



HOW TO PURCHASE COLORADO SPIRITS TRAIL APP ADS [GUIDE]

To access these advertising options, you must have an existing Local Explorers business account or be invited to the portal. To be invited to the portal, email [this completed form](mailto:coloradospiritstrail@gmail.com) to coloradospiritstrail@gmail.com.

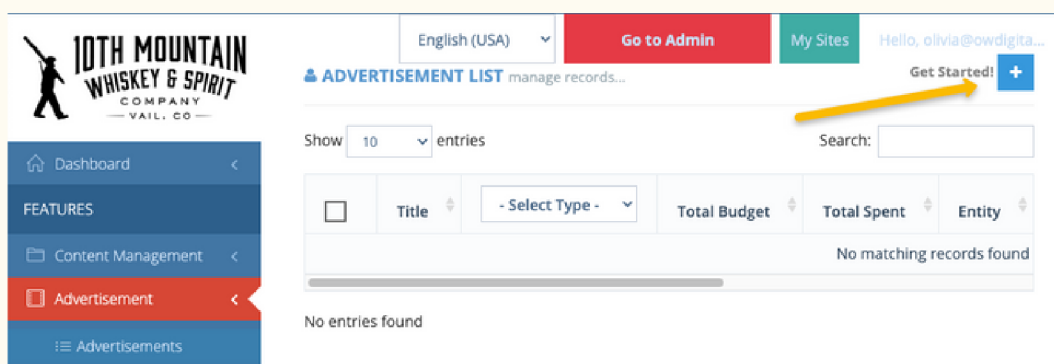
Step 1: Navigate to the Advertisement Menu

Once you've been invited to the Local Explorer's business portal, login and from the left-hand menu, click "Advertisement > Advertisements."



Step 2: Add a New Advertisement

Once you're in the Advertisement section, click the blue + button in the top right corner to add a new advertisement.



Step 3: Select the Ad You Plan to Purchase

From the menu, click 'select' on the ad placement you wish to purchase.

Type	Title	Impression Price	Click Price	Day	Amount	Action
Banner	Banner Ad - Activity List	N/A	N/A	180	\$500.00	Select
Banner	Banner Ad - Passport List	N/A	N/A	180	\$500.00	Select
Banner	Banner Ad - Deal List	N/A	N/A	180	\$500.00	Select
Banner	Banner Ad - Event List	N/A	N/A	180	\$500.00	Select
Native Ad	Native Ad - Events, Trail & Deal	N/A	N/A	180	\$200.00	Select
Native Ad	Static Native Ad - Activity List	N/A	N/A	180	\$50.00	Select

Showing 1 to 6 of 6 entries

Step 4: Upload Creative and Add URL

Once selected, upload the creative file (banner ads are 600x100 and native ads are 500x300, jpgs, pngs or gifs) and add the website URL you want the ad to send people to, then click 'next.'

Advertisement Details

Customerid * 10th Mountain Whisk...*

Image *
 Please upload JPG, JPEG, PNG, GIF, BMP files only.
 Upload image having exact width size 600X100.

Redirect URL

Step 5: Name Your Ad, Select Dates & Add Payment

Give your ad a title (e.g. your company's name and the date), and select the start date and the end date will auto-populate to a six-month timeframe. Then add your credit card information and click 'save.'

Other Details

This Advertisement has flat rate of \$500.00 for 180 days which would be charged against your selected credit card

Your CC will not be billed until selected start date

Title *

Start Date *

End Date *

Credit Card *

How to Clone an Ad

Once an ad has expired, you can easily clone it by following these steps:

1. Click on the Advertisement menu > 'Advertisements' and go to your dashboard.
2. Click “Edit” next to the expired advertisement.
3. Update the image and URL (if desired)
4. Click Next
5. Update the title of the advertisement (e.g. add the current time period)
6. Update the start date (the end date will auto-populate)
7. Select the credit card.
8. Click “Clone”

How to View Advertising Analytics

To view the analytics for a specific ad, click the Advertisement menu > 'Advertisement.'

From the dashboard, in the action column, click 'View Advertisement.' This will open the analytics for the ad that you selected. Under 'Payment,' you'll see total impressions (the number of views) and total clicks (the number of clicks).

Questions & App Sponsorship Placements

For questions about placing advertisements or to activate the app sponsorship placement, email coloradospiritstrail@gmail.com.