

Getting Started with MiAD Mobile

1. Log in with your Metro password (same as desktop MiAD and MCC).
2. Select, import or add a new *Advertiser* and their business information.
3. Create a *Presentation* – a collection of spec ads and any other associated images/ideas – to present to your advertiser. The default business information in the ads will automatically be replaced with the information in your address book.
4. Present the spec ads to the advertiser and label them based on their feedback.
5. E-mail the approved spec ads to production for further customizing. All ads and materials can also be accessed via “desktop” MiAD in the *My Ads* and *My Artwork* tabs and are searchable by Metro’s reference number.

Top Ad Sales Prospects for the month scroll across the top of your Home Page. These ads are based on research of the categories of businesses that advertise the most in this month. Use them to help plan your prospect list. Your recent presentations, in addition to the recent presentations for your company, are also displayed on the home page; tap on a presentation to view/edit it.

Advertisers:

Tap the "Advertisers" button.

Select an existing advertiser from the list on the left, import an advertiser from your iPad Contacts or create a new advertiser.

You can enter a category to serve as a default keyword for your searches and edit any other business and contact information.

To start a new Presentation:

From the *Advertiser* list page, select an advertiser and tap "+ New Presentation". From the *Advertiser* details page, tap the "Presentations" tab then tap "+ New Presentation".

Name your *Presentation* then tap "+ Add Spec Ads".

If you entered a category in the *Advertiser* details page then this will be your default search, but you can change it in the search bar at the top. Tap the "Options" button to further narrow your search. Ads with a "P" are print ads and "W" are Web ads.

Select an ad by tapping it and then tap "+ add to Presentation" and tap "Done" when you have finished selecting your ads. The ads will render and the default information in each ad will be replaced with the customized advertiser information.

Presenting your Ads:

When you're with your advertiser, open the presentation and tap the first ad to swipe through each ad preview or play a slideshow.

Each ad has a light bulb icon for "Idea" as a default. Tap this light bulb to mark an ad as "Approved", "Like", "Don't Like" or "Trash" based on your advertiser's feedback.

Tap and hold on an ad to see options to e-mail it to an advertiser or production or to print it.

Further Customizing Your Presentation:

The "Information" tab (bottom right) will let you change *Details* and *Ad Content* - including custom headline, copy and color preference - for all of the ads in the presentation at once.

Each ad in your presentation has an "i" (information) icon below it. Tap this to view and customize information for an individual ad. Create a title for each ad that will display below it. You can also add a caption which will be included in an e-mail if you send the ad to the advertiser. *Production Notes* can also be entered and they will be included in an e-mail if the ad is sent to Production.

You can include materials with your *Presentation* by tapping "Materials" (bottom right). Along the bottom you'll see options to: *Take Photo* – use the camera on your iPad to take a photos of things like employees, agents, cars, houses, even things like other ads, flyers and menus that might be useful for design/color ideas.

Add Photo – pull images from the photo gallery on the iPad. Can also include image ideas/logos saved on your device from Web Sites.

Add Artwork – search Metro’s Images Library to select images.

The ads can be retrieved in the *My Ads* tab (materials in *My Artwork*) of the desktop MiAD client for greater text and image control. Once changes have been made in the desktop client, they will be visible in MiAD Mobile. The mobile version will then be locked to changes, but a new ad using the same template can easily be created, if needed.

If you have questions or problems, please call Metro’s Client Relations at **800-223-1600** or email service@metro-email.com.

