

# Adrime

24/7 RealMedia Open Adstream instructions

# Step 1



A screenshot of a Mozilla Firefox browser window displaying the Adrime Open AdStream interface. The browser's address bar shows the URL: http://edge.uat.247realmedia.com/oas/login.do;jsessionid=FB1663C79F9D3E081F845C54444. The interface has a navigation menu with 'Campaigns' highlighted in yellow. Below the menu, there are tabs for 'Overview', 'Schedule/Billing', 'Pages', 'Exclude Sites/Pages', 'Creatives', 'Target', and 'Notifications'. The 'Creatives' tab is active, showing a 'New' button, 'Rich Media Vendor Creative', 'Rich Media Creative by Ad Wizard', and 'Multi-Creative' options. A search bar for 'Creative (ID or Name)' is present. Below the search bar is a table with columns: Update, Creative ID, Creative Name, Creative Start Date, Creative End Date, Positions, and Display?. The table contains one row with Creative ID '1001', Creative Name 'test', and Display? 'Yes'. A 'Powered By 247 REALMEDIA' logo is visible in the bottom left corner, and 'Fiddler: Disabled' is shown in the bottom right corner of the browser window.

- You can traffic Adrime Rich Media ads much the same way as regular ads. For this reason when you add the new creative you don't need to go to *Rich Media Vendor Creative* or the *Rich Media Creative Ad Wizard*.
- Just click *New*.

## Step 2



A screenshot of a Mozilla Firefox browser window displaying the Open AdStream web application. The browser's address bar shows the URL: http://edge.uat.247realmedia.com/oas/login.do?sessionId=F81663C79F9D3E081F845C5444411C93. The application's navigation menu includes Home, Campaigns (highlighted in yellow), Databases, Inventory, Reports, and Admin. The main content area is titled "Open AdStream" and shows the user "AdrimeUatAdmin1" with a "logout" link. The "Creatives" tab is selected, displaying a form for creating a new creative. The form includes fields for Campaign ID (1000), Creative ID\* (1002), Creative Name\* (MyCreativeName), Description, Click URL\* (http://www.myadvertiser.com), and Positions\*. The Positions\* section has a note: "Note: You must specify Position(s) or select the All Positions Check Box." Below this, there are two lists: "Available:" with options Bottom, Bottom1, Bottom2 (highlighted), and Bottom3; and "Selected:". There are "Add" and "Remove" buttons between the lists. At the bottom of the form, there is a "Rich Media Template\*" dropdown menu set to "Blank". The browser's status bar at the bottom shows "Klaar" and "Fiddler: Disabled".

- Enter your creative details.
- Leave *Rich Media* creative set to *Blank* and enter the advertisers click URL.
- Click *Add*.

## Step 3



The screenshot shows the Open AdStream web application interface in Mozilla Firefox. The browser address bar shows the URL: `http://edge.uat.247realmedia.com/oas/login.do;jsessionid=FB1663C79F9D3E081F845C544411C93`. The application has a navigation menu with tabs for Home, Campaigns (highlighted), Databases, Inventory, Reports, and Admin. The Campaigns tab is active, showing a sidebar with links like "New Campaign", "Live Campaigns", and "All Campaigns". The main content area displays a form for creating a new campaign. The form includes fields for Campaign ID (1000), Creative ID (1001), and Creative Name (test). The Creative field contains a large block of JavaScript code for tracking and analytics. Below the code is a "Preview Creative" button. The form also includes fields for Component File, Description, and Click URL (http://www.nu.nl). The interface is powered by 24/7 Real Media Open AdStream.

- Copy the provided Open Adstream tag in the creative field.
- Click *Preview Creative* to test the ad