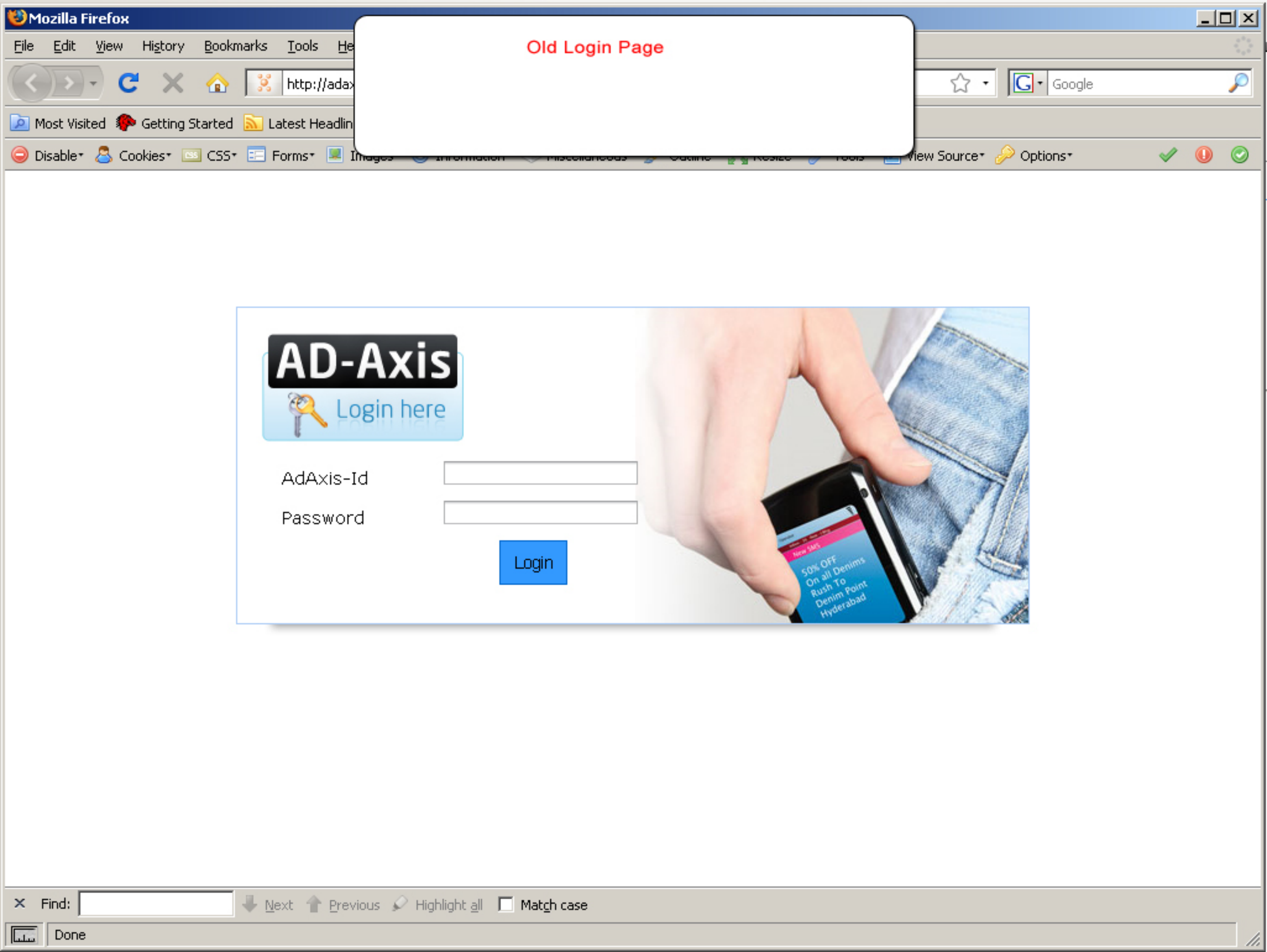


SingleBrand Ad Server Styleguide & Comps

August 2008

SingleBrand
Powered by **SinglePoint**





Old Login Page

AD-Axis



Login here

AdAxis-Id

Password

Login



Find: Next Previous Highlight all Match case

Done

New Login Page

SingleBrand

Powered by SinglePoint

Username:

Password:

Old Repository Page



Welcome Advertiser | Home | Contact Us | Sign Out
Customer ID: 651-124-7384

- REPOSITORY
- DISCOVERY
- PURCHASE
- MY PROFILE
- REPORTS
- INBOX

 Search Campaigns

- Create Campaign
- Manage Campaign
- Create Ads
- Manage Ads
- Associate

CampaignID HipAds__Soapy Soap_

Overview

Business Unit * Consumer Campaign Name * Soapy Soap Category * News

Campaign Starts From * mm/dd/yyyy Campaign Ends By * mm/dd/yyyy

Cost and Budget

Total Budget * Purchase Order Number *

Today: Aug 1, 2008

August 2008

S	M	T	W	T	F	S
28	29	30	31	1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Example Advertiser Page with Calendar Popup.

CampaignID: HipAds_Soapy Soap_

Overview * Required Fields

Business Unit: * Campaign Name: * Category: *

Campaign Starts From: *

Today: Aug 14, 2008

August 2008

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Cost and Budget * Required Fields

Total Budget: *

Campaign Name: *

Campaign Starts From: *

Save

Rollover example for Main Navigation.

CampaignID: HipAds_Soapy Soap_

Overview * Required Fields

Business Unit: * Campaign Name: * Category: *

Campaign Starts From: *

Today: Aug 14, 2008

August 2008

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Cost and Budget * Required Fields

Total Budget: *

Campaign Name: *

Campaign Starts From: *

Save

After rollover example, we should see this Advertiser Page with Calendar Popup in the "Discovery" section.

CampaignID: HipAds_Soapy Soap_

Overview * Required Fields

Business Unit: * Campaign Name: * Category: *

Campaign Starts From: *

Today: Aug 14, 2008

August 2008

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Cost and Budget * Required Fields

Total Budget: *

Campaign Name: *

Campaign Starts From: *

Save

CampaignID: HipAds_Soapy Soap_

Overview * Required Fields

Business Unit: * Campaign Name: * Category: *

Campaign Starts From: *

Today: Aug 14, 2008

August 2008

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Cost and Budget * Required Fields

Total Budget: *

Campaign Name: *

Campaign Starts From: *

Save

Old Demographics Page.

Search | Draft Discovery

Geographic and Type Info

Start Date
End Date

mm/dd/yyyy

Country
TimeZone

Ad Type SMS MMS WAP VIDEO
 Ad Size Char

Demographic Info

Gender Male Female
 44 %

0 - 12 13 - 17 18 - 24 25 - 34
 35 - 44 45 - 54 55 - 64 65+

Age 54 %

0 - 24 K 25 - 34 k 35 - 49 k 50 - 74 K
 75 - 99 k 100 k +

Income 0 %

Date	Inventory 1	Inventory 2	Inventory 3	Inventory 4	Inventory 5	Total Hits
6/12/2008	50	40	40	0	60	190
6/13/2008	20	10	20	0	40	90
6/14/2008	10	10	20	30	30	100
6/15/2008	80	20	20	30	10	160

Use this demographics page as an example for Graphs, Sliders, and "Previous/Next" buttons. This page is only a visual representation. It does not include all of the necessary data.

CampaignID: HipAds_Soapy Soap_

Demographic Info * Required Fields

Start Date: *
mm/dd/yyyy

End Date: *
mm/dd/yyyy

Gender: Male
 Female

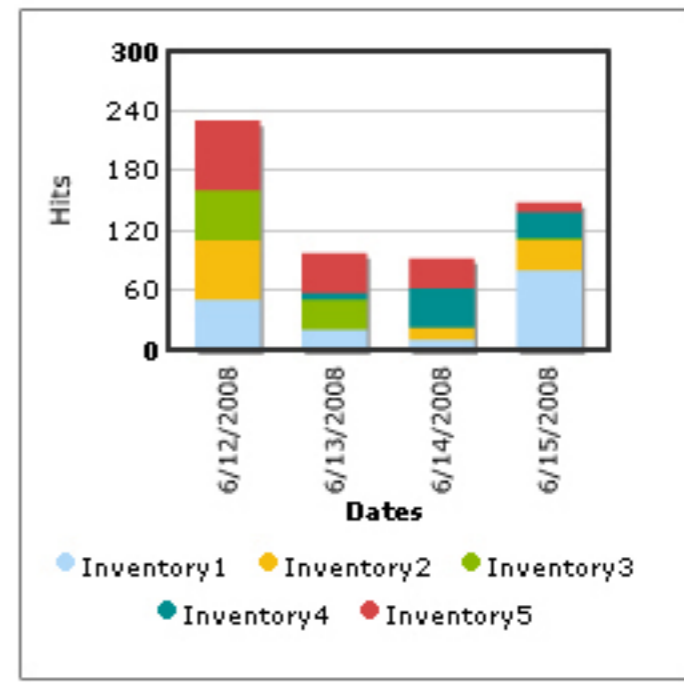
Age: 18 - 24
 24 - 35

Percentage: 100%

Percentage: 100%

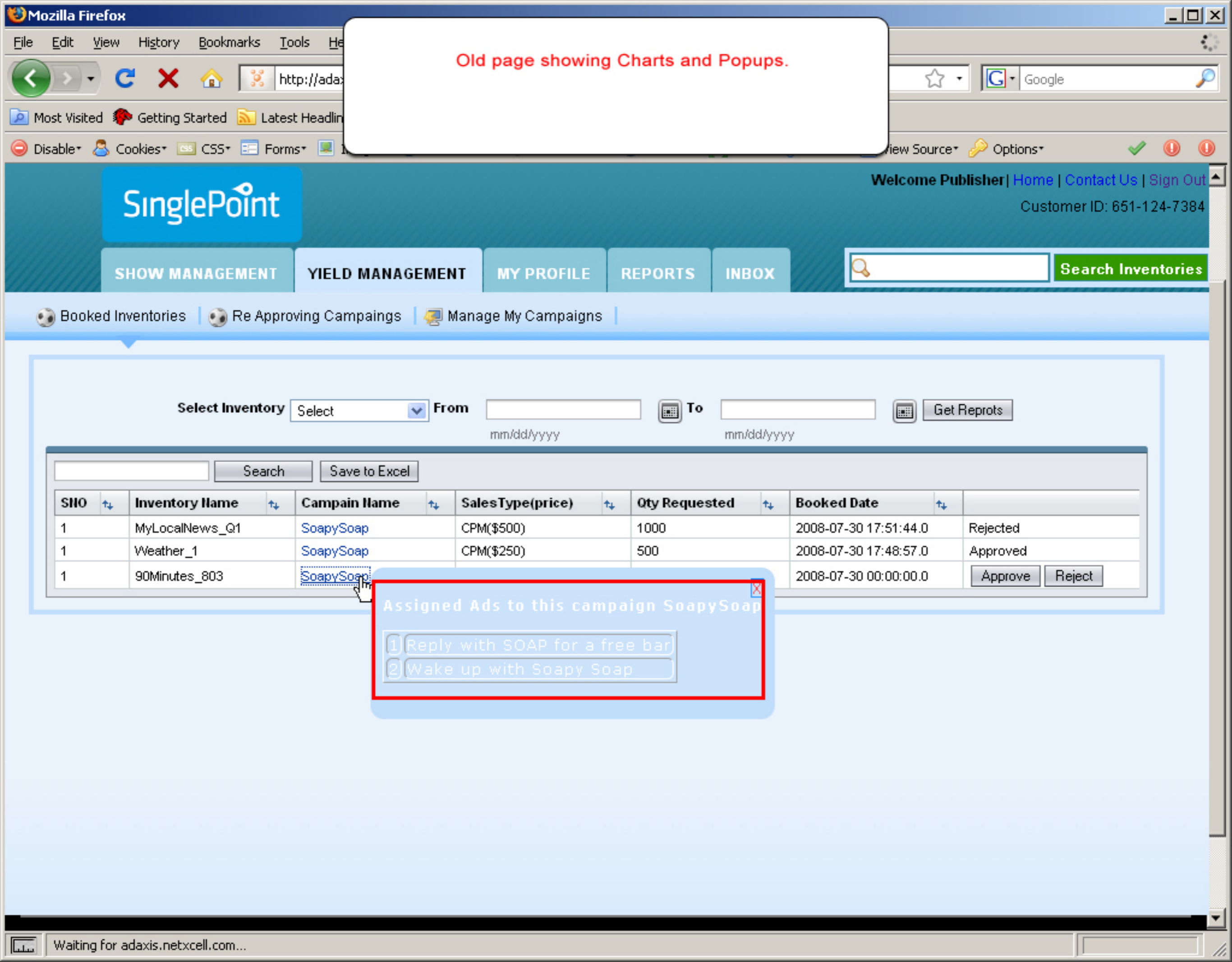
Percentage: 0%

Percentage: 100%



Previous

Next



Old page showing Charts and Popups.

SinglePoint

Welcome Publisher | Home | Contact Us | Sign Out

Customer ID: 651-124-7384

SHOW MANAGEMENT

YIELD MANAGEMENT

MY PROFILE

REPORTS

INBOX

Search Inventories

Booked Inventories | Re Approving Campaigns | Manage My Campaigns

Select Inventory From To Get Reprints

SNO	Inventory Name	Campaign Name	Sales Type(price)	Qty Requested	Booked Date	
1	MyLocalNews_Q1	SoapySoap	CPM(\$500)	1000	2008-07-30 17:51:44.0	Rejected
1	Weather_1	SoapySoap	CPM(\$250)	500	2008-07-30 17:48:57.0	Approved
1	90Minutes_803	SoapySoap			2008-07-30 00:00:00.0	<input type="button" value="Approve"/> <input type="button" value="Reject"/>

Assigned Ads to this campaign SoapySoap

- 1 Reply with SOAP for a free bar
- 2 Wake up with Soapy Soap

Use this page as an example for Charts, Popups, Search function inside body of page.

CampaignID: HipAds_Soapy Soap_

Reports * Required Fields

Select Inventory: * From: * To: *

SNO	Inventory Name	Campaign Name	Sales Type (price)	Qty Requested	Booked Date	
1	MyLocalNews Q1	SoapySoap	CPM (\$500)	1000	2008-07-30 17:51:44.0	<input checked="" type="checkbox"/> Approve <input checked="" type="checkbox"/> Reject
1	MyLocalNews Q1	SoapySoap	CPM (\$500)	1000	2008-07-30 17:51:44.0	<input checked="" type="checkbox"/> Approve <input checked="" type="checkbox"/> Reject
1	MyLocalNews Q1	SoapySoap	CPM (\$500)	1000	2008-07-30 17:51:44.0	<input checked="" type="checkbox"/> Approve <input checked="" type="checkbox"/> Reject

Pop Up Example

Assigned Ads to this Campaign
SoapySoap

1. Reply with SOAP for a free bar.
2. Wake up with Soapy Soap.

Body Text: 1st Font: Arial, Regular, 12pt or 14pt, #666666

The screenshot shows a Mozilla Firefox browser window with the URL `http://adaxis.net:cell.com:7000/AdAxis/faces/Login.jsp`. The page title is "SingleBrand" and it is powered by "SinglePoint". The main navigation includes "Repository", "Discovery", "Purchase", "My Profile", "Reports", "Inbox", and "Search Campaign". A secondary navigation bar contains "Create Campaign", "Manage Campaign", "Create Ads", "Manage Ads", and "Associate". The user is logged in as "Customer ID: 651-124-7384".

The main content area displays "CampaignID: HipAds_Soapy Soap_". Below this is an "Overview" section with "Required Fields":

- Business Unit: * Consumer
- Campaign Name: * Soapy Soap
- Category: News
- Campaign Starts From: * (calendar open)

The calendar is open for August 2008, showing the current date as August 14, 2008. The "Cost and Budget" section also has "Required Fields":

- Total Budget: *
- Campaign Name: *
- Campaign Starts From: *

A "Save" button is located at the bottom of the form. Red lines and arrows highlight the navigation bar, the search bar, the "Welcome Advertiser" text, the "CampaignID" text, the "Required Fields" text, and the "Cost and Budget" section.

Main Navigation:

Font: Arial, Bold, 11pt, #e0e0e0

Font Rollover: Arial, Regular, 11pt, #ffffff

Sub Navigation:

Font: Arial, Regular, 11pt, #666666

Font Rollover: No change

Top Buttons:

Font: Arial, Bold, 11pt, #333333

Font Rollover: No change

Welcome Text:

1st Font: Arial, Bold, 18pt, #ffffff

2nd Font: Arial, Italic, 24pt, #ffffff

Header Text:

1st Font: Image, Klavika, Regular, 32pt, #666666

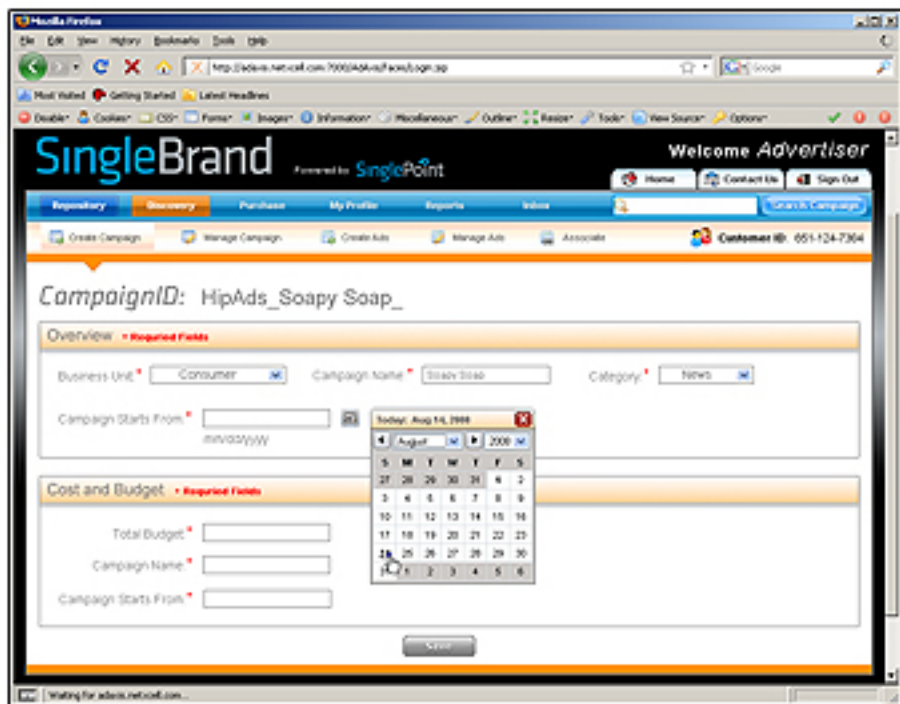
2nd Font: Arial, Regular, 24pt, #666666

Required Fields Text:

1st Font: Arial, Regular, 11pt, #ff0000

Sub Header Text:

1st Font: Arial, Regular, 18pt, #666666



Advertiser:

Repository		#663399
Discovery		#666666
Purchase		#993300
My Profile		#009900
Reports		#ff9900
Inbox		#3366cc

Publisher:

Show Management		#cccc66
Yield Management		#33cccc
My Profile		#009900
Reports		#ff9900
Inbox		#3366cc

All Buttons:

Font: Arial, Regular, 12pt, #ffffff
Tracking 50

Font Drop Shadow:
Angle 90 degrees
Distance - 1
Size - 1



Rollover State:



Drop Down Menus:

Font: Arial, Regular, 12pt, #666666

Color: #99ccff

Border: solid, 1px, #666666



Search Box:

Font: Arial, Bold, 11pt, #ffffff

Font Drop Shadow:
Angle 90 degrees
Distance - 1
Size - 1



Input Boxes:

Font: Arial, Regular, 12pt, #666666

Color: #99ccff

Border: solid, 1px, #666666



Radio Buttons:

Font: Arial, Regular, 12pt, #666666

Center Dot: #009DDC

Border: solid, 1px, #666666

- List Item 1
- List Item 2

Check Boxes:

Font: Arial, Regular, 12pt, #666666

Checkmark: #009DDC

Border: solid, 1px, #666666

- Checkbox Item 1
- Checkbox Item 2

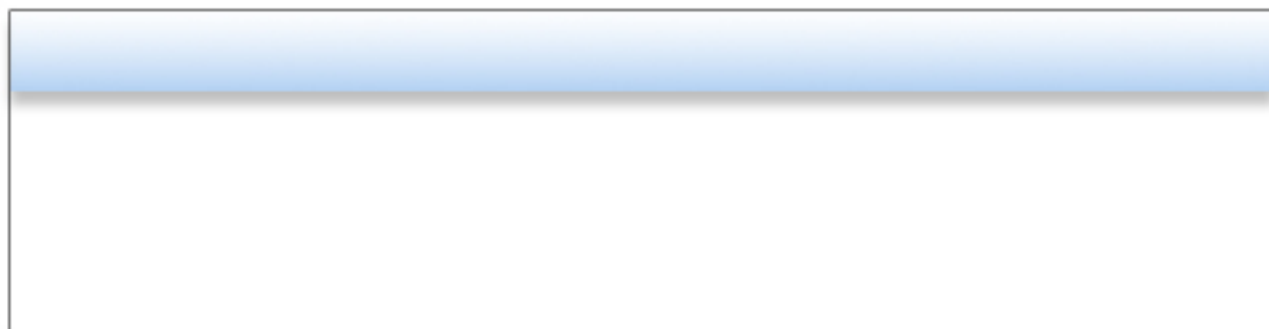


Rollover State:



All Boxes: Must have gradient color shading for header.

Border: solid, 1px, #666666



Advertiser:

Repository



Discovery



Purchase



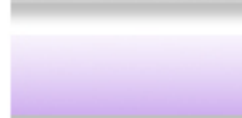
My Profile



Reports



Inbox



Publisher:

Show Management



Yield Management



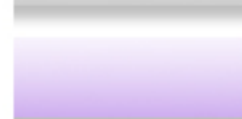
My Profile



Reports



Inbox



Pop Up Example



Assigned Ads to this Campaign
SoapySoap

1. Reply with SOAP for a free bar.
2. Wake up with Soapy Soap.

Pop Up Boxes:

Header Font: Arial, Bold, 12pt, #666666

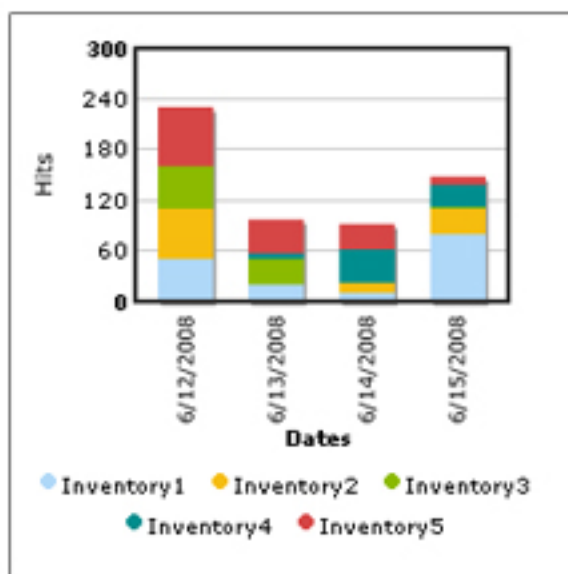
Font: Arial, Regular, 12pt, #666666

Border: solid, 1px, #666666

Box Shadow: Angle 90 degrees
Distance - 3
Size - 3

Graphs:

Border: solid, 1px, #666666



Sliders Horizontal:

Font: Arial, Regular, 12pt or 14 pt, #666666

Percentage: 100%



Sliders Vertical:

Font: Arial, Regular, 12pt or 14pt, #666666

Percentage: 100%



All Charts: Must have gradient color shading for header.

Header Font: Arial, Bold, 11pt, #666666

Font: Arial, Regular, 11pt, #666666

Links: Arial, Regular, 11pt, underline, #009ddc

Border Outside: solid, 1px, #666666

Cell Borders: solid, 1px, #d5d5d5

Cell Height: 30px (feel free to experiment)

SNO	Inventory Name	Campaign Name	Sales Type (price)	Qty Requested	Booked Date	
1	MyLocalNews Q1	SoapySoap	CPM (\$500)	1000	2008-07-30 17:51:44.0	<input checked="" type="checkbox"/> Approve <input checked="" type="checkbox"/> Reject
1	MyLocalNews Q1	SoapySoap	CPM (\$500)	1000	2008-07-30 17:51:44.0	<input checked="" type="checkbox"/> Approve <input checked="" type="checkbox"/> Reject
1	MyLocalNews Q1	SoapySoap	CPM (\$500)	1000	2008-07-30 17:51:44.0	<input checked="" type="checkbox"/> Approve <input checked="" type="checkbox"/> Reject

Iconography: I can provide more once we have a list of sections that need icons.

For a listing of icons please visit the temporary site I have up at www.timkha.com/temp/icons

 Create Campaign  Manage Campaign  Create Ads  Manage Ads  Associate

 Approve  Reject  Home  Contact Us  Sign Out 



