Josh’s how-to guide on the scary world of Google ad manager ooooooooh.

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* Open ad manager, select delivery on the left hand side options menu to drop down a menu



* Then Select order from the drop down list and click New order on the new page.



* Now we begin filling out the new order form. In the top section labelled general settings... enter the name : e.g. Elders Tamworth Jon Gouge Standard Aug 20. Then write in the advertiser which should be already saved for you to select. If not click add new advertiser and it will let you enter a new name. Once completed at the bottom left select Add line item.



* You will then be brought to a page called Ad Type. Click the first option “Select Display ad”



* We then begin to fill in your display ad data. Enter the name (same as previous) and then enter your expected creative size. For this example Jon Gouge is having a Standard so the size will be 180x150 or 300x250 (new website).



* Then scroll down the page to delivery settings. Here we enter the start date and time for the ad, then we ad the end date and time for the ad. This will determine when the ad goes live on the website and when it comes down.



* Then you scroll further down the page to the section called Add targeting. You first click the downward arrow on the inventory tab, then select the right hand arrow on the tab ad units which will bring another drop down menu. From here you press the tick on the ad units you wish to attach the ad to and they will move into the right hand column under include



* From here at the bottom of the page select save and it will take you to a summary of the ad you are trying to deploy. At the top right hand side it will say Needs creatives and under this a button to select manage creatives.



* This will bring you to the creatives page. In a yellow box labelled Needs creatives. It will give you the creative sizes you have selected and to the right of that it will say new creatives. Select this option.



* This will open up the new creative tab and give you a list of different creative options. You are going to select the first one titled: Image



This will then bring you to the setting page. Where you will see a Drop file here box. This is where you drag and drop your creative to upload it 

* Directly underneath this there will be a box labelled: Click-through URL. This is where you copy and paste the webpage link you wish the ad to click through to. Then hit save.



This will load the creative and take you back to the creative page. You will then click on the ad name in the top left hand corner of the page.



* This will bring you to the final step of the process. On the left hand size click the button approve and the ad will be up and ready to go. That’s it ☺

