

admaster

USER MANUAL

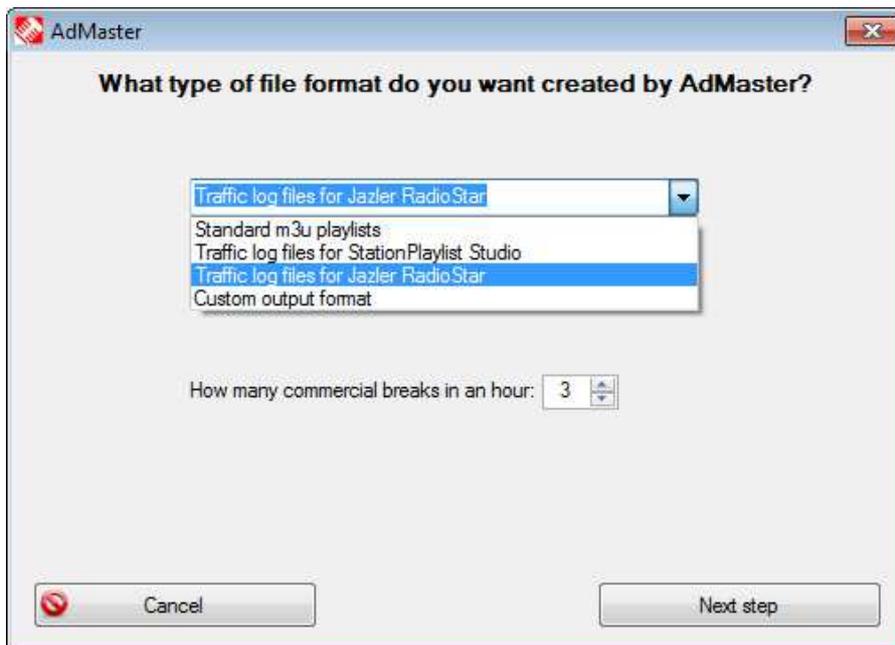
Version 2.4

Paired with Jazler RadioStar

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PART 1: Initial setup and pairing procedure with Jazler RadioStar



This is where the setup starts from. You will be selecting the file format of ad breaks playlists to be created by AdMaster, and choosing how many commercial breaks you want to carry in an hour.

Setting up the first user:

The username and PIN would be required at each program start, so please make sure you remember them.

Please provide the information on the first user

Name: John Doe

PIN: ****

PIN: ****

Email: john.doe@yourstation.com

Email: john.doe.private@gmail.com

A senior user, with all administrative rights

Auto generated e-mail reports:

- If AdMaster finds error(s) or unexpected behavior in scheduling advertising campaigns
- The last day of each month, containing report on all campaigns carried through the month

E-mail reports for the campaign managed by yourself:

- Each time you activate a new campaign
- Each time you edit an existing campaign
- Each time you stop a campaign

E-mail reports for the campaigns managed by all other users:

- Each time anyone activates a new campaign
- Each time anyone edits an existing campaign
- Each time anyone stops a campaign
- Each time when AdMaster is sending an e-mail reminder about a soon-to-be-ending campaign

Buttons: Cancel, Save

By default, the first AdMaster user needs to have the higher level of control.

AdMaster can display various information that radio stations typically do not want to share with all of their staff. To meet this requirement, AdMaster can be managed by regular and senior users. A senior user (typically someone from station's management) will be able to access all AdMaster features and controls, and will also be able to receive the automatically generated e-mail reports on other users' activities. The regular users will be restricted in some of the program features (i.e. they cannot create new users, cannot see the detailed statistics etc.).

Setting up Station ID's and Folder locations:

Adding Radio Station ID's before and after commercial breaks is a feature that already exists in Jazler, so we will not be using it here.



When selecting the folders, make sure that AdMaster's main output folders (for storing audio files and commercial breaks playlists) is located on the computer where Jazler RadioStar is installed. **This is an important step, please make sure you do not skip it.**

Later, in Jazler, when importing the commercials playlist, you will point Jazler to the same folder where AdMaster is storing the commercial breaks playlists.

Ad breaks positioning within the hour:

There are two types of scheduling ad breaks within the hour. If you want your ad breaks always played at the same positions within the hour, check “The same position of ad breaks every weekday”, and select the breaks positions from the drop down menus:

In AdMaster:

AdMaster

How do you want to schedule your ad breaks?

The same position of ad breaks every weekday
 Different positioning of ad breaks by weekdays

Commercial breaks positioning within the hour:

Break No. 1: 15 minute of the hour
Break No. 2: 30 minute of the hour
Break No. 3: 45 minute of the hour

Cancel Save

In Jazler RadioStar:

Jazler RadioStar 2.8.10

Spots Properties

General Commercial Breaks & Priorities

Commercial Breaks

Break Time	Start Immediately	Break Position
08:30	<input type="checkbox"/>	Time Announcement
08:45	<input type="checkbox"/>	Time Announcement
09:15	<input type="checkbox"/>	Time Announcement
09:30	<input type="checkbox"/>	Time Announcement
09:45	<input type="checkbox"/>	Time Announcement
10:15	<input type="checkbox"/>	Time Announcement
10:30	<input type="checkbox"/>	Time Announcement
10:45	<input type="checkbox"/>	Time Announcement
11:15	<input type="checkbox"/>	Time Announcement
11:30	<input type="checkbox"/>	Time Announcement
11:45	<input type="checkbox"/>	Time Announcement
12:15	<input type="checkbox"/>	Time Announcement
12:45	<input type="checkbox"/>	Time Announcement

Add New Break Delete Break

Once you position the ad breaks within the hour, you would need to configure the Commercial Breaks in Jazler RadioStar. To do this, start Jazler RadioStar, select Spots/Commercials Database in Control Panel, then click Edit Spots Properties under Tasks, and select Commercial Breaks & Priorities tab. Delete the existing breaks and set up new ones, matching the settings from AdMaster (check the screenshot above).

Advanced ad breaks positioning:

If you need to schedule **only some** of your ad breaks to be played on different positions, you will need to set up a customized schedule for the entire week:

In AdMaster:

How do you want to schedule your ad breaks?

The same position of ad breaks every weekday

Different positioning of ad breaks by weekdays

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Export this schedule to: Select weekday Apply

[Reset selection](#) [Set default values](#)

Hour	Break 1	Break 2	Break 3
00-01	15	30	45
01-02	15	30	45
02-03	15	30	45
03-04	15	30	45
04-05	15	30	45
05-06	15	30	45
06-07	15	30	45
07-08	15	30	45
08-08	15	30	51
09-10	15	30	45
10-11	15	30	45
11-12	15	30	45
12-13	15	30	45
13-14	15	30	45
14-15	15	30	45
15-16	15	30	45

Cancel Save

In Jazler RadioStar:

Jazler RadioStar 2.8.10

Spots Properties

General Commercial Breaks

Commercial Breaks

Break Time	Start Immediately
07:15	<input type="checkbox"/>
07:30	<input type="checkbox"/>
07:45	<input type="checkbox"/>
08:15	<input type="checkbox"/>
08:30	<input type="checkbox"/>
08:33	<input type="checkbox"/>
08:45	<input type="checkbox"/>
08:51	<input checked="" type="checkbox"/>
09:15	<input type="checkbox"/>
09:30	<input type="checkbox"/>
09:45	<input type="checkbox"/>
10:15	<input type="checkbox"/>
10:30	<input type="checkbox"/>
10:45	<input type="checkbox"/>

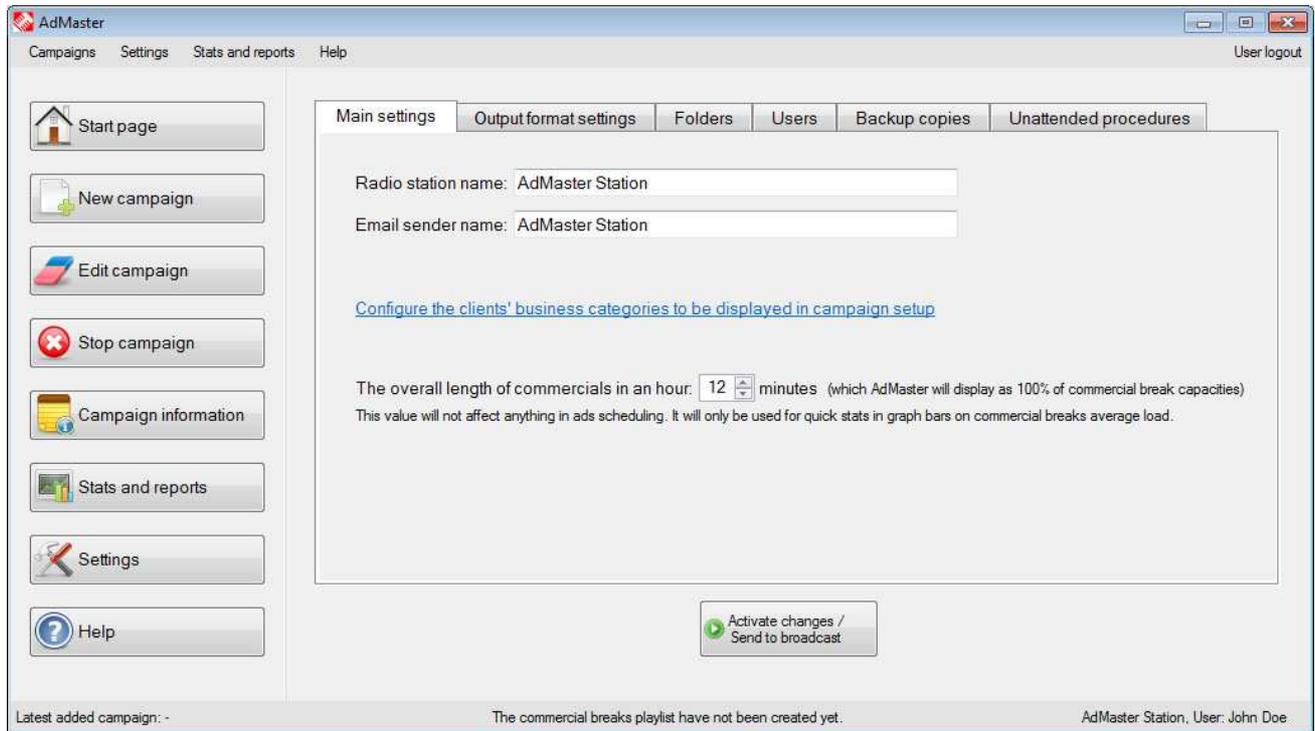
Add New Break Delete Break

In this dialog, you can set up the separate position within the hour for each and every ad break on your playlist. To save the time in administration, you can set the default values for the entire week, then manually modify the positions you need to change. You can also copy the settings from one weekday to another.

Once you are done with positioning in AdMaster, you would also need to set up Jazler RadioStar. To do this, start RadioStar, select Spots/Commercials Database in Control Panel, then click Edit Spots Properties under Tasks, and select Commercial Breaks & Priorities tab. Set up all the breaks you will be using, matching the values from AdMaster (check the screenshot example above).

PART 2: AdMaster settings

Main settings tab:



Radio station name: (enter your station name)

E-mail sender name: (enter the name you want to appear in a sender field of e-mails automatically sent by AdMaster)

Configure the clients' business categories to be displayed in campaign setup:

One of the worst radio station's nightmare is an angry client calling in, after hearing his ad played next to his competitor's one.

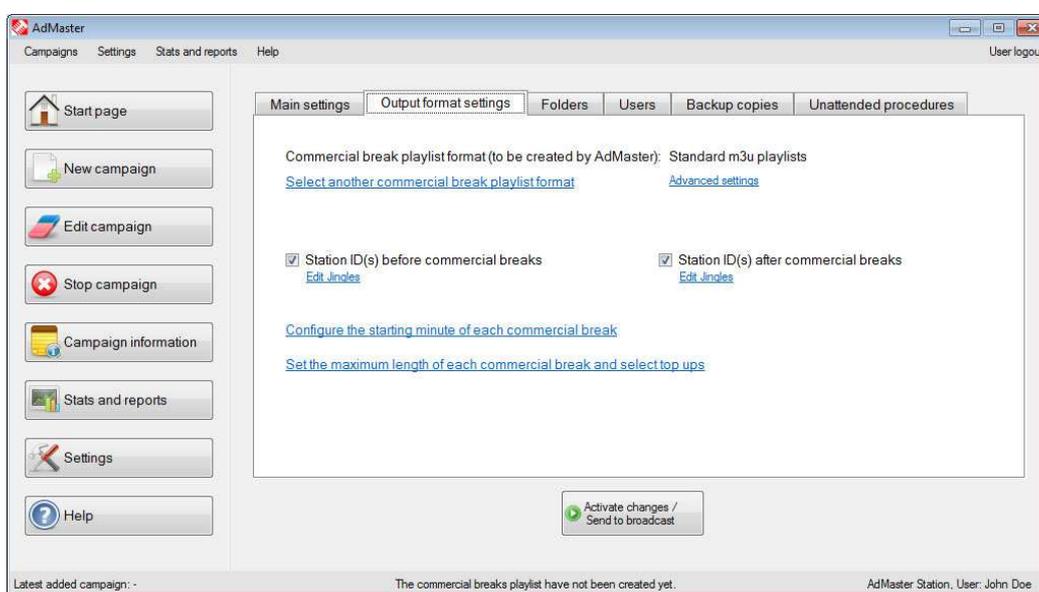
AdMaster will be solving this kind of problem very efficiently, **if there are enough of scheduled commercials to choose from**. All you need to do is select the proper type of business for each client, upon setting up the campaign.



In this dialog, you can set up the types of business according to your station needs. Want to separate Banks from Insurance category? Restaurants from Bars? Split restaurants into sit in and delivery? Merge Computers and Communications into the same group? No problem. Delete the items you do not need anymore, and add the new categories that would match your needs.

Please note that you will always be able to override the same business separation manually, when setting up a campaign. In an example: if a real estate agent is offering a free car to anyone who buys a house, you will likely need to separate this ad from the car dealers' group. We will describe the procedure of doing this later, in Setting up a new campaign chapter.

Output format settings tab:



Commercial break playlist format (to be created by AdMaster): In the main program setup, m3u has been selected as an output format. To access these settings again, click the **Advanced settings** link. To edit these settings, or to select another commercial break playlists format, click the corresponding links.

Configuring Station ID(s) / Bumper(s) before and after commercial breaks:

Station ID(s) before commercial breaks: If checked, you will be immediately prompted to select one or more Station ID's, which will be added to the beginning of each commercial break.

Station ID(s) after commercial breaks: If checked, you will be immediately prompted to select one or more Station ID's, which will be added to the end of each commercial break.



By default, if there are two or more ID's/bumpers, they will be used in random order, in all commercial breaks. However, if you click the Use for all breaks (edit) link, you will now be able to link each Station ID / bumper to be used with specific breaks only.



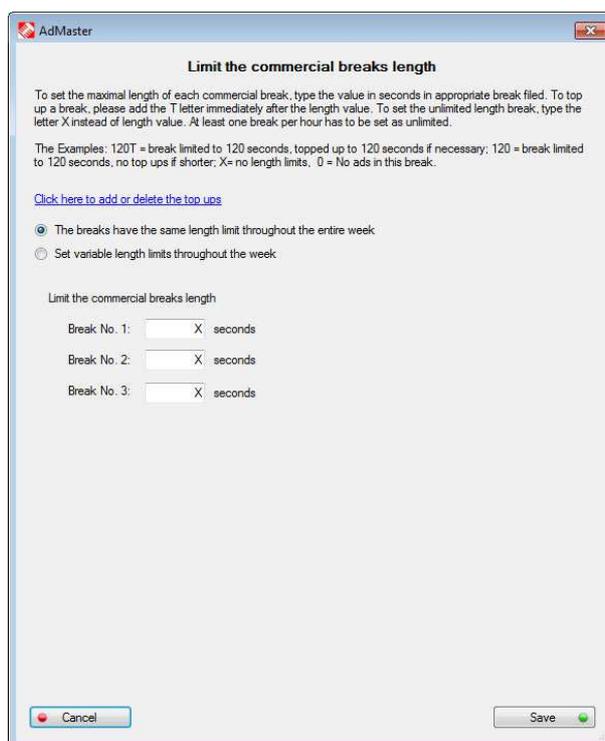
In the example above, AdMaster will restrict the Station ID / bumper to be used only in first and third commercial break within the hour.

Why you might need this?

In some countries, broadcasting regulations require different categories of advertising to be clearly separated from each other. In an example, a specific Station ID / bumper needs to separate the station self-promotion spots from the paid advertising messages. Or, in another example, non-profit campaigns must be separated from both station promos, and paid advertising messages. To meet these regulations, AdMaster can manage up to 12 advertising breaks per hour. It is up to you to decide how many breaks in the hour you will be using, and how will you be scheduling them. This is where you assign the ID's / bumpers to your breaks. Later, you will be able to restrict the commercials to be scheduled in specific breaks.

Configure the starting minute of each commercial break: Even though AdMaster has nothing to do with the exact times when your ads will be played, this feature is required for pairing with some automation/playout software solutions. As we're setting up the pairing through standard m3u files, you do not need to set up anything here.

Limit the commercial breaks length: If you, for any reason, need to restrict the length of your commercial breaks (and/or top it up to reach the desired length), this is where you do it.



IMPORTANT: Please note that at least **one ad break per hour** needs to be set as unlimited in length.

Also, please note that AdMaster does not cut the audio files to provide the exact timing of top ups. You will need to provide the top up files of your choice (songs, instrumental themes, music beds, promos, whatever), which will be played in random order. If one top up file is not enough, the additional will be scheduled.

To set the maximal length of a break, you need to type the value (in seconds) in appropriate field. To top up a break, you need to add the letter T immediately after the length value. Letter X stands for the unlimited length of a break.

The examples:

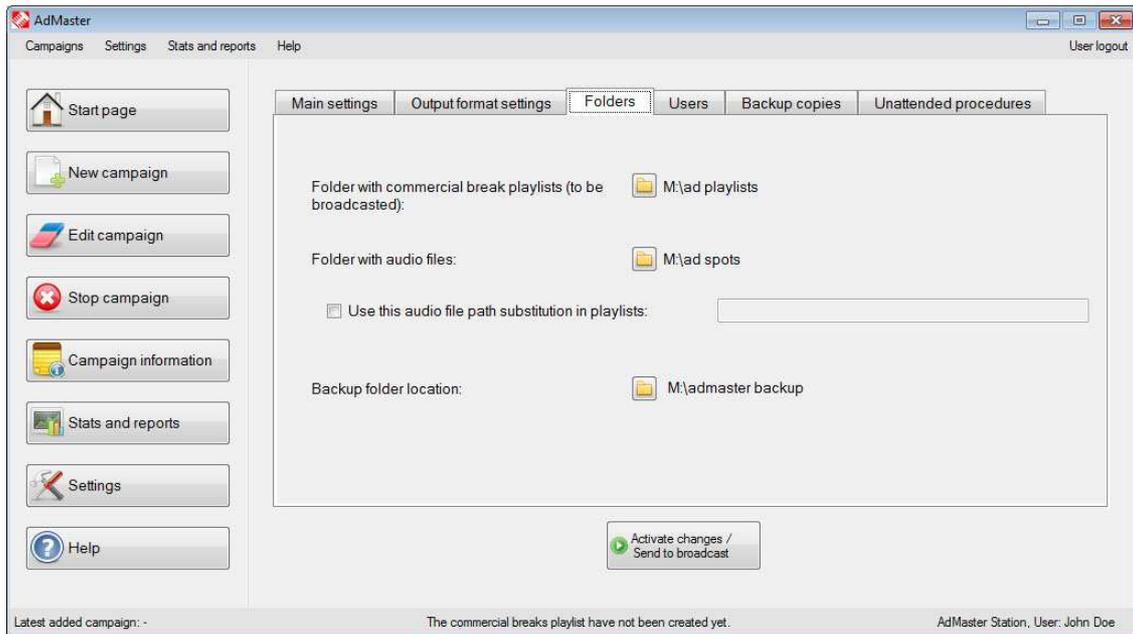
120T = break will be limited to maximum 120 seconds, and topped up to at least 120 seconds if there are not enough scheduled ads;

180 = break limited to 180 seconds; will remain shorter if there are not enough scheduled ads;

X = no length limits

0 (zero) = no ads will be scheduled in this break

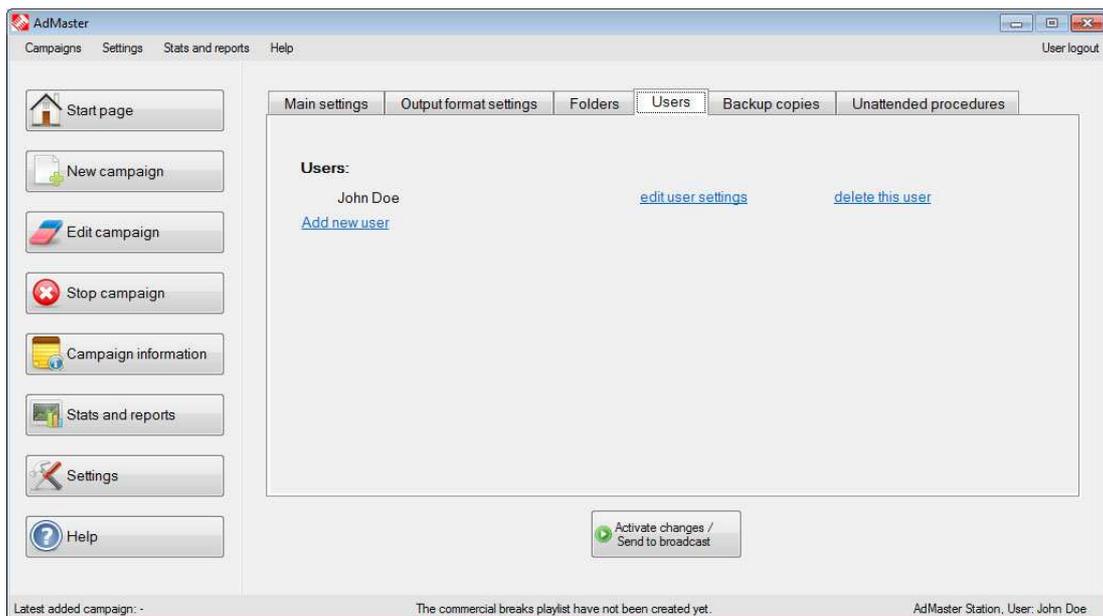
Folders tab:



In addition to folder settings from the initial setup wizard, you can also set the file path substitution for the audio files in playlists, in case AdMaster and your playout software are installed on different computers.

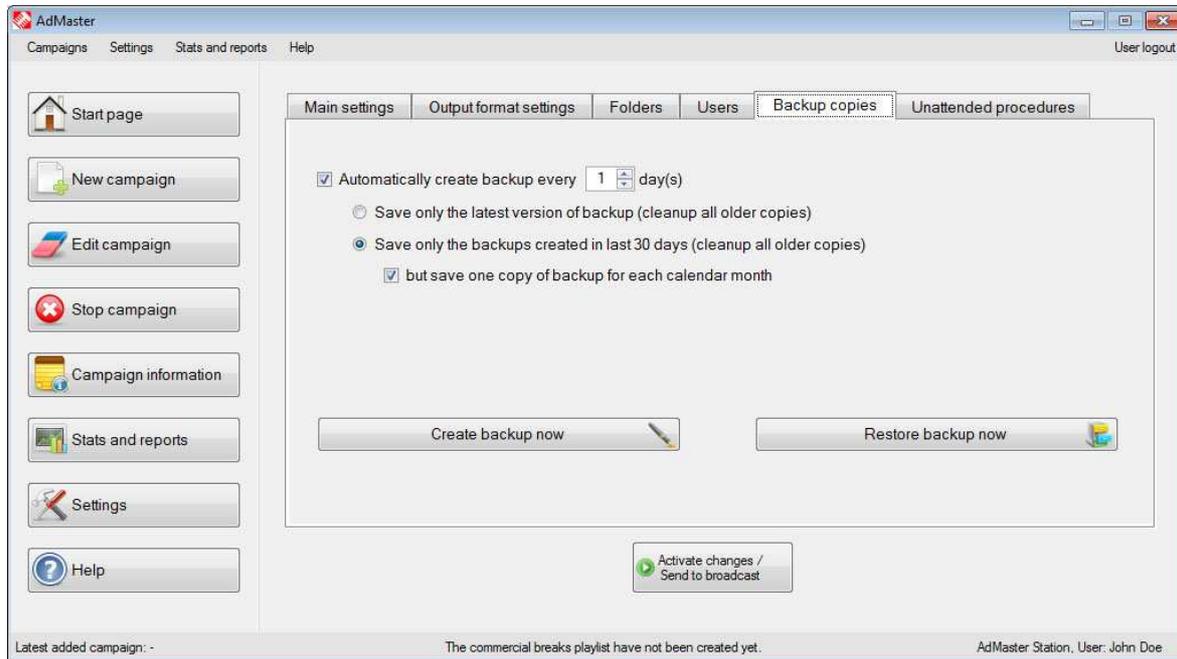
WARNING: Do not forget to re-configure Jazler RadioStar if you select another folder for storing the commercial breaks playlists created by AdMaster.

Users tab:



This is where you can add, delete or manage the user data and privileges for persons who will be using AdMaster. The dialog window for creating a new user has already been described on Page 2. The same window is displayed if you click on Edit user settings link.

Backup copies tab:



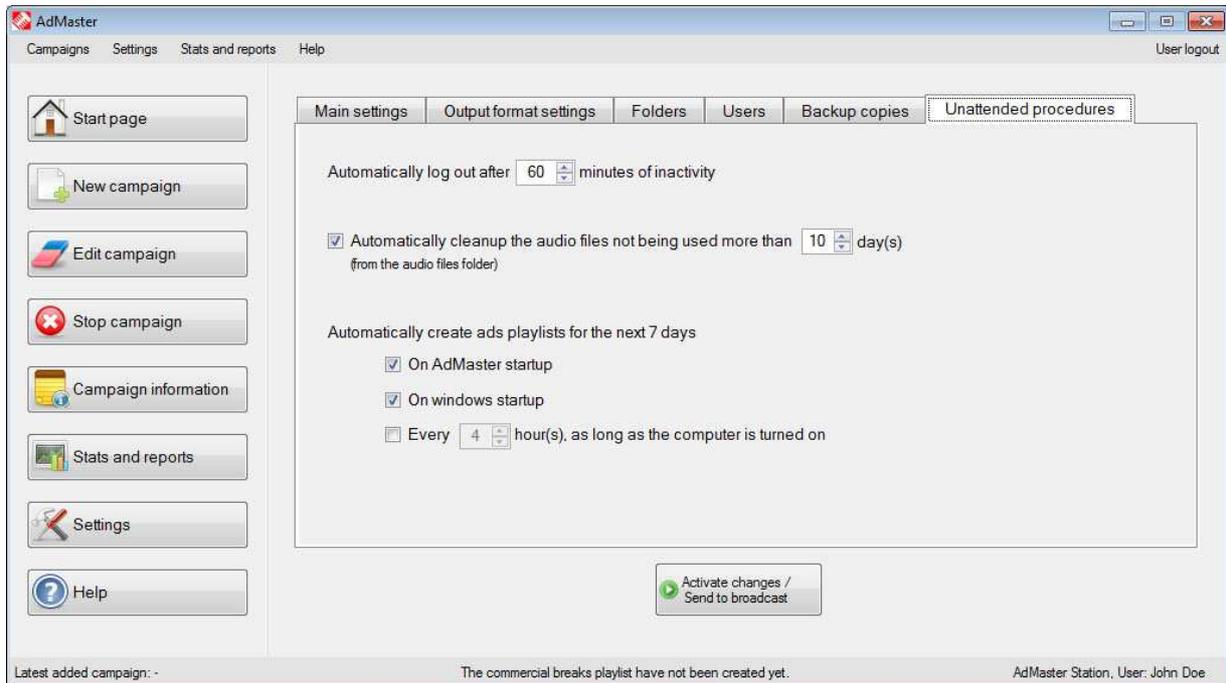
This is where you can set up the unattended backup to be created by AdMaster. We suggest creating a backup every day. Depending on what you want to save, you can select if you want to store all backup copies, or only those you consider important.

We suggest using online backup services such as Dropbox or Google drive for the increased security of your information.

Create backup now button would create a backup immediately.

Restore backup now button would open a dialog where you need to point to the backup file you want to use for restoring process.

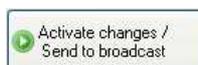
Unattended procedures tab:



Automatically cleanup the audio files not being used for more than (xx) days, from the audio files folder: The default value is 10 days. This means that the audio commercial file(s) from the expired campaigns would be automatically deleted the 11th day after the last day of broadcasting. Be careful when selecting this value, or you will find yourself in trouble if you need to reactivate the campaign again.

Automatically create ads playlists for the next 7 days: If any of these options is turned on, a separate AdMaster module would remain in your System tray, triggering the playlists creation when necessary. If you are using daily playlists (12A.m3u every day, instead of Monday-12A.m3u for Mondays, Tuesday-12B.m3u for Tuesday etc.), make sure that “Every xx hour(s), as long as the computer is turned on” is checked, to have your ads playlists created at least once in a 24 hours period.

Finally, if you change the settings, do not forget to save them by clicking the Activate button:

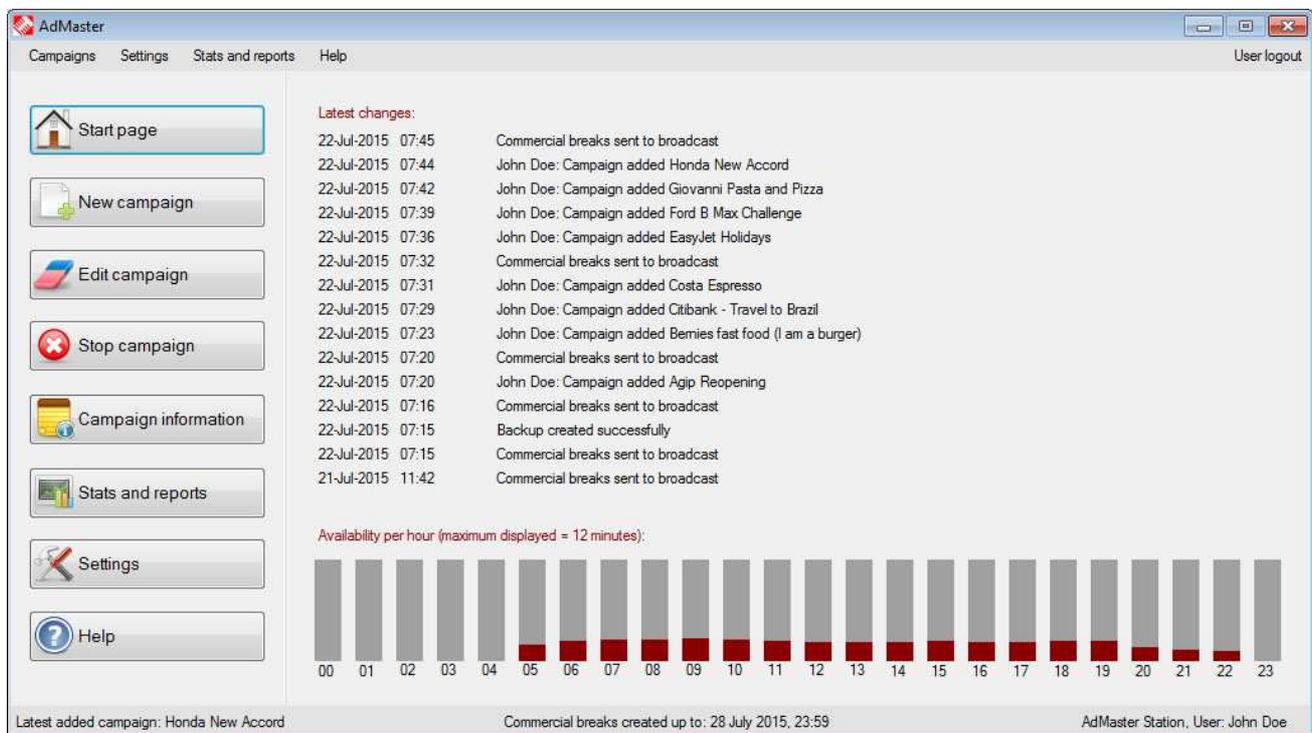


PART 3: Login and Start page

Login screen:



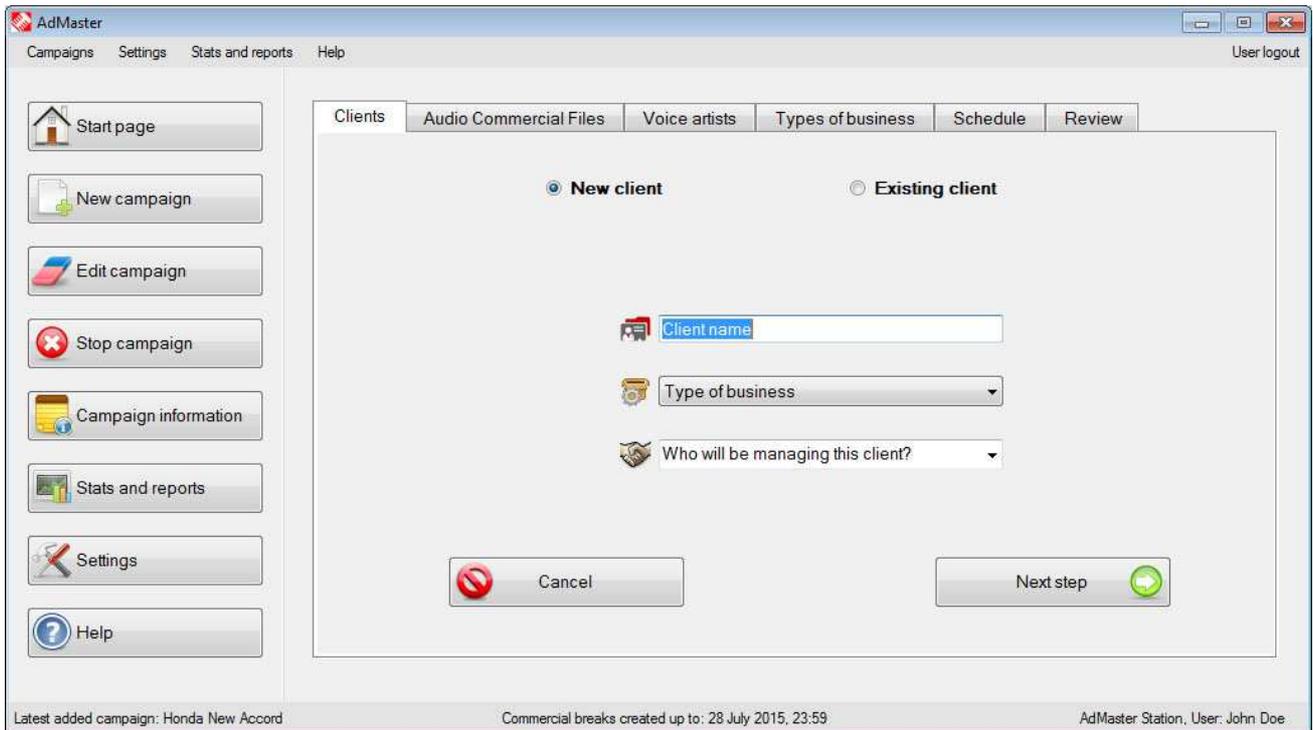
Start page:



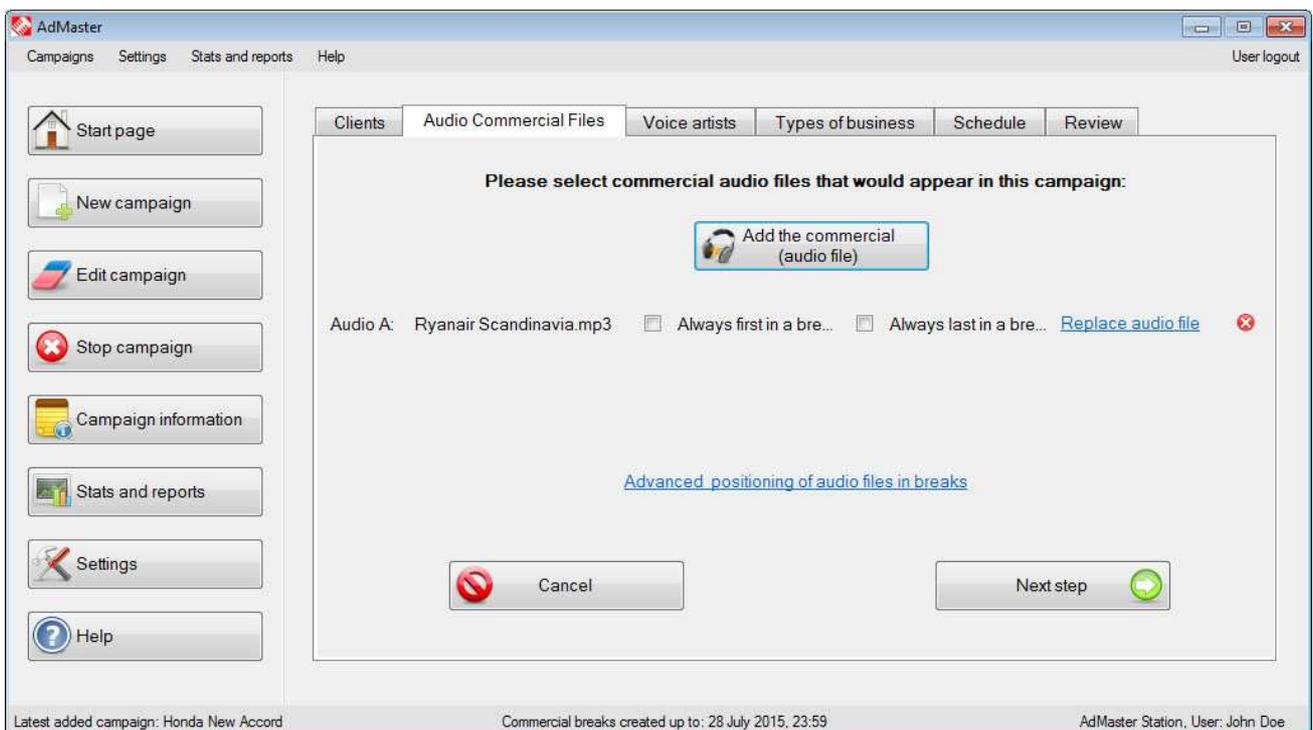
This is AdMaster's Start page, with command buttons on the left, Latest users activity listed in central part, and Availability graph bar at the bottom. As you were able to set up your own limit per hour, the graph bar is a great quick glance tool for knowing how many new campaigns you can accept.

PART 4: Setting up a New Campaign

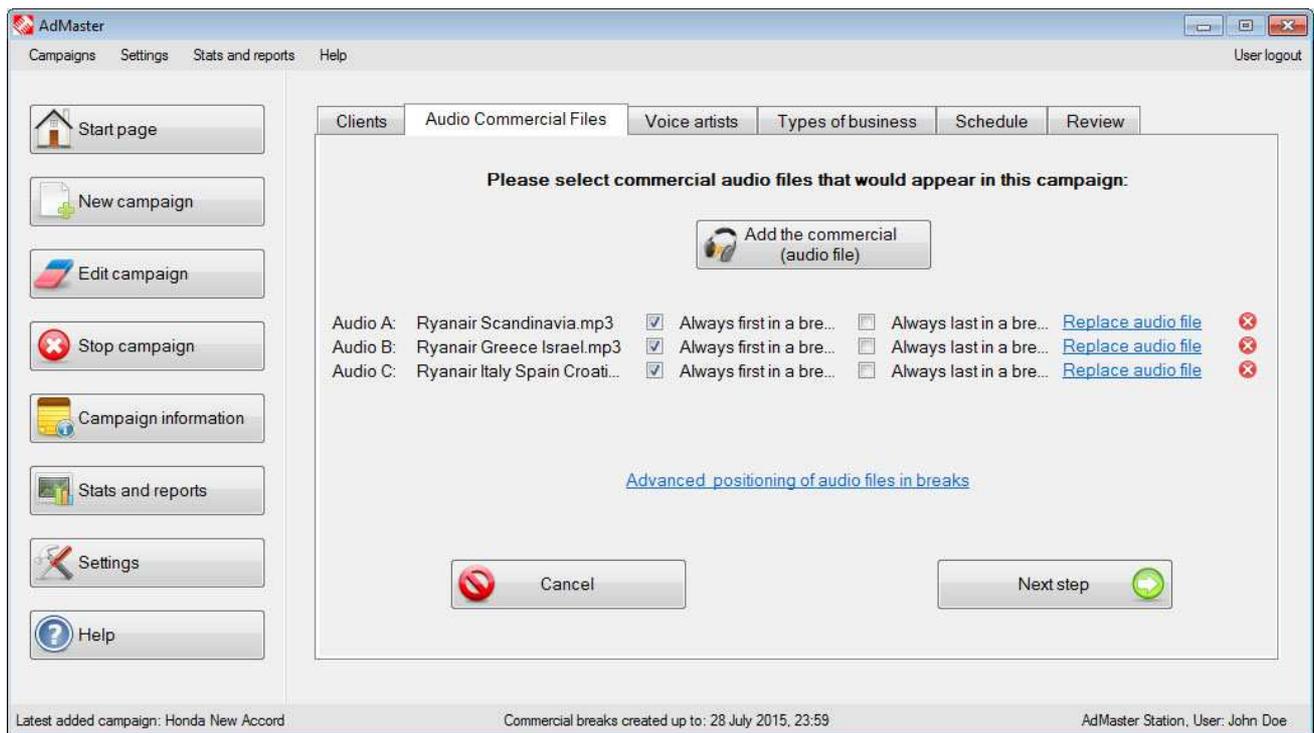
You'll start from setting up a new client:



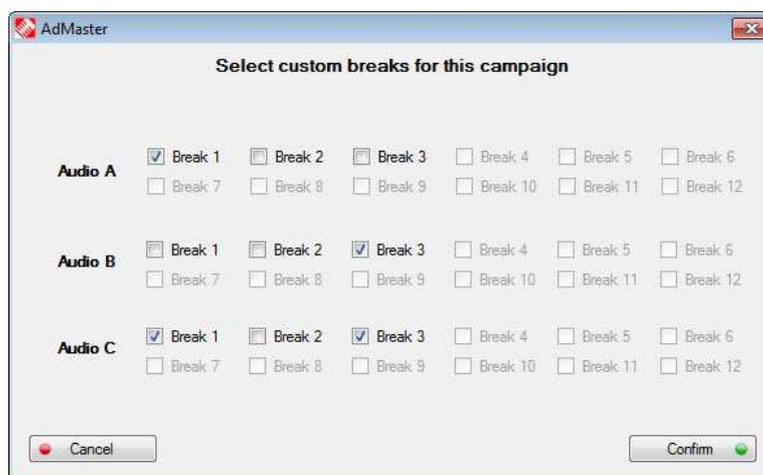
Then, you'll be prompted to add up to 3 ads (commercial audio files), and provide the Jazler playlister codes for your ads. You'll need to have Jazler RadioStar installed and running to obtain the codes:



By selecting the corresponding checkboxes, you may position this campaign to the beginning or to the end of commercial breaks.

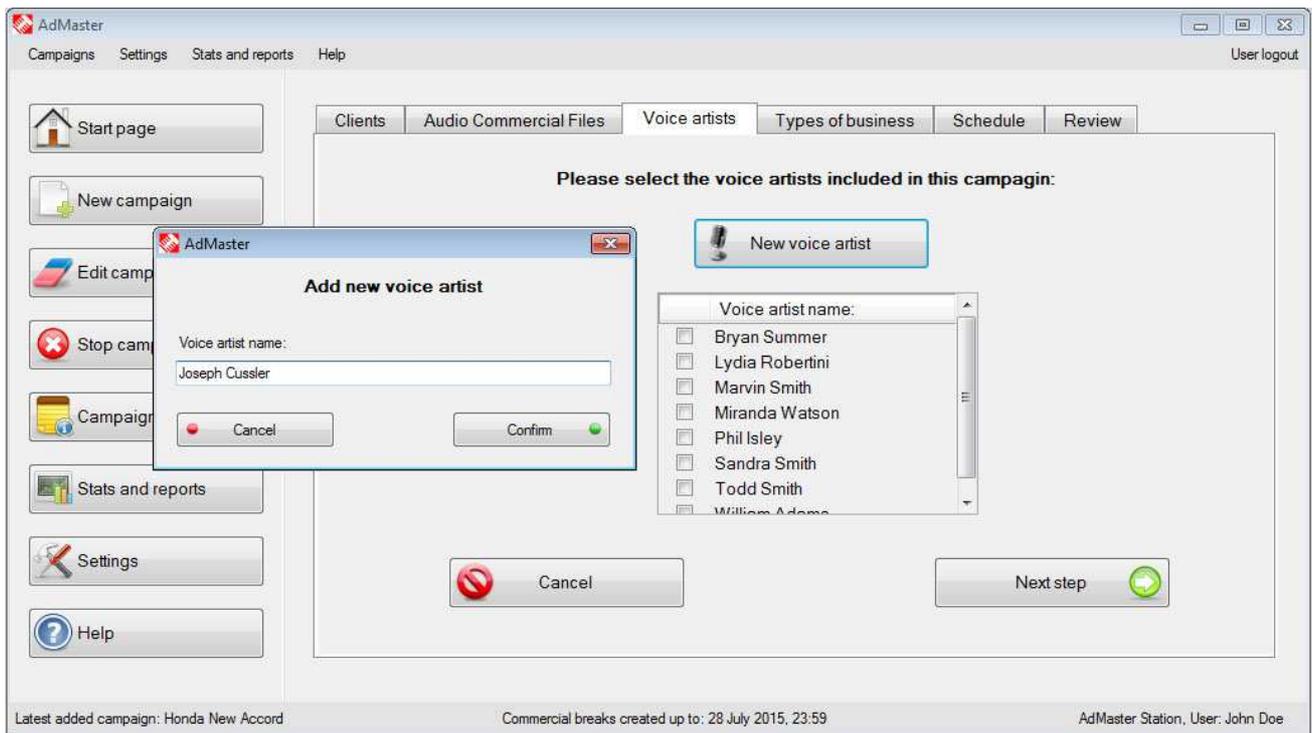


More advanced positioning features are available if you click the Advanced positioning link:



By selecting the corresponding checkboxes, you may restrict this campaign to be played only in selected breaks. As you will be able to assign the separate ID's/bumpers for the breaks, this feature can provide very efficient special ads positioning, e.g. weather or news sponsorships, or separation of your station promos, non profit or political campaigns, from the standard advertising campaigns.

In the next step, you would need to provide the information on voice artists included in your campaign.

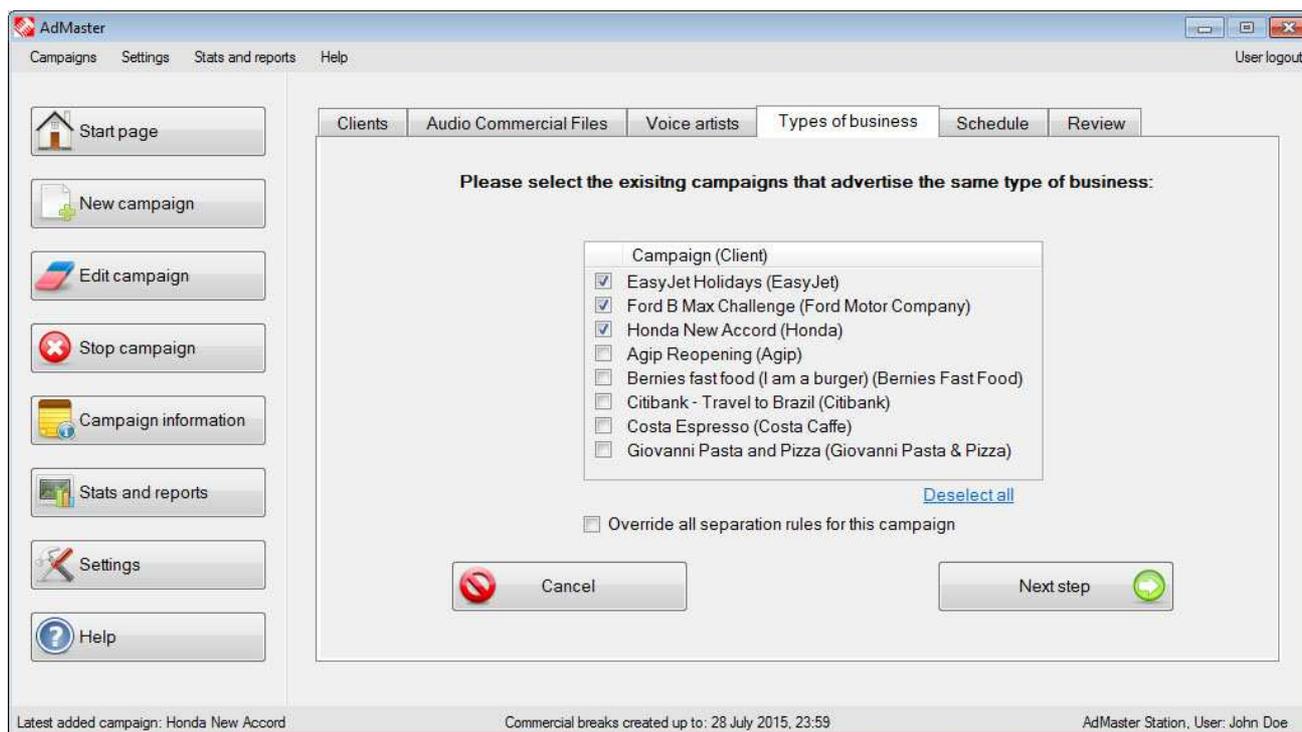


Check all the voice artists that apply in your campaign. You may add as many new names as you wish. Be careful, as Richard Jones and Rich Jones will be treated as two different persons, and the ads with the same voice artist would not be separated properly.

If you do not know the exact names of voice artists (i.e. when the ads are delivered by the agency), you may enter something like Ryanair Male or Ryanair Female, to be able to find select them later, if the same voices appear in another ad delivered by the same agency.

If you leave the Voice artist name field blank, the audio file will not be considered for separation on Voice artist criteria.

In the next step, you will be prompted to review and select the existing campaigns that advertise the same type of business:



Please check the image above, and note that two campaigns are already checked. Why is this happening? We are setting up a campaign for Ryanair, and we have selected “Transportation and vehicles” as Client’s type of business (please revert to previous pages to check the screenshot). AdMaster will look for all the campaigns that advertise the same type of business, and pre-select them for automatic separation.

You would, however, need to confirm the automatic selection, and you have the possibility to edit the selection manually. In this case, Ryanair advertises the discounted ticket prices. Ford and Honda campaigns advertise new vehicles. They are all in Transportation and vehicles category, but they do not need to be separated and you will likely uncheck them. However, if Ryanair was advertising a new Toyota giveaway, you would likely separate this campaign from all other car manufacturer campaigns.

While you are here, please spot the Citibank – Travel to Brazil campaign. Ryanair advertises tickets to Greece. If Citibank was giving away a trip to Greece, you would likely want to separate these two campaigns.

The final choice is always yours. You know your clients, and you know the campaigns that have to be separated from each other. Please do not forget that the separation does not work if there are not enough active campaigns to choose from.

Finally, you can manually override all separation rules for your campaign, by ticking the checkbox with this option. If this option is activated, AdMaster will consider that this campaign is suitable to be scheduled next to any other active campaign.

PART 4a: Scheduling

IMPORTANT:

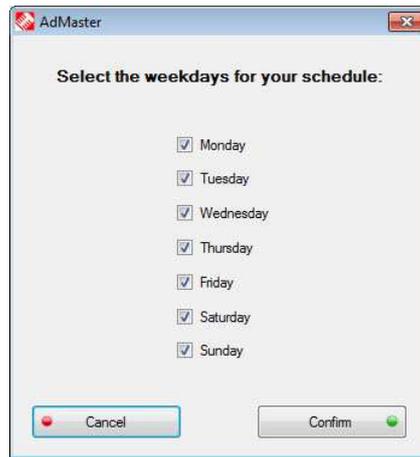
Whatever selection you make here, you will always be able to do quick final manual edits for campaign fine tuning purposes (e.g. if sales start at noon, there's always a setup step where you can quickly uncheck each and every repetition for any given day of the campaign, or manually add the repetitions where you need them).

PART 4b: SCHEDULING / Static schedule

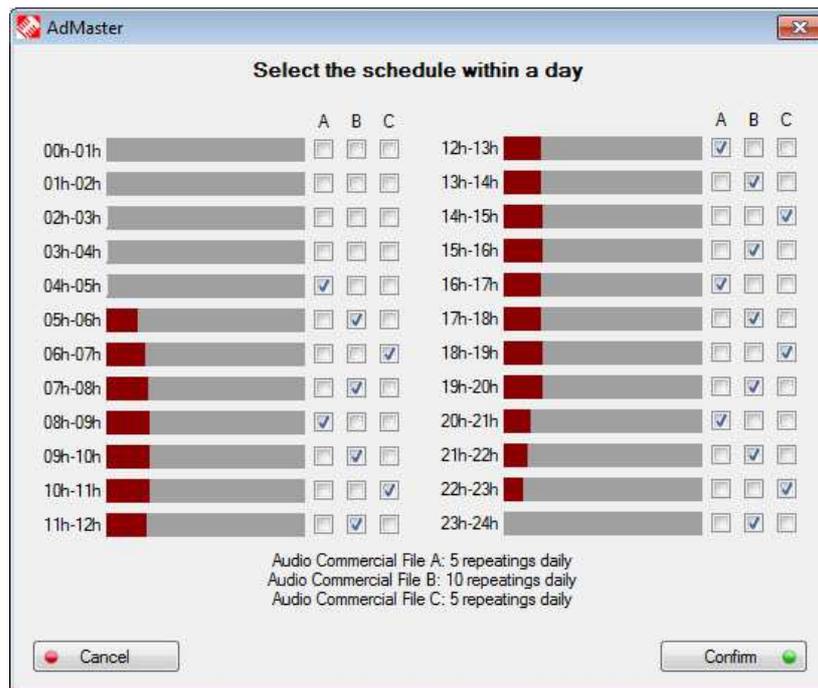
In short words, Static schedule means that your campaign will be scheduled in the same hours from the first to the last day. Let's start with the dates:

The screenshot displays the AdMaster software interface. The main window has a sidebar on the left with buttons for 'Start page', 'New campaign', 'Edit campaign', 'Stop campaign', 'Campaign information', 'Stats and reports', 'Settings', and 'Help'. The top menu includes 'Campaigns', 'Settings', 'Stats and reports', and 'Help'. The main content area shows the 'Schedule' tab selected, with three radio button options: 'Static schedule' (selected), 'Variable schedule', and 'Manual schedule'. A pop-up window titled 'Select the campaign start and end dates' is open, showing two calendar views: July 2015 and September 2015. The starting date is 22 July 2015 and the ending date is 21 September 2015. The campaign duration is 62 days. The pop-up window has 'Cancel' and 'Confirm' buttons. The bottom status bar shows 'Latest added campaign: Honda New Accord', 'Commercial breaks created up to: 28 July 2015, 23:59', and 'AdMaster Station, User: John Doe'.

Then, you'll need to confirm the weekdays in a pop up window. This feature works very efficiently if e.g. a restaurant is closed on Mondays, and you want to skip this day throughout the entire campaign:



Now let's select the broadcasting hours:



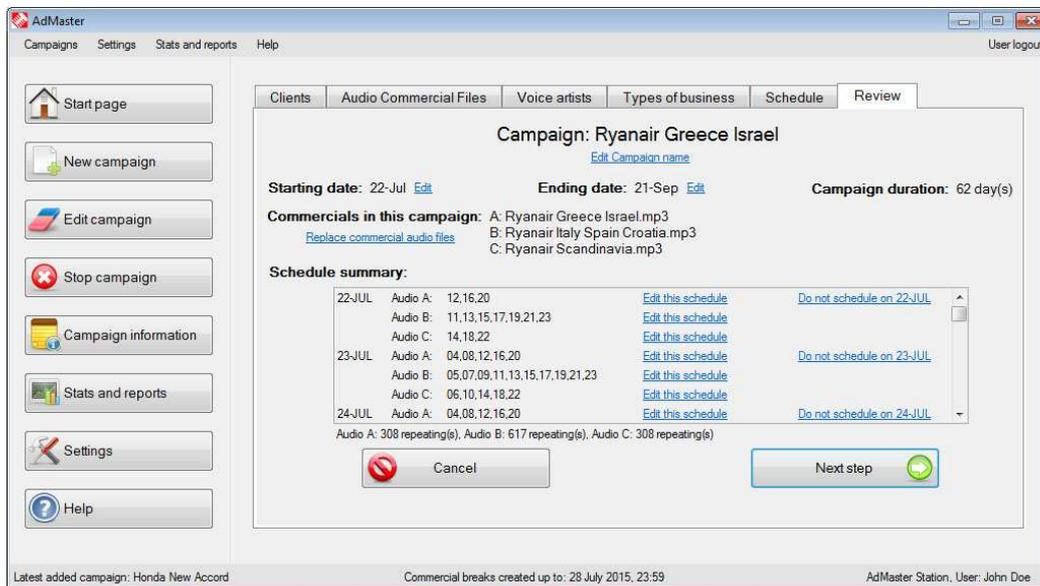
A, B and C columns stand for Ad (audio commercial file) A, B and C.

The Graph bar shows the average load of commercials in a corresponding hour.

Check to add, uncheck to remove the corresponding ad.

The summary at the bottom will be automatically refreshing as you check/uncheck the checkboxes.

At the next step, you will be taken to the Review tab. As the name says, this is where you can have the final glance on your campaign, and change whatever needs to be changed before sending the campaign to broadcasting.



Let's start from the **Campaign name**. It's generated automatically, from the filename of the first Audio commercial added. Click the Edit Campaign name to change it.

Then, there are the dates. Click the corresponding Edit link to change the starting or ending date. The campaign duration (on the right) is always calculated automatically.

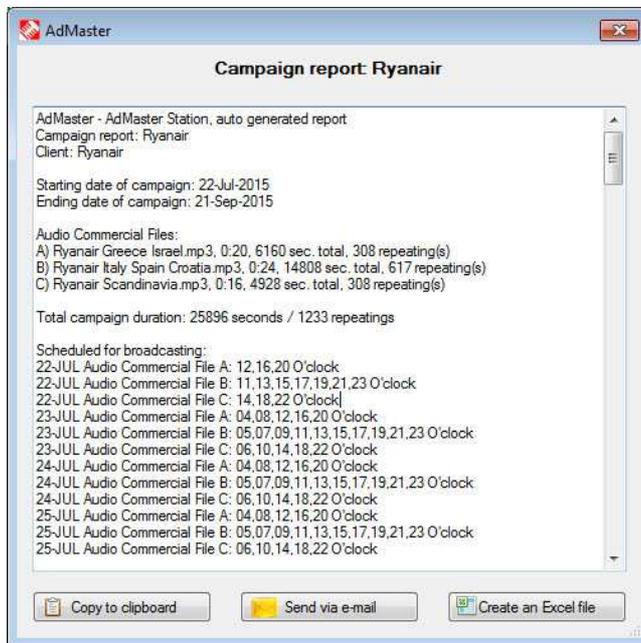
If you want to manage the audio files, click the Replace commercial audio files link.

Finally, there's the large field where the detailed scheduled is listed. In many cases, you will need to be able to schedule the **starting and ending hour** of your campaign (e.g. the shop is advertising sale that starts at Noon), or to **skip the entire day** (i.e. you don't want a "call now" message for the cable company running on the Christmas day).

Finally, you will be able to change the campaign name, prepare the report for your client, and set up the automatic e-mail reminders:



If you select to have the client report prepared, here's what you'll get:



Once you select the delivery method for your report, you'll need to send the campaign to broadcast.



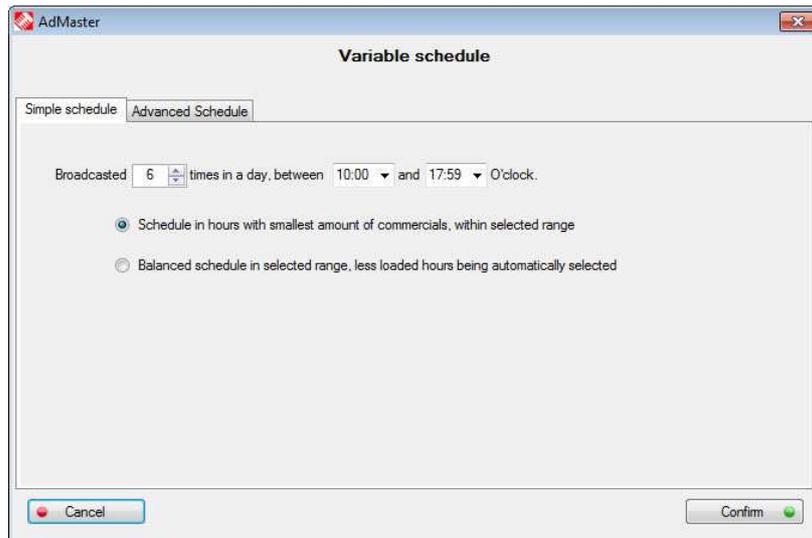
...and you're done, the commercial breaks playlists have been created.

PART 4c: Variable schedule

In short words, Variable schedule means that you will be selecting the dates and the range of broadcasting hours, while AdMaster would select the hours according to your preferences.

There is no difference in setting up a variable schedule while managing clients, audio ads, voice artists, types of business and starting/ending dates.

When it's time to select the broadcasting hours, here's what you'll see:

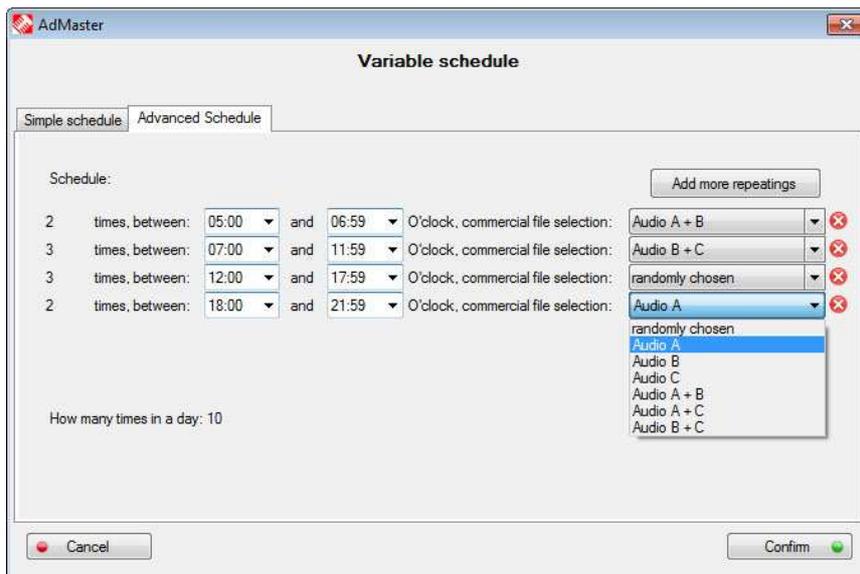


In **Simple schedule tab**, you will be selecting the number of broadcast throughout a day, and a time range.

Then, there are two options to choose from:

- **Schedule in hours with smallest amount of commercials, within selected range**, does exactly what it says. With this option selected, you should know that AdMaster will not make any difference between day and night hours. Therefore, if your selection is 3 broadcasts between midnight and noon, your campaign would likely be scheduled in the night hours;
- **Balanced schedule in selected range, less loaded hours being automatically selected**: AdMaster will split your time range into dayparts, according to number of desired repeatings. Then, each of those dayparts will be considered separately, and the ads would be placed in the hour with lightest load.

The Advanced variable schedule offers more precise control:

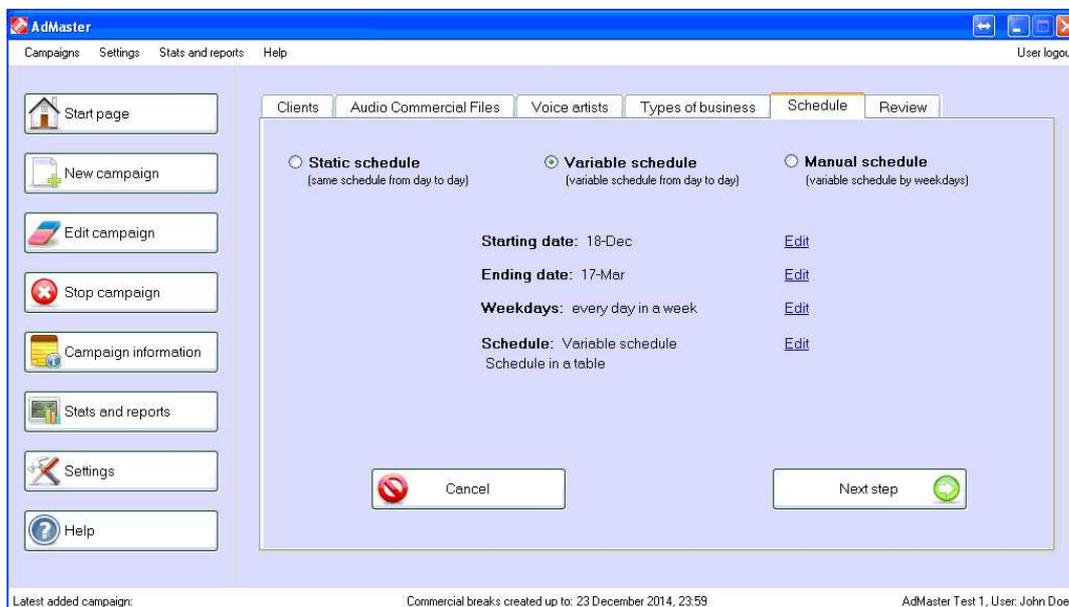


Depending on the agreement with your client, you can set up your own dayparts, and select the number of repeatings and preferred audio files within each of them.

The audio files offered in a drop down menu will always match your campaign. The drop down menu would not appear if there's only one ad in a campaign.

Once you're done with scheduling, confirm your selection.

Now have a quick glance at the campaign dates. Use the **Edit** links for changing the preferences. If everything is OK, you can click the **Next step** button.



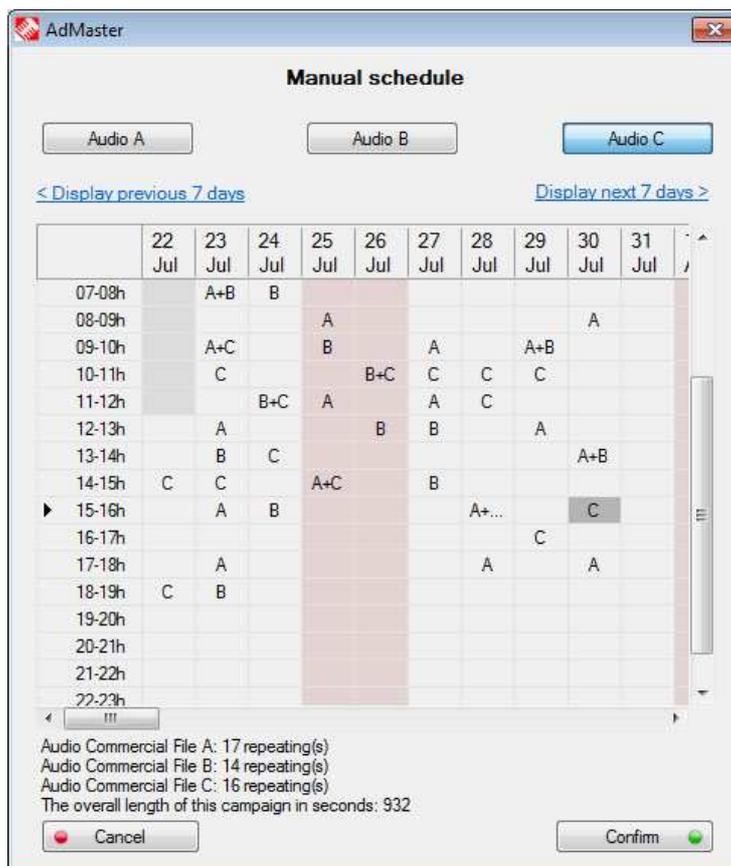
PART 4d: Manual Schedule

This schedule provides the highest level of campaign control, but without any kind of automation. In other words, you would need to manually tick/untick one by one ad repeating throughout the entire campaign.

Let's see how it works.

The procedure for setting up clients, audio ads, voice artists, types of business and starting/ending dates is the same as in Static and/or Variable schedule.

When it's time to select the broadcasting hours, here's what you'll see (the example campaign with 3 audio files will be shown below):



The scheduling process is based on pick-and-drop operation, in two steps:

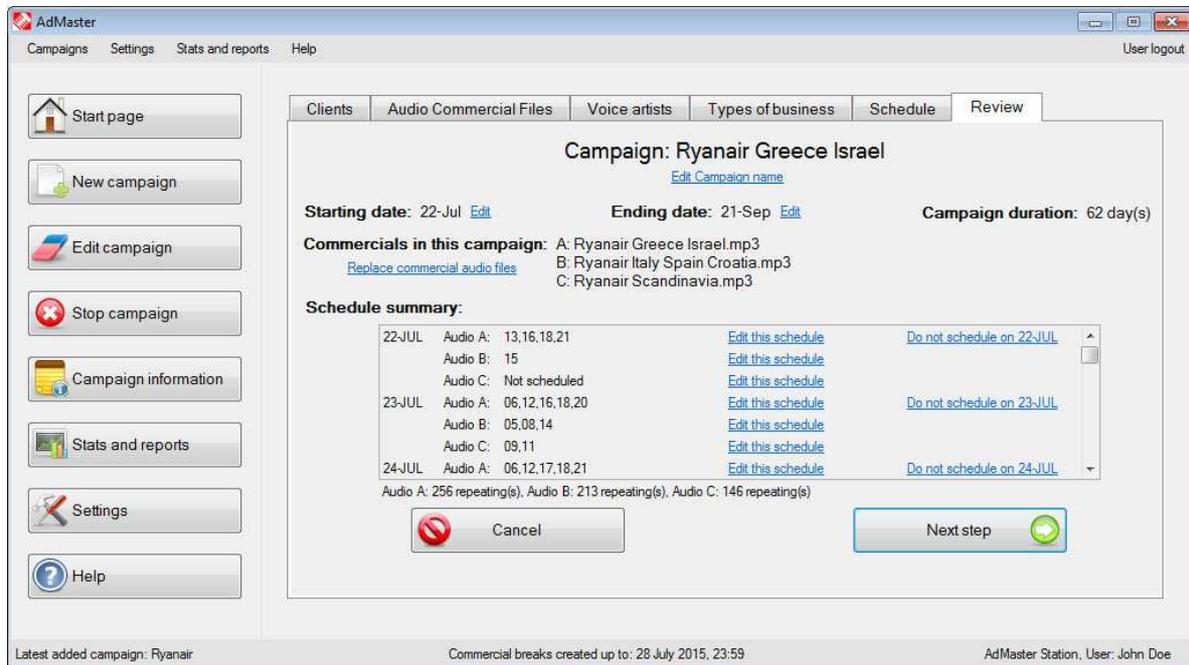
- 1) Pick an audio file you want to schedule (Audio A, Audio B and Audio C buttons);
- 2) Drop the audio file to as many corresponding cells as you wish, to match the desired schedule. The columns represent the dates, the rows represent the hours. If you click the same cell again, you would erase the repeating.

The counter at the bottom will be automatically refreshed as you tick/untick the cells.

When you're done with scheduling, click the Confirm button.

PART 4e: Understanding Review tab

At this step, you'll have the overview on the complete campaign, and you'll be able to edit anything before sending the campaign to broadcast.



Let's start from editing the Campaign name:

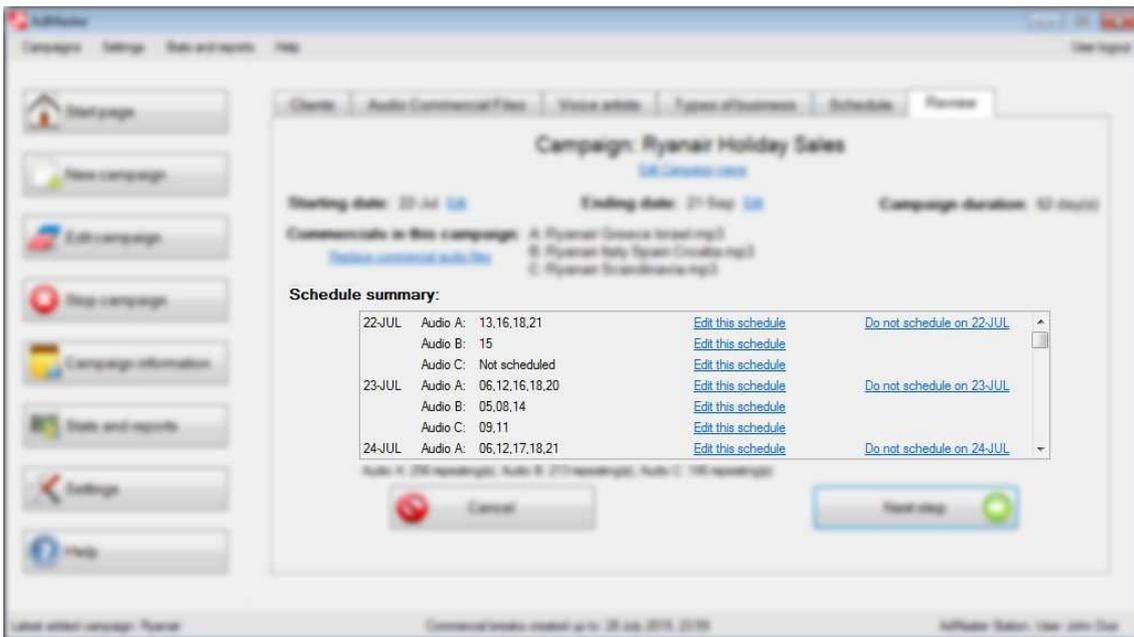


The Campaign name is generated automatically, from the filename of audio commercial A, which you have selected and added to the campaign in previous steps. In this example, the campaign with three audio files is shown. The first of them is named Ryanair Greece Israel.mp3. However, there are also Ryanair Italy Spain Croatia.mp3, and Ryanair Scandinavia.mp3. You will likely want to change the campaign name to something that corresponds to all three ads, something like Ryanair Holiday Sales... so, let's do it.

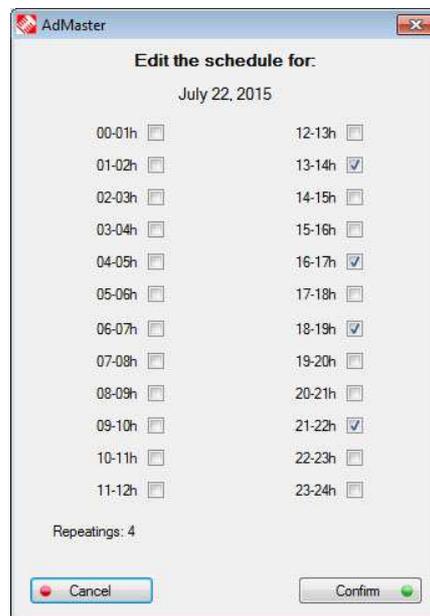
Editing Starting or Ending dates will take you back to the previous (Schedule) tab, where the further click on Edit links would open the pop up calendars to change the dates.

Replace commercial audio files link will take you back to the Audio Commercial Files tab, where you would be able to add, remove or replace the ads.

Finally, there's the **Schedule summary** window, with the entire campaign schedule listed day by day. Have a look:

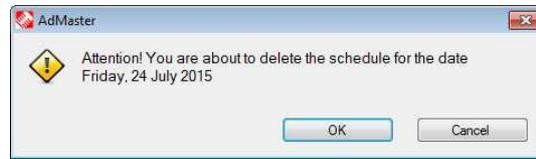


At this step, you can take over the final control on your campaign, by clicking the **Edit this schedule**, or **Do not schedule on (date)** links. If you need to **start or end your campaign at the exact hour**, this is where you can do it easily. Here's the pop up that opens when you click the first **Edit this schedule** link:



Let us suppose that Ryanair's promotion starts at 6PM, and that their ads call to immediate action (visit our website NOW). You will likely be asked to start the campaign **not earlier than 6PM**. To enable this, you can simply uncheck the 13-14 and 16-17 checkboxes (and select the replacement hours if you wish).

Sometimes you will need to skip the entire day of campaign: in an example, a restaurant does not want to advertise the food delivery on Christmas day. Clicking the **Do not schedule on (date)** link would allow you to skip the entire day of campaign. Here's the pop up that appears:



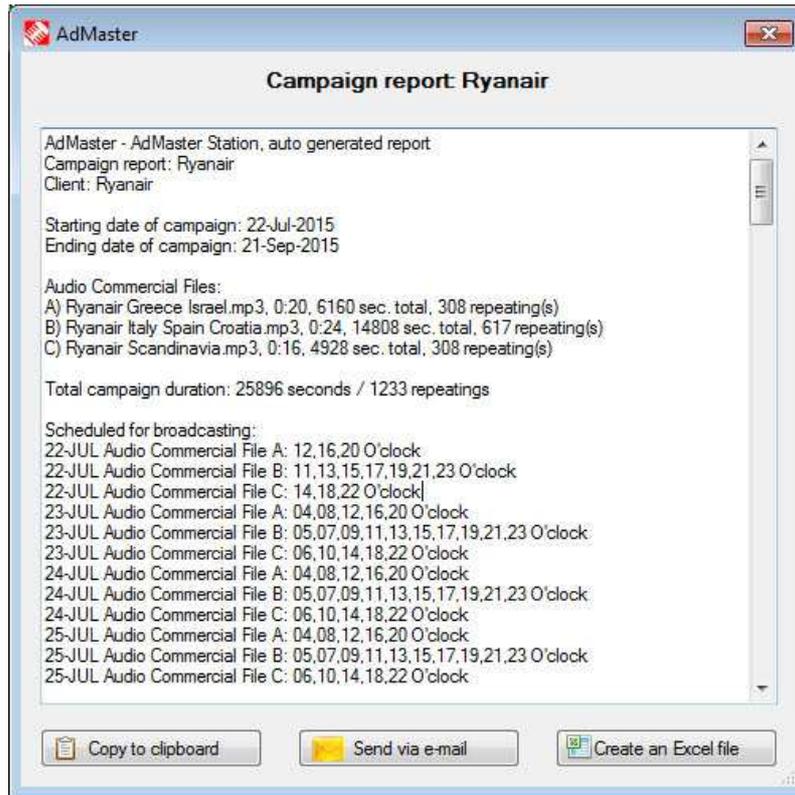
Before sending the campaign to broadcast, you would be prompted to confirm the Campaign name, ask for the Client report preparation, and set up the automatic e-mail reminders:



You will be able to choose between the basic, and the detailed campaign report.

Let's go for the detailed version, with the entire schedule. Please note that the report will contain the information on what has been scheduled. To obtain the report on the exact broadcasting times, you would need to use Jazler's log.

Here's the Campaign report pop up window:



If you need this printed on your station Letterhead, use the Copy to clipboard button to transfer the report to any text processing software.

You will also be able to generate this report later, using **Stats and reports** command.

Finally, it's time to send the campaign to broadcast:



Why are you seeing this? Because calculating and creating ad breaks playlists can take some time, especially if there are lots of active campaigns. If there's another campaign you would like to set up, we don't want you to sit and wait while the playlists are created. In this case, click the Start page button, finish your work, and then send all the changes to broadcast. Otherwise, click Activate changes button, and the updated playlists will be created immediately.

Do not forget to import the new playlists in Jazler RadioStar.

PART 5: Editing the existing campaign

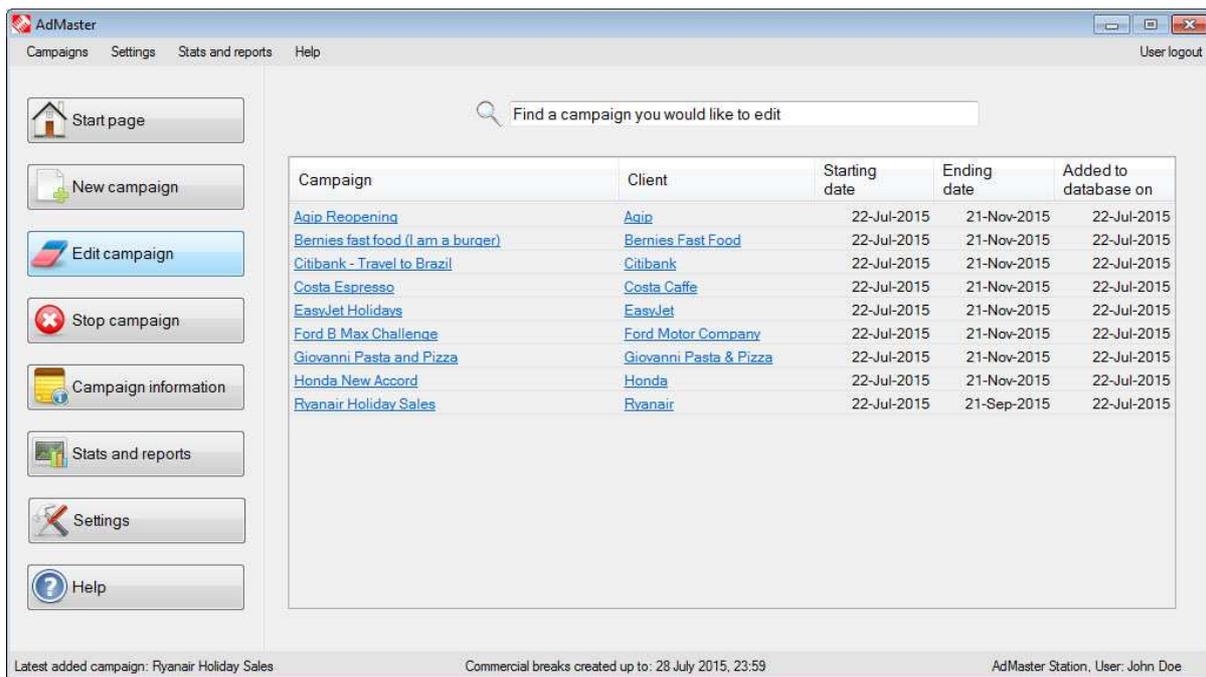
In previous part, we've described setting up a Ryanair campaign. The campaign is now running, and the client has just called in, requesting to:

- 1) end the campaign a month earlier, as the advertised tickets are selling faster than expected;
- 2) swap the A commercial immediately. The tickets to Greece are already sold out, and they've sent the replacement ad.
- 3) change the hours of broadcasting, as the most of their customers buy the tickets in afternoon hours.

As it always happens, they want to know much time you need to fulfill this request.

Your answer, if you are using AdMaster: we need a minute to apply the update, and it's gonna be on air as of next hour.

Let's do it, to demonstrate editing of active campaigns. Click the Edit campaign button on the left to start.

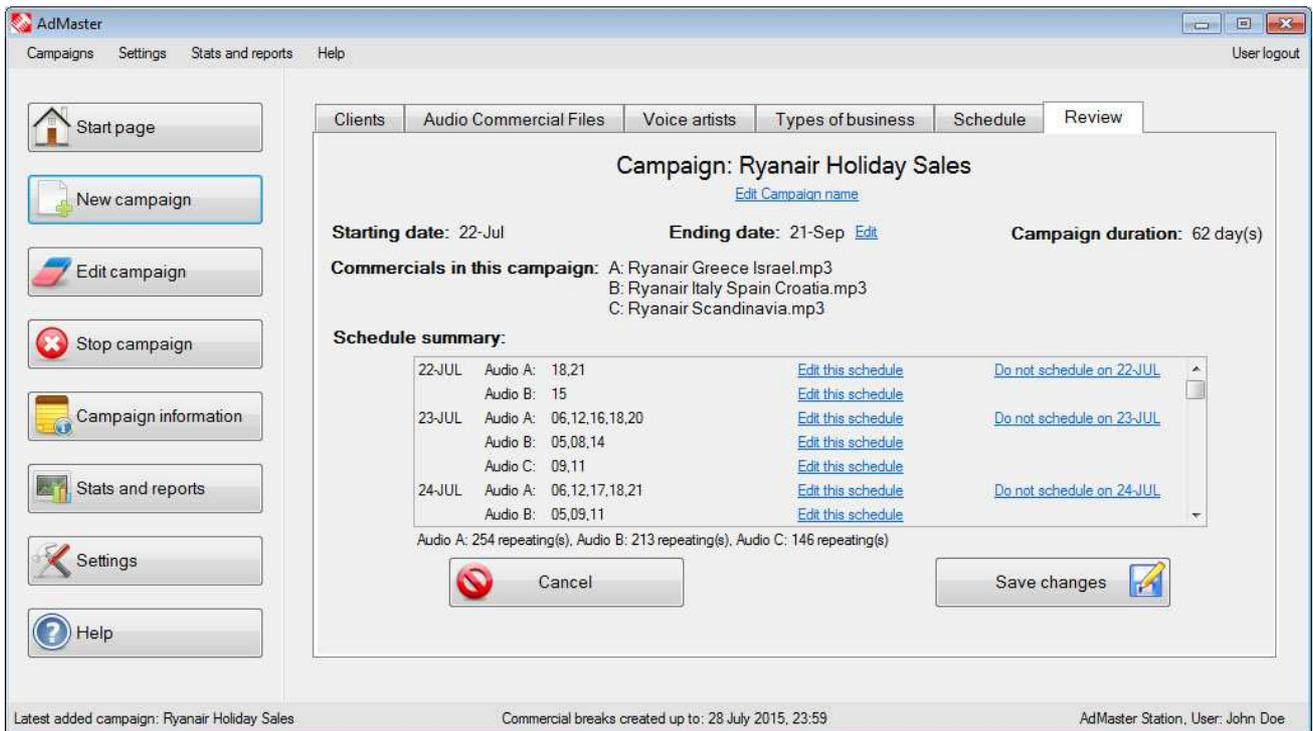


The screenshot shows the AdMaster software interface. On the left is a navigation menu with buttons for 'Start page', 'New campaign', 'Edit campaign', 'Stop campaign', 'Campaign information', 'Stats and reports', 'Settings', and 'Help'. The 'Edit campaign' button is highlighted in blue. The main area features a search bar with the text 'Find a campaign you would like to edit' and a table of campaigns. The table has columns for Campaign, Client, Starting date, Ending date, and Added to database on. The bottom status bar shows 'Latest added campaign: Ryanair Holiday Sales', 'Commercial breaks created up to: 28 July 2015, 23:59', and 'AdMaster Station, User: John Doe'.

Campaign	Client	Starting date	Ending date	Added to database on
Aqip Reopening	Aqip	22-Jul-2015	21-Nov-2015	22-Jul-2015
Bernies fast food (I am a burger)	Bernies Fast Food	22-Jul-2015	21-Nov-2015	22-Jul-2015
Citibank - Travel to Brazil!	Citibank	22-Jul-2015	21-Nov-2015	22-Jul-2015
Costa Espresso	Costa Caffe	22-Jul-2015	21-Nov-2015	22-Jul-2015
EasyJet Holidays	EasyJet	22-Jul-2015	21-Nov-2015	22-Jul-2015
Ford B Max Challenge	Ford Motor Company	22-Jul-2015	21-Nov-2015	22-Jul-2015
Giovanni Pasta and Pizza	Giovanni Pasta & Pizza	22-Jul-2015	21-Nov-2015	22-Jul-2015
Honda New Accord	Honda	22-Jul-2015	21-Nov-2015	22-Jul-2015
Ryanair Holiday Sales	Ryanair	22-Jul-2015	21-Sep-2015	22-Jul-2015

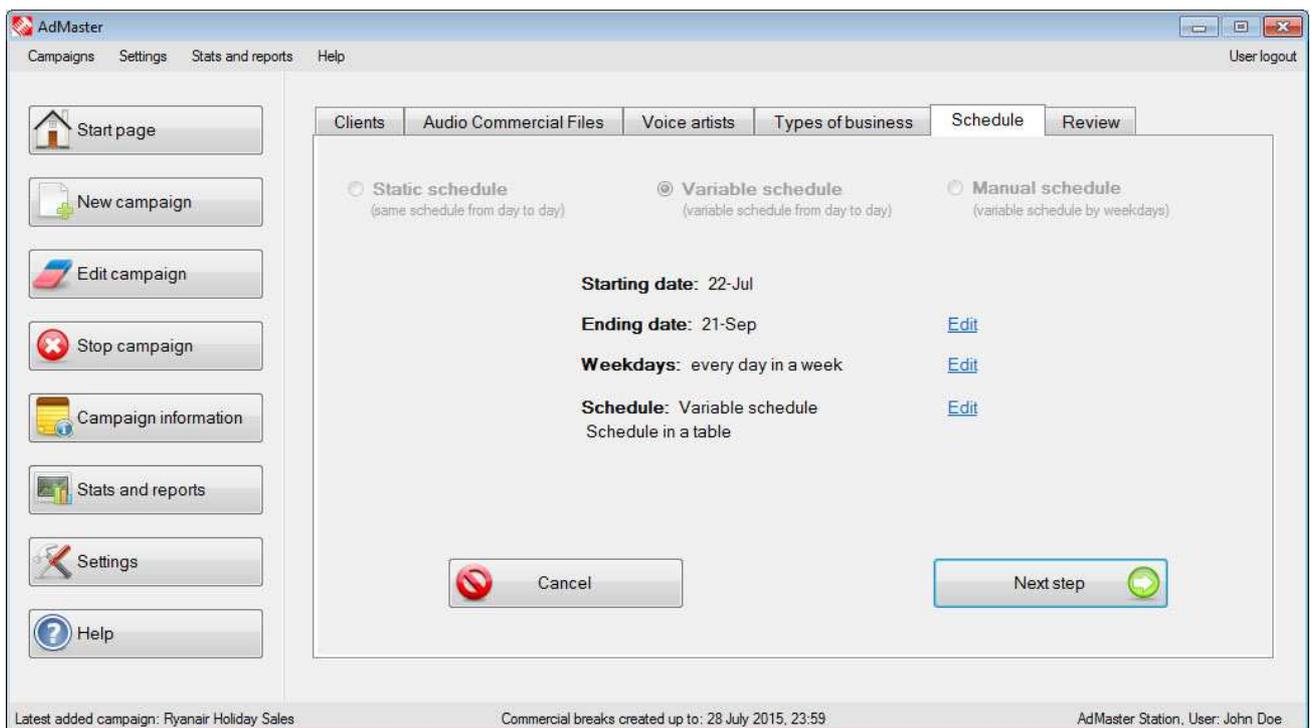
Find the campaign you want to edit, then click the corresponding link. You may type the campaign name in the search field. Typing the letters narrows the list.

Once you click on the campaign name, you'll find yourself in a familiar environment: the Review tab, which you have already seen while setting up your campaign.



The first client's request was to end the campaign earlier.

Click the Edit link on the right side of campaign Ending date. Please note that there is no Edit link next to Starting date: the campaign has already started, and you are not able to edit the events from the past.



To change the ending date, click the corresponding Edit link.

Then, in a pop up calendar, select the new ending date, and click the Confirm button.



You would then be prompted to confirm your decision.

The confirmation would bring you back to the Review tab. Spot the difference:

Before:

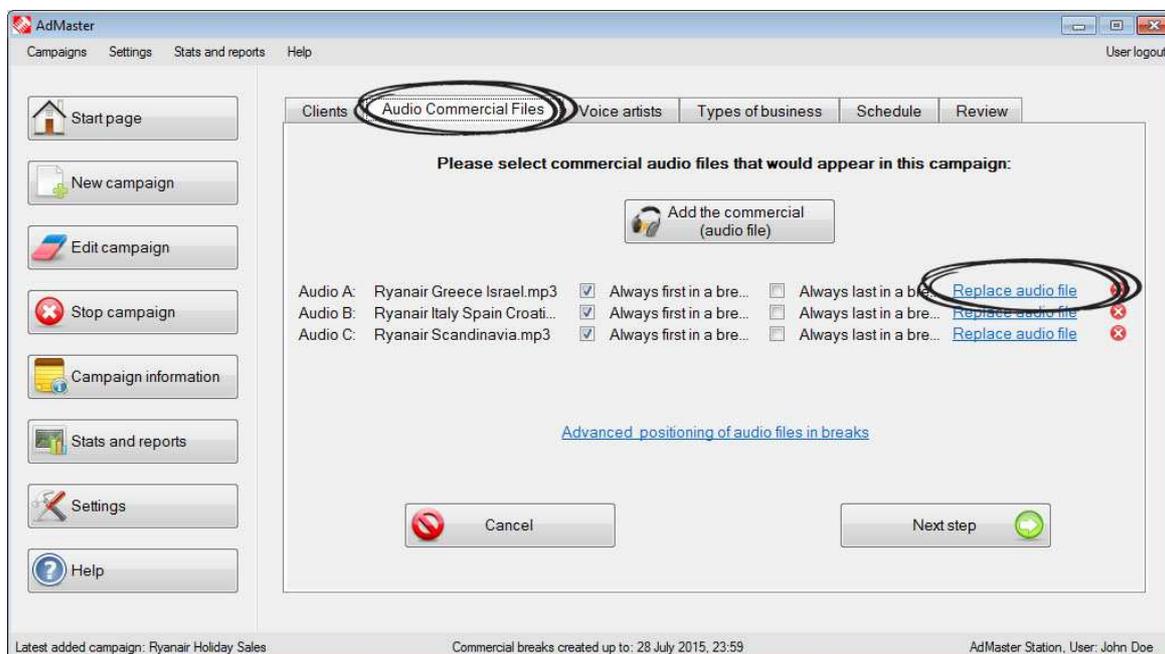
Campaign: Ryanair Holiday Sales
[Edit Campaign name](#)
Ending date: 21-Sep [Edit](#) Campaign duration: 62 day(s)

After:

Campaign: Ryanair Holiday Sales
[Edit Campaign name](#)
Ending date: 21-Aug [Edit](#) Campaign duration: 31 day(s)

Clicking the Save changes button would save the modified campaign.

However, we're not done yet. We need to replace the Audio Commercial A, according to client's request, so we will click the Audio Commercial files tab.

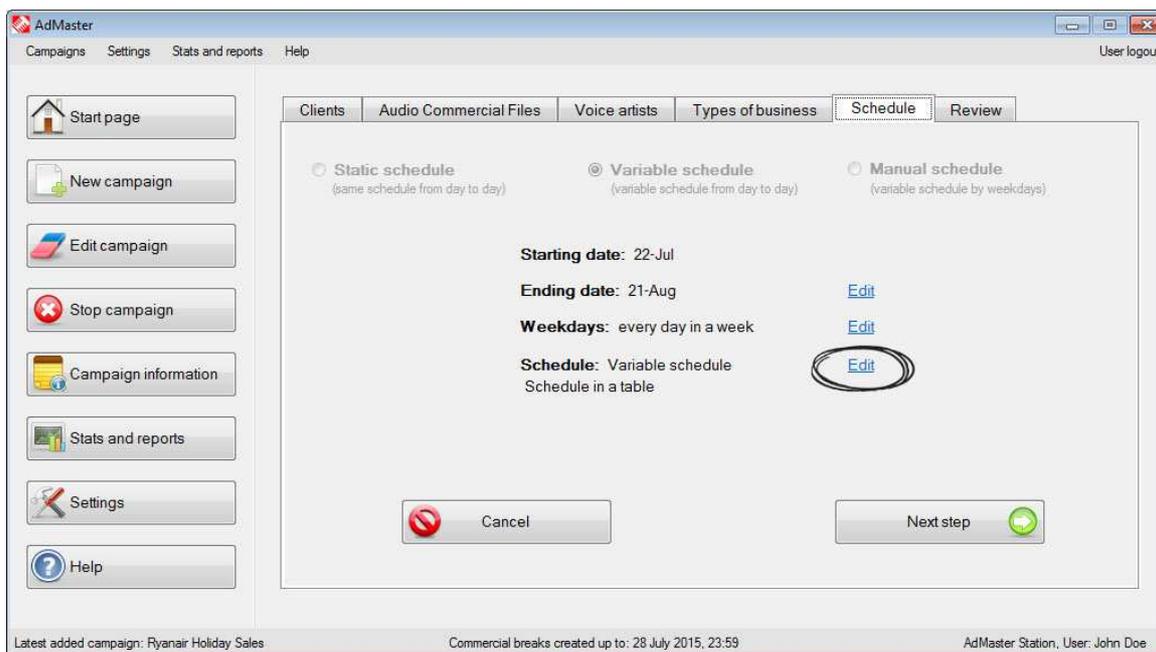


To **replace the commercial audio file A**, click the corresponding link, as shown above. AdMaster will now ask for Jazler Playlister code. To provide it, you would need to switch to Jazler for a moment, and add the replacement file to the spots database. Once you have its Playlister code, copy it to AdMaster.

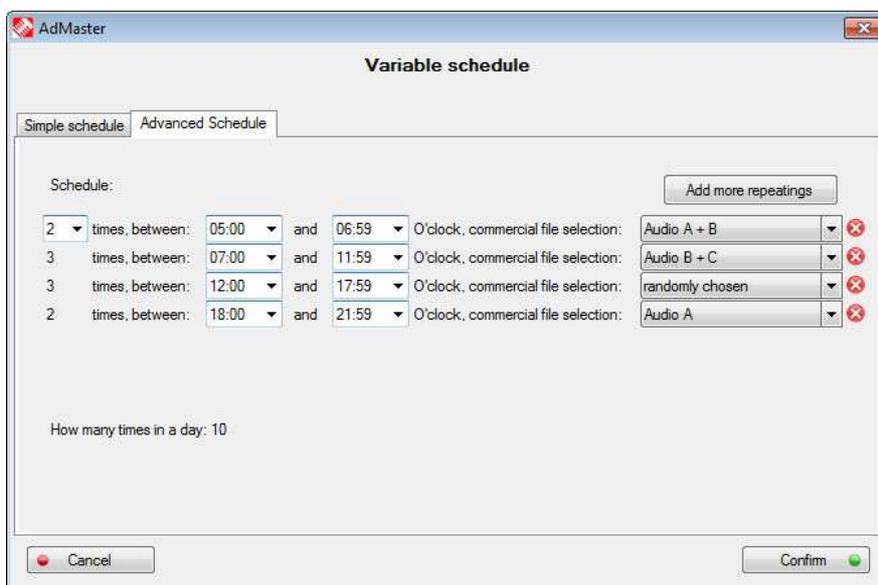
In the next step, you'll be prompted to provide the information on voice artists that apply in a replacement ad, and also on type of business advertised in your replacement ad. To speed up the procedure, the information from replaced ad would be preselected.

When the **Voice artists** and **Types of business** information is updated (or only confirmed), the Next step button will take us to the Schedule tab, where we will edit the schedule according to client's requests.

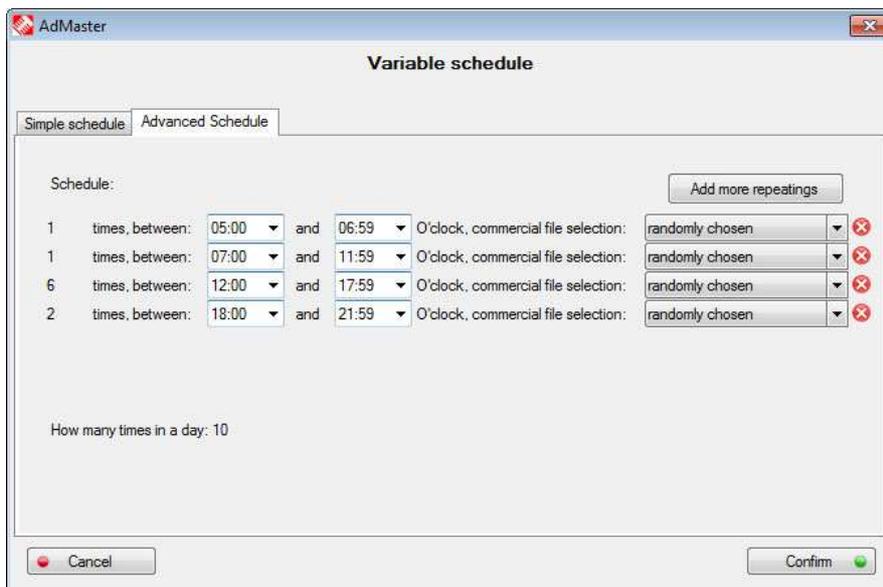
To change the broadcasting hours, you would need to click the corresponding Edit link:



In a pop up window, you'll see the current schedule.

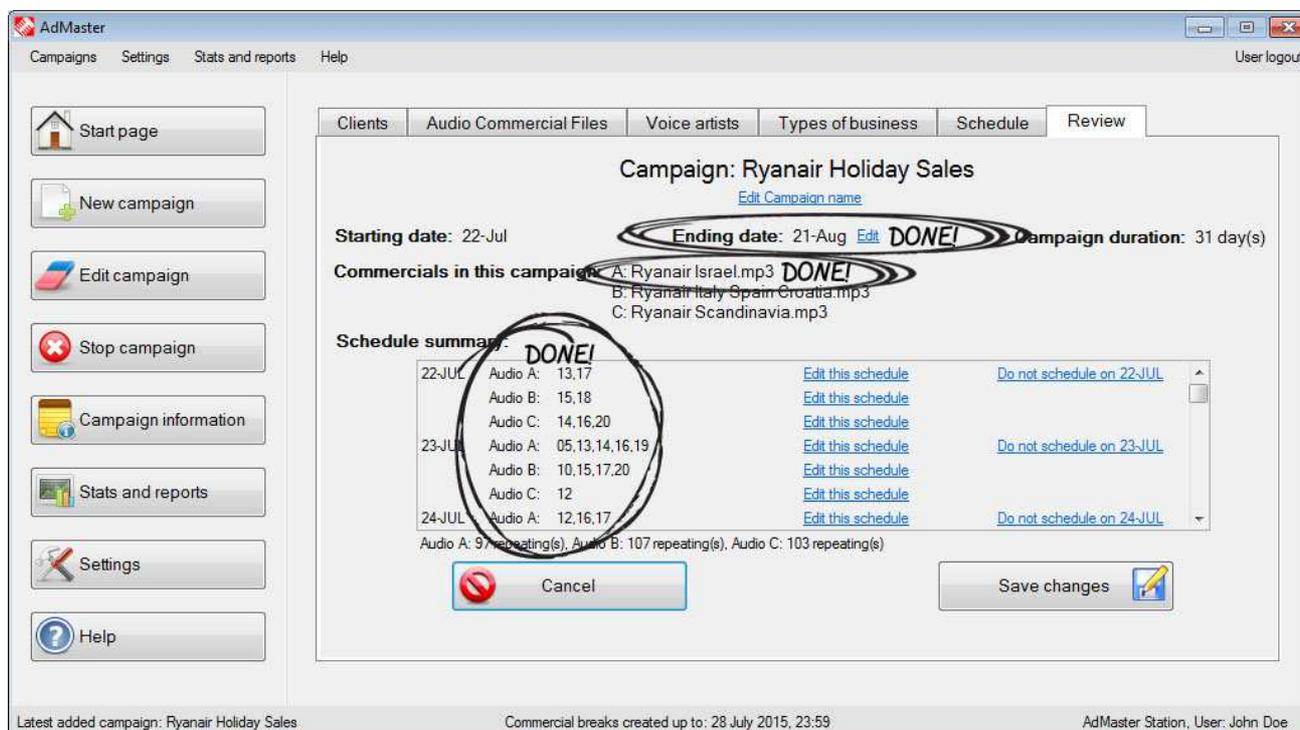


We will reduce the number of repeatings in the morning, and increase the number of repeatings in the afternoon hours, as shown below:



The next step will take you to the Review tab, where you will be able to check if you have set up everything by the client's requests.

Let's have a look:



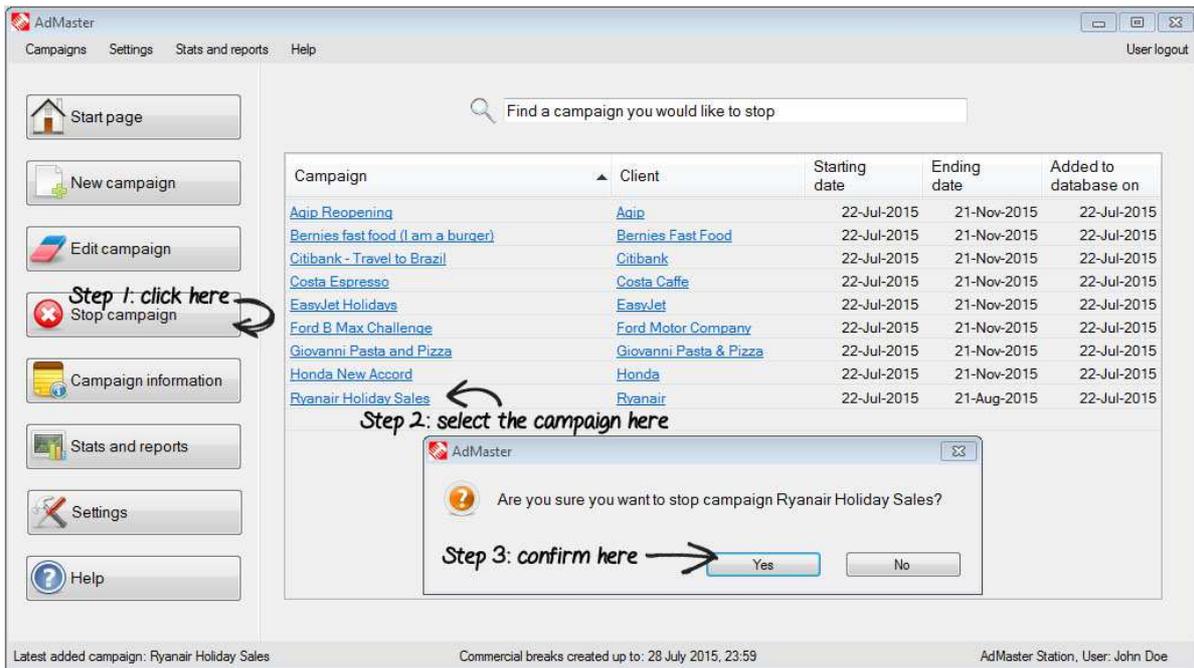
All done. Click the Save changes button, Activate the changes, and do not forget to re-import the playlists in Jazler RadioStar.

PART 6: Stopping a campaign immediately

This feature stops the entire campaign immediately. If you need to stop a campaign **at a later time** (or date, i.e. as of tomorrow morning), use the **Edit campaign** feature.

Any active campaign can be stopped in 3 quick steps, done in seconds.

To stop a campaign in AdMaster, you need to (1) click the Stop campaign button, (2) select the campaign from the list (typing in search field narrows the choice), and (3) confirm your decision.



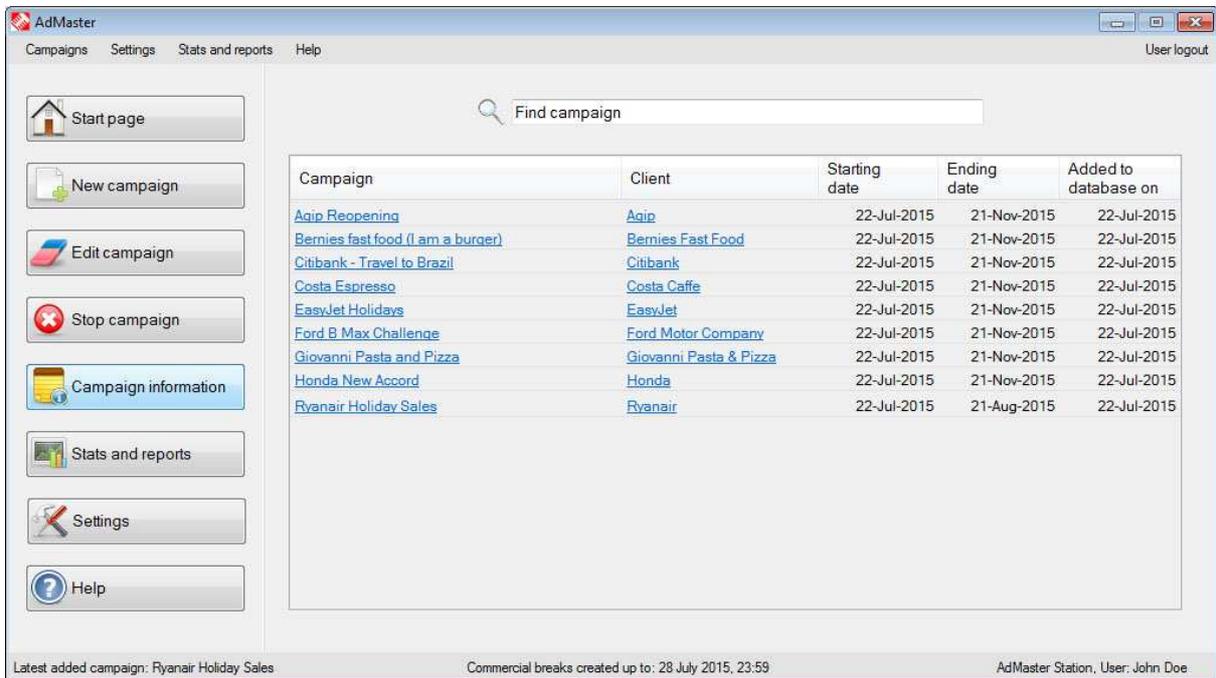
The screenshot shows the AdMaster web application interface. On the left sidebar, there are buttons for 'Start page', 'New campaign', 'Edit campaign', 'Stop campaign', 'Campaign information', 'Stats and reports', 'Settings', and 'Help'. The 'Stop campaign' button is highlighted with a red circle and a black arrow pointing to it, with the text 'Step 1: click here' written above it. The main content area displays a table of campaigns with columns for Campaign, Client, Starting date, Ending date, and Added to database on. The 'Ryanair Holiday Sales' campaign is selected, indicated by a black arrow pointing to it with the text 'Step 2: select the campaign here'. A confirmation dialog box is open in the foreground, asking 'Are you sure you want to stop campaign Ryanair Holiday Sales?'. The dialog box has a 'Yes' button and a 'No' button. A black arrow points to the 'Yes' button with the text 'Step 3: confirm here' written above it. The status bar at the bottom shows 'Latest added campaign: Ryanair Holiday Sales', 'Commercial breaks created up to: 28 July 2015, 23:59', and 'AdMaster Station, User: John Doe'.

Campaign	Client	Starting date	Ending date	Added to database on
Agip Reopening	Agip	22-Jul-2015	21-Nov-2015	22-Jul-2015
Bernies fast food (I am a burger)	Bernies Fast Food	22-Jul-2015	21-Nov-2015	22-Jul-2015
Citibank - Travel to Brazil	Citibank	22-Jul-2015	21-Nov-2015	22-Jul-2015
Costa Espresso	Costa Caffè	22-Jul-2015	21-Nov-2015	22-Jul-2015
EasyJet Holidays	EasyJet	22-Jul-2015	21-Nov-2015	22-Jul-2015
Ford B Max Challenge	Ford Motor Company	22-Jul-2015	21-Nov-2015	22-Jul-2015
Giovanni Pasta and Pizza	Giovanni Pasta & Pizza	22-Jul-2015	21-Nov-2015	22-Jul-2015
Honda New Accord	Honda	22-Jul-2015	21-Nov-2015	22-Jul-2015
Ryanair Holiday Sales	Ryanair	22-Jul-2015	21-Aug-2015	22-Jul-2015

Please do not forget that stopping a campaign in AdMaster makes only a half of the procedure, as you need to re-import the playlists in Jazler RadioStar.

PART 7: Campaign information

To access the record of any active campaign, click the Campaign information button. You'll be immediately taken to an overview of all active campaigns:

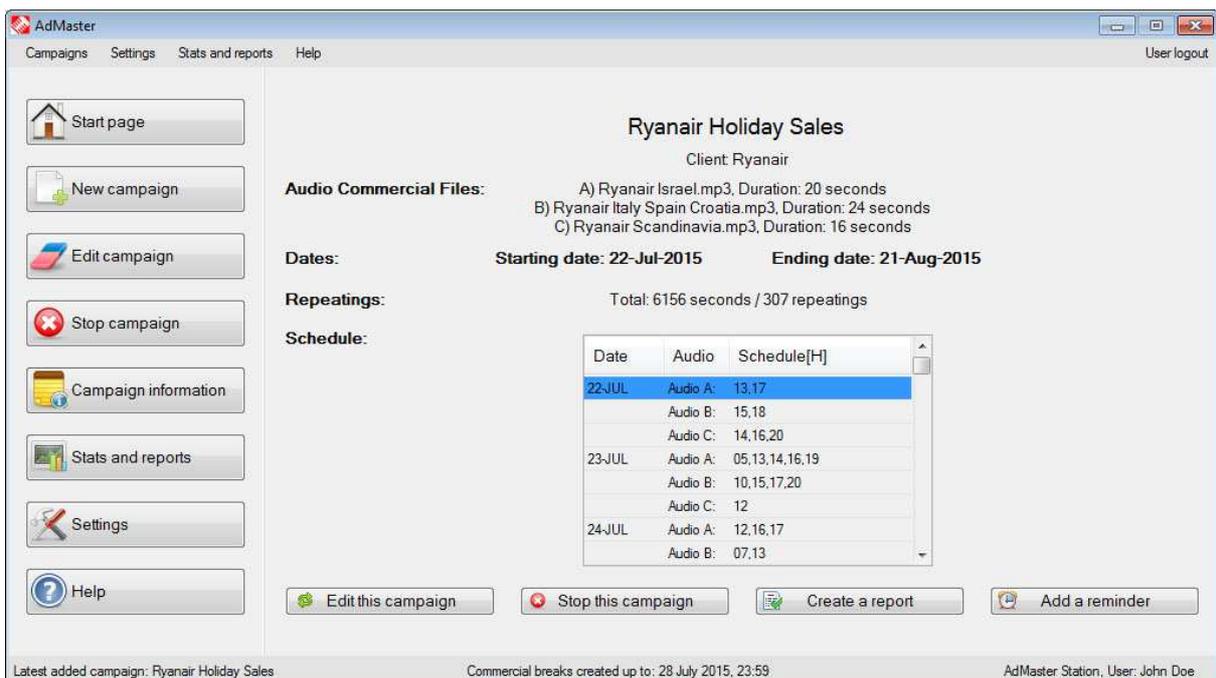


The screenshot shows the AdMaster interface with a sidebar on the left containing buttons for 'Start page', 'New campaign', 'Edit campaign', 'Stop campaign', 'Campaign information', 'Stats and reports', 'Settings', and 'Help'. The main area features a search bar labeled 'Find campaign' and a table of active campaigns. The table has columns for Campaign, Client, Starting date, Ending date, and Added to database on. The status bar at the bottom indicates 'Latest added campaign: Ryanair Holiday Sales', 'Commercial breaks created up to: 28 July 2015, 23:59', and 'AdMaster Station, User: John Doe'.

Campaign	Client	Starting date	Ending date	Added to database on
Agip Reopening	Agip	22-Jul-2015	21-Nov-2015	22-Jul-2015
Bernies fast food (I am a burger)	Bernies Fast Food	22-Jul-2015	21-Nov-2015	22-Jul-2015
Citibank - Travel to Brazil	Citibank	22-Jul-2015	21-Nov-2015	22-Jul-2015
Costa Espresso	Costa Caffè	22-Jul-2015	21-Nov-2015	22-Jul-2015
EasyJet Holidays	EasyJet	22-Jul-2015	21-Nov-2015	22-Jul-2015
Ford B Max Challenge	Ford Motor Company	22-Jul-2015	21-Nov-2015	22-Jul-2015
Giovanni Pasta and Pizza	Giovanni Pasta & Pizza	22-Jul-2015	21-Nov-2015	22-Jul-2015
Honda New Accord	Honda	22-Jul-2015	21-Nov-2015	22-Jul-2015
Ryanair Holiday Sales	Ryanair	22-Jul-2015	21-Aug-2015	22-Jul-2015

The information is displayed in a table. You can sort the information by any of columns. This is useful if you want to need to know what campaigns will be running out soon, and you need a quick reminder on clients you need to contact.

To display the information on any campaign, just click the corresponding Campaign name link. Shall we check our latest Ryanair campaign? Here it is.



The screenshot shows the AdMaster interface with the 'Campaign information' button selected in the sidebar. The main area displays the details for the 'Ryanair Holiday Sales' campaign. The client is 'Ryanair'. Under 'Audio Commercial Files', there are three entries: A) Ryanair Israel.mp3, Duration: 20 seconds; B) Ryanair Italy Spain Croatia.mp3, Duration: 24 seconds; and C) Ryanair Scandinavia.mp3, Duration: 16 seconds. The 'Dates' section shows 'Starting date: 22-Jul-2015' and 'Ending date: 21-Aug-2015'. The 'Repeatings' section shows 'Total: 6156 seconds / 307 repeatings'. The 'Schedule' section contains a table with columns for Date, Audio, and Schedule[H]. The status bar at the bottom is the same as in the previous screenshot.

Ryanair Holiday Sales
Client: Ryanair

Audio Commercial Files:
A) Ryanair Israel.mp3, Duration: 20 seconds
B) Ryanair Italy Spain Croatia.mp3, Duration: 24 seconds
C) Ryanair Scandinavia.mp3, Duration: 16 seconds

Dates: Starting date: 22-Jul-2015 Ending date: 21-Aug-2015

Repeatings: Total: 6156 seconds / 307 repeatings

Schedule:

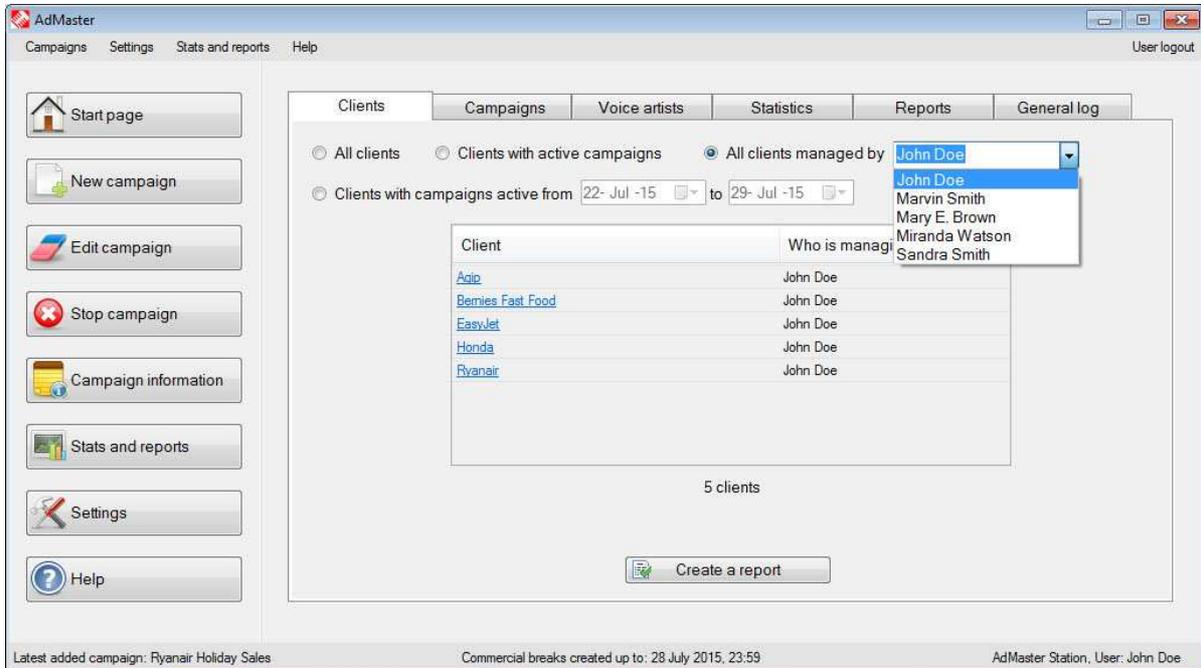
Date	Audio	Schedule[H]
22-JUL	Audio A:	13,17
	Audio B:	15,18
	Audio C:	14,16,20
23-JUL	Audio A:	05,13,14,16,19
	Audio B:	10,15,17,20
	Audio C:	12
24-JUL	Audio A:	12,16,17
	Audio B:	07,13

Buttons: Edit this campaign, Stop this campaign, Create a report, Add a reminder

PART 8: Stats and reports

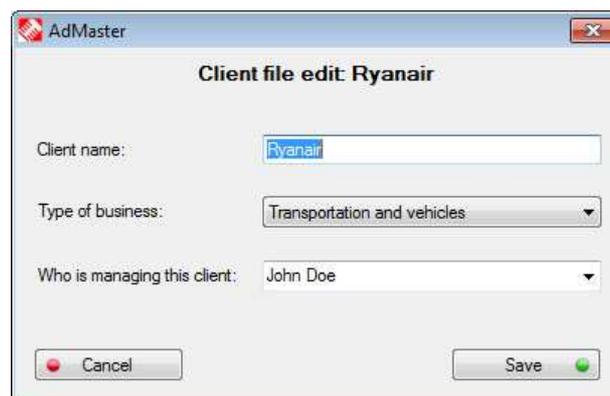
AdMaster can create many different reports, depending on what kind of information you need. To access the Stats and reports, click the corresponding button in the main menu.

Let's start from the **Clients** tab:

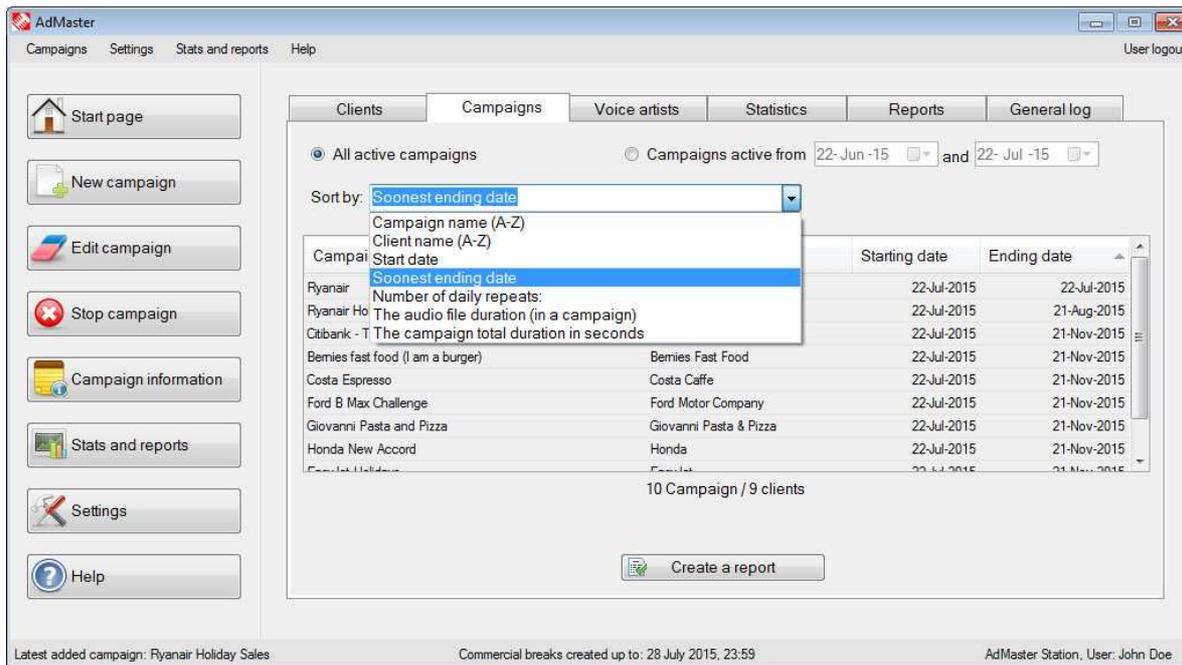


At this tab, you can have the quick information on your station's clients. All clients are displayed by default. You can narrow the choice by selecting Clients with active campaigns, or All clients managed by someone (as shown above).

If you click the link that corresponds to a client's name, you will be able to edit the client's file:



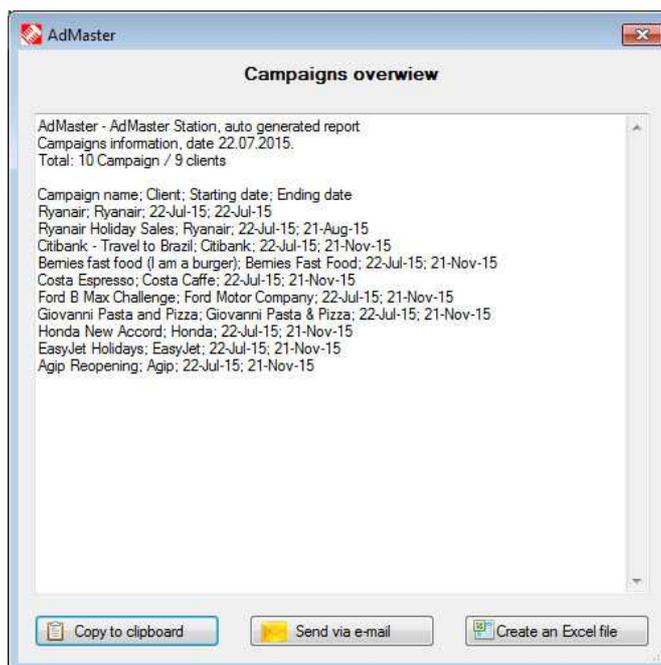
To get the reports on campaigns, click the **Campaigns** tab.



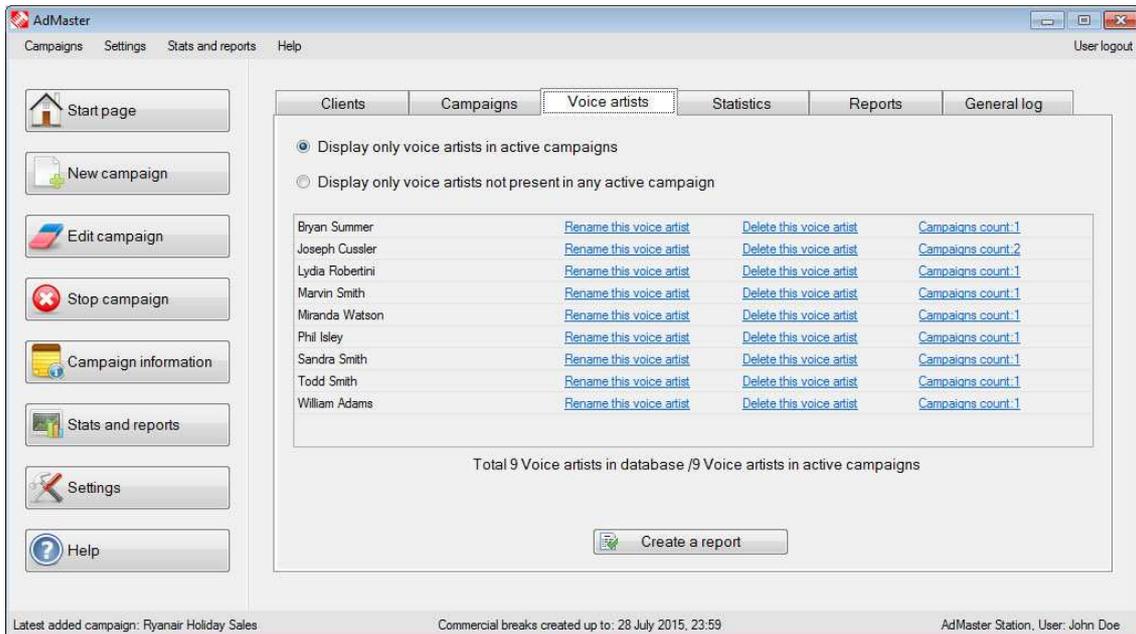
All active campaigns are displayed by default. You can narrow the choice by selecting the time range on the right side, and sort the campaigns in seven different ways.

Please note that this kind of report provides a basic monthly information that you can use for billing/invoicing purposes. But again, this is only a reminder which invoices to create. To obtain the detailed information for invoicing, please switch to the Reports tab, and generate separate detailed reports for each client.

By clicking the Create a report button, you will have your report generated and ready for further use:

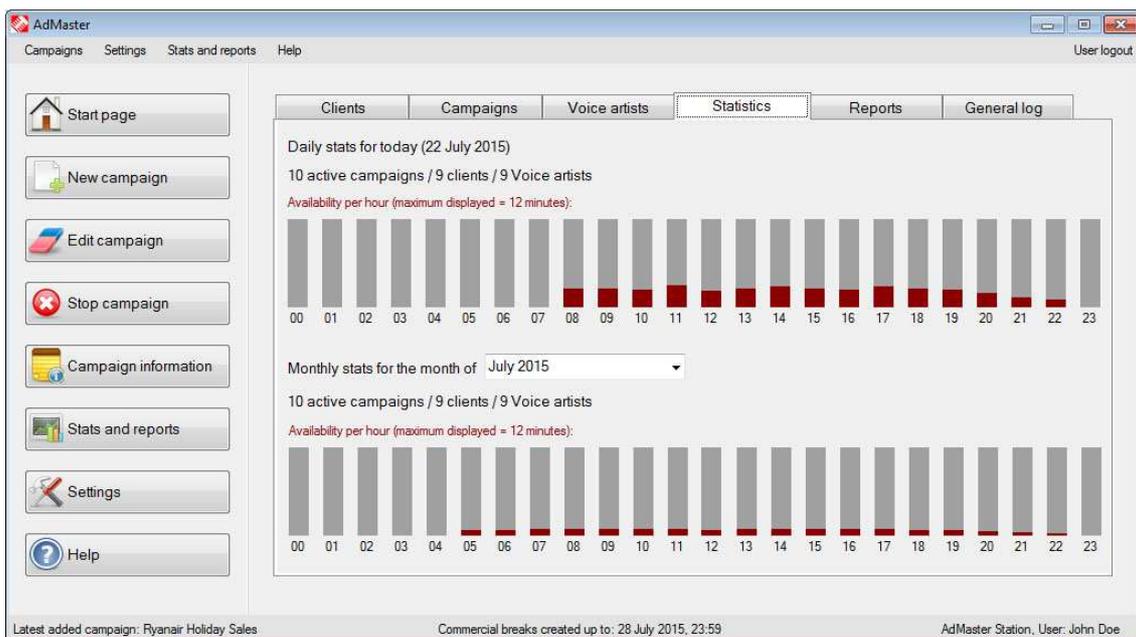


To get the reports on Voice artists, click the **Voice artists** tab.



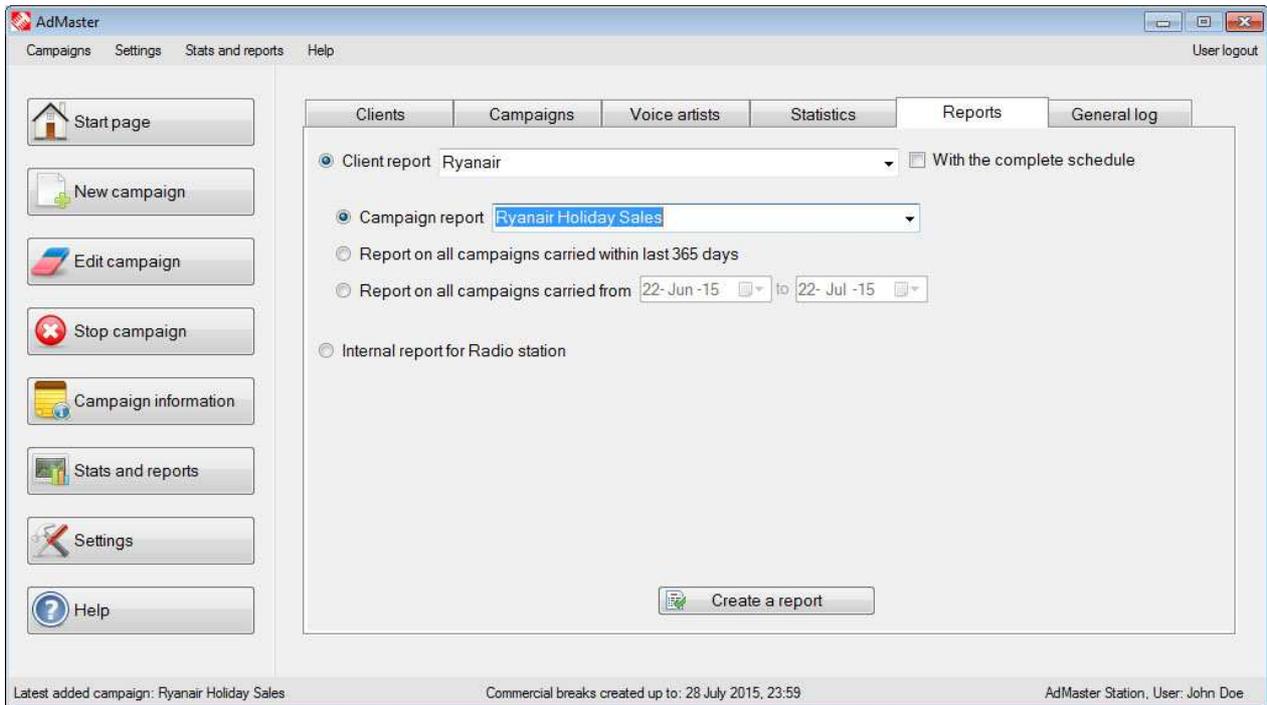
For stations that handle the production themselves, the information provided here can be very useful. In an example, when preparing for your next production, you can look for the voice artists that are currently not present in any campaign. This would prevent the same voices to be heard over and over again.

The **Statistics** tab displays two graph bars with average load of commercials by hours, first with stats for the current date, second with monthly stats for a month selected from drop down menu.

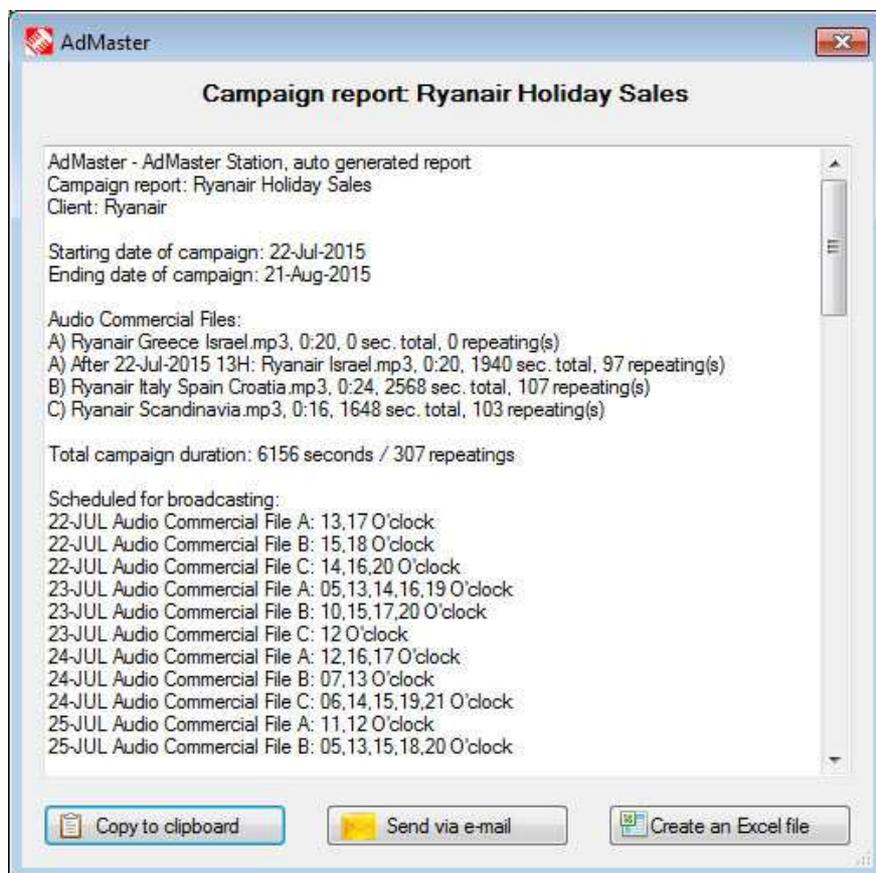


On the **Reports** tab, you will be able to generate the reports for clients, and the ones that carry sensitive information to be used internally at radio station.

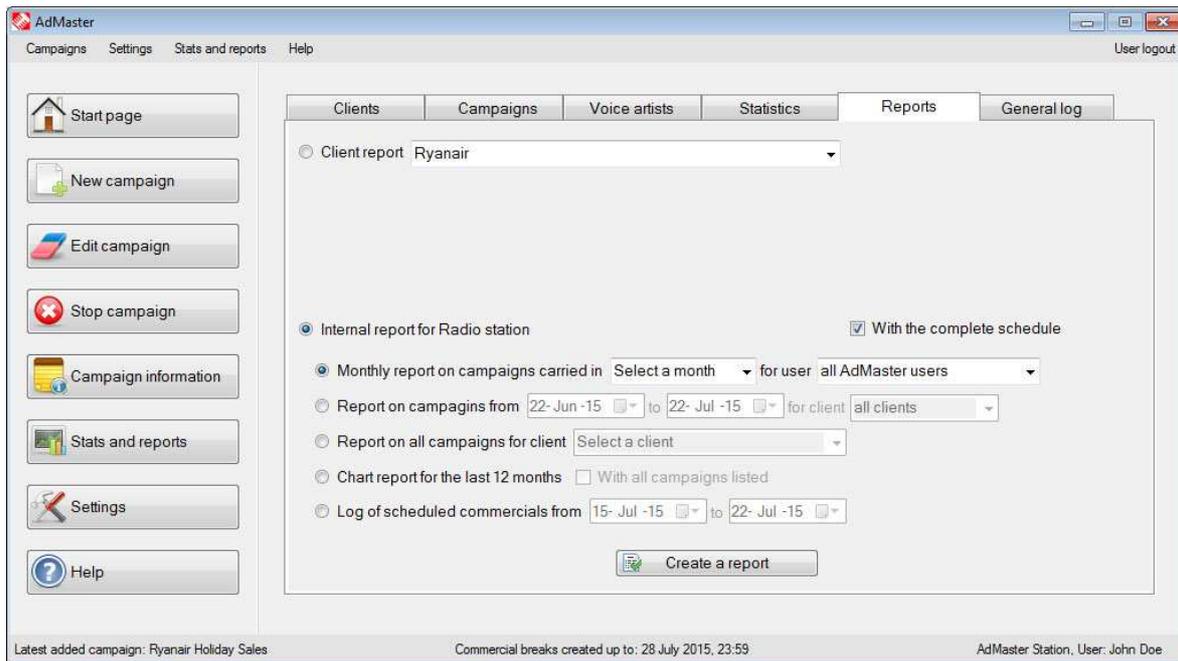
This category of reports is usually used to be included to invoices.



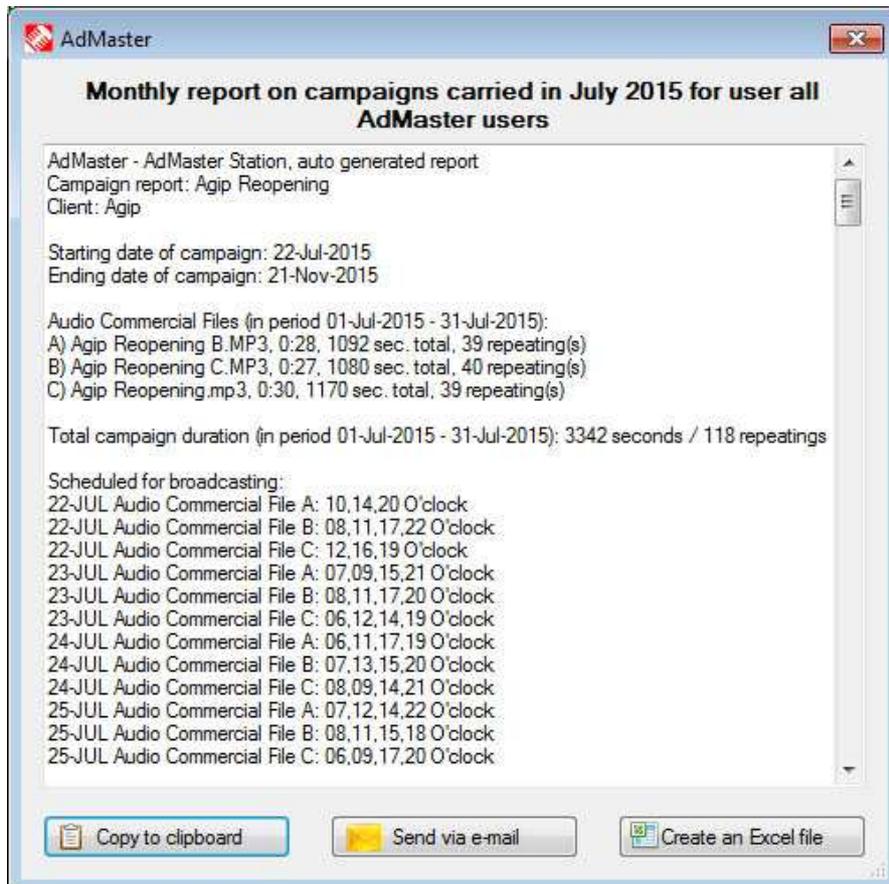
Here's the report:



The **Internal reports** for Radio station can provide several different information that you might need for administrative or managing purposes.



Select the type of report you need, click the Create button, and select the delivery format of your report:



PART 9: Exporting and importing campaigns

If you are managing two or more radio programs and AdMaster is used for ads scheduling on **all of them**, sooner or later you will need to apply the same campaign on two or more stations. Here's a time saving way of doing this in AdMaster, in three easy steps:

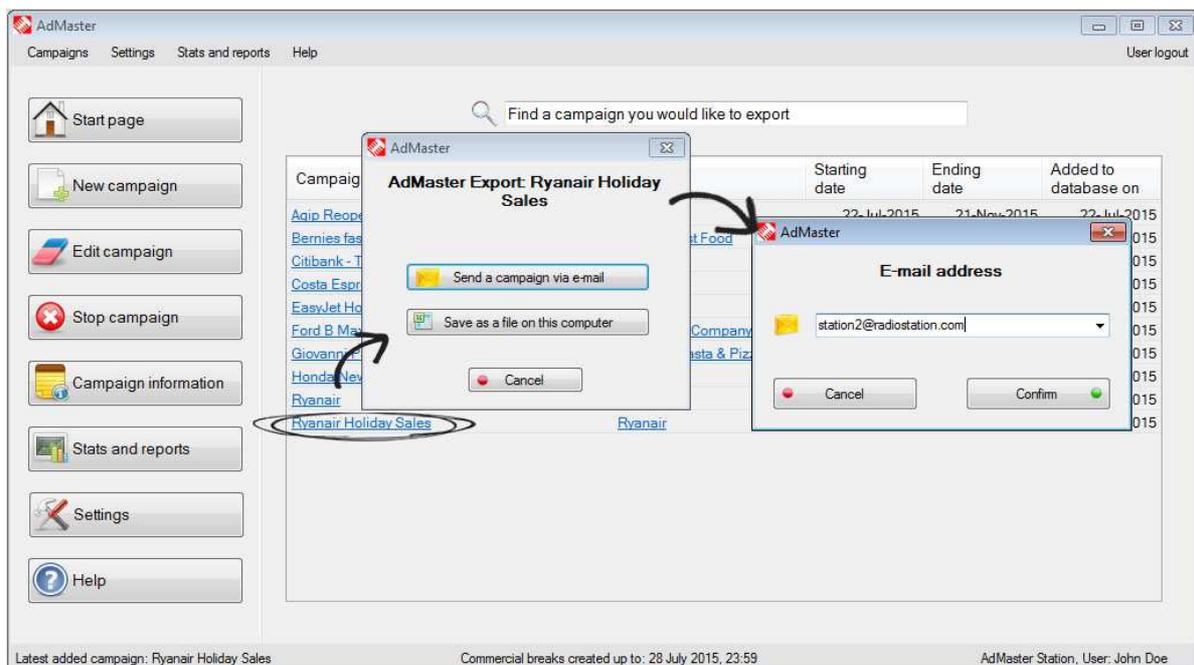
- 1) Set up and activate a campaign on station A;
- 2) Export the campaign to be used on other stations;
- 3) Import campaign on as many stations as you wish, using Import campaign dialog.

...and here's how to do it. We will be exporting the Ryanair campaign used for demo purposes in previous chapters.

Here's the **Export campaign** procedure. The command is accessible in Campaigns top menu:



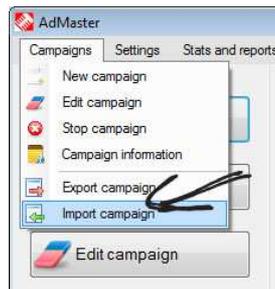
It opens a familiar window, with all active campaigns in a table. Select the campaign you would like to export, by clicking the corresponding link. Then select if you want your campaign exported via e-mail, or by saving a file on your computer (works great with file sync services like Dropbox).



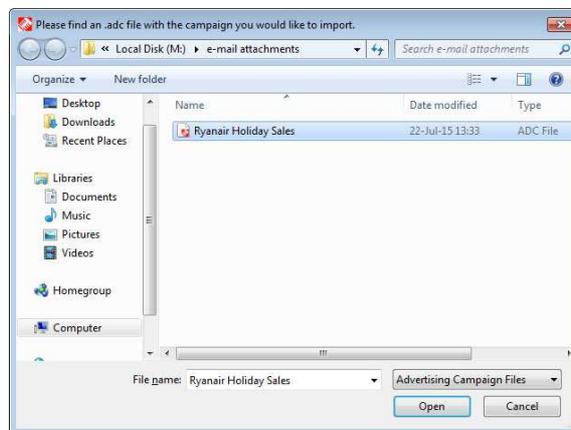
Sending e-mails with large attachments can take time, so please be patient.

We will now import the same campaign on another station using AdMaster.

Here's the **Import campaign** procedure. The command is accessible in Campaigns top menu:

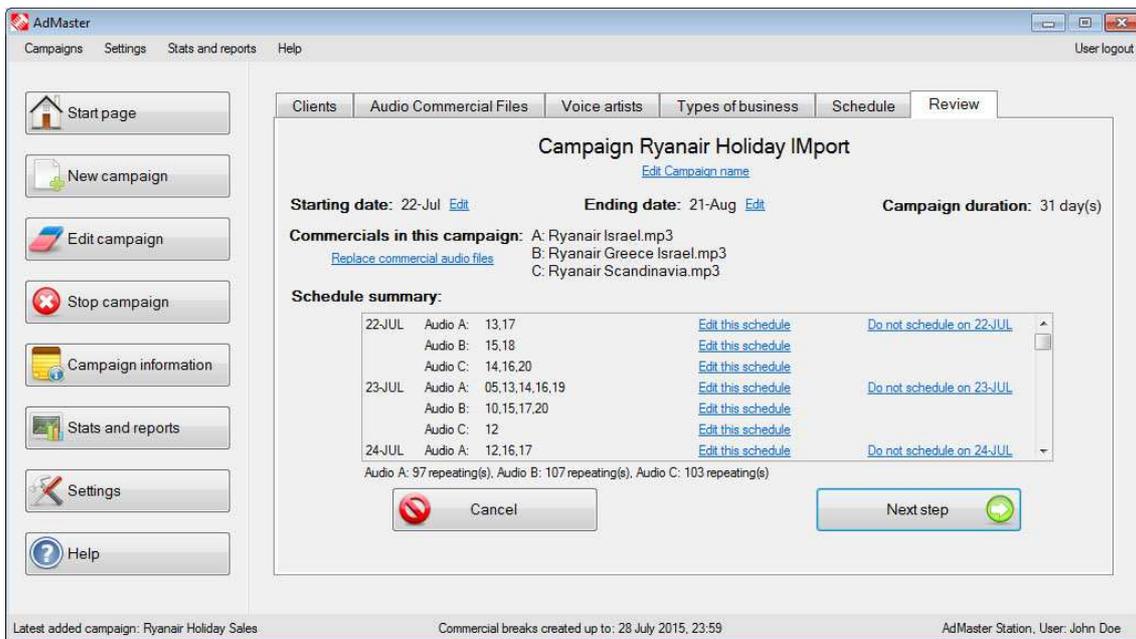


You will be prompted to find an .adc file with the campaign you would like to import. In this demonstration, the campaign has been exported via e-mail, so look for the .adc file saved from the e-mail attachment.



AdMaster will now ask for Jazler Playlister codes for the audio files. To obtain them, please switch to Jazler, import the new commercial audio files and copy their codes.

Once the Jazler Playlister codes are provided, you will be taken straight to the Review tab, with all the campaign information already imported.



The imported campaign does not need to be an exact clone of its original. This is a familiar Review tab, where you can edit anything before sending to broadcast.

If this schedule is what you want to broadcast, hit the Next step, and send the campaign to the air.

PART 10: Help and support

If you need the additional support, please contact support@admaster.info.