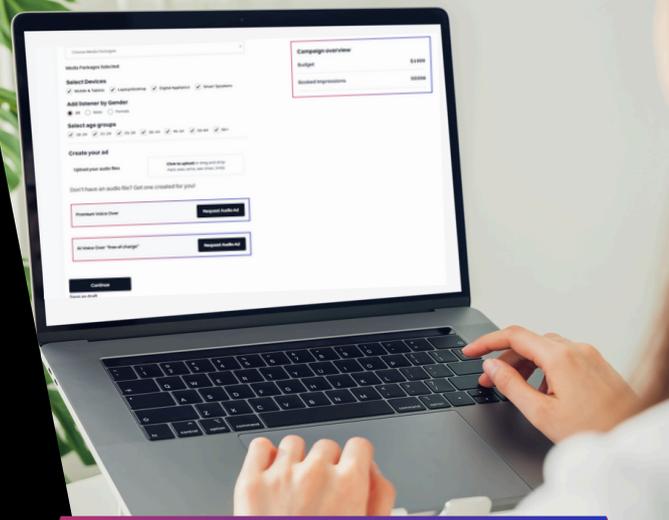# AdManager.FM
Campaign Set-up

Step by step guide to create, plan, and go live with podcast ads in AdManager.FM

NO EXPERTISE REQUIRED!

AdManager.FM, the platform that gives you easy access to millions of listeners across the world.

With inbuilt targeting packages, powerful AI creative studio, and a simplified dashboard you can reach valuable customers in simple 4-steps.

STEP 1:
Create the Audio Ad

STEP 2:
Setup the Campaign

STEP 3:
Set Audience Targeting

STEP 4:
Review & Go Live

Don't forget to create your free account

To use AdManager.FM you will need to create an account by supplying basic user information including your name, business email, and business name. No payment information needed.

To create an account:

- Navigate to **admanager.fm** then:
- Click **Sign Up**
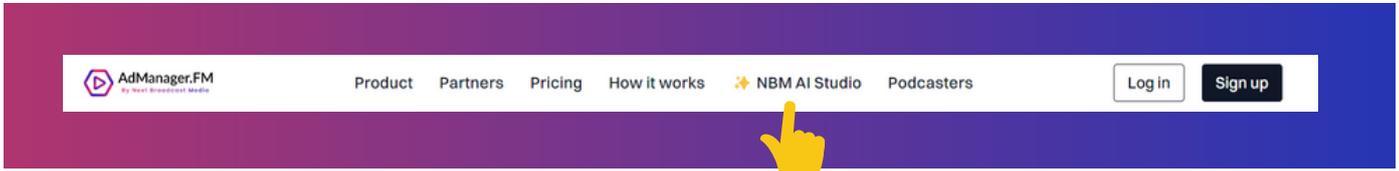- Complete the Sign Up form
- Click **Get Started**

Log in   Sign up

STEP 1: CREATE THE AUDIO AD

- Go to **admanager.fm**

- Click **NBM AI Studio** in the navigation bar

- Enter the name of your product, service, or solution in the **Product Name** box

Tip!

Enter the name with spaces and spelt out how you want it read - for example 'AdManager.FM' would be 'Ad Manager dot F M'

- In the **Product Description** box enter the details of the advertisment

Tip!

Include everything you want in the ad read. This includes promotional discounts, URL, locations, etc. Keep it simple. Word count between 45-90 words

Don't forget to spell out URL's - i.e. dot, dash etc.

─────── **ALTERNATE OPTIONS: skip if not applicable** ───────

OPTION 1 - IF YOU HAVE A SCRIPT

- Do not enter **Product Description**. Instead, click **Create from a Script** - *this will give you a box to enter the script instead of a description.*
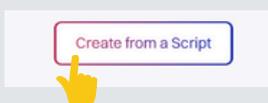
- Type or paste the audio script into the **Product Script** box. *Don't forget to spell out words as you want it read i.e. dot, dash etc.*
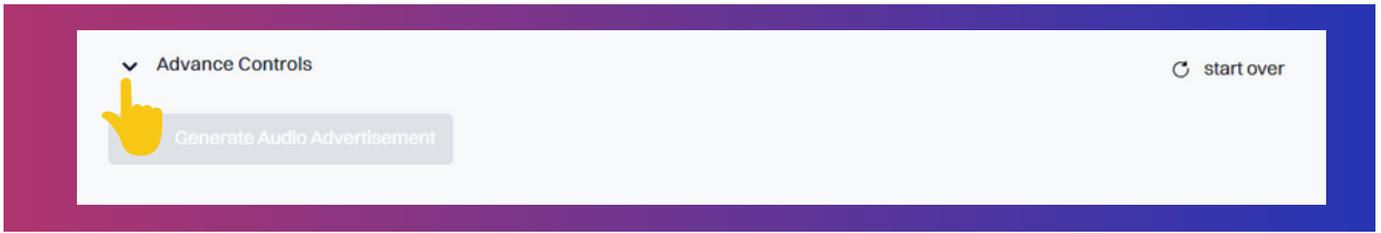
- Now continue following the guides next steps.

OPTION 2 - IF YOU HAVE AN AUDIO AD

- Skip the whole of **Step 1 Create the Audio Ad**, instead **Log In** to your account

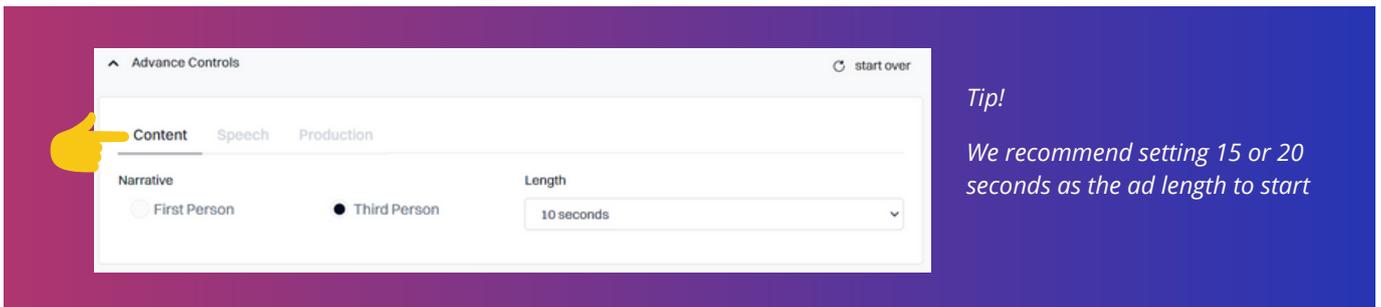- Once you enter your dashboard click '**+ Create Campaign**'

- Skip ahead to **Step 2 Campaign Set Up**.

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AdManager.FM is part of Next Broadcast Media, the leading podcast and digital audio advertising network.
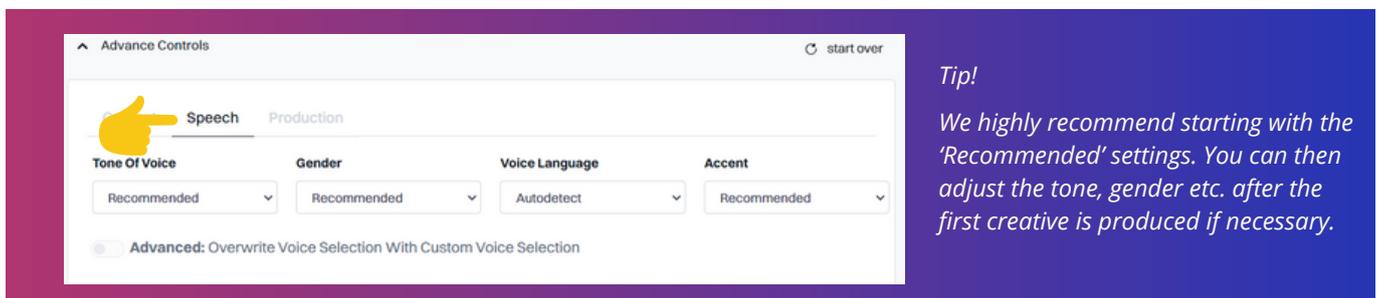
- Open the **Advance Controls** by clicking on the arrow, to set the content, speech, and production of the audio ad

- Set the **Content** details.

Tip!

We recommend setting 15 or 20 seconds as the ad length to start

- Click **Speech** and set the voice details.

Tip!

We highly recommend starting with the 'Recommended' settings. You can then adjust the tone, gender etc. after the first creative is produced if necessary.

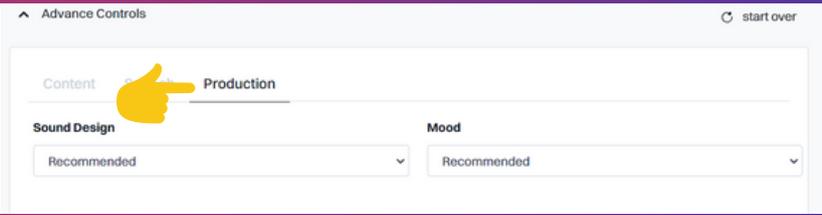─────────── **ALTERNATE OPTION: skip if not applicable** ───────────

Advanced Speech Options - to hand-pick the voice

We suggest you start with the 'Recommended' speech options, and then edit if necessary after the first draft is generated. However, if you need to hand-select a voice from the start, you can do this in the '**Advanced**' menu.

1. In the **Speech** option, Toggle '**Advanced**' this will open the advanced options.

2. Click '**Select from Library**'

3. Click '**Filters**' to help find a voice in the library of options

4. Use the speaker icon 🔊 to sample the voice, once you have a match click the person to select.

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- Set the **Production** details (background music).

Tip!

We recommend starting with 'Recommended' settings. You can then adjust after the first creative is produced if necessary.

—— **ALTERNATE OPTION: skip if not applicable** ——

Advanced Production Option - to hand-pick music

We suggest you start with the 'Recommended' production option, and then edit if necessary after the first draft is generated. However, if you wish to self-select the background music, you can do this in the '**Custom**' menu.
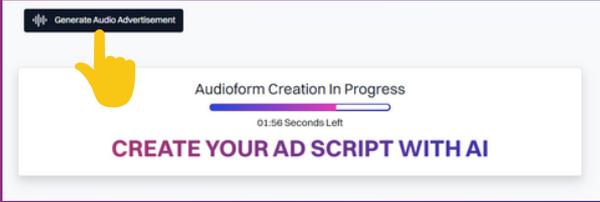
1. In the **Production** section, under **Sound Design** select **'Custom'**
2. Click '**Select from Library'**
3. Select an option in the **'Filter'** to help narrow down the music in the library of options
4. Click the play button ▶ to sample the music, once you have a match click the name of the track to select
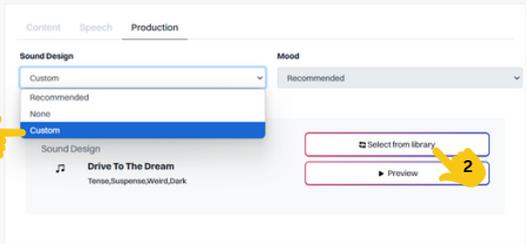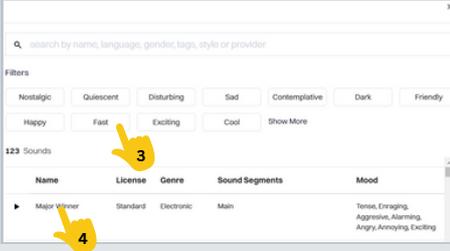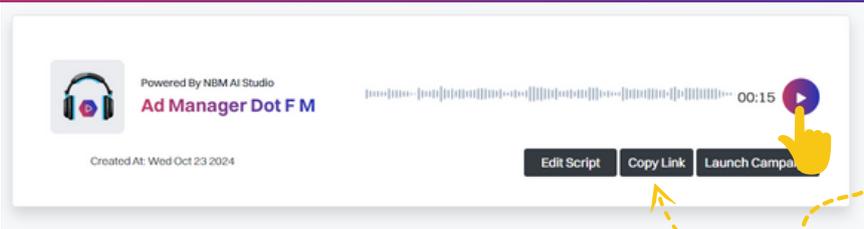

- Click **Generate Audio Advertisement**

- Your ad will then appear. Click the **play button** to listen to the ad

*'Copy link'* - *use this button to send the script to team members or clients for approval*

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— *EDITING: Skip if not applicable* —

How to Edit the Ad Creative

If you need to edit the ad that's been generated including script, voice, and music, follow these steps.
But if you're happy and ready to proceed go to **Step 2 - Campaign Set Up**!

- Select '**Edit Script**'
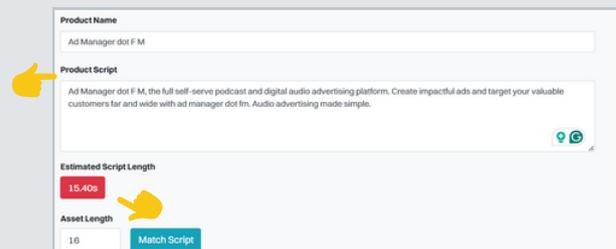 *These opens all editing options*
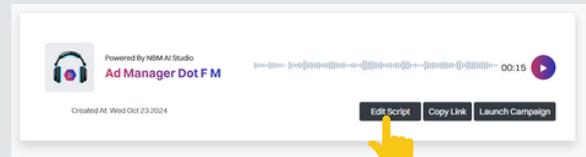
TO EDIT THE SCRIPT

- Using the **Product Script** section directly edit, add, or remove content from the read.

  *Keep an eye on the **Estimated Script Length**. This will change as you change the script.*
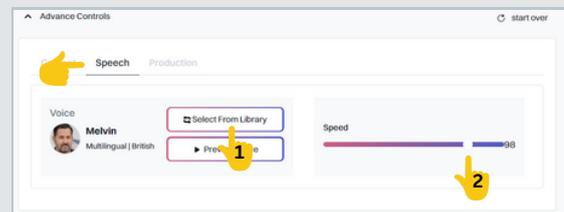
  *The **Actual Length** is the total length of the ad, including music. You can match it to the read, or keep a small difference for music.*

TO EDIT THE VOICE

- Select '**Speech**'.
- You can then **browse the library** (1) and adjust **the speed** (2) of the voice.
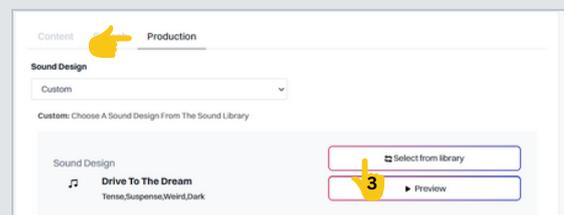
  *Go to page 3 and read the **Speech Advanced Alternative Option** - to hand-pick the voice, for help selecting a voice*

TO EDIT THE MUSIC

- Select '**Production**'.
- You can then **select from library** (3)

  *Go to page 4 and read the **Production Advanced Alternative Option** - to hand-pick music,* for help selecting music

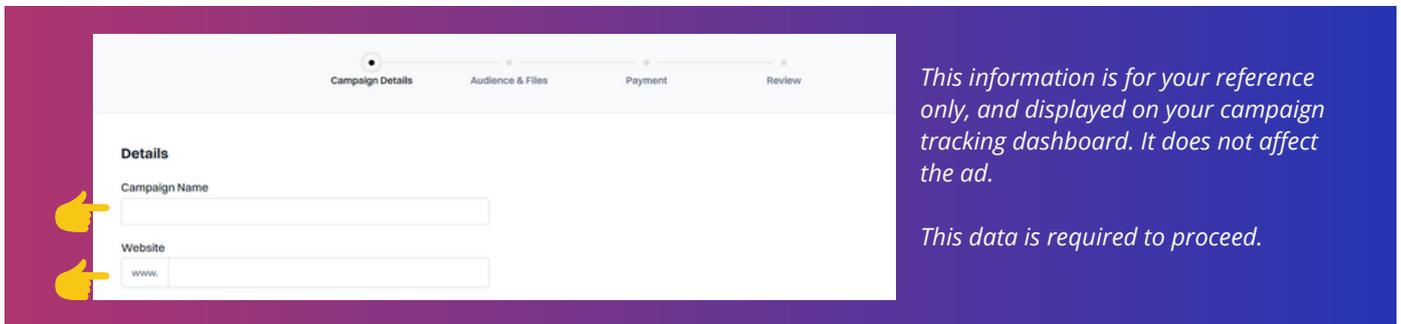- Once you are happy with your edits click **Generate Audio Advertisement**

*You can continue editing the ad until you are happy. All versions of the ad created will remain in your list. When you are ready to launch your campaign move on to **Step 2 - Campaign Set Up**!*

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the leading podcast and digital audio advertising network.
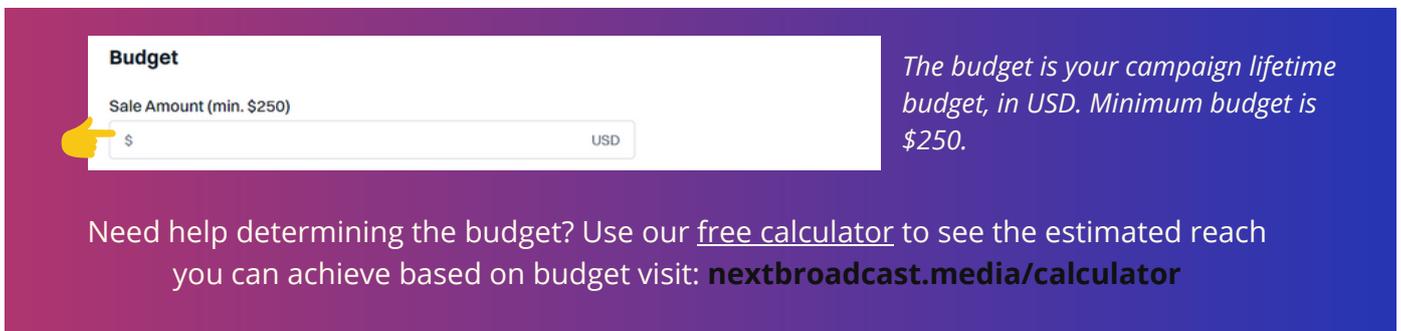
STEP 2: CAMPAIGN SET UP

- Click **Launch Campaign** in the ad creative
  Skip this point if you are coming here with an pre-recorded audio ad not built in the NBM AI Studio
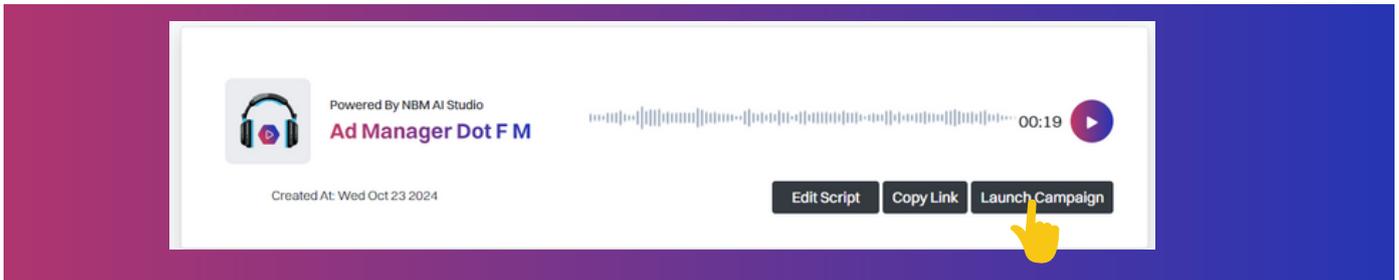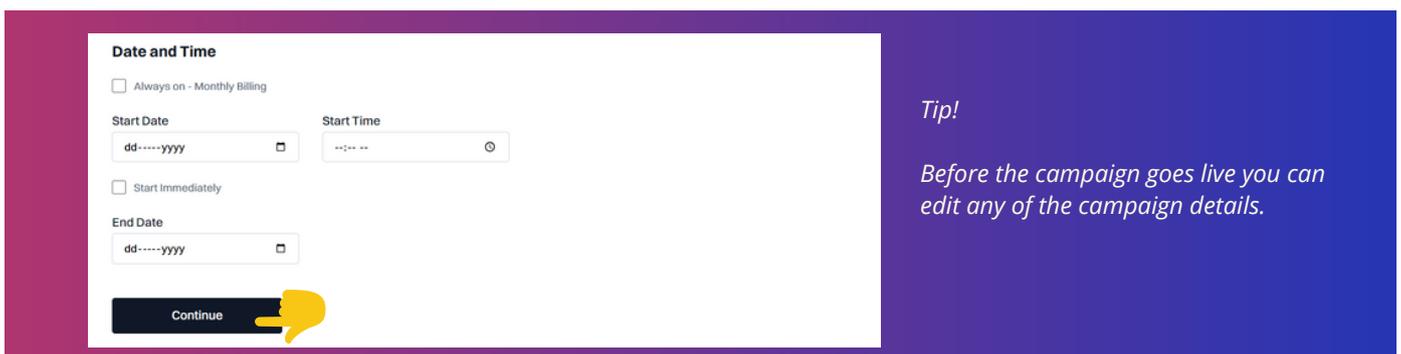

- **Log in** to your AdManager account (if you do not have one, click **sign up**)

- Enter the **campaign details**.

This information is for your reference only, and displayed on your campaign tracking dashboard. It does not affect the ad.

This data is required to proceed.

- Enter the **budget** of your campaign

The budget is your campaign lifetime budget, in USD. Minimum budget is $250.

Need help determining the budget? Use our <u>free calculator</u> to see the estimated reach you can achieve based on budget visit: **nextbroadcast.media/calculator**

- Enter the **campaign timing**

- Click **Continue**

Tip!

Before the campaign goes live you can edit any of the campaign details.

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STEP 3: AUDIENCE TARGETING

Time to select your targeting. With AdManager you can target by location, genre, age, and more.

- Under **Add Location** click the **Choose Location** box and type in the **city, state, or country** you are targeting with the creative you have produced. You can have multiple location targeting options.
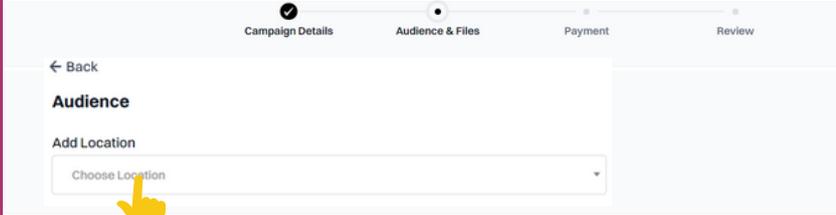

Tip!

The location needs to match the language of your ad.

- Under **Select Media Packages** open the drop-down menu to select the genre targeting for the creative you have produced. You can have multiple genre targeting options.
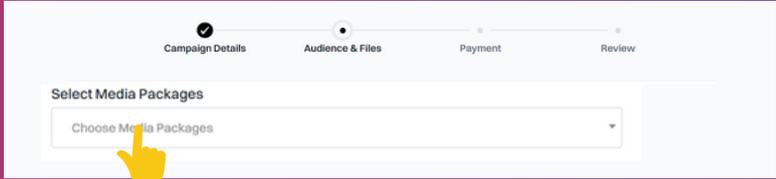
The Media Packages are a curation of podcast or music genres that resonate with particular targeting personas.

Download the Media Package Information Here.

- The last layer of targeting is **Device, Gender, and Age Group**. These come pre-ticked, adjust as necessary for this creative.
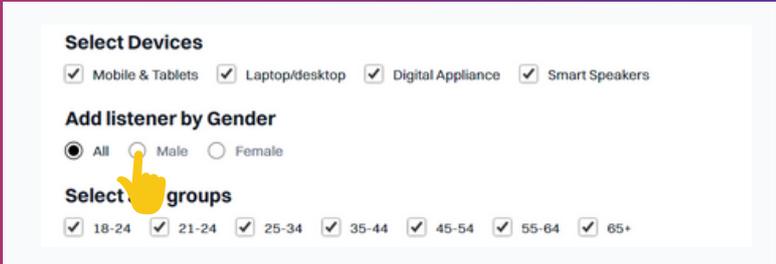
The wider the targeting the bigger the reach. It is recommended you avoid going too narrow.

- If you created an ad in the NBM AI Studio it will be listed, and you click '**Continue**'

  Alternatively, if you are loading a **pre-recorded ad,** click '**Click to Upload**'. Or, request a **premium audio ad** (human voice actor or special effects) by clicking '**Request Audio Ad**' and follow the prompts.

Or alternatively >

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STEP 4: REVIEW, PAYMENT, GO LIVE!

The final step is to select the payment type, review your campaign details, and schedule to go live!

- Payment method has two choices:
    1. Credit Card
    2. Agency Code

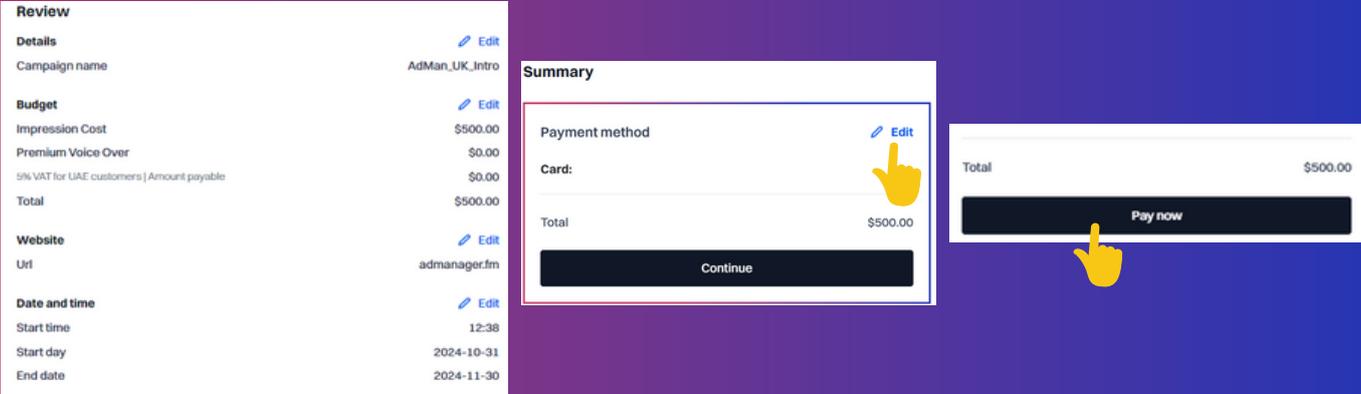Select the correct option, enter your agency code if using, and click '**Continue**'

An Agency Code sets up billing, ideal for agencies with multiple clients and campaigns.

If you are part of an agency <u>email us</u> to see if you meet the requirements for a code.

- Review the campaign details. Use the '**Edit**' button to update where necessary
- If paying by credit card click '**Edit**' and enter payment information
- Click '**Continue**' and '**Pay Now**'

- You will receive an email from '**adops**' confirming your **campaign is published**.

- Use your dashboard to track and monitor your campaign

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Your Dashboard Measurement Metrics
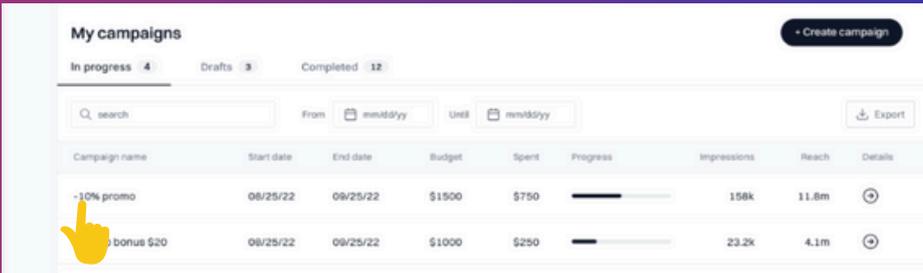
My campaigns

In progress 4   Drafts 3   Completed 12

Campaign name	Start date	End date	Budget	Spent	Progress	Impressions	Reach	Details
-10% promo	08/25/22	09/25/22	$1500	$750	▬▬▬▬	158k	11.8m	→
Sign up bonus $20	08/25/22	09/25/22	$1000	$250	▬▬	23.2k	4.1m	→

Campaign Name	The name is entered on the 'Campaign Set-up' page (Step 2). It's suggested this relates to the unique aspect of this ad - promotion, targeting etc. for easy reference
Start Date	Start Date is when the campaign is set to go live. This is entered on the 'Campaign Setup' page (Step 2)
Finish Date	Finish Date is when the campaign is set to end. This is entered on the 'Campaign Setup' page (Step 2)
Budget	Budget is the total budget in USD ($).This is spent evenly during the campaign period. Budget is entered on the 'Campaign Setup' page (Step 2)
Spend	How much has been spent to date, USD ($)
Progress	Timeline of your campaign by date and budget
Impressions	counts the number of times an ad is displayed to a listener

Audio Ads Made Effortless

Our NBM advertising platforms provide everything you need to reach and engage the largest audiences, making us your one-stop solution for seamless audio success

ADVERTISING PLATFORMS

PodManager.FM
By Next Broadcast Media

HOST READ ADS

Your direct line to top podcasters. PodManager gives you full control to find and book host campaigns.
Browse our network, submit requests, manage your campaign, and track performance all in one place.

AdManager.FM
By Next Broadcast Media

DYNAMICALLY INSERTED ADS

Admanager is your AI-powered ad tool with a built-in creative studio to script and generate audio ads. With detailed contextual and demographic targeting, you can set up, go live, and track your audio campaigns—all in just 4 minutes.

NEXT BROADCAST MEDIA

SPONSORSHIPS

NBM offers a fully managed service for branded podcasts and sponsorships, providing expert guidance from concept to execution. We connect your brand with the right shows and audiences to deliver impactful, custom content that drives engagement.

Platforms Optimised for Your Speed, Scale, and Success

Our platforms are designed for your success, offering multiple avenues to reach and engage with the right audiences. Access advanced targeting, creative tools, and real-time analytics, all within a streamlined, easy-to-use system.
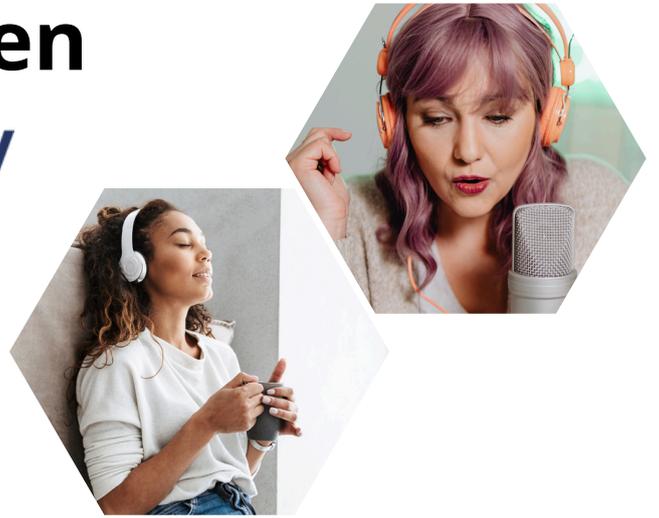
Partner with NBM today and unlock the full potential of audio advertising for your brand.

NEXT BROADCAST MEDIA

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Turning Every Listen
into an Opportunity

Podcast
Programmatic, Sponsorships & Creation

Music-on-demand
pre, mid, post-roll < 30 secs

Special executions
Creation & partnerships

Mobile gaming
non-interrupting audio ads & banners

Web radio
pre, mid, post-roll < 30 secs

From immersive host-read ads to dynamic audio placements, we connect you to your audience through the most engaging formats on top listening platforms, ensuring your message resonates with the right listeners at the right moments.

Brand Safety & Suitability

GARM

iab.

- A comprehensive approach created specifically for the podcast environment.
- Both content and host intelligence
- Consistent analysis, independent from publishers
- GARM & IAB compliant

Tried, Tested, and Trusted by Leading Brands

hubpay · VISA · HALEON · TOYOTA · SAUDIA · Saudi German Health · Jeep · SAXO BANK

PUBLICIS GROUPE · switzerland · BMW · SAMSUNG · Emirates · mastercard · SunExpress · NBA

L'ORÉAL · Cadbury · P&G · Johnson&Johnson · bel · intel · capital·com · QATAR AIRWAYS