



Intro to our New Ad Builder

Please see attached instructions

These are also available in the corner of the new ad builder



PRIME
CREATIVE MEDIA

UPDATES TO AD BUILDER

Streamlined Tool
Management for quicker
navigation

Available to use on any
browser

Advanced image editing
options, such as flipping,
swapping and uploading
transparent images

Getting started

The screenshot shows a web interface for managing advertising bookings. It is divided into several sections:

- 1. Ad Spaces:** Located at the top, it shows details for an ad space with ID 5387098, titled 'Dealer Layout - Full', on page 1. A red '1' is placed over the page number.
- 2. Masterpage:** Below the ad spaces, it shows a masterpage titled 'TraderAds Masterpage-A' with a PDF file 'Trade Ads Masterpage-A.pdf' last updated on 20 Oct 2023 at 10:35 AM AEDT. A red '2' is placed over the masterpage title.
- 3. Layout:** On the left side, there is a layout selection panel with a 'Number of cells' dropdown set to '6' and a 'Go' button. Below this are four layout options, each with a grid icon and a description: '2 x 3 6 6 cells', '3 x 3 6A 6 cells', '3 x 3 6B 6 cells', and '3 x 3 6C 6 cells'. A red '3' is placed over the layout options.
- 4. Inventory:** On the right side, there is an inventory list of items for sale or hire. A red '4' is placed over the first item, 'PRIME POWER PH120ET \$3,880 S91 TA666658'.

Arrows point from the numbered callouts to their respective elements in the interface.

To access your ad:

1. Go to your 'Bookings' tab
2. Select Ad space
3. Select Masterpage
4. Select Layout

search

Adding Inventory

- 1 You are able to drag your inventory into the cells on your ad space
 - > You can drag directly from the inventory list
 - > You can search specific stock / TA numbers from your inventory

The information shown will be directly copied from the information in your inventory.

- 2 Once the inventory has been dragged onto your ad you can right click the cell and this will allow you to edit specifics.

The screenshot displays the TraderAds management interface. On the left, there's a sidebar with options like 'Submit Booking', '1. Ad Spaces', and 'Request Changes'. The main area shows a grid of ad cells. One cell is highlighted with a context menu open, listing actions such as 'Image', 'Select images...', 'Resize to fit area', 'Zoom to cover area', 'Flip image', 'Add slash', 'Paste slash', 'Special instructions', 'Request ad cell changes', 'Cell properties', and 'Cell: 86mm x 68mm'. A text overlay 'Drag inventory across' points to the context menu. On the right, the '4. Inventory' section shows a list of items with images and details:

Inventory	Uploaded Ad Cells
NO IMAGE	KOMATSU PC138US-8 POA S135 TA986109
	PRIME POWER PH120ET \$3,880 S91 TA666658
	PRIME POWER PH80-BWS-WK \$3,190 S92 TA666659
	GENTECH ED6800LSRE-HIRE \$4,400 S93 TA666660
	CROMMELINS P85EH \$3,999 S94 TA666661
	CROMMELINS P8HLRT \$3,290 S95 TA666662
	GENTECH EP8000-HIRE \$2,750 S96

At the bottom of the inventory list, there are navigation buttons (1-5) and a status bar indicating 'Showing 1 - 10 of 44 items'.

Cell / Inventory Editing

1 Once you right click on the cell that you would like to edit, you should receive a menu that looks like →



2 The menu can facilitate changes to your ad.

Cell properties and Pictures...

'Cell properties' – Choose your format, text mapping and style.

Configure Cell Properties

Cell Format

ID #1:
(V-1T1P-A)
Main Image, 1
Body Text

ID #4:
(V-1T3P-A)
1 Main + 2
Vertical Images, 1
Body Text

ID #6:
(V-1T3P-B)
1 Main + 2
Horizontal
Images, 1 Body
Text

Cell Text Mapping

1T-Ge-J-7c
1T-Ge-C-7c

Cell Style

5013999-A

Note: any changes to format or style will regenerate your ad cell and you will lose any customisations you've made to fonts, images and slashes.

Close

Selecting images- Right click on an image and choose 'Select images' to view available images.

Select Images For Cell

Available Image Slots For Chosen Cell Format

Inventory Images

Print-Only Uploaded Images

There are no print-only images uploaded for this inventory.

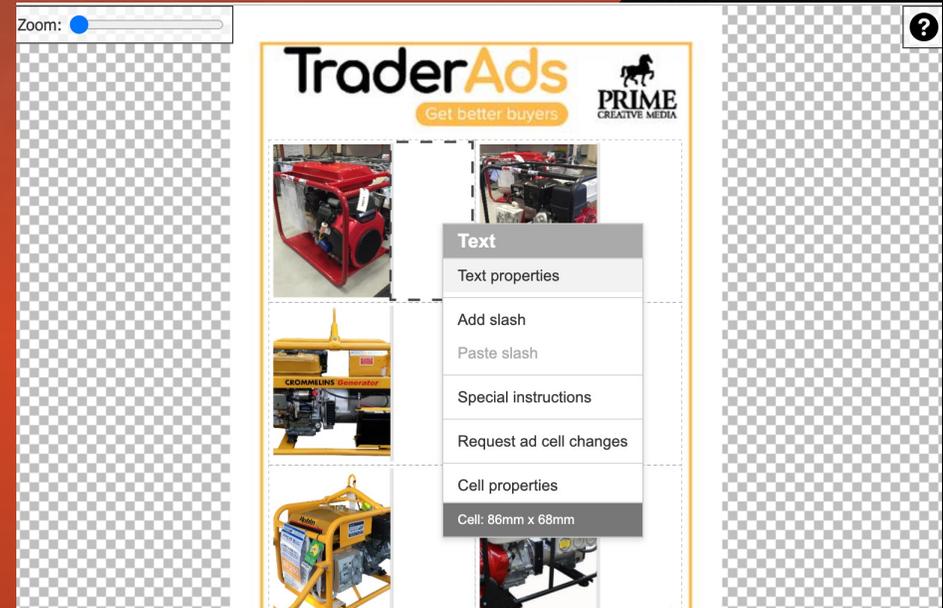
Select Images You can select and upload multiple images at a time.

Drag and drop any images you wish to use for this cell into the positions above. You may also upload images for use in your ad space. These images can support transparency if you use a transparent PNG image. Images uploaded will not appear on the web.

Text Edits

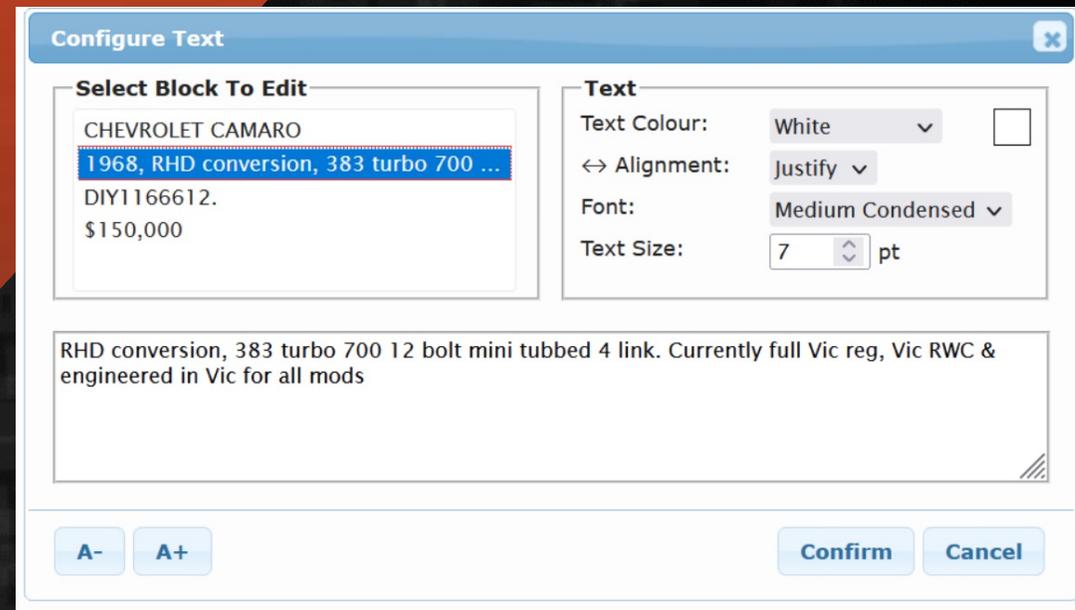
1 Select

'Text properties'



2

Edit your description or change colour, alignment, font or text size

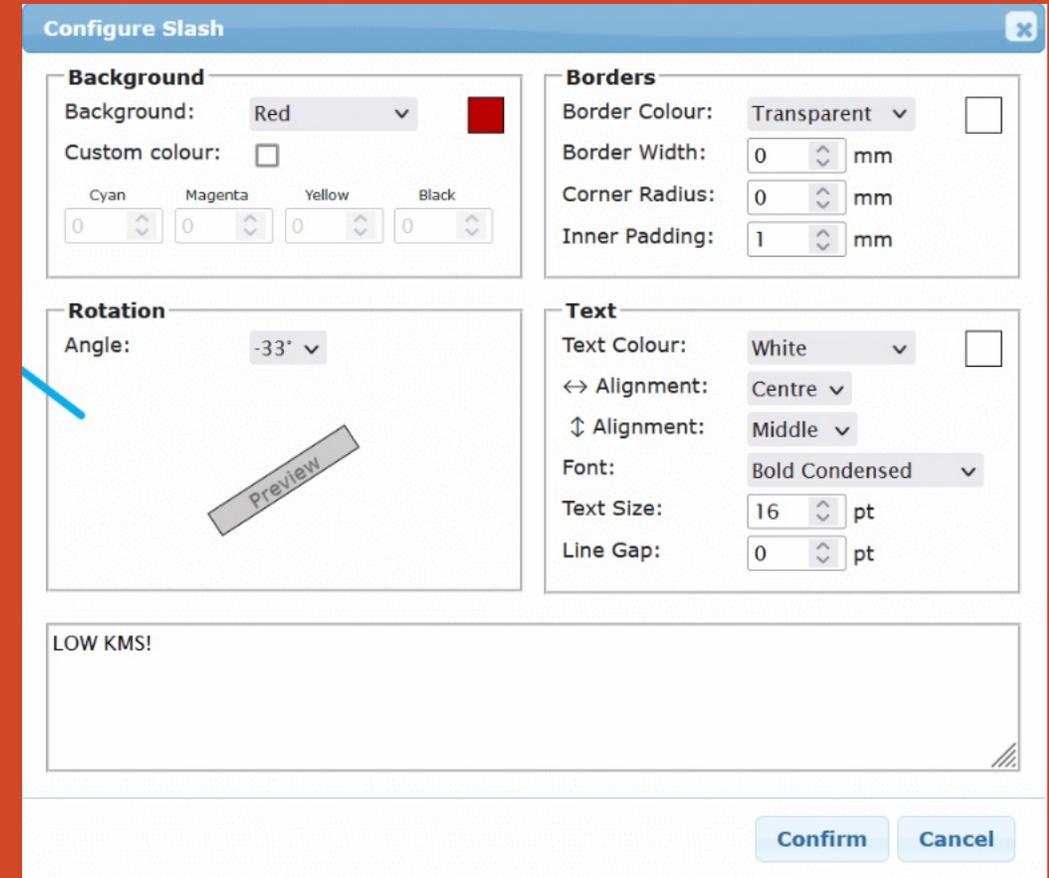
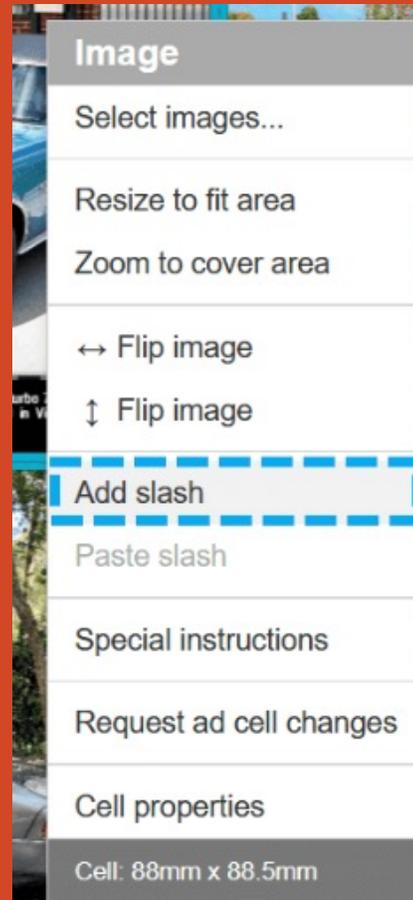
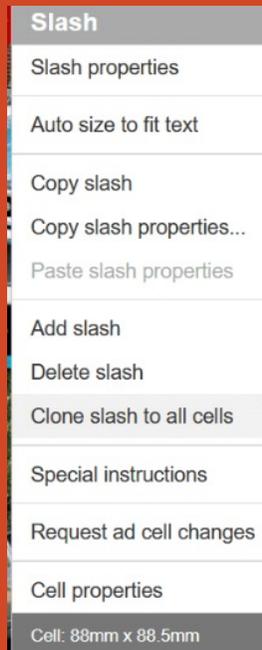


3

When you are finished editing, just click Confirm

Slashes

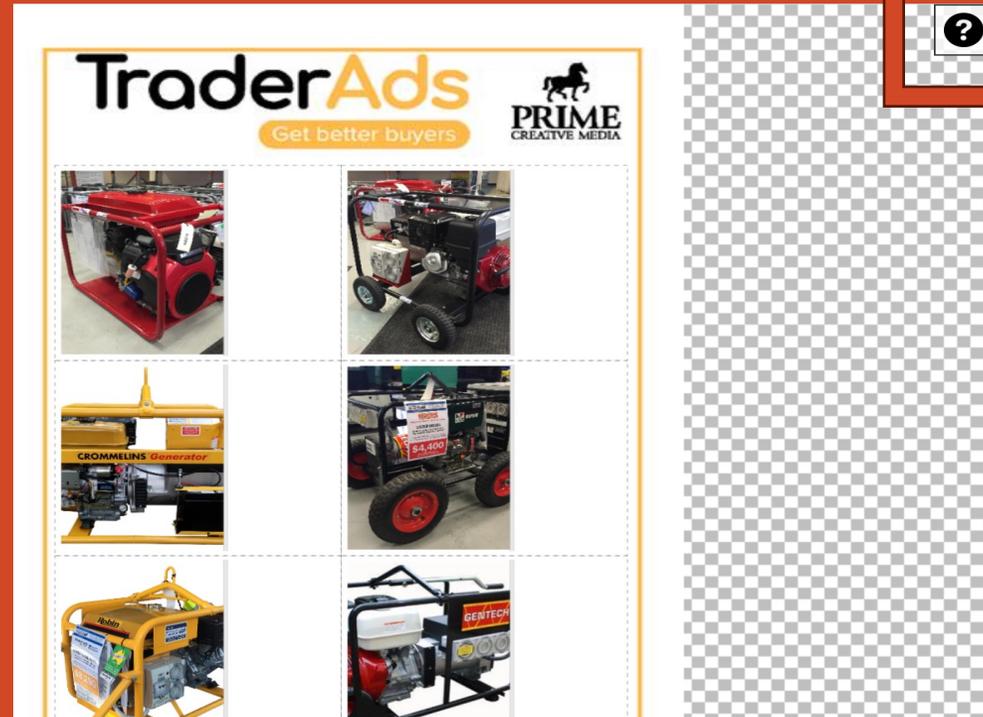
- 1 Configure your slash as you like, including colours, borders, rotation and font style.
- 2 To clone the slash- Right click the slash and select 'Clone to every cell!'



Other Elements

Other features of our new ad builder include:

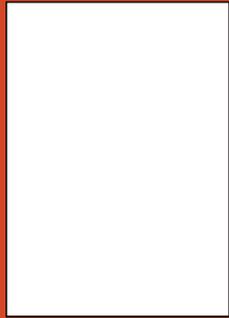
- Canvas zooming
- Object Manipulation
- Choosing different images
- Keyboard shortcuts



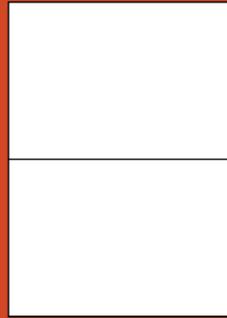
PLEASE CLICK
HERE FOR
MORE
INSTRUCTIONS
WHILE EDITING

Sample Layout options

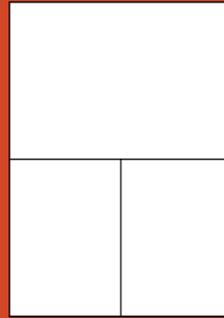
Choose from hundreds of possible layouts that suit you! Contact us to choose different layouts not already configured for your masterpage.



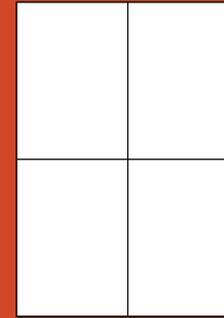
1 x 1



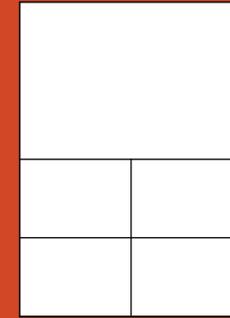
1 x 2



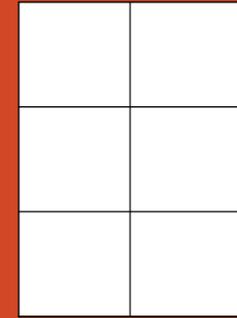
2 x 2 A (3)



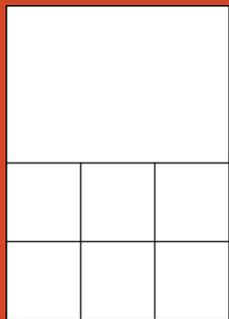
2 x 2



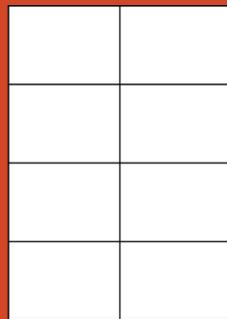
2 x 4 A (5)



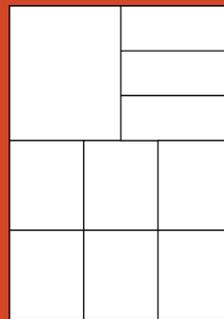
2 x 3



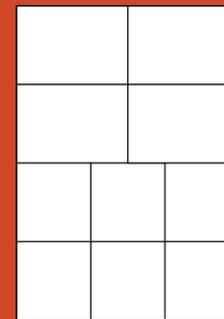
3 x 4 7A



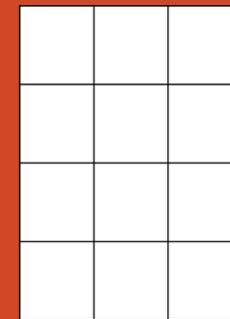
2 x 4



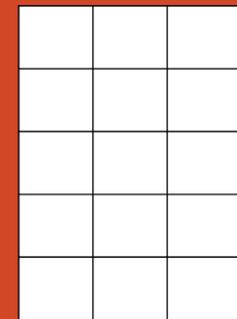
6x7 10B



3 x 4 ZA (10)



3 x 4



3 x 5 15

MORE QUESTIONS ABOUT THE NEW AD BUILDER?

Please feel free to contact me or your BDMs

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Have a look around yourself !

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