

UpLift | Media

A GUIDE TO USING THE UPLIFT MEDIA ADVERT CREATOR

The latest innovation brought to you by



Uplift Media Advert Creator

Welcome to the Uplift Media Advert Creator where you can create your own adverts and publish them live in your venue. It's very simple to use, but if you have any questions on how to create and publish your advert, this guide will provide all the information you need.

If you have not already registered please visit upliftmediascreens.com. You will need your Sky account number and email address to register. If you are not the main Sky account holder, your registration will go to them for approval. Once you have registered you will receive an email from UpLift Media and you are ready to start creating your own adverts.

Sky Account Number
This can be found on your billing statement.

Email Address
This should be the same as the registered email for the Sky account. If you are not the Sky account holder please put your own email address here.

The screenshot shows the 'Register' page of the UpLift Media dashboard. It features a sidebar with navigation options: Dashboard, Advert Creator, Calendar, and Admin. The main content area contains a registration form with the following fields and callouts:

- Sky Account Number:** A text input field with a red circle callout.
- Confirm Sky Account Number:** A text input field for verification.
- Full Name:** A text input field with a red circle callout.
- E-Mail Address:** A text input field with a red circle callout.
- Password:** A text input field with a red circle callout.
- Confirm Password:** A text input field for password verification.
- Consent:** Two checkboxes for terms and conditions and data processing consent.
- Captcha:** A checkbox labeled 'I'm not a robot' and a CAPTCHA image.
- Register:** A red button at the bottom of the form.

Full Name
Please enter first name & surname.

Password
Please make sure this is something you will remember easily.

IF YOU HAVE ANY PROBLEMS REGISTERING PLEASE CALL **08442 414 588**

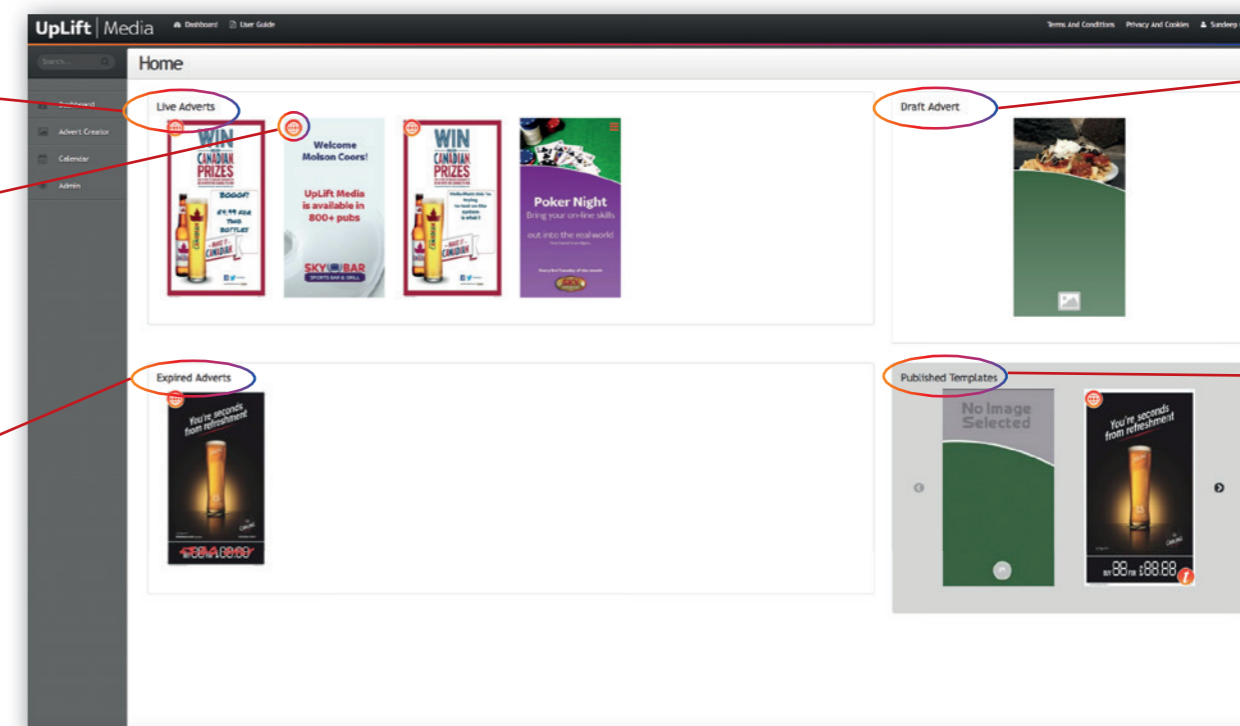
Dashboard

Your home page is the **Dashboard**. Here you will find copies of all the adverts you have created that are live in your venue and any adverts that you have previously created.

Live Adverts
here are all the adverts that are currently live in your venue.

Network Icon
This shows you adverts that have been placed on your screen by central staff users.

Expired Adverts
these are adverts you have previously created but are not being shown in your venue. If you have just registered there will be 3 example adverts here to help get you started.



Draft Advert
if you are in the middle of creating an advert, you will see a copy of it here.

Published Templates
Templates that have been deployed by Central Staff users. This can be edited and published to premises to create live adverts.

Creating Your Advert - The Advert Creator

There are 7 simple steps to create your advert;

Step 1 **Pick your template**

Select your desired template design

Step 2 **Animated Image**

Select your animated image

Step 3 **Wallpaper**

Choose your wallpaper colour

Step 4 **Text**

Write your text and choose your text colour

Step 5 **Logo**

Upload a logo

Step 6 **Scheduling**

Select the time and days you want your advert to show in your venue

Step 7 **SUBMIT**

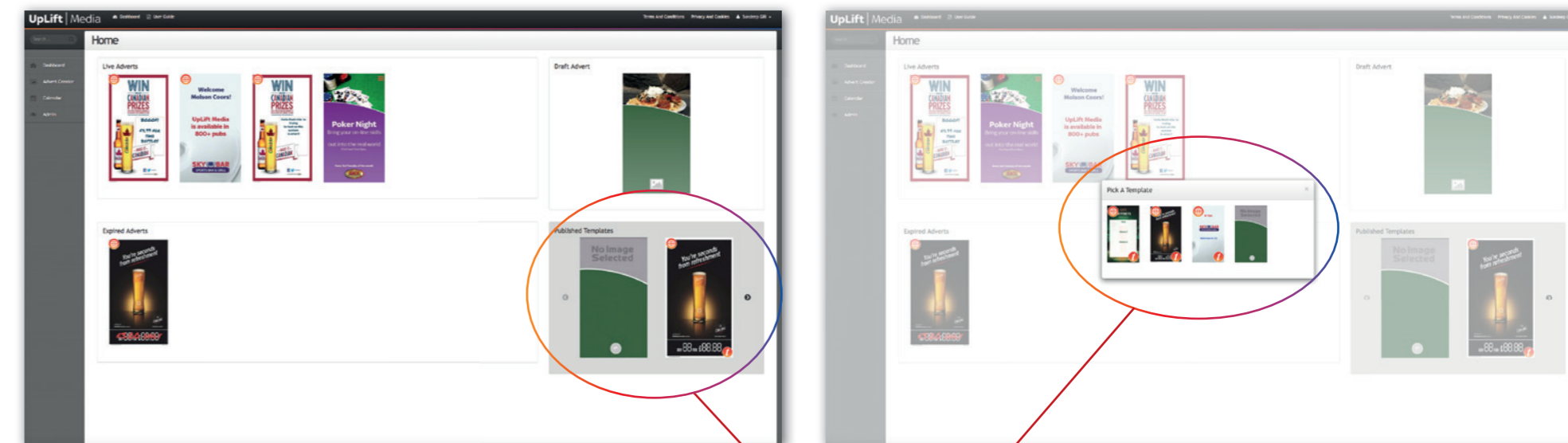
Publish your advert live.

Please note that any of the steps from 2 to 5 may have been removed if they are not required for any particular template.



Step 1 – Pick your Template

There are two ways in which to select your template. The first is to click on the published templates thumbnail in the Dashboard. The other is to click on the advert creator tab and this will bring up a box where you can select your desired template design from all published templates. Your selected template will be the base for your final output.



Pick a template

click here to select your template.

Step 2 – Animated Image

There are 2 ways you can select an image for your advert. You can use one of the Uplift Media stock images just by clicking on the image you like. If you want to upload your own image click on the **Stock** button so it changes to **Manual**, then click in the box where it says **Click or drop files here to upload**. You can preview your image in the **Preview Panel** on the right hand side of the page.

Important to Remember

When using your own images the file must be under 2Mb, and in one of the following formats; .jpg, .png, .bmp or .gif (stills only). If your image is not loading it may be because the file is too big.

Stock Button
click here to change to 'Manual' so you can upload your own images.

Uplift Media Stock Images
click here to select an image for your venue.

Using your Own Images
click here to upload your own images.

Preview Panel
check out how your image will display.

The first screenshot shows the 'Image Selection' area with a 'Stock' button circled in red. The second screenshot shows the 'Manual' upload area with a dashed box around the upload instructions. The third screenshot shows a preview of an advertisement with 'Headline Text' and 'Secondary Text' labels pointing to the text elements.

Step 3 – Wallpaper

Your wallpaper sits as the background for your text, and foreground to the animated image. There are two variants of the wallpaper. The Classic Template allows you to use the selected template and amend the colour as required. The other template is a image template that can be selected if available, this however may have restrictions to how you can use it.

Background Colour Picker
Select the colour of your background by moving the picker and slider until you have the desired colour, or type in the colour hex code in the box.

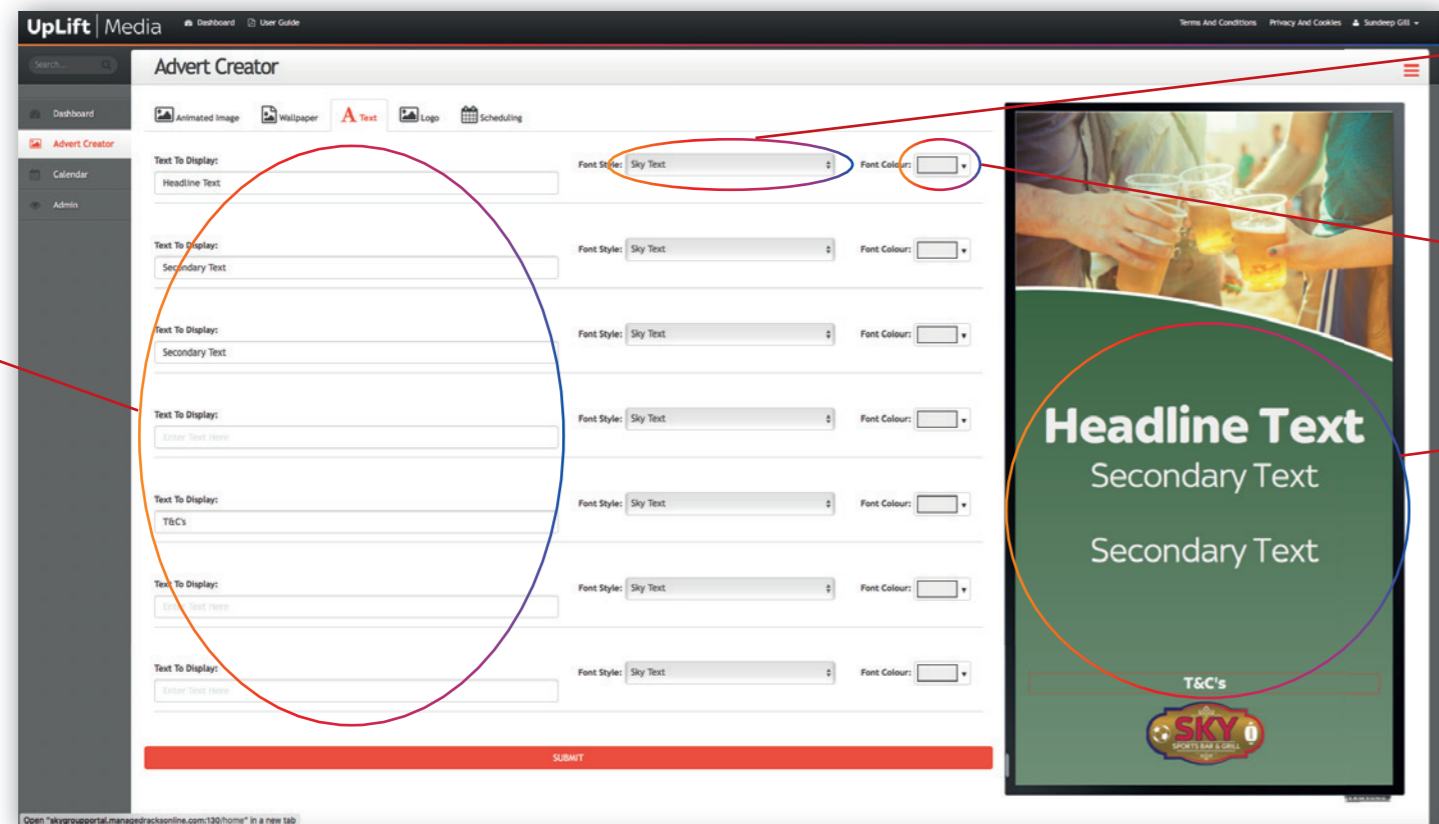
Image Template
Select the image as your background, however restrictions may apply.

The first screenshot shows a 'Background Selection' area with a color picker tool circled in red. The second screenshot shows a 'Background Selection' area with a grid of image templates, one of which is circled in red. To the right of the second screenshot is a final advertisement for 'WIN CANADIAN PRIZES' featuring beer bottles.

Step 4 – Text

As you type you will see text appear on your advert in the Preview Panel. For each box you can select your pre-installed fonts along with the colour. This applies for both classic and image templates, however for classic templates each text box is limited to 35 characters per line. On the image templates there is no character limits but you may be restricted to positioning of text box.

Type your text
the number of
characters you
can use on your
advert is up to
35 per line.



Change your
text font
select the
font for your
text.

Change your
text colour
select the
colour of your
text.

Preview Panel
as you type
you will see
your text
appear.

Step 5 – Logo

Upload and position your logo. Your logo image overlays the text wallpaper and animated image layers. It may have transparent sections (PNG file format) to reveal the lower layers

Important to Remember

Your logo must be under 2Mb, and in one of the following formats; .jpg, .png, .bmp or .gif (stills only). If your logo is not loading it may be because the file is too big.

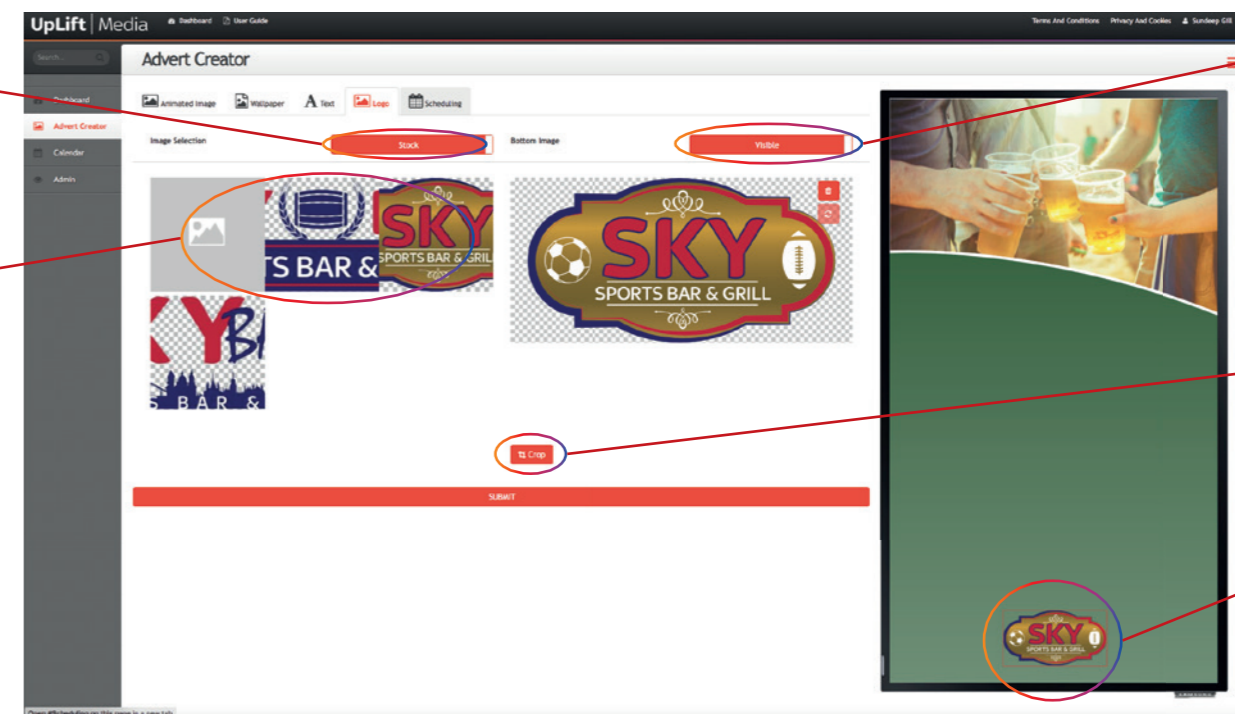
Image Selection
Choose to upload your
own logo

Image Preview
Choose from your stock
logo images

Bottom Image
Choose to hide or
shown your image

Crop
Crop your original
image

Image Preview
View what your image
looks like

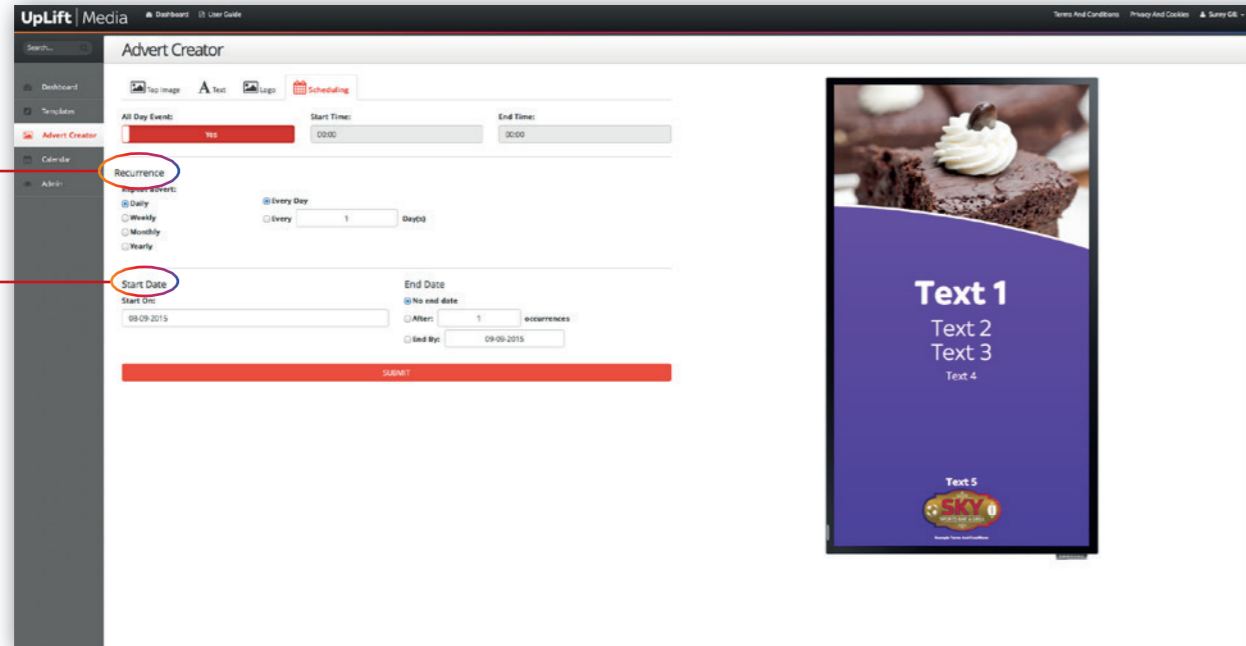


Step 6 – Scheduling

To offer maximum flexibility there are a number of options to choose from when scheduling your adverts.

Recurrence
select how often you want your advert to show.

Start & End Dates
choose your start and end dates for your advert.

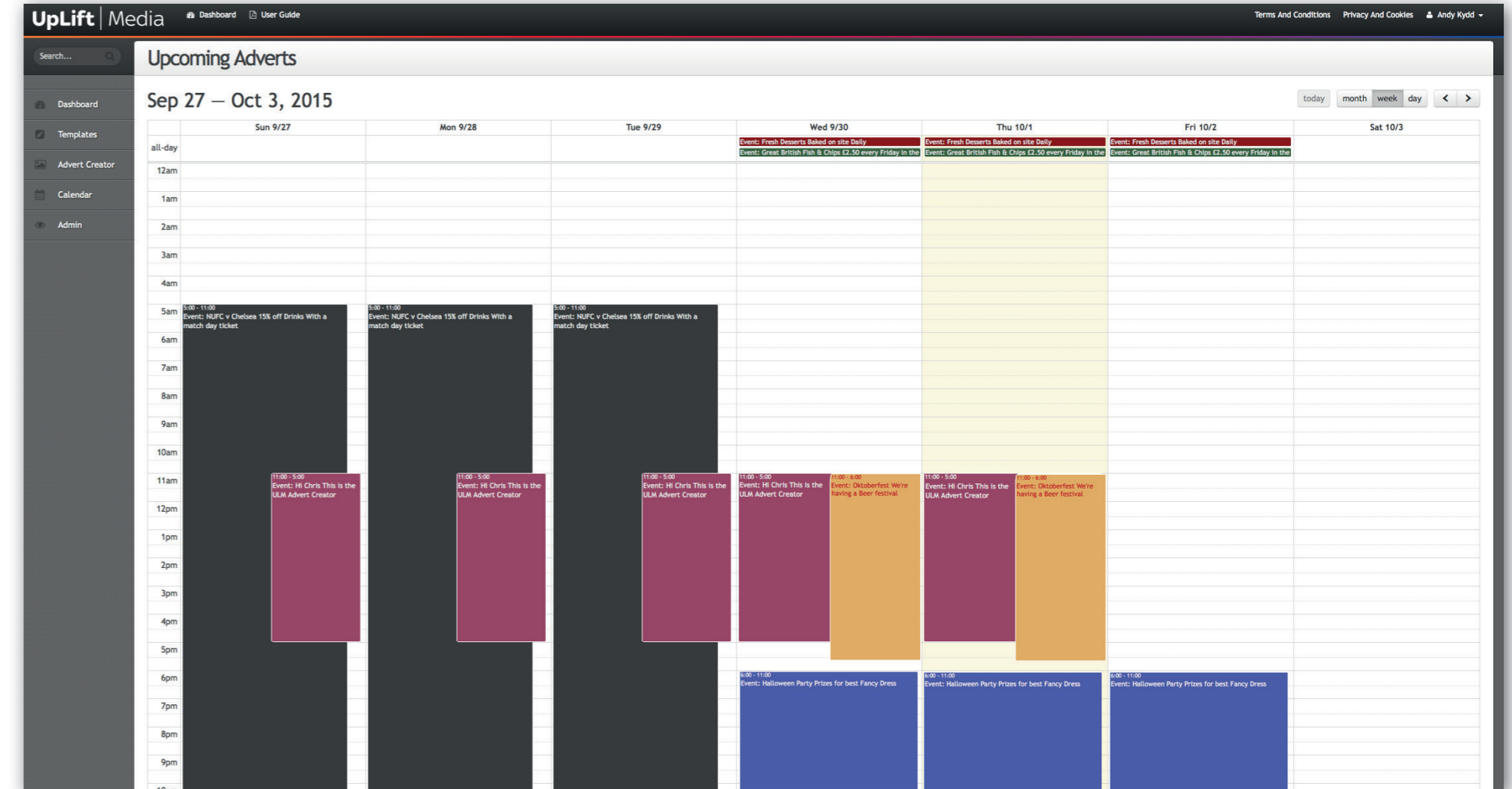


Step 7 – Submit

Check the **Preview Panel** to ensure you are happy with your advert and press **Submit**. Your advert will be live in approximately 5 minutes.

Calendar

Here you will find a summary of all the adverts you have live in your venue split out by day and time.





Help and support

If you have any questions please call our Help Desk on **08442 414 588**



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sky

MOLSON *Coors*