After you have selected your products, scroll down to the Advertisements section of the Store Setup Summary page. Set the date you want to End your ad sales. Also, set the date you want the parent to submit their ad materials to you. We recommend setting the Materials Due Date at least a few days after the sales end date.
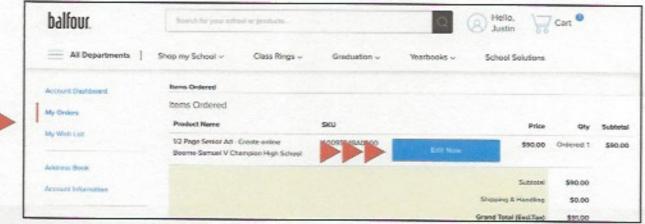

Click on each ad product to expand to show the details of that ad. You should update the price of each ad for your store. You can also remove ads, set individual sales end dates and customize the name and requirements at the individual ad level.

Note: "Shout Out" ads are text only, without photos. Set the character maximum.

The Buying & Designing Process

Let's walk through the purchaser's experience of designing or uploading content. Once an ad has been purchased on Balfour.com and the ad workspace has been configured (this can take 24 hours), the customer will receive instructions via email to begin designing. They will visit **Balfour.com > Log in > My Orders**. The "Edit Now" button will launch into the ad designer (AdBuilder) or the content uploader (AdSpace).

This is what a customer sees when they log into Balfour.com and access My Orders.
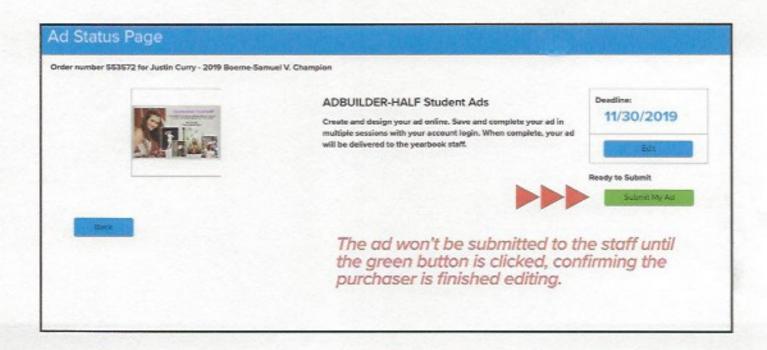
AdBuilder Customer Experience

The AdBuilder tool is easy and intuitive to use. The purchaser is launched into this window shown below. The screen would be blank, and they can begin by finding a pre-designed layout or by uploading images and designing their own layout. The workspace allows several options for designing a beautiful ad including image rotation, backgrounds, font coloring and more.

1. Images - Upload images from your computer to place on your ad.

2. Backgrounds - Choose a variety of backgrounds for your ad.

3. Clipart - Choose a variety of clip art for your ad.

4. Layouts - Choose a pre-designed layout or design your own ad using the tools shown in item #10.

5. Masks - Add a faded edges effect to your image in a variety of patterns and designs.

6. Frames - Add different border styles to your images.

7. Ad Name - Change the name of your ad (optional).

8. Save Options - Save and preview your ad and check any printing notices before submitting your ad.

9. Finish - This "checkout" button sends the ad to the yearbook staff. Purchaser will not be charged again for the ad.

10. Tools - Use these tools to design your own ad layout or customize an existing layout.

11. Image Toolbar - When an image is selected, this toolbar appears to help position, rotate, flip, adjust transparency, bring to front, send to back or delete.

Ad Status Page

Order number SS3572 for Justin Curry - 2019 Boerne-Samuel V. Champion

ADBUILDER-HALF Student Ads

Create and design your ad online. Save and complete your ad in multiple sessions with your account login. When complete, your ad will be delivered to the yearbook staff.

Deadline:
11/30/2019

Edit

Ready to Submit

Submit My Ad

Back

The ad won't be submitted to the staff until the green button is clicked, confirming the purchaser is finished editing.

AdSpace Customer Experience

The AdSpace experience gives the purchaser a space to share images with the yearbook staff. It's a simple process involving uploading images to available image boxes, numbered by priority order. This tells the yearbook staff what order the images should appear in, or what images have the highest priority to the purchaser.

1. Enter Personal Ad Message - Type a message in the entry field up to the number of allowed characters.

2. Upload Images - Upload up to the maximum number of image fields. Images are ranked as number one being the most important to use in the ad design. At least one image is required.

3. Submit My Ad or Finish Later - Click Finish Later to return to the ad to continue editing. Choose Sumbit My Ad to send to the yearbook staff as final.

4. Image Uploader - Upload images in the priority order to be used in the ad design. To change order, remove image and reupload to the position desired.

A "Shout-Out" is for a text ad messages without images. The purchaser only sees the Ad Message field with the maximum characters and a countdown as they type.