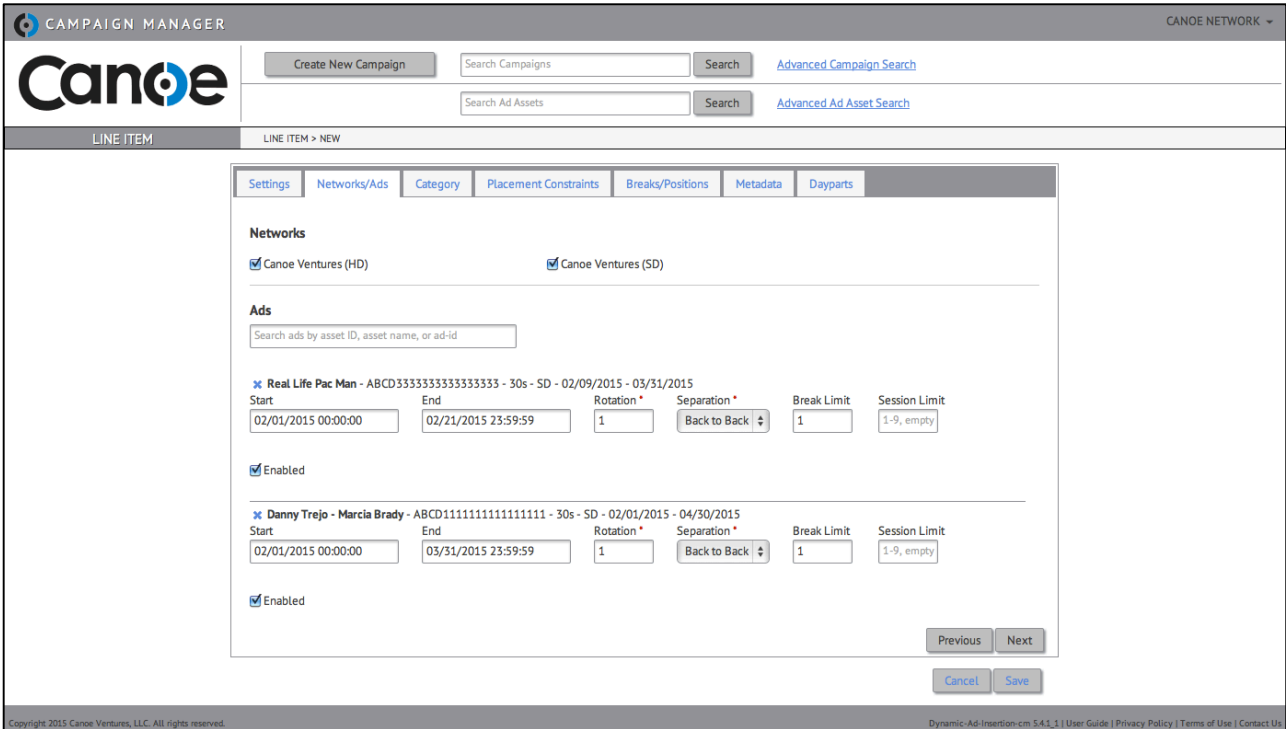


Figure 6 - LINE ITEM > NEW Screen Network/Ads Tab

6. Once on the LINE ITEM > NEW screen Network/Ads Tab, enter the following Ad Asset information for one or multiple ads:
 - a. *Network** – Select from the drop-down list the Line Item network where the Line Item Ad Assets will be launched. A list of Network options will appear. Now de-select from the Network options those that do not apply
 - b. *Ad Asset* – Enter complete or partial Ad Asset ID, Asset Name, or Ad-ID in the field to search for existing Ad Assets. Click on the desired Ad Asset to add to the Line Item. A spinning wheel will appear when the system is searching for ad assets. If no results are found that match your search criteria, “No results found” will appear. If this is the case, change your search criteria and try again.
 - c. *Start* – Click on the field to activate the date and time control. Using the date and time control, select the start date and time for the Ad Asset. If you do not select a date and time, the Line Item date and times will apply. If you select a date but not a start time, 00:00:00 will be automatically selected as the start time. Note that the date control screen will highlight in green the dates that are within the campaign flight window.
 - d. *End* - Click on the field to activate the date and time control. Using the date and time control, select the end date and time for the Ad Asset. If you do not select a date and time, the Line Item date and times will apply. If you select a date but not a start time, 23:59:59 will be automatically selected as the end time.

- e. *Rotation** – Enter the ad rotation number. Rotation determines how often, from 0 to 999, the Ad Asset is selected for placement in relation to the other Ad Assets in the Line Item. The Ad Asset with the highest number will be selected most often.
 - f. *Separation** - Select from the drop-down list the ad placement separation restriction of “None”, “Back to Back” or “Inherit”. *Separation* restricts Ad Asset from being placed consecutively or "Back to Back" when this option selected or defaulted. By selecting “None”, you place no separation restrictions. By selecting "Inherit" you defer to the *Separation* setting defined in the Ad Asset *Minimum Ad Copy Separation field* (see section 3.3.1).
 - g. *Break Limit* - Limits the number of times the system may place the Ad Asset within the same break. Leaving the field empty does not create a placement limit.
 - h. *Session Limit* - Limits the number of times the system may place the Ad Asset within the same session. Leaving the field empty does not create a placement limit.
 - i. *Enabled* – Check to indicate whether the Ad Asset is enabled for the Line Item.
7. Click **Next** or **Previous** to continue to set up the Campaign Line Item or **Save** partial Line Item information. You can save partial Line Item configuration if all required fields have been configured. You may also **Cancel** out of Line Item configuration to abandon the configuration if desired which will take you back to the previous screen.

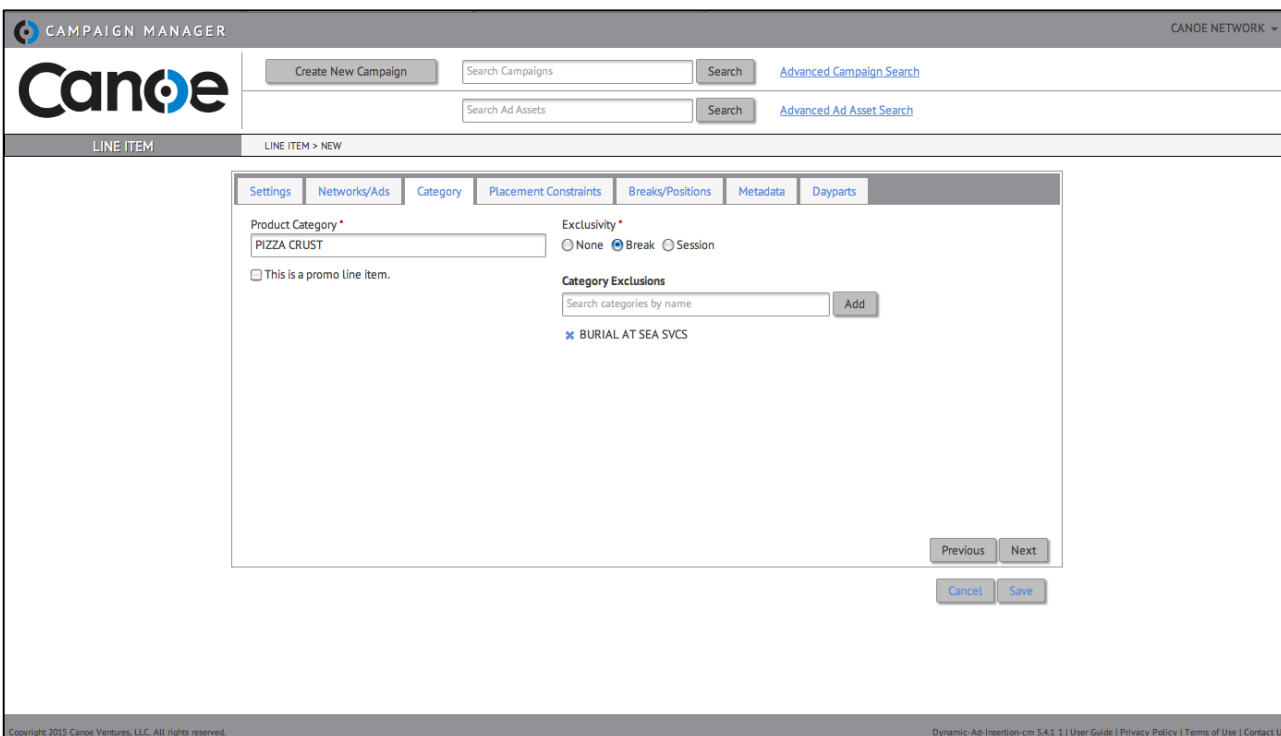


Figure 7 - LINE ITEM > NEW Product Screen Category Tab

8. Once on the LINE ITEM > NEW screen Category Tab, enter the following Product Category information:

- a. **Product Category*** – Enter complete or partial product category information in the search field to search for existing categories. Click on the product category that you want to add to the Line Item.
 - b. **Exclusivity*** – Select “Break”, or “Session” to exclude the placement of ads from the Line Item in the same break or session as the product categories added via *Category Exclusions*. If "None" is selected, no category restrictions are applied. Exclusivity rules are enforced within each MSO. If you select “Break” or “Session” Add the category excluded for placement within the same “Break “ or “Session”.
 - c. **This is a Promo Item** – Select to identify the product category as promotional.
9. Click **Next** or **Previous** to continue to set up the Campaign Line Item or **Save** partial Line Item information. You can save partial Line Item configuration if all required fields have been configured. You may also **Cancel** out of Line Item configuration to abandon the configuration if desired which will take you back to the previous screen.

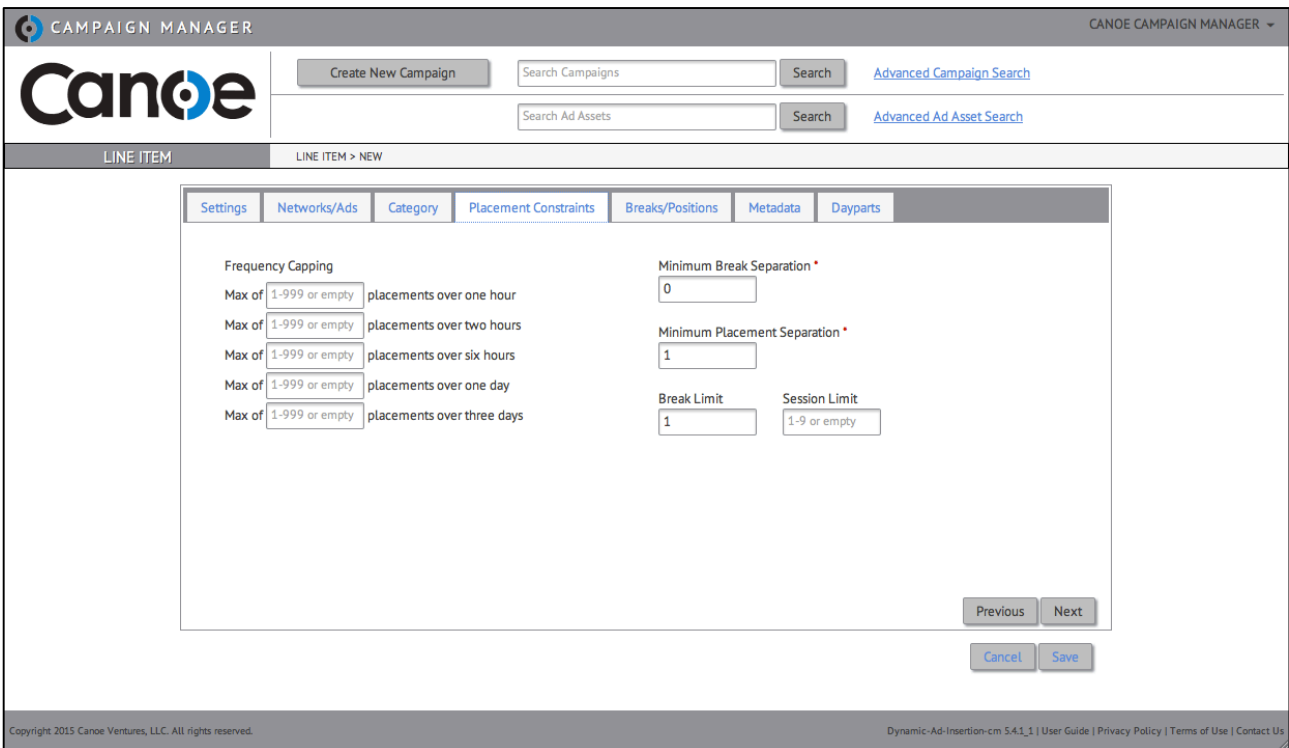


Figure 8 - LINE ITEM > NEW Screen Placement Constraints Tab

10. Once on the LINE ITEM > NEW screen Placement Constraints Tab, enter the following Placement Constraints information:

-
- a. *Frequency Capping Max of placements over one hour* – Leave the field empty or enter a number from 1 to 999 to limit the number of times that the Line Item Ad Assets are showed to the same customer over a one-hour period. By leaving the field empty, you indicate that there are no caps on the number of Ad Asset placements for this period of time.
 - b. *Frequency Capping Max of placements over two hours* – Leave the field empty or enter a number from 1 to 999 to limit the number of times that the Line Item Ad Assets are showed to the same customer over a two-hour period. By leaving the field empty, you indicate that there are no caps on the number of Ad Asset placements for this period of time.
 - c. *Frequency Capping Max of placements over six hours* – Leave the field empty or enter a number from 1 to 999 to limit the number of times that the Line Item Ad Assets are showed to the same customer over a six-hour period. By leaving the field empty, you indicate that there are no caps on the number of Ad Asset placements for this period of time.
 - d. *Frequency Capping Max of placements over one day* – Leave the field empty or enter a number from 1 to 999 to limit the number of times that the Line Item Ad Assets are showed to the same customer over a one-day period. By leaving the field empty, you indicate that there are no caps on the number of Ad Asset placements for this period of time.
 - e. *Frequency Capping Max of placements over three days* – Leave the field empty or enter a number from 1 to 999 to limit the number of times that the Line Item Ad Assets are showed to the same customer over a three-day period. Leaving the field empty indicates that there are no caps on the number of Ad Asset placements for this period of time.
 - f. *Minimum Break Separation** – Enter the minimum number of commercial breaks, from 0 to 99, that must separate the Line Item Ad Assets placements. The default break minimum is “0”.
 - g. *Minimum Placement Separation** – Enter the minimum number of placement opportunities, from 1 to 99 that must separate the Line Item Ad Assets placements. The default placement minimum is “1”.
 - h. *Break Limit* – Enter the maximum number of times, from 1 to 5, the system may place the Line Item Ad Assets within the same break. Leaving this field empty places no break placement limits.
 - i. *Session Limit* – Limits the maximum number of times, from 1 to 9, the system may place the Line Item Ad Assets within the same session. Leaving this field empty places no session placement limits.
11. Click **Next** or **Previous** to continue to set up the Campaign Line Item or **Save** partial Line Item information. You can save partial Line Item configuration if all required fields have been configured. You may also **Cancel** out of Line Item configuration to abandon the configuration if desired which will take you back to the previous screen.

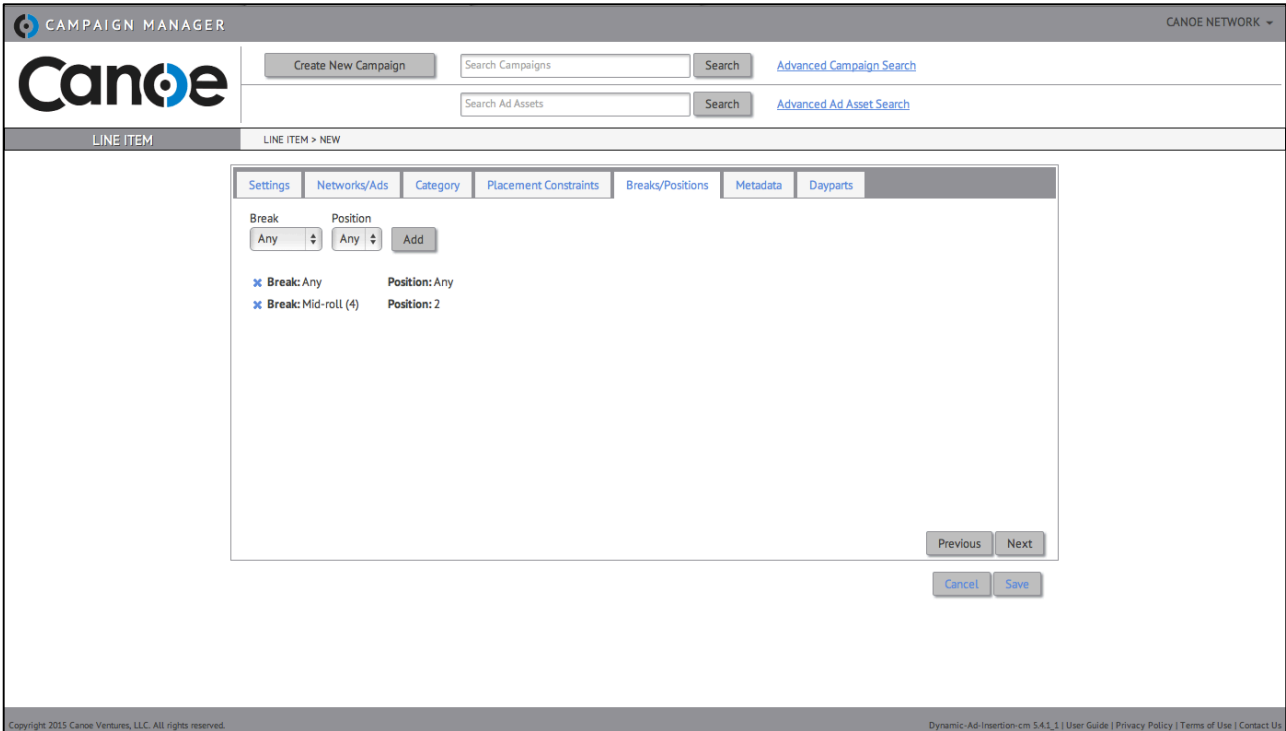


Figure 9 - LINE ITEM > NEW Screen Breaks/Positions Tab

12. Once on the LINE ITEM > NEW screen Break/Positions Tab, enter the following Break and Position restrictions:
 - a. *Break* – Select from the drop-down list “Pre-roll”, “Mid-Roll” or “Post-roll” to restrict Ad Asset placement being placed in pre-roll, mid-roll, or post-roll commercial breaks only. Select “Any” or maintain the default setting of “Any” if you wish to place Line Item Ad Assets on any of the breaks. The default Break selection is “Any”.
 - b. *Mid-Roll* – If you selected the “Mid-Roll” break, select from the drop-down list which of the mid-roll breaks you wish to further restrict as asset placement to. Options include “Any” for any mid-roll break, the “First” mid-roll break, the “Last” mid-roll break, or mid-roll break positions 1 through 19. The default *Mid-roll* selection is “Any”.
 - c. *Position* – Select from the drop-down list the break position to further restrict Ad Asset placement. Select “Any” for any break position, the “First” break position, the “Last” break position or break positions 1 through 15. The default *Position* selection is “Any”.
 - d. *Add* – Click **Add** to add break/position restrictions to the Line Item. You may add one or several restrictions by repeating the above 3 steps.
13. Click **Next** or **Previous** to continue to set up the Campaign Line Item or **Save** partial Line Item information. You can save partial Line Item configuration if all required fields have been configured. You may also **Cancel** out of Line Item configuration to abandon the configuration if desired which will take you back to the previous screen.

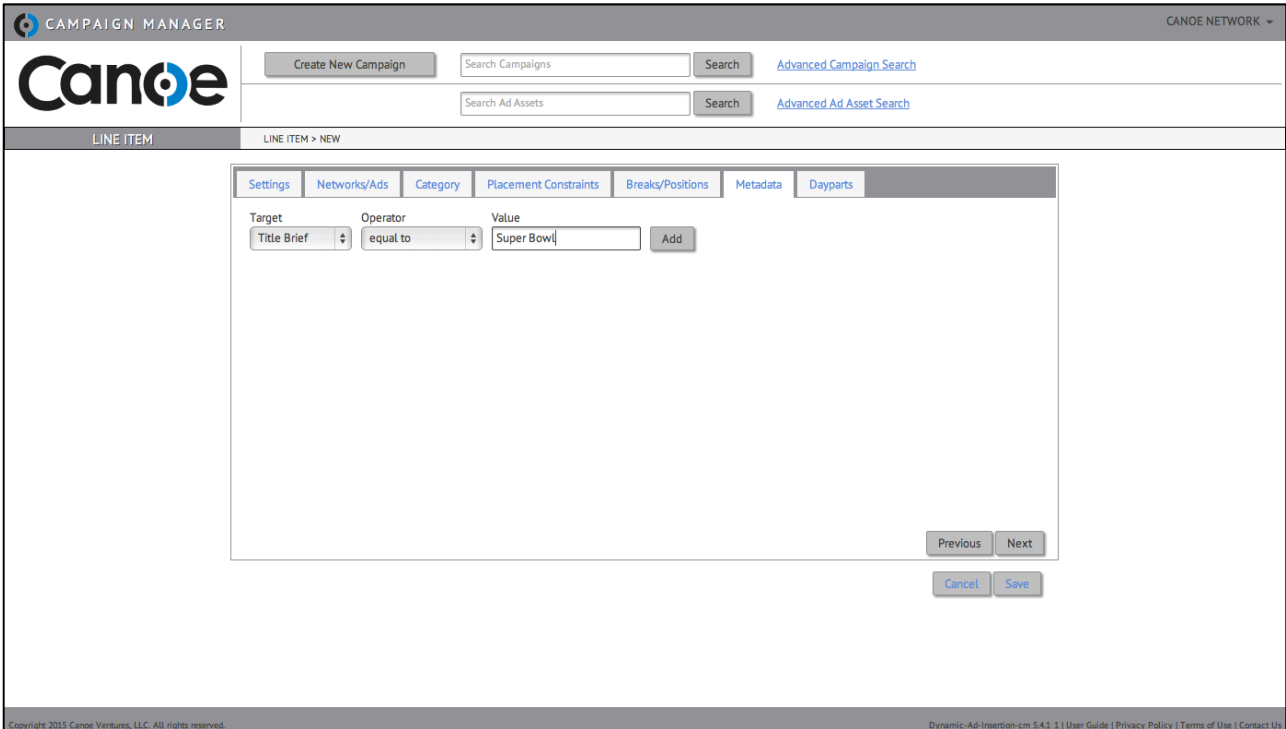


Figure 10 - LINE ITEM > NEW Screen Metadata Tab

14. Once on the LINE ITEM > NEW screen Metadata Tab, enter the following metadata information:

- a. *Target* – Select from the drop-down list a target “Advisory”, “Episode ID”, “Episode Name”, “Genre”, “Rating”, “Series ID”, “Series Name”, “Show Type”, “Title Brief”, or “Title Long” to either target to or restrict from when placing Ad Assets.
- b. *Operator* – Select from the drop-down list the operator “equal to” or “not equal to” to construct either a target or a restriction for Ad Asset placement where the selected *Target* is compared to the entered *Value*.
- c. *Value* – Enter the targeted or restricted name of the selected *Target*.
- d. *Add* – Click the **Add** button to create the target or restriction rule.

Note: As you add metadata target criteria, you will be able to group criteria into “and” and “or” groups by selecting the qualifier from the dropdown box, see example below. The qualifier within each group is “and”. Qualifiers between groups are “or”. For each “and” group of criteria, you may select any number of targets or restrictions. You may have as many “or” groups as desired as well. The application will test this set of operators and determine if there are conflicts prior to allowing the user to save the information.

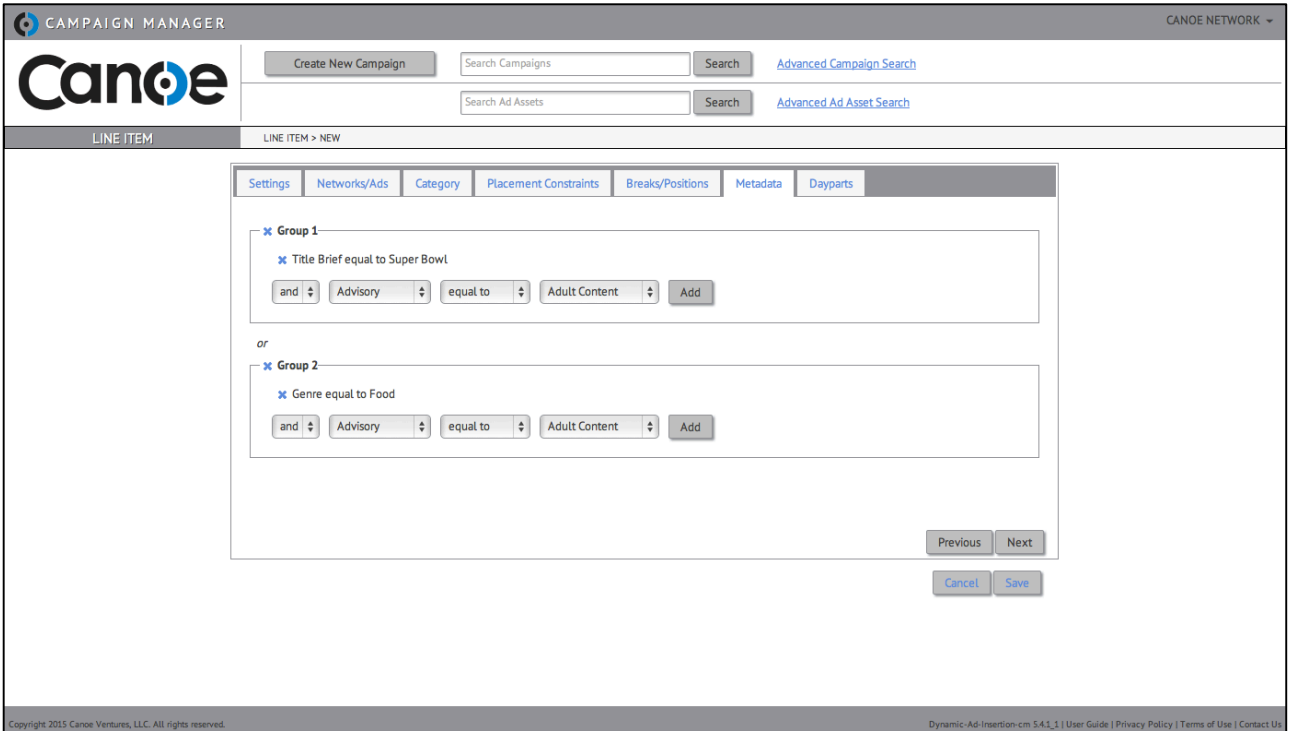


Figure 11 - LINE ITEM > NEW Metadata Example

15. Click **Next** or **Previous** to continue to set up the Campaign Line Item or **Save** partial Line Item information. You can save partial Line Item configuration if all required fields have been configured. You may also **Cancel** out of Line Item configuration to abandon the configuration if desired which will take you back to the previous screen.

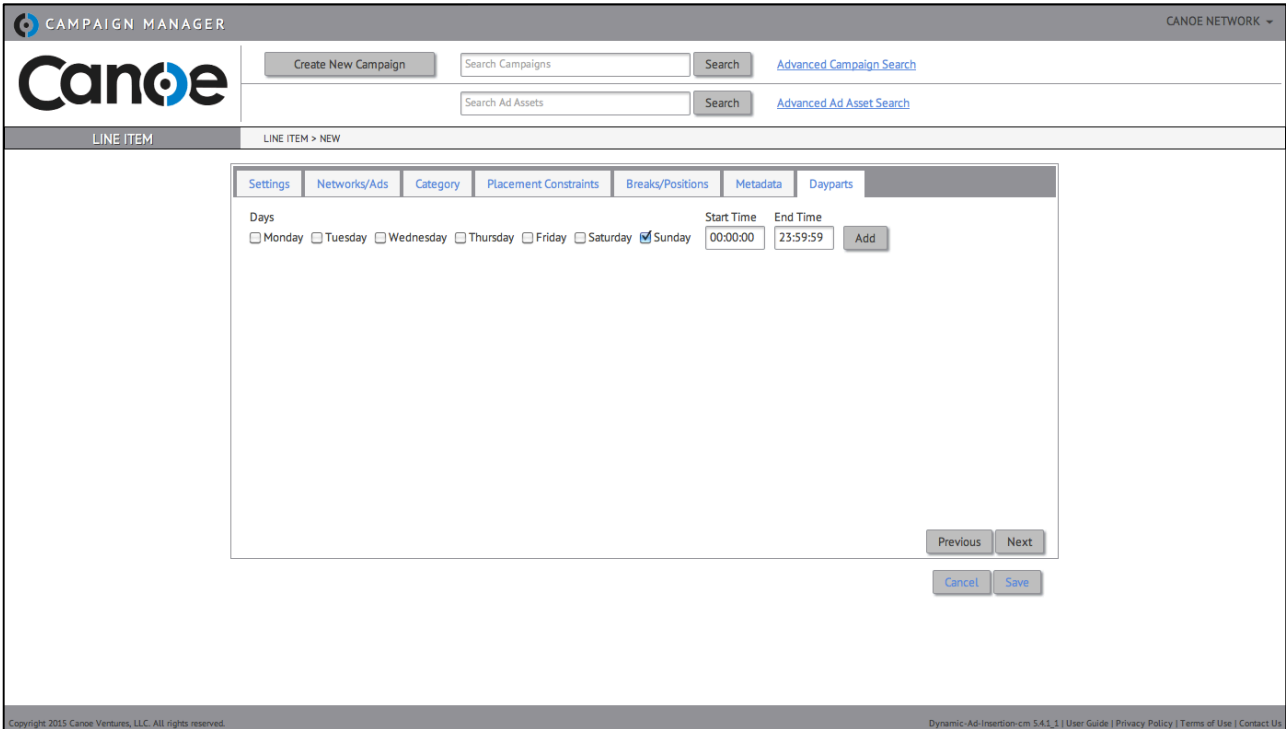


Figure 12 - LINE ITEM > NEW Screen Dayparts Tab

16. Once on the LINE ITEM > NEW screen Dayparts Tab, enter the following target daypart information:
 - a. *Days* – Select each weekday from Monday through Sunday to restricts Line Item Ad Asset placement to specific days of the week. Select all that apply.
 - b. *Start Time* - Click on the field to activate the time control. Using the time control, select the start time for the target *Days*. If you do not select a time, the start time of 00:00:00 will be automatically selected as the start time for the selected *Days*.
 - c. *End Time* - Click on the field to activate the time control. Using the time control, select the end time for the target *Days*. If you do not select a time, the end time of 23:59:59 will be automatically selected as the start time for the selected *Days*.
 - d. *Add* – Click the **Add** button to create ad placement day targets.
17. Click **Next** or **Previous** to make further changes Campaign Line Item or **Save** to create the new Campaign and Campaign Line Item. You can save partial Line Item configuration if all required fields have been configured. You may also **Cancel** out of Line Item configuration to abandon the configuration if desired which will take you back to the previous screen.

3.2.2 Searching for Campaign

You can search for existing Campaigns from the main screen using several of the Campaign attributes. Search results will be displayed in the Campaign Manager main screen in a series of rows sorted by *Campaign Name*.

CAMPAIGN MANAGER
CANOE NETWORK ▾

[Advanced Campaign Search](#)

[Advanced Ad Asset Search](#)

CAMPAIGNS
CAMPAIGNS > SEARCH

#	ID	Campaign Name	State	Programmer	Order Reference	Networks	Start	End	Description
	10161	Super Bowl Ads	Draft	Canoe Ventures		Canoe Ventures	02/01/2015 00:00:00	03/31/2015 23:59:59	
	10162	Football Game Campaign	Draft	Canoe Ventures		Canoe Ventures	02/01/2015 00:00:00	03/31/2015 23:59:59	
	10163	World Cup	Draft	Canoe Ventures		Canoe Ventures	03/01/2015 00:00:00	05/31/2015 23:59:59	

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Dynamic-Ad-Insertion-cm 5.4.1.1 | User Guide | Privacy Policy | Terms of Use | Contact Us

Figure 13 - CAMPAIGNS > SEARCH Screen

Steps:

1. Enter the complete or partial *ID, Campaign Name, Programmer, Order Reference or Networks* in the search box. The search function is not case sensitive.
2. Click the top **Search** button. The CAMPAIGN > SEARCH listing will include Campaigns whose attributes match the search criteria you entered in the search field. Search results are sorted by *Campaign Name*.

Note: If you would like to change what columns display for a campaign, click on the cogwheel on the left most corner of the campaign headings and select the desired display fields as show below. You may also order display columns by moving the column names up or down the list by clicking and holding down the mouse’s left-hand click.

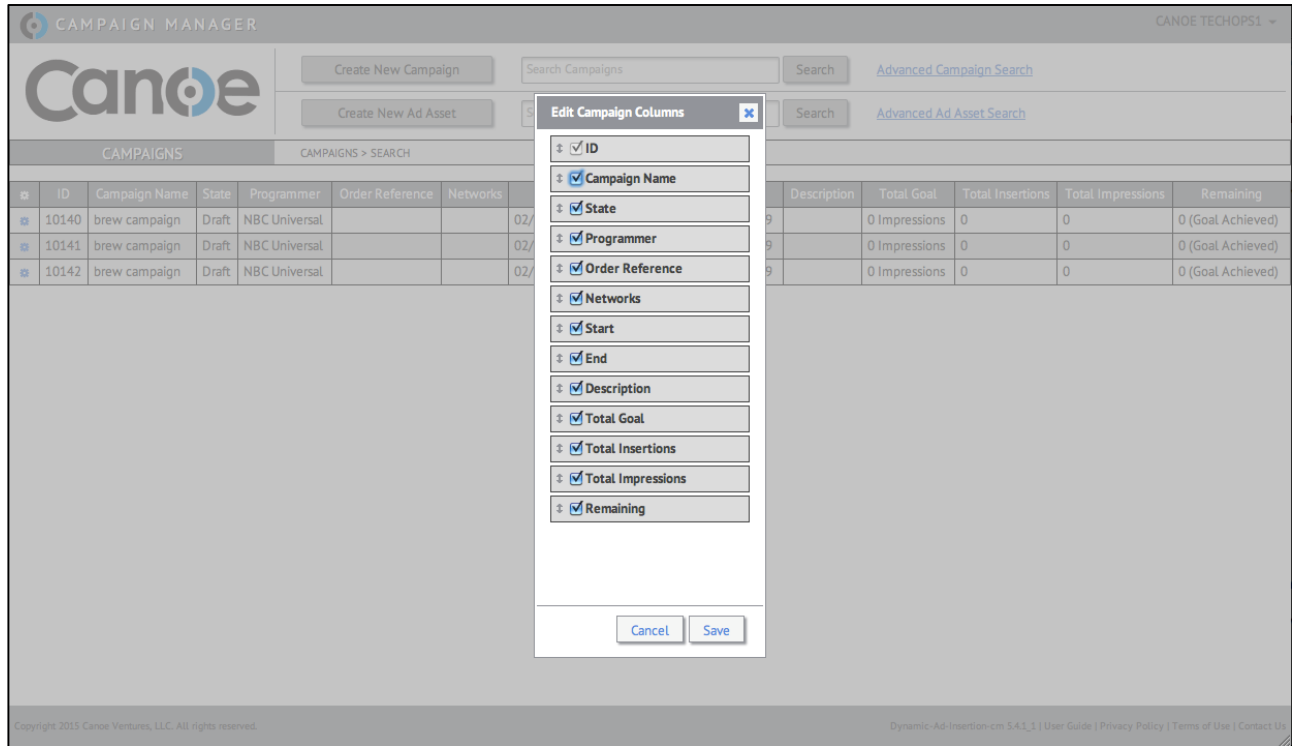


Figure 14 - Edit Campaign Columns Screen

3.2.3 Advanced Searching for Campaign

You can advance search for existing Campaigns from the main screen using several of the Campaign attributes including *Flight Window* and associated *Ad Asset(s)*. Search results will be displayed in the Campaign Manager main screen in a series of rows sorted by *Campaign Name*.

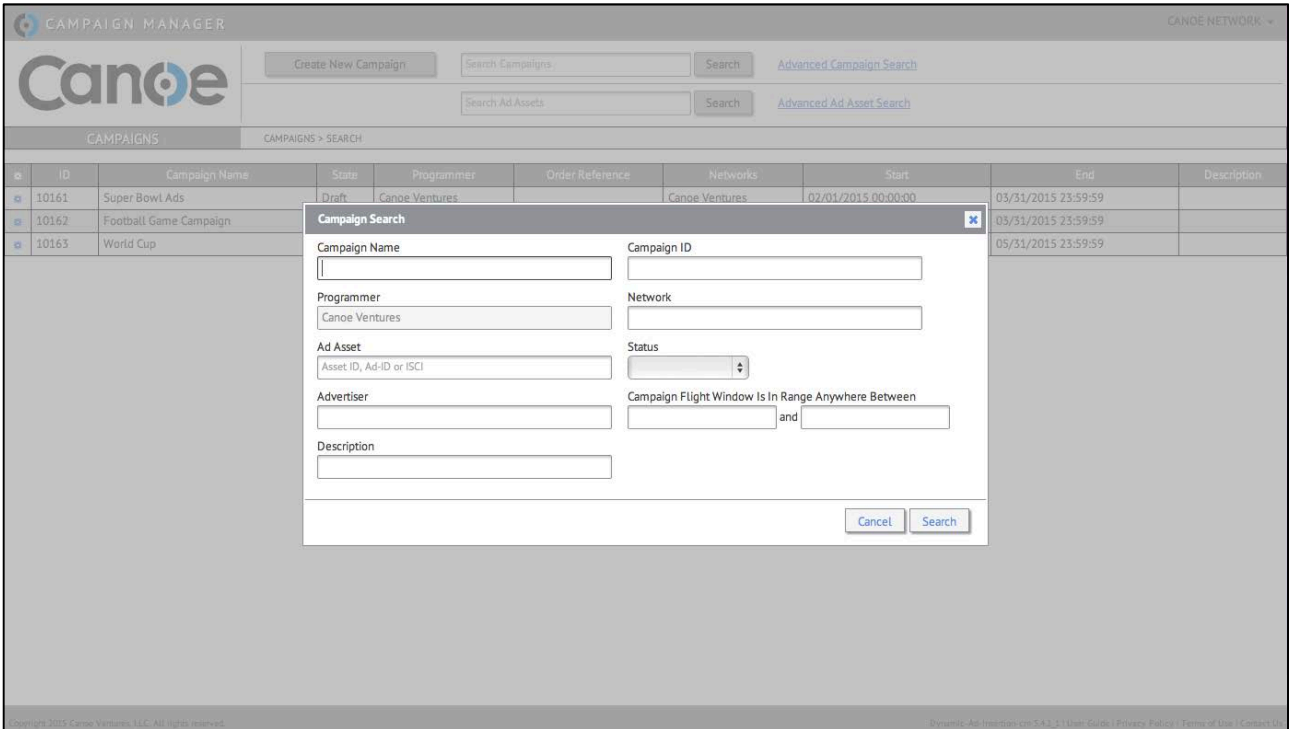


Figure 15 - Advanced Campaign Search Screen

Steps:

1. Click on the [Advanced Campaign Search](#) link from the Campaign Manager main screen.
2. Enter one or multiple, complete or partial, search criteria including Campaign Name, Campaign ID, Programmer, Network, Ad Asset, Status, Advertiser, Flight Window, and/or Description in the Campaign Search screen.
3. Click on the **Search** button of the Campaign Search screen or click the **Cancel** button to return to previous search results.

3.2.4 Viewing Existing Campaigns

Once you locate the Campaign that you searched or advanced search for, you can view its attributes and settings.

The screenshot displays the 'CAMPAIGN > SHOW' screen in the Canoe Campaign Manager. At the top, there are search bars for 'Search Campaigns' and 'Search Ad Assets', along with buttons for 'Create New Campaign' and 'Search'. Below this, the campaign details for 'Super Bowl Ads' are shown, including Campaign ID: 10161, Programmer: Canoe Ventures, Campaign Type: Normal, Order Reference ID, Goal Type: Views, Flight Start: 02/01/2015 00:00:00, and Flight End: 03/31/2015 23:59:59. A 'Draft' dropdown menu and 'Edit' and 'Return to search results' buttons are also visible. Below the details is a 'Line Items' table with columns for ID, Status, Label, Start, End, Networks, Placement, Goal, Impressions, Minimum Break Separation, Minimum Placement Separation, Break Limit, Session Limit, and Frequency Caps. Two line items are listed: ID 10240 (Active, Start: 02/01/2015 00:00:00, End: 03/31/2015 23:59:59, Networks: Canoe Ventures (HD, SD), Placement: Normal, Goal: 1,000 (Even), Impressions: 0) and ID 10243 (Active, Start: 02/17/2015 00:00:00, End: 03/31/2015 23:59:59, Networks: Canoe Ventures (HD, SD), Placement: Normal, Goal: 698 (Even), Impressions: 0). The footer contains copyright information and links for User Guide, Privacy Policy, Terms of Use, and Contact Us.

Figure 16 - CAMPAIGN > SHOW Screen

Steps:

1. Search for (see section 3.2.2) or advance search for (see section 3.2.3) for an existing Campaign.
2. Scroll through the list to locate the desired Campaign.
3. Click on the desired Campaign row or hover the mouse on the cogwheel on the far left of the Campaign row and click on the Show link. You can browse Campaign information once on the CAMPAIGN > SHOW screen (see Figure 11 - CAMPAIGN > SHOW Screen).

3.2.5 Changing Existing Campaigns

Except for Campaign *Programmer* and *Goal Type*, you may change general Campaign information anytime. Campaign changes may include changing Campaign attributes and settings, changing the status of a Campaign, adding new Line Items, editing existing Line Items, copying existing Line Items or deactivating an existing Line Item.

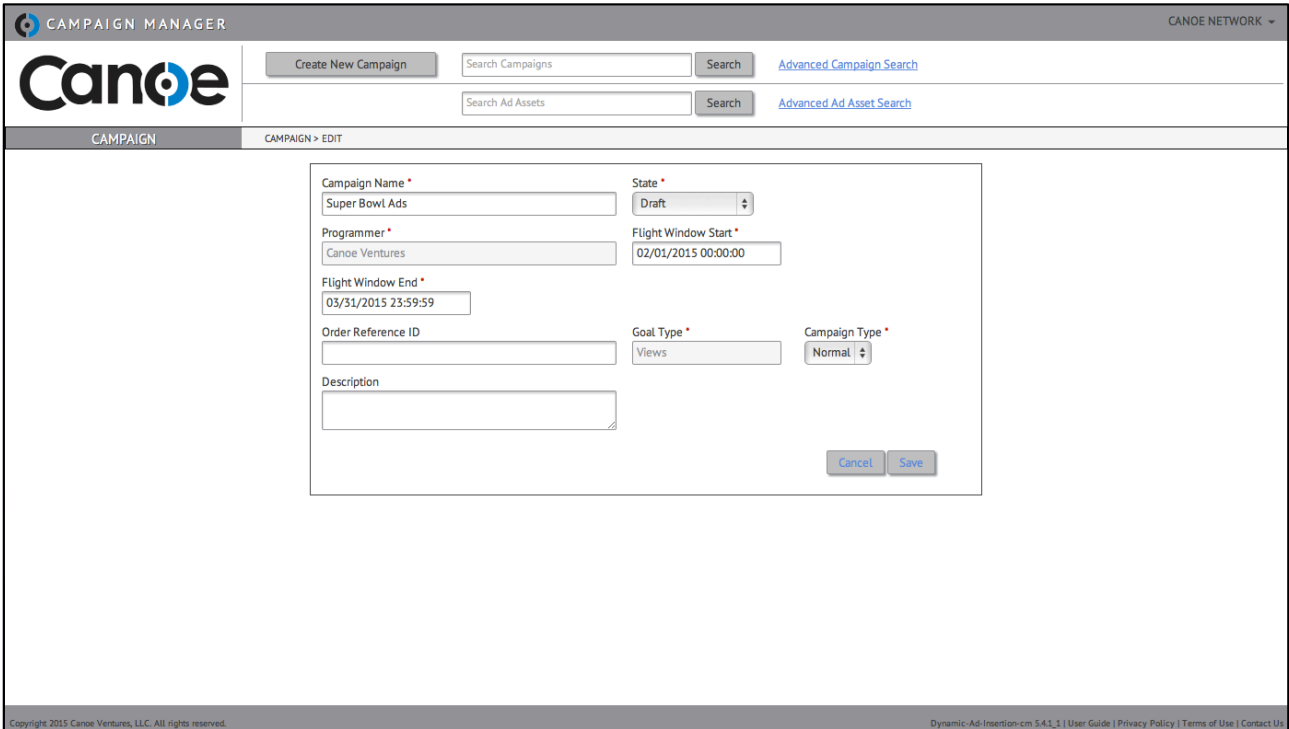


Figure 17 - CAMPAIGN > EDIT Screen

Steps:

1. Search for (see section 3.2.2) or advance search for (see section 3.2.3) for an existing Campaign.
2. Scroll through the list to locate the desired Campaign.
3. Click on the desired Campaign row or hover over the cogwheel on the far left of the Campaign row and click on the Show link.
4. From the CAMPAIGN > SHOW screen, you may change the Campaign status by selecting a new status from the drop down list, click on the **Edit** button to edit the Campaign, click on **New Line Item** to add a new Line Item, click on an existing Line Item to edit it, or hover over the cogwheel on the far left of the desired Line Item row and click on the Edit, Copy (with ads), or Copy (without ads) links to edit Line Items.
 - a. If you clicked on the **Edit** button from the CAMPAIGN > SHOW screen, edit Campaign information on the CAMPAIGN > EDIT screen (see Figure 12 - CAMPAIGN > EDIT Screen). Once done click on the **Save** button to save your changes or the **Cancel** button to return to the CAMPAIGN > SHOW window without saving your changes. Note that you will not be able to change *Programmer*, *Goal Type*, or *Campaign Type* for an existing Campaign.
 - b. If you clicked on the **New Line Item** button from the CAMPAIGN > SHOW screen, follow instructions on section 3.2.6 to add Line Items to existing Campaigns.
 - c. If you hover over the cogwheel on the far left of the desired Campaign Line Item row you may click on links to Edit, Copy (with ads), or Copy (without ads) Line Items, see sections 3.2.7, 3.2.8, and 3.2.6 detailed Line Item show, edit, and copy instructions respectively.

3.2.6 Adding Line Items to Existing Campaigns

You may add new Line Items to existing “draft”, “requires approval” or “active” Campaigns.

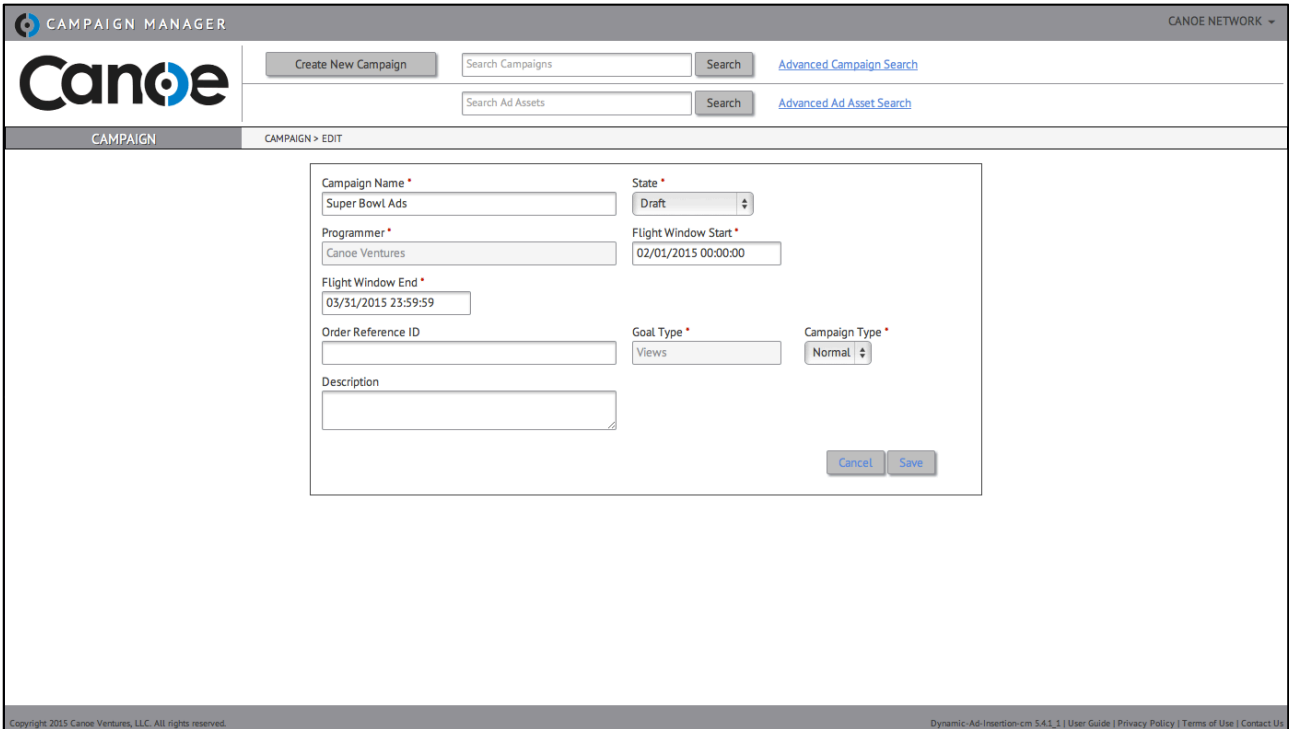


Figure 18 - LINE ITEM > NEW Screen

Steps:

1. Search for (see section 3.2.2) or advance search for (see section 3.2.3) for an existing Campaign.
2. Scroll through the list to locate the desired Campaign.
3. Click on the desired Campaign row or hover over the cogwheel on the far left of the Campaign row and click on the Show link.
4. From the CAMPAIGN > SHOW screen, click on the **New Line Item** button to add a new Line Item to the existing Campaign.
5. Follow instructions on section 3.2.1 instructions 4 through 17 for Campaign Line Item attributes and settings configuration.

3.2.7 Viewing Existing Line Items on Existing Campaigns

You may view Line Items on existing Campaigns by accessing the Campaign information and then the list of Line Items associated to the Campaign.

The screenshot shows the 'CAMPAIGN MANAGER' interface for 'CANOE NETWORK'. At the top, there are search bars for 'Search Campaigns' and 'Search Ad Assets', along with buttons for 'Create New Campaign' and 'Search'. Below this, the campaign details for 'Super Bowl Ads' are displayed, including Campaign ID: 10161, Programmer: Canoe Ventures, Campaign Type: Normal, Order Reference ID, Goal Type: Views, Flight Start: 02/01/2015 00:00:00, and Flight End: 03/31/2015 23:59:59. A 'Draft' dropdown menu and 'Edit' and 'Return to search results' buttons are also visible.

The 'Line Items' section contains a table with the following data:

ID	Status	Label	Start	End	Networks	Placement	Goal	Impressions	Minimum Break Separation	Minimum Placement Separation	Break Limit	Session Limit	Frequency Caps
10240	Active		02/01/2015 00:00:00	03/31/2015 23:59:59	Canoe Ventures (HD, SD)	Normal	1,000 (Even)	0	0	1	1		
10243	Active		02/17/2015 00:00:00	03/31/2015 23:59:59	Canoe Ventures (HD, SD)	Normal	698 (Even)	0	0	1	1		

Figure 19 - CAMPAIGN > SHOW Screen Line Item List

Steps:

1. Search for (see section 3.2.2) or advance search for (see section 3.2.3) for an existing Campaign.
2. Scroll through the list to locate the desired Campaign.
3. Click on the desired Campaign row.
4. View the Campaign Line Item listings at the bottom of the screen. Scroll to the right to see all configuration associated to the Line Item row.

Note: If you would like to change what columns display for a line item, click on the cogwheel on the left most corner of the line item headings and select the desired display fields as show below. You may also order display columns by moving the column names up or down the list by clicking and holding down the mouse's left-hand click.

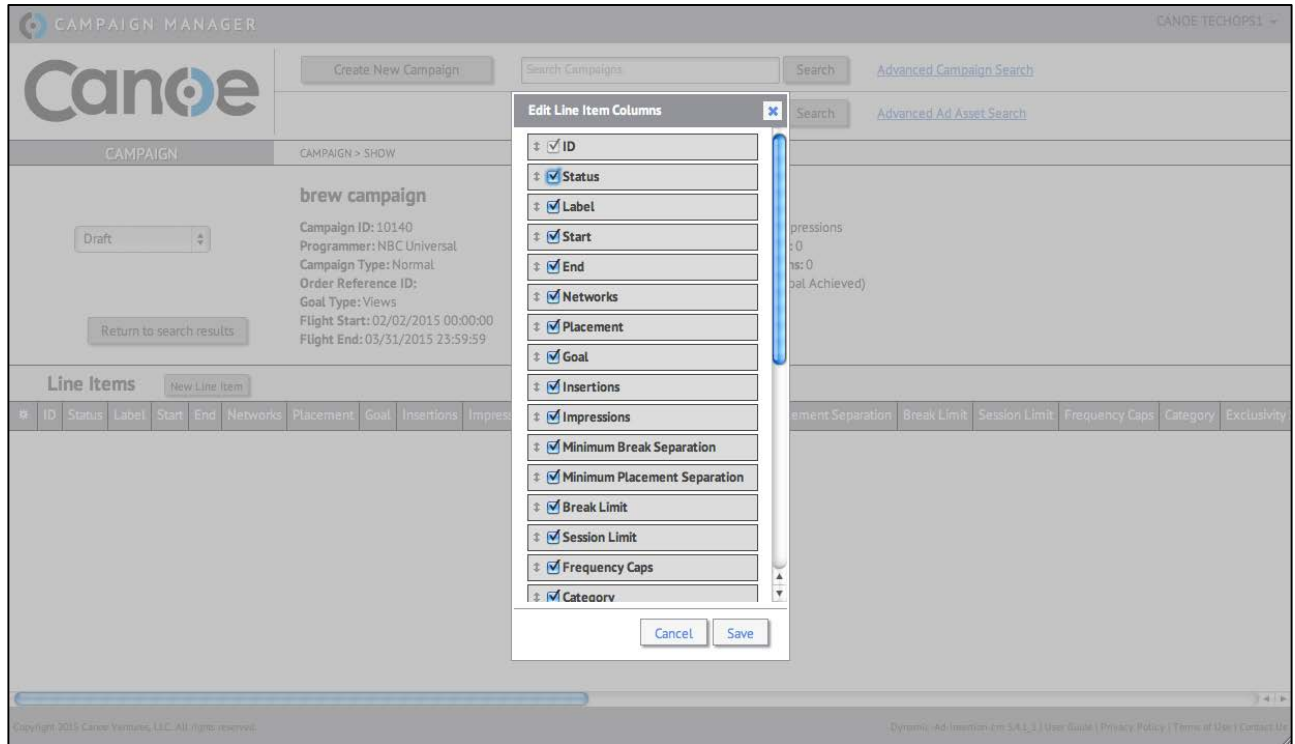


Figure 20 - Edit Line Items Columns Screen

3.2.8 Editing Line Items on Existing Campaigns

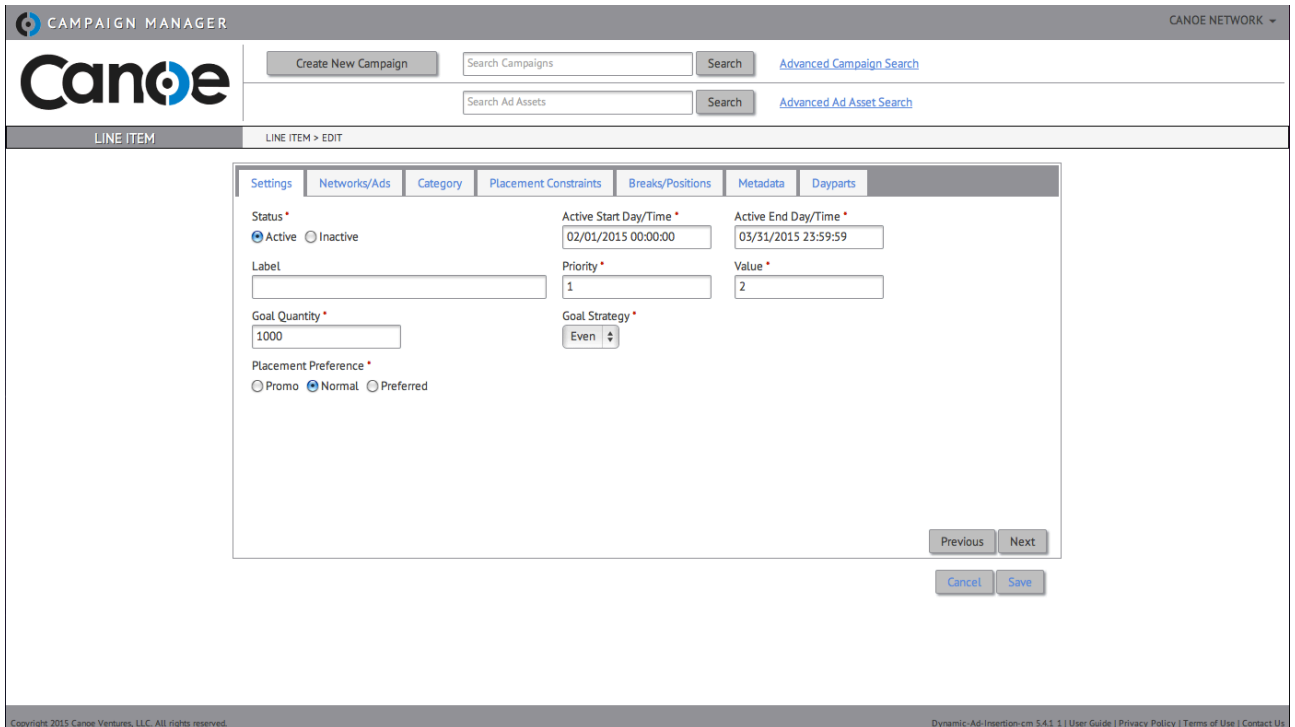


Figure 21 - LINE ITEM > EDIT Screen

Steps:

1. Search for (see section 3.2.2) or advance search for (see section 3.2.3) for an existing Campaign.
2. Scroll through the list to locate the desired Campaign.
3. Click on the desired Campaign row or hover over the cogwheel on the far left of the Campaign row and click on the Show link.
4. From the CAMPAIGN > SHOW screen, click on the desired Line Item row or hover over the cogwheel on the leftmost column of the desired row and click on the Edit link.
5. From the LINE ITEM > EDIT screen follow directions from section 3.2.1 instructions 4 through 17 for Campaign Line Item attributes and settings configuration.

3.2.9 Copying Line Items on Existing Campaigns

An alternate method to add new Campaign Line Items to an existing Campaign is to copy an existing Line Item. The copy feature replicates an existing Line Item into a new Line Item along with all the original Line Item attributes and settings. You have the option to copy an existing Line Item with or without adding its associated Ad Assets.

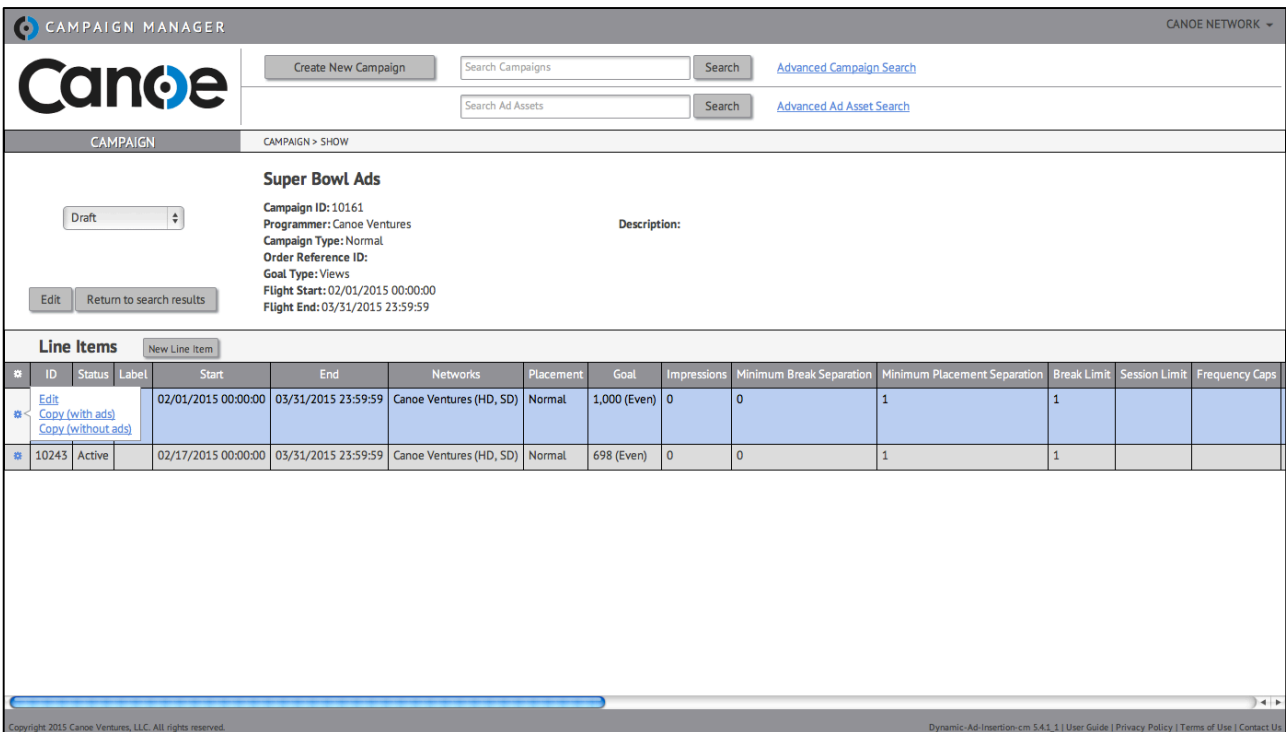


Figure 22 - CAMPAIGN > SHOW Line Item Cogwheel Links

Steps:

1. Search for (see section 3.2.2) or advance search for (see section 3.2.3) for an existing Campaign.
2. Scroll through the list to locate the desired Campaign.
3. Click on the desired Campaign row or hover over the cogwheel on the far left of the Campaign row and click on the Show link.

- From the CAMPAIGN > SHOW screen, hover over the cogwheel on the far left of the Line Item row and click on either the Copy (with ads) or Copy (without ads) link.
- From the LINE ITEM > EDIT screen follow directions from section 3.2.1 instructions 4 through 17 for Campaign Line Item attributes and settings configuration.

3.3 Managing Ad Assets

3.3.1 Searching for Existing Ad Assets

You can search for existing Ad Assets from the main screen using several of the Ad Asset settings. Search results will be displayed in the Campaign Manager main screen in a series of rows.

ID	Asset Name	Asset ID	Ad-ID	ISCI	Provider ID	Resolution	Duration	Min. Separation	License Start	License End	Advertiser	Advertiser ID/Code	Product	Status
10040	Danny Trejo - Marcia Brady	ABCD1111111111111111			canoe.com	SD	30	Back to Back	02/01/2015 00:00:00	04/30/2015 23:59:59	Snickers	SNICKERS	Snickers' Bar	Enabled
10041	Invisible Mindy Kaling	ABCD2222222222222222			canoe.com	SD	30	Back to Back	02/01/2015 00:00:00	03/31/2015 23:59:59	Nationwide	NATIONWIDE	Insurance	Enabled
10042	Real Life Pac Man	ABCD3333333333333333			canoe.com	SD	30	Back to Back	02/09/2015 00:00:00	03/31/2015 23:59:59	Budweiser	BUD	Bud Light	Enabled
10043	Clash of Clans - Liam Neeson	CLAS3333333333333333			canoe.com	SD	30	Back to Back	02/01/2015 00:00:00	03/31/2015 23:59:59	Clash of Clans	CLASH	Revenge	Enabled
10044	Amy Purdy - Muhammad Ali	AMYP2222222222222222			canoe.com	SD	30	Back to Back	02/01/2015 00:00:00	03/31/2015 23:59:59	Toyota	TOYOTA	Toyota	Enabled

Figure 23 - AD ASSETS > SEARCH

Steps:

- Enter the complete or partial ID, Asset Name, Asset ID, Ad-ID, ISCI, or Provider Id in the search box. The search function is not case sensitive.
- Click the **Search** button. The Ad Asset Search listing will include Ad Assets whose attributes match the search criteria you entered above.

3.3.2 Advanced Searching for Ad Asset

Use the advanced searching function to exert additional field control over search criteria, to search using additional attributes or to search using concurrent search criteria.

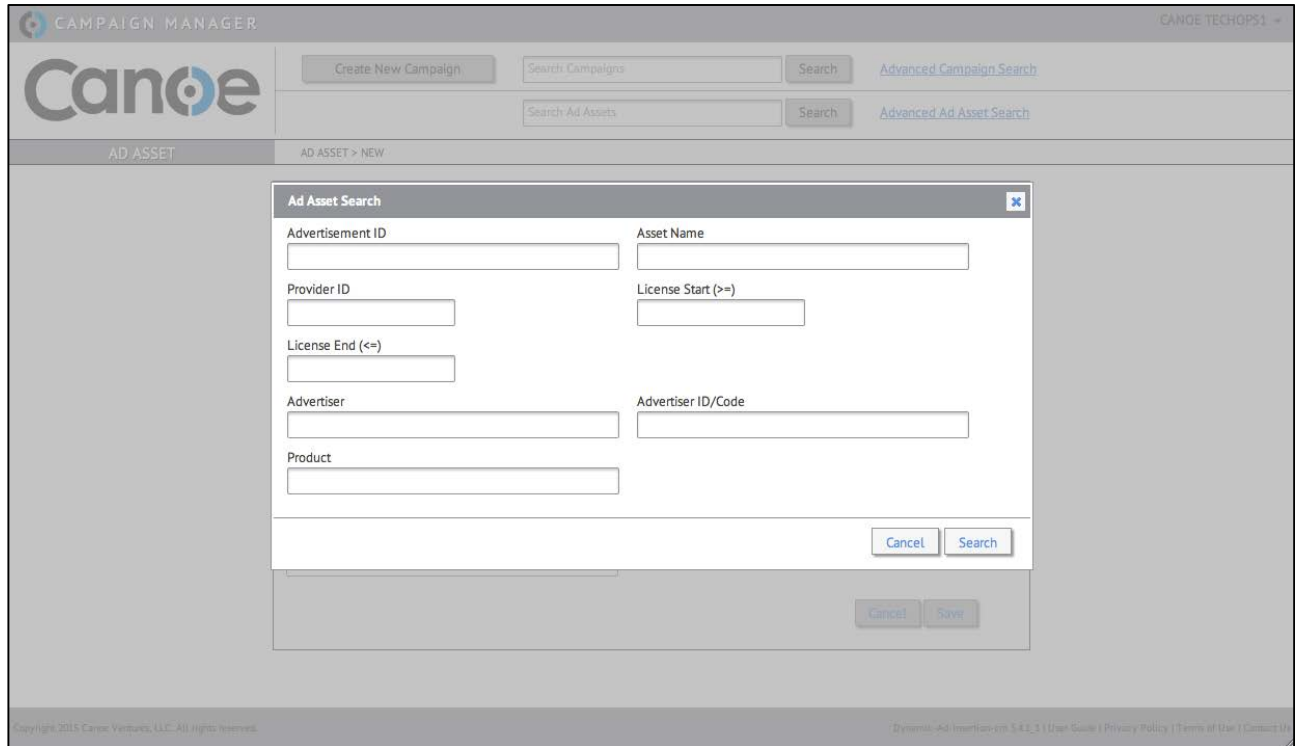


Figure 24 - AD Asset Advanced Search Screen

Steps:

4. Click on the [Advanced Ad Asset Search](#) link from the Campaign Manager main screen.
5. Enter one or multiple, complete or partial, search criteria including advertising id, asset name, provider id, license start, license end, advertiser, advertiser id or code and/or product in the Ad Asset Search screen.
6. Click on the **Search** button of the Ad Asset Search screen or click the **Cancel** button to return to previous search results.

3.3.3 Viewing Existing Ad Assets

Once you locate the Ad Asset that you searched or advanced search for, you can view its attributes and settings.

4 Handling Errors

4.1 Error Handling

Please contact Canoe Operations directly at orders@canoeventures.com if you have questions or concerns over displayed error messages.

4.2 Help Desk

For assistance, please contact our help desk at orders@canoeventures.com. If an error code is presented, include it in your request.

Warning messages will appear when entering incorrect values in form fields. These warnings can be found next to any impacted fields in a different colored font.