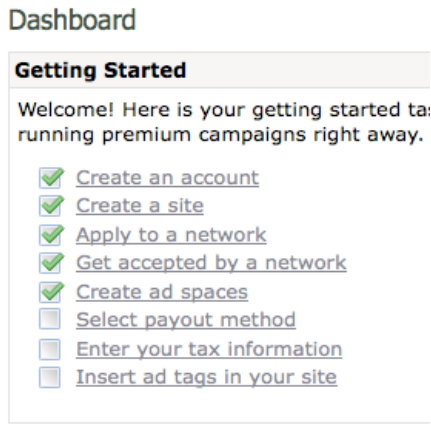


Hello Race Fans Ad Network – Quick Set-up Guide

Please review the HRF Publisher Guide to Getting Started for more in depth information on all aspects of the Adify portal. This guide is meant to give you the information you need to get set-up immediately.

The Dashboard

<p>Upon logging in to the Adify portal the most prominent feature of your dashboard, or homepage, will be the Getting Started module. This section gives you easy to access to all the things you'll need to do to get up and running. Most of the items will already be completed by the time you log in but there are 3 things that you will need to do.</p>	 <p>Dashboard</p> <p>Getting Started</p> <p>Welcome! Here is your getting started to running premium campaigns right away.</p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> Create an account<input checked="" type="checkbox"/> Create a site<input checked="" type="checkbox"/> Apply to a network<input checked="" type="checkbox"/> Get accepted by a network<input checked="" type="checkbox"/> Create ad spaces<input type="checkbox"/> Select payout method<input type="checkbox"/> Enter your tax information<input type="checkbox"/> Insert ad tags in your site
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You only need to do one thing to get started, insert your ad tags. As a part of the account creation process, your ad tag is already created. All you have to do is grab it and put it on your site! Of course you'll want to do the other two as well, but they are not a prerequisite to getting the tags up and running on your site. You'll also want to visit the **Account** tab and fill in your correct address and phone number at some point. This was required information to create your account so we filled in the HRF office address and a fake phone number. If you select "printed check" as your payment method (not the default setting), this update is crucial.

Insert Ad Tags

<p>Upon clicking the "Insert ad tags in your site" link, you'll be navigated to a page where you can grab the code to put on your site. You can simply click "Select all" to copy all of the code.</p>	 <p>Ad Tag for Small Rectangle - 180x150 (Your Site)</p> <p>Select all</p> <pre>sr_adspace_id = 8187407; sr_adspace_width = 180; sr_adspace_height = 150; sr_ad_new_window = true; sr_adspace_type = "graphic"; </script> <script type="text/javascript" src="http://ad.afy11.net/srad.js?azid=8187407"> </script> <!-- End Adify tag for "SmallRectangle" Ad Space (180x150) ID #8187407 --></pre>
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One of the documents from Adify is called HRF_Blog.Integration.pdf. If you have a blog and are unsure of how to add the tags to your blog, you can find step-by-step instructions for adding the ad tag to all major blogging platforms such as Blogger and WordPress.

HRF Network Branding

In addition to placing the ad tag code on your site, we're hoping you'll add another small piece of code that will add a small HRF Ad Network image below the ad space (see example). We couldn't get it to be a part of the ad tag itself but we'd still like to brand the network. We want to make it easy for potential advertisers who are visiting your site to find out how to get in on the action!



The code for this image, a simple html link and image + instructions, can found at:

<http://helloracefans.com/network/house-ads/grab-it/>

Does Your Blog use WordPress?

You'll need to add to an additional 2 small pieces of code AROUND your ad tag to insure that the ads are not served when you're previewing your post prior to publishing. The code tells the browser to suppress the ads if the page is a preview.

Instructions and code can also be found at:

<http://helloracefans.com/network/house-ads/grab-it/>

House Ads and Unsold Inventory

When we sell ads we're selling the "inventory" in the network. The inventory is all the available ad space (one ad per page of every site x visits to each site). There will be times when the network does not have a paid ad to serve into your ad tag and this is called "Unsold Inventory".

You have a variety of options for what to do with your unsold inventory. One of them is to run the HRF House Ads. HRF House Ads include ads for 501(3)(c)s and ads for publisher sites. While you will not receive payment for these ads, your donation of your available space will help racing non-profits and/or help promote sites in the network (yours included!).

We've already set your unsold inventory to serve HRF House Ads. However, if you'd prefer unsold inventory to serve other ads (like Google AdSense, for example) please see section H in the "HRF Publisher Guide to Getting Starting."

Ad Pricing Options

If you want remnant ads (ads for classmates, etc): **Do Nothing**

Pros: A little extra money if someone clicks on them

Cons: Not racing related, fewer charity/house ads

If you want fewer remnant ads: **Set your Minimum CPM to \$3.50**

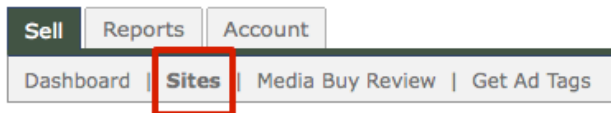
Pros: Ensures racing related ads & more impressions for charity/house ads

Cons: No potential to make money on house ads.

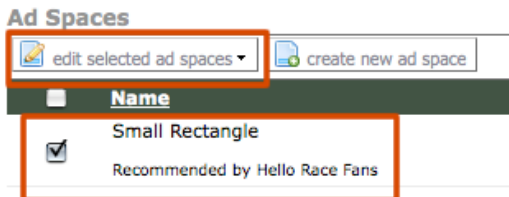
While there's no exact science, the \$3.50 CPM should keep remnants at a minimum. There may also be times where there are no remnants to serve anyway! You can always try adjusting the prices somewhere between \$.01 and \$3.50 to see what kinds of ads you get. However, you probably shouldn't go much higher than \$3.50 to ensure that you always get the HRF Ads.

Here's how to set the minimum CPM:

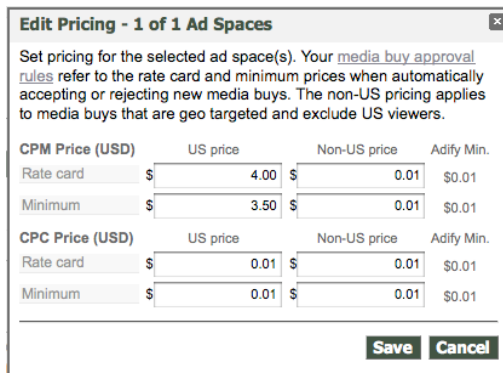
1. Under the **Sell** tab click **Sites** in the top-level navigation:



2. Select the checkbox for your ad space and select "**Edit ad space pricing**" in the "Edit selected ad spaces" dropdown directly above the ad space listing.



3. Set your minimum for CPM:

A screenshot of the 'Edit Pricing - 1 of 1 Ad Spaces' dialog box. It contains instructions and two tables for pricing. The first table is for CPM Price (USD) with columns for US price, Non-US price, and Adify Min. The second table is for CPC Price (USD) with the same columns. Both tables have input fields for 'Rate card' and 'Minimum' values. The 'Save' and 'Cancel' buttons are at the bottom right.

CPM Price (USD)	US price	Non-US price	Adify Min.
Rate card	\$ 4.00	\$ 0.01	\$0.01
Minimum	\$ 3.50	\$ 0.01	\$0.01

CPC Price (USD)	US price	Non-US price	Adify Min.
Rate card	\$ 0.01	\$ 0.01	\$0.01
Minimum	\$ 0.01	\$ 0.01	\$0.01