

Dagbladesites booking - Indhentelse af færdigmateriale

1 Klik på "Klik her »" under Smartbooking.

Salgsejer - Diana Skaarup (DISKA)

Booker - Diana Skaarup (DISKA)

Kunde - Randers Kommune, (776258)

Kontaktperson - Marie Dalsgaard Ulrikkeholm (+4521408911)

Korrekturmail - marie.dalsgaard.ulrikkeholm@randers.dk

Dagbladesites

Startdato	Slutdato	Site	Visninger	Materiale	Handler
31/03/2025	06/04/2025	WMA - Amtsavisen.dk	Display • 50.000,00	Display Produktionstype • Færdigmateriale Produktionsmetode • CO indhenter materialet	SmartBooking Klik her » Cross Ad 19081695 » GAM 3734101887 » Display

Valgte bannerformater - Display

- Stickybanner - 160x600
- Sticky (stor) - 300x600
- Artikelbanner - 300x250
- Megabanner - 930x600
- Panoramabanner - 930x180
- Mobil/App-banner - 320x320

Landingpage - Display

https://nordbyenkalder.randers.dk/aktiviteter-i-nordbyen/parkrun-affaldsindsamling/?utm_source=dagbladesites&utm_medium=banner&utm_campaign=Nordbyen_kalder

2

Kig informationerne igennem for, at se om alt er korrekt + kig efter bemærkninger fra CM.

DK. ✓

garanterede visninger skal CPM være min. 45

al visninger

0.000 ✓

eregn Ryd

teriale

duktionstype *

ærdigmateriale

krav her

lg banner type *

Stickybanner - 160x600 - Sticky (stor) - 300x600 - Artikelbanner - 300x250 - Megabanner - 930x600 - Panoramabanner - 930x180 - Mobil/App-banner - 320x320 -

ige kommentarer til afvikling & materiale

iding page/URL *

https://hordbyenkaldet.randers.dk/aktiviteter-i-nordbyen/parkrun-affaldsindsamling/ ✓

gmentering

lg specifikt site, eller RON for at annoncere på tværs af alle dagbladesites og kbh tiv sites. *

WMAJ - Amtsavisen.dk

ktioner

tsavisen.dk



Vær opmærksom på geografi, datapunkt, demografi og frekvens i Smartbookingen.

3 Klik på nummeret (hyperlink) under GAM.

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Landingpage - Display

https://nordbyenkalder.randers.dk/aktiviteter-i-nordbyen/parkrun-affaldsindsamling/?utm_source=dagbladesites&utm_medium=banner&utm_campaign=Nordbyen_kalder

4 Klik ind på line item'et på ordren i GAM.

[All orders](#) > [Randers Kommune](#) >

Order: Randers Kommune, - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695 [Settings](#)

ID: 3734101887 Time: Mar 31, 2025 12:00 AM GMT+2 - Apr 6, 2025 11:59 PM GMT+2 Total projected value: DKK2,250.00 [?](#) Total booked impressions: 0 [?](#)

Line items: [Draft \(1\)](#) [Needs creatives \(1\)](#)

Impressions [?](#) Viewable impressions [?](#) Clicks [?](#) CTR [?](#)
0 N/A 0 0.0%

[Approve](#) [Export order](#) [More actions](#)

[Line items](#) [Creatives](#)

[?](#) Select line items from a table to take the following actions - Edit, Pause, Resume, Copy, Release inventory, Archive, and Add existing creative

[New line item](#)

[Y](#) [Archived is false](#) [X](#) [Add new filter](#)

☐	Starred	Name	Targeting	SmartBooking URL	Status ?	Type ?	Start time ↓	End time	Progress ?	Rate	Goal	Imp
☐	☒	Randers Kommune - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695 - Display ID: 6950686265 300x250, 320x320, 160x600, 930x180, 930x600, 300x600 ? ?	?	https://booking.jfmedier.dk/dagbladesites/89c12b1440a3e036cf6fca043f1194c33	? ? Draft Not reserved	Standard Normal	Mar 31, 2025 12:00 AM GMT+2	Apr 6, 2025 11:59 PM GMT+2	? ? N/A	? ? DKK45.00 CPM	? ? 50,000 imps	?

[?](#) [?](#)
Needs creatives

5 Dobbelttjek at informationerne stemmer overens med Smartbookingen.

The screenshot displays a campaign configuration interface. At the top, there are input fields for 'Quantity*' (50,000) and 'Event' (Impressions). Below these are 'Rate*' fields for 'DKK 45', 'DKK', and 'CPM', each with a help icon. A 'Discount' field is set to '0' and a 'Discount type' dropdown is set to 'Percentage'. The 'Total value' is calculated as 'DKK2,250.00'. The lower section contains several dropdown menus: 'Deliver impressions' (Evenly), 'Delivery pacing source' (Historical), 'Display creatives' (One or more), 'Rotate creatives' (Optimized), and 'Child-directed ads' (Don't serve on child-directed requests). Below these are checkboxes for 'Day and time' (Set days and times) and 'Frequency' (Set per user frequency cap). At the bottom, there is a 'Add targeting preset' button, a 'Save as preset' button, and a link to 'Explore traffic data'.

Quantity* 50,000 Event Impressions

Rate* DKK 45 DKK CPM ?

Discount 0 ? Discount type Percentage

Total value DKK2,250.00

Deliver impressions Evenly ?

Delivery pacing source Historical ?

Display creatives One or more ?

Rotate creatives Optimized ?

Child-directed ads Don't serve on child-directed requests ?

Day and time ?
☐ Set days and times

Frequency ?
☐ Set per user frequency cap

Add targeting preset Save as preset ? Explore traffic data ?

6 Skal der indsættes demografi, datapunkt og/eller frekvens, følg step 7-14. Skal kampagnen afvikle uden, fortsæt til step 15.

7

Demografi, datapunkt og frekvens skal manuelt indsættes på kampagnen. Klik på "Show more".

Inventory

Reporting

Admin

Rotate creatives

Optimized

Child-directed ads

Don't serve on child-directed requests

Day and time

☐ Set days and times

Frequency

☐ Set per user frequency cap

Add targeting

Add targeting preset

Save as preset

Explore traffic data

Inventory	✓ amtsavisen.dk	
Geography	✓ Langaa, Central Denmark Region, DK, Randers, Central Denmark Region, DK, Gjerlev, Central Denmark Region, DK	

Show more

Check inventory

Check inventory

Save Back

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Hold øje med "Frekvens" i Smartbooking.

Hvis der er frekvens, så vinges "Set per user frequency cap" af under "Frequency". Indsæt de værdier, der er i Smartbookingen på GAM kampagnen.

8 Klik på "Custom targeting".

The screenshot shows the targeting configuration page. On the left is a sidebar with navigation links: Creatives, Native, Delivery tools, Inventory, Reporting, and Admin. The main area has a top section with dropdowns for 'Optimized' and 'Child-directed ads' (set to 'Don't serve on child-directed requests'). Below these are checkboxes for 'Set days and times' and 'Set per user frequency cap'. The 'Add targeting' section features a search bar and a table of targeting options. An orange circle highlights the 'Custom targeting' row.

Targeting Type	Status	Value	Edit
Inventory	✓	amtsavisen.dk	
Custom targeting	✓	All custom key-values	
Geography	✓	Langaa, Central Denmark Region, DK, Randers, Central Denmark Region, DK, Gjerlev, Central Denmark Region, DK	
Mobile application with in-app browser	✓	All mobile applications	
Device category	✓	All device categories	
Browser	✓	All browsers	
Operating system	✓	All operating systems	
Browser language	✓	All browser languages	
Device capability	✓	All device capabilities	

9 Klik på pilen ud fra "Select...".

This screenshot shows the 'Add targeting' section with the 'Custom targeting' row expanded. It displays an 'Add advanced expression' section with a 'Select...' dropdown menu. An orange circle highlights the arrow icon on the right side of the dropdown. Below the dropdown is an 'Or' button. The rest of the targeting options table is visible at the bottom.

Targeting Type	Status	Value	Edit
Inventory	✓	amtsavisen.dk	
Custom targeting	✓	All custom key-values	
Geography	✓	Langaa, Central Denmark Region, DK, Randers, Central Denmark Region, DK, Gjerlev, Central Denmark Region, DK	
Mobile application with in-app browser	✓	All mobile applications	
Device category	✓	All device categories	
Browser	✓	All browsers	

10 Vælg "STEP Network: Omniseq (omniseq)".

The screenshot shows the targeting configuration interface. On the left is a sidebar with navigation links: Native, Delivery tools, Inventory, Reporting, and Admin. The main area is titled 'Add targeting'. At the top, there's a dropdown for 'Child-directed ads' set to 'Don't serve on child-directed requests'. Below this is a search bar and a list of targeting options. The option 'STEP Network: Omniseq (omniseq)' is highlighted with an orange circle. Other options include Audience segment, yb_target, yb_hb_source, yb_hb_pb, yb_hb_bidder, videosyndicate_start, TeamBox View, step_1p_segment, STEP Network: Full Reach, STEP Network: Cookieless, split_version, and secondary_section. Below the list is an 'Or' button. At the bottom, there are three rows of targeting criteria: Geography (Langaa, Central Denmark Region, DK, Randers, Central Denmark Region, DK, Gjerlev, Central Denmark Region, DK), Mobile application with in-app browser (All mobile applications), and Device category (All device categories). Each row has a green checkmark and an edit icon.

11 Søg efter den specifikke demografi eller datapunkt.

The screenshot shows the targeting configuration interface. At the top, there's a section for 'Frequency' with a checkbox 'Set per user frequency cap'. Below this is the 'Add targeting' section. It has a search bar 'Add targeting preset' and buttons 'Save as preset' and 'Explore traffic data'. Below the search bar is a table with targeting criteria. The first row is 'Inventory' with a green checkmark and the value 'amtsavisen.dk'. Below this is a section for 'Custom targeting' with a button 'Add advanced expression'. Below this is a search bar 'Search or paste a comma-...' with a magnifying glass icon and a dropdown menu 'STEP Network: ...'. Below the search bar is an 'Or' button. At the bottom, there are three rows of targeting criteria: Geography (Langaa, Central Denmark Region, DK, Randers, Central Denmark Region, DK, Gjerlev, Central Denmark Region, DK), Mobile application with in-app browser (All mobile applications), and Device category (All device categories). Each row has a green checkmark and an edit icon.

12 Ving de specifikke aldersgrupper/datapunkter af.

The screenshot shows a targeting configuration interface. On the left, there are sections for 'Day and time', 'Frequency', 'Add targeting', 'Inventory', 'Custom targeting', and 'Geography'. A dropdown menu is open, displaying a list of targeting options. The 'age' category is selected, and a sub-menu shows various age groups. The 'age_18-24' option is highlighted.

Day and time

☐ Set days and times

Frequency

☐ Set per user frequency cap

Add targeting

Q Add targeting preset

Inventory amts

Custom targeting

[Add advanced expression](#)

STEP Network: ... is any of

Or

Geography Langaa, Central Denmark Region, DK, Randers, Central Denmark Region, DK, Gjerlev, Central Denmark Region, DK

Select all

women

video-gaming_esports

video-gaming

travel_camping

travel_beach-travel

travel_adventure-travel

travel

technology-computing_consumer

technology-computing_computing

technology-computing_ai

technology-computing

sustainability

age_18-24 X

age_25-34 X

age_35-44 X

age_45-54 X

age_55-64 X

age_65_plus X

Search or paste a comma-separa...

13 Klik på "Save".

The screenshot shows an inventory configuration interface. On the left, there is a sidebar with 'Inventory', 'Reporting', and 'Admin' options. The main area displays a table of inventory items. The 'Browser' item is selected, and its details are shown. The 'Save' button is highlighted.

Inventory

Reporting

Admin

Browser	All browsers	
Operating system	All operating systems	
Browser language	All browser languages	
Device capability	All device capabilities	
Device manufacturer	All device manufacturers	
Bandwidth	All bandwidths	
Mobile carrier	All mobile carriers	
User domain	All user domains	
Inventory type	All inventory types	
Inventory format	All inventory formats	

Show less

Check inventory [Check inventory](#)

[Back](#)

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14

Klik på "Check inventory".

Kan kampagnen ikke nå at afvikle sine visninger i perioden, informeres Client Manageren, og vi spørger om, vi må øge geografien eller lign.

The screenshot shows the Client Manager interface. On the left, there is a sidebar with 'Inventory', 'Reporting', and 'Admin' options. The main area displays a list of inventory items with columns for the item name, status (all green), and an edit icon. The items listed are: Browser, Operating system, Browser language, Device capability, Device manufacturer, Bandwidth, Mobile carrier, User domain, Inventory type, and Inventory format. Below this list is a 'Show less' link. At the bottom of the main area, there is a 'Check inventory' button, which is highlighted with an orange circle. Below the button are 'Save' and 'Back' links. A success message at the bottom right states 'Successfully updated line item' with a close button and links to 'Stats', 'Blog', and 'Ads Status'.

15

Kopier Cross Ad nummeret i SO-ticket.

The screenshot shows the SO-ticket interface. On the left, there is a table with columns: 'Visninger', 'Materiale', and 'Handler'. The table contains one row with the following data: 'Amtsavisen.dk' under 'Visninger', 'Display' (50.000,00) under 'Materiale', and 'SmartBooking' (Klik her >>) under 'Handler'. The 'Cross Ad' number '19081695' is highlighted with an orange circle. On the right, there is a form with fields for 'Ejer', 'Status', 'Sagstype', 'Kategori', 'Salg', 'Salg/Nummer', 'DEADLINE', 'Udsat til', 'Tags', and 'Prioritet'. The 'Cross Ad' number '19081695' is also visible in the 'Salg/Nummer' field.

16 Søg ordrenummeret op i Adpoint.

jfm

ADPOINT

Søg...

Vælg filter

Fjern filter

Ch

navn	Fakturatekst	Publikationer	Bannertype	Delmateriale de...	Materialedeadline	Mat.k e-mail	Sælger	Booking oprett...	Sagsbehandlere	Oprettet	Salgsgruppe	Mat.k mobil	Jobnr. Opdateret
itr.	Lyngby	VSF	-		16.04.2025 12:00	info@seemore.dk	Jane Helm	JANHE			EFOLO		28.03.2025 09
itr.	2025 MP	MLF	-		31.03.2025 14:00	mail@middelfar...	Tove Rasmussen	TOC		28.03.2025 09:36	MARCI	40161606	28.03.2025 09
itr.	Lyngby	VSF	-		16.04.2025 12:00	info@seemore.dk	Jane Helm	JANHE			EFOLO		28.03.2025 09
itr.	Lyngby	VNY	-		11.04.2025 08:00	info@seemore.dk	Jane Helm	JANHE			EFOLO		28.03.2025 09
itr.	Astbjerg Rasch 1...	FST	-		28.03.2025 12:00		SO Intern Kunde	EXTHOEJ		28.03.2025 09:35			28.03.2025 09
ndelse	5181	JVE	-		03.04.2025 12:00	lo@huscompag...	Michael Dorsch...	DESS					28.03.2025 09
	Abonnementsa...	ADSOL	-			rm@pumaen.dk	Nichlas Winther ...	NICWM	kahpa	27.03.2025 12:48		28443904	28.03.2025 09
ndelse	Native Studio ka...	JFD	-		04.04.2025 12:00	jacob.kruse@no...	Torben Andersen	ANMBA				27804225	28.03.2025 09
/udsen	Grow 24/25-for...	FBL	-		28.03.2025 13:00	rex@frederik-vi...	Hans Martin Lar...	HML		28.03.2025 09:31	ALHHO	+4540966116	28.03.2025 09
tur	uge 14 Grow salg	UAS	-		27.03.2025 15:00	Glamsbjerg@uff...	Ann Jacobsen	KABF		28.03.2025 09:29	SIBOS	40151175	28.03.2025 09
tur	uge 14 Grow salg	UVH	-		27.03.2025 10:00	Glamsbjerg@uff...	Ann Jacobsen	KABF		28.03.2025 09:29	SIBOS	40151175	28.03.2025 09
/udsen	Teknik og Miljø ...	BBU	-		28.03.2025 13:00	cathe@jfm.dk	Carina Wegge T...	CATHE			EFOLO	76504900	28.03.2025 09

17 Klik på "Funktioner".

jfm

ORDRE

ORDRE

Funktioner

Vis: Produktion

Kolonner: Annoncer_digital

Opdater Fra

Opdater

	Funktioner	Jobstatus	Jobnummer	Creative statuser	Kundenavn	Startdato	Prod.kodenavn	Fakturatekst	Publikationer	Bannertype	Delmateriale de...	Materialedeadline	Mat.k
	Funktioner	Færdig	19081695-1	Færdig (6)	Randers Kommu...	31.03.2025 00:00	FMWEB	Nordbyen kalder	ALLENYHED	-		28.03.2025 10:00	mar

18 Klik på "Sæt Sagsbehandler".

The screenshot shows a software interface with a table of data. A dropdown menu is open for the 'Funktioner' column. The menu items are:

- Skift status
- Pick Up
- Email
- Åbn i InDesign
- Gennemse i InDesign
- Open template
- Generate report
- Ny note
- Download
- Download creatives
- Frakobl
- Reprocessor
- Kampagne
- Skift produktionssted
- Skift produktionskvalitet
- Skift kompleksitet
- Sæt Sagsbehandler**
- Opdater i bookingsystem
- Send til 2Adpro
- Ret deadlines
- Eksporter til CSV
- Lås op
- Start production
- Check out
- Check in

The table data is as follows:

	Funktioner	Jobstatus	Jobnummer	Creative statuser	Kundenavn	Startdato	Prod.kodenavn	Fakturatekst	Publikationer	Bannertype	Delmateriale de...	Materialedeadline	Mat.k
▶	✓ Funktioner	Færdig	19081695-1	Færdig (6)	Randers Kommu...	31.03.2025 00:00	FMWEB	Nordbyen kalder	ALLENYHED	-		28.03.2025 10:00	mar

19 Klik ind på "Jobnummeret".

The screenshot shows a software interface with a table of data. The 'Jobnummer' column is highlighted with an orange circle. The table data is as follows:

	Funktioner	Jobstatus	Jobnummer	Creative statuser	Kundenavn	Startdato	Prod.kodenavn	Fakturatekst	Publikationer	Bannertype	Delmateriale de...	Materialedeadline	Mat.k
▶	□ Funktioner	Færdig	19081695-1	Færdig (6)	Randers Kommu...	31.03.2025 00:00	FMWEB	Nordbyen kalder	ALLENYHED	-		28.03.2025 10:00	mar

20 Klik på "Noter".

The screenshot shows the ADPOINT web interface. On the left, there's a sidebar with 'Produktionskode' and 'Jobstatus' filters. The main area has a top navigation bar with tabs: 'Overblik', 'Detaljer', 'Validering', 'Delmaterialer', 'Historik', 'Indrykninger', and 'Noter'. The 'Noter' tab is highlighted with an orange circle. Below the tabs, there's a header section with job details: 'Jobnummer 19081695-1', 'Booket størrelse - printannoncer 0 x 0 px', 'Booket størrelse 160x600', and 'Første indr. 31.03.2025'. A green checkmark indicates 'Materialet er ok'. Below this, there's a section titled 'OBS - Bruges KUN til digitale jobs - Online links' with fields for 'Proof link', 'URL/Landing page', and 'Beskrivelse'. The 'Proof link' field contains 'https://'. There are icons for file upload and a 'TEST' button.

21 Indsæt informationer om ordren. SagsID, link til GAM kampagnen, landingpage + eventuelle bemærkninger fra Smartbookingen.

The screenshot shows the ADPOINT web interface with the 'Noter' tab selected. The header section is the same as in the previous screenshot. Below the header, there's a note added. The note starts with 'ID 851487' followed by two URLs: 'https://admanager.google.com/21809957681#delivery/line_item/detail/line_item_id=6950686265&order_id=3734101887&li_tab=settings&sort_by=StartDateTime&sort_asc=false' and 'https://nordbyenkaldet.randers.dk/aktiviteter-i-nordbyen/parkrun-affaldsindsamling/?utm_source=dagbladesites&utm_medium=banner&utm_campaign=Nordbyen_kalder'. There's a checkbox labeled 'Ekstern' and a 'GEM NOTE' button. At the bottom, it says 'Der er ikke tilføjet noget i noten endnu.'

- 22 CA ordren ligger nu i dit personlige Adpoint filter.
Der bliver automatisk sendt uploadlinks afsted til kunden.
(Hvis status ikke ændrer sig fra "Booket" til "Afventer materiale/Materialerykker 1 sendt/Materialerykker 2 sendt" efter et stykke tid, sender vi manuelt uploadlinks afsted til kunden - tjek evt. "Historik" på ordreniveau).

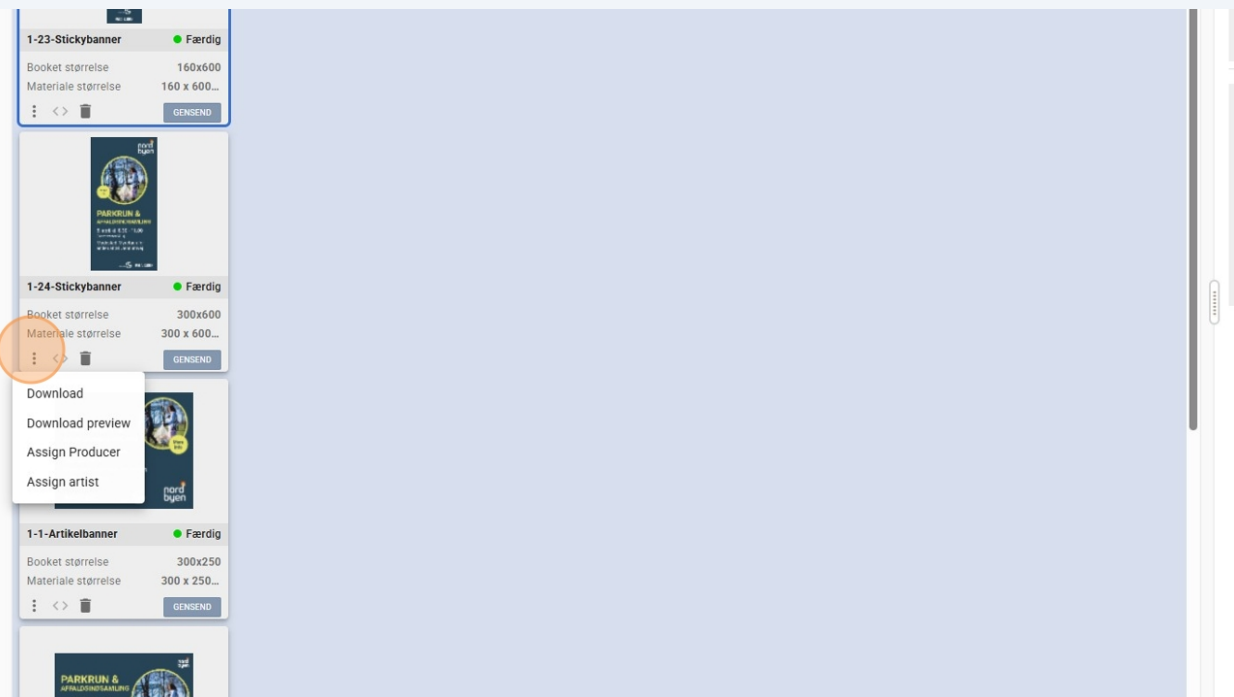
- 23 Afvent at kunden uploader Færdigmateriale i Adpoint.
Bemærk: "Materialedeadline" for Færdigmateriale er dagen før kl. 10.
Overskrides denne deadline kan kunden ikke længere uploade materiale i Adpoint.
Kontakt kunden når deadlineen nærmer sig, og hør hvad status er. Kan kunden ikke nå, at uploade materiale inden for tidsrummet, er det muligt at sende en ny mail med uploadlink afsted, hvori vi manuelt kan indsætte en ny deadline, som passer kunden bedre.

- 24 Når kunden har uploadet materialet i Adpoint, ændrer status sig til "Færdig".

- 25 Klik på de tre prikker.



26 Klik "download".



27 Download alle bannere individuelt.

28 Klik ind på "Creatives" på GAM kampagnen.

The screenshot shows the Ad Manager 360 interface. On the left is a sidebar with navigation links: Home, Delivery, Orders, Line items (selected), Creatives, Native, Delivery tools, Inventory, Reporting, and Admin. The main content area displays the 'Creatives' tab for a campaign. At the top, it shows the campaign path: 'All orders > Randers Kommune, > Randers Kommune, - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695 > Randers Kommune, - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695'. Below this, it shows 'Line item type: Standard', 'Line item ID: 6950686265', and 'Duration: Mar 31, 2025 12:00 AM GMT+2 - Apr 6, 2025 11:59 PM GMT+2'. The 'Goal: 50K Impressions' is set. Metrics for Impressions (0), Clicks (0), and CTR (0.00%) are shown. The 'Creatives (0)' tab is selected, and a tooltip 'Creatives (0)' is visible. Below the tabs, there are sections for 'Ad type', 'Line item template' (with a search bar), 'Name' (with a text input field containing the campaign name), and 'Line item type' (with dropdowns for Type, Priority, and Priority value).

29 Klik på "Bulk upload creatives". Det er også muligt, at uploade bannerne enkeltvis. Her trykkes der på "Add creative" -> "New creative" og vælg det korrekte bannerformat.

The screenshot shows the Ad Manager 360 interface with the 'Creatives' tab selected. A yellow warning banner at the top states: 'Needs creatives (6): Add creatives or line item will not show ads. Learn more'. Below the warning, a table lists the required creative formats: 300x250 (1 needed), 930x180 (1 needed), 300x600 (1 needed), 930x600 (1 needed), 160x600 (1 needed), and 320x320 (1 needed). To the right of each format is a link to 'New creative' and a status 'Existing'. At the bottom of the warning banner, there are two buttons: 'Add creative' and 'Bulk upload creatives' (which is circled in orange). Below the buttons is a table with columns: Name, Status, Sequence, Start time, End time, and Click-through URL. The table is currently empty, and a message 'Nothing to display' is shown at the bottom.

30 Upload alle bannerformaterne.

anager 360

Search for tools, features, and more

Randers Kommune > Randers Kommune - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695 > Randers Kommune - Affaldsindsamling på Nordre Fælled - Dag

New creative

Bulk upload creatives

Upload multiple files at once for Image, HTML5, and Third-party creatives to get started.

Drop file here or [Browse](#)

GIF, JPG/JPEG, PNG, JS, TXT, HTML, HTM, ZIP. Maximum of 50 files.

1. 14_2025_Affaldsindsamling_160x600.jpg-14_2025_Affaldsindsamling_160x600.jpg
2. 14_2025_Affaldsindsamling_300x600.jpg-14_2025_Affaldsindsamling_300x600.jpg
3. 14_2025_Affaldsindsamling_300x250.jpg-14_2025_Affaldsindsamling_300x250.jpg
4. 14_2025_Affaldsindsamling_930x600.jpg-14_2025_Affaldsindsamling_930x600.jpg
5. 14_2025_Affaldsindsamling_930x180.jpg-14_2025_Affaldsindsamling_930x180.jpg

31 Når alle bannerne er uploadet, klikkes der på "Continue".

Inventory

Reporting

Admin

3. 14_2025_Affaldsindsamling_300x250.jpg-14_2025_Affaldsindsamling_300x250.jpg
4. 14_2025_Affaldsindsamling_930x600.jpg-14_2025_Affaldsindsamling_930x600.jpg
5. 14_2025_Affaldsindsamling_930x180.jpg-14_2025_Affaldsindsamling_930x180.jpg
6. 14_2025_Affaldsindsamling_320x320.jpg-14_2025_Affaldsindsamling_320x320.jpg

Continue Cancel

32 Markér alle bannerne i højre side.

more

gbladesites - 31/03/2025-06/04/2025 - CA# 19081695 > Randers Kommune - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695 - Display > [Add more creatives](#)

> 6 creatives

6 selected Bulk edit Delete

☒ Creative Name

- ☒ 14_2025_Affaldsindsamling_160x600.jpg-14_2025_Affaldsindsamling_160x600
- ☒ 14_2025_Affaldsindsamling_300x600.jpg-14_2025_Affaldsindsamling_300x600
- ☒ 14_2025_Affaldsindsamling_300x250.jpg-14_2025_Affaldsindsamling_300x250
- ☒ 14_2025_Affaldsindsamling_930x600.jpg-14_2025_Affaldsindsamling_930x600
- ☒ 14_2025_Affaldsindsamling_930x180.jpg-14_2025_Affaldsindsamling_930x180
- ☒ 14_2025_Affaldsindsamling_320x320.jpg-14_2025_Affaldsindsamling_320x320

33 Klik på "Bulk edit".

more

gbladesites - 31/03/2025-06/04/2025 - CA# 19081695 > Randers Kommune - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695 - Display > [Add more creatives](#)

> 6 creatives

6 selected Bulk edit Delete

☒ Creative Name

- ☒ 14_2025_Affaldsindsamling_160x600.jpg-14_2025_Affaldsindsamling_160x600
- ☒ 14_2025_Affaldsindsamling_300x600.jpg-14_2025_Affaldsindsamling_300x600
- ☒ 14_2025_Affaldsindsamling_300x250.jpg-14_2025_Affaldsindsamling_300x250
- ☒ 14_2025_Affaldsindsamling_930x600.jpg-14_2025_Affaldsindsamling_930x600
- ☒ 14_2025_Affaldsindsamling_930x180.jpg-14_2025_Affaldsindsamling_930x180
- ☒ 14_2025_Affaldsindsamling_320x320.jpg-14_2025_Affaldsindsamling_320x320

34 Klik på "Destination".

The screenshot shows the Google Ads interface with the 'Bulk edit 6 creatives' panel open. The panel has a title bar with a close button and the text 'Bulk edit 6 creatives'. Below the title bar, there is a section 'Select fields to edit' with a search bar and a list of checkboxes. The 'Destination' checkbox is checked and highlighted with an orange circle. Other checkboxes include 'Target ad unit size', 'Allow creative size to differ from ad unit size', 'Override start and end time', 'Orientation', 'Alt text', and 'Labels'. The 'Destination' section has a 'Click-through URL' dropdown and a text input field. The 'Override start and end time' section has 'Start time*' and 'End time*' fields with date and time pickers. The 'Orientation' section has an 'Any' dropdown. The 'Alt text' section has a text input field. The 'Labels' section has a text input field. The background shows the 'New creative' form with fields for Name, Target ad unit size, Image files, and Destination.

35 Indsæt landingpagen.

The screenshot shows the Google Ads interface with the 'Bulk edit 6 creatives' panel open. The panel has a title bar with a close button and the text 'Bulk edit 6 creatives'. Below the title bar, there is a section 'Select fields to edit' with a search bar and a list of checkboxes. The 'Destination' checkbox is checked and highlighted with an orange circle. Other checkboxes include 'Target ad unit size', 'Allow creative size to differ from ad unit size', 'Override start and end time', 'Orientation', 'Alt text', and 'Labels'. The 'Destination' section has a 'Click-through URL' dropdown and a text input field. The 'Override start and end time' section has 'Start time*' and 'End time*' fields with date and time pickers. The 'Orientation' section has an 'Any' dropdown. The 'Alt text' section has a text input field. The 'Labels' section has a text input field. The background shows the 'New creative' form with fields for Name, Target ad unit size, Image files, and Destination.

36 Tryk på "Test", for at tjekke om linket virker.

more

gbladesite

5_Affalds

g-

g-

density

X Bulk edit 6 creatives

Select fields to edit

☐ Target ad unit size

Enter a value or select one from the list

☐ Allow creative size to differ from ad unit size ⓘ

☒ Destination

Click-through URL https://nordbyenkalderranders.dk/aktiviteter-i-nordbyen/parkrun-affaldsindsamling/?utm_source=dagbladesites&utm_medium=banner&utm_campaign=Nordbyen_kalder Test

☐ Override start and end time ⓘ

Start time*

3/31/2025 12:00 AM GMT+2

End time*

4/6/2025 11:59 PM

☐ Orientation

Any

☐ Alt text ⓘ

37 Tryk på "Save".

Inventory

Reporting

Admin

14_2025_Affaldsindsamling_160x600.jpg-
14_2025_Affaldsindsamling_160x600.jpg
78 KB | 160x600 (Wide Skyscraper) | 1x density

Destination * ⓘ

Click-through URL https://nordbyenkalderranders.dk/aktiviteter-i-nordbyen/parkrun-affaldsindsamling/?utm_source=dagbladesites&utm_medium=banner&utm_campaign=Nordbyen_kalder Test

Advanced settings

Orientation

Any

Alt text ⓘ

Labels ⓘ

Third-party impression tracking URLs

☐ Set impression tracking URLs

Custom field ⓘ

Type to search

☒ Show ad badging on this creative ⓘ

Associated ad technology ⓘ

Declarations

Use EU user consent settings

Save Cancel

38 Klik på ordrenavnet for at komme tilbage til ordren.

Ad Manager 360

Search for tools, features, and more

STEP Network
21809957681

Home

Delivery

Orders

Line items

Creatives

Native

Delivery tools

Inventory

Reporting

Admin

All orders > Randers Kommune, > Randers Kommune, - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695 >
Randers Kommune, - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695

Line item type: Standard Line item ID: 6950686265 Duration: Mar 31, 2025 12:00 AM GMT+2 - Apr 6, 2025 11:59 PM GMT+2

Goal: 50K Impressions

Impressions 0 Clicks 0
0.00% CTR

Settings Creatives (6) Forecast Troubleshoot

Add creative Bulk upload creatives

☐	Name	Status	Sequence	Start time ↓	End time	Click-through URL	Weight
☐	14_2025_Affaldsindsamling_300x600.jpg -14_2025_Affaldsindsamling_300x600 ID: 138512144729 300x600 Image	Active	N/A	Mar 31, 2025 12:00 AM GMT+2	Apr 6, 2025 11:59 PM GMT+2	https://nordbyenkalderranders.dk/aktiviteter-i-nordbyen/parkrun-affaldsindsamling/?utm_source=dagbladesites&utm_medium=banner&utm_campaign=Nordbyen_kalder Test	N/A
☐	14_2025_Affaldsindsamling_300x250.jpg -14_2025_Affaldsindsamling_300x250 ID: 138512716465 300x250 Image	Active	N/A	Mar 31, 2025 12:00 AM GMT+2	Apr 6, 2025 11:59 PM GMT+2	https://nordbyenkalderranders.dk/aktiviteter-i-nordbyen/parkrun-affaldsindsamling/?utm_source=dagbladesites&utm_medium=banner&utm_campaign=Nordbyen_kalder Test	N/A

39 Markér line item'et.

Creatives

Native

Delivery tools

Inventory

Reporting

Admin

Approve Export order More actions

Line items Creatives

Select line items from a table to take the following actions - Edit, Pause, Resume, Copy, Release inventory, Archive, and Add existing creative

New line item

Archived is false Add new filter

☐	Starred	Name	Targeting	SmartBooking URL	Status	Type	Start time ↓	End time	Progress
☐	☒	Randers Kommune - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695 - Display ID: 6950686265 160x600, 320x320, 930x600, 930x180, 300x600, 300x250 Needs creatives		https://bookin.gjffmedier.dk/dagbladesites/89c12b1440a3e036cf6ca043f194c33	Draft Not reserved	Standard Normal	Mar 31, 2025 12:00 AM GMT+2	Apr 6, 2025 11:59 PM GMT+2	N/A

40 Klik på "Approve".

Ad Manager 360

Search for tools, features, and more

STEP Network
21809957681

Home

Delivery

Orders

Line items

Creatives

Native

Delivery tools

Inventory

Reporting

Admin

All orders > Randers Kommune >

Order: Randers Kommune, - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA

ID: 3734101887 Time: Mar 31, 2025 12:00 AM GMT+2 - Apr 6, 2025 11:59 PM GMT+2 Total projected value: DKK2,250.00 Total booked impressions: 0

Line items: Draft (1) Needs creatives (1)

Impressions 0 Viewable impressions N/A Clicks 0 CTR 0.0%

Approve Export order More actions

Line items Creatives

Select line items from a table to take the following actions - Edit, Pause, Resume, Copy, Release inventory, Archive, and Add existing creative

1 selected Edit Pause Resume Activate Copy to Release inventory Archive Add existing creative

Archived is false Add new filter

Starred	Name	Targeting	SmartBooking URL	Status	Type	Start time	End time	Progress
☒	Randers Kommune - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA#19081695 - Display ID: 6950686265 160x600, 320x320, 930x600, 930x180, 300x600, 300x250		https://bookin.gjfmiedier.dk/dagbladesites/89c12b1440a3e036cf6ca043f1f194c33	Draft Not reserved	Standard Normal	Mar 31, 2025 12:00 AM GMT+2	Apr 6, 2025 11:59 PM GMT+2	N/A

41 Tjek at status ændrer sig til "Ready". Hvis ikke, vil kampagnen ikke gå i gang. Tag et screenshot af, at kampagnen er klar til at gå i gang.

Line items: Ready (1) Needs creatives (1)

Impressions 0 Viewable impressions N/A Clicks 0 CTR 0.0%

Export order More actions

Line items Creatives

Select line items from a table to take the following actions - Edit, Pause, Resume, Copy, Release inventory, Archive, and Add existing creative

New line item

Archived is false Add new filter

Starred	Name	Targeting	SmartBooking URL	Status	Type	Start time	End time	Progress	Rate	Goal	Impress
☒	Randers Kommune - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA#19081695 - Display ID: 6950686265 930x600, 160x600, 320x320, 930x180, 300x600, 300x250		https://bookin.gjfmiedier.dk/dagbladesites/89c12b1440a3e036cf6ca043f1f194c33	Ready	Standard Normal	Mar 31, 2025 12:00 AM GMT+2	Apr 6, 2025 11:59 PM GMT+2	N/A	DKK45.00 CPM	50,000 imps	

42 Indsæt screenshot'et i en kommentar på sagen.

The screenshot shows the Adpoint interface. At the top, there are tabs for 'Meddelelser', 'Detaljer', and 'Ændringslog'. The main content area displays a campaign overview for 'GAM kampagne er approved:'. It includes details like 'Order: Randers Kommune, - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695'. Below this, there's a table with columns for 'Line items', 'Status', 'Impr.', 'Viewable Impr.', 'Clicks', and 'CTR'. A table with columns like 'Line items', 'Name', 'Targeting', 'Smart-Booking URL', 'Status', 'Type', 'Start time', 'End time', 'Progress', 'Rate', 'Goal', 'Impr.', 'Revenue (in 7 days)', 'Clicks', 'CTR', and 'View' is also visible. At the bottom, there's a comment section with a system message from '19-03-2025 11:04' and a comment 'Nordbyen kalder'.

43 Tryk på de tre prikker på ordren i Adpoint.

The screenshot shows the Adpoint interface. At the top, there's a header with the 'jfm' logo. Below it, there's a navigation bar with tabs for 'Fakturatekst', 'Kunde', 'Produktionskode', and 'Jobstatus'. The main content area displays a list of orders. One order is highlighted with a green bar and the status 'Færdig'. A dropdown menu is open next to this order, showing options like 'Assign artist', 'Check in', 'Check out', 'Copy line item', 'Download', 'Lock', 'Open in InDesign', 'Open in InDesign as read only', 'Open template', 'Pick up', 'Send mail', 'Shift status', and 'Start production'. On the right side, there's a sidebar with tabs for 'Overblik', 'Detaljer', 'Validering', 'Delmaterialer', 'Historik', 'Indrykninger', and 'Noter'. The 'Noter' tab is selected, showing a list of notes for the order. The first note is 'ID 851487' and contains a URL. The second note is 'ID 851487' and contains a URL. The third note is 'ID 851487' and contains a URL.

44 Klik "Banner klar".



45 Klik "Færdiggør" på Smartbookingen.

Startdato	Slutdato	Site	Visninger	Materiale
31/03/2025	06/04/2025	WMA - Amtsavisen.dk	Display • 50.000,00	Display Produktionstype • Færdigmateriale Produktionsmetode • CO indhenter materialet

Valgte bannerformater - Display

- Stickybanner - 160x600
- Sticky (stor) - 300x600
- Artikelbanner - 300x250
- Megabanner - 930x600
- Panoramabanner - 930x180
- Mobil/App-banner - 320x320

Landingpage - Display

https://nordbyenkalder randers.dk/aktiviteter-i-nordbyen/parkrun-affaldsindsamling/?utm_source=dagbladesites&utm_medium=banner&

Ordren afventer. Brug knapperne herunder, når du har gennemgået den:

Færdiggør

Slet SB Ordre

(Skal slettes manuelt af CO)

Du kan se salget i SmartBooking ved at:

Klik her

46 Klik på "Ja".



Kunde

CVR nr: 29189668

Randers Kommune, (Kundenummer: 776258)

Marie Dalsgaard Ulrikkeholm (tlf. +4521408911)

marie.dalsgaard.ulrikkeholm@randers.dk

Version 2.66 (Klik [her](#) for at se mere)

47 Opret en mail på sagen i SO. Vær opmærksom på ikke at inkludere SO-ticket'en i mailen.



Ny

Find sag

Høj prioritet

Middel Prioritet

Egne aktive sa...

ID 851487
31.03 - Randers Kom...

ID 849130
Bilmesse Og Brugtm...

ID 848890
Jb Motorservice ApS ...

ID 85510-
Kampagnefor

Fritekstsøgning

31.03 - Randers Kommune, (776258)
Marie Dalsgaard Ulrikkeholm, Randers Kommune,

Ejer: Christine Balle Pedersen

Registreret: 19-03-2025 11:04

DEADLINE:

Meddelelser

Detaljer

Ændringslog

Til: Tilføj modtager

48 Klik på "Tilføj tekst" ikonet.

The screenshot shows a campaign setup interface. On the left, a sidebar contains various icons, with the 'Tilføj tekst' (Add text) icon highlighted by a red circle. The main area displays a preview of a campaign email or landing page. The preview includes a header with the name 'Christine B. Pedersen' and a body with the text 'Det, der binder Vi passer godt på'. Below the preview, there are fields for 'Ot Om 4s' and 'Ekstern', and a 'Send' button. At the bottom, a summary section shows 'GAM kampagne er approved:' and 'Order: Randers Kommune, - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695'. It also lists 'Line items: Ready (1) Needs creatives (1)' and provides metrics for 'Impressions', 'Viewable impressions', 'Clicks', and 'CTR'.

49 Klik på "Svarskabeloner".

The screenshot shows a campaign setup interface. On the left, a sidebar contains various icons, with the 'Svarskabeloner' (Reply templates) option highlighted by a red circle. The main area displays a preview of a campaign email or landing page. The preview includes a header with the name 'Christine B. Pedersen' and a body with the text 'Det, der binder Vi passer godt på'. Below the preview, there are fields for 'Ot Om 4s' and 'Ekstern', and a 'Send' button. At the bottom, a summary section shows 'GAM kampagne er approved:' and 'Order: Randers Kommune, - Affaldsindsamling på Nordre Fælled - Dagbladesites - 31/03/2025-06/04/2025 - CA# 19081695'. It also lists 'Line items: Ready (1) Needs creatives (1)' and provides metrics for 'Impressions', 'Viewable impressions', 'Clicks', and 'CTR'.

50 Klik på "CO digital - svarskabeloner".

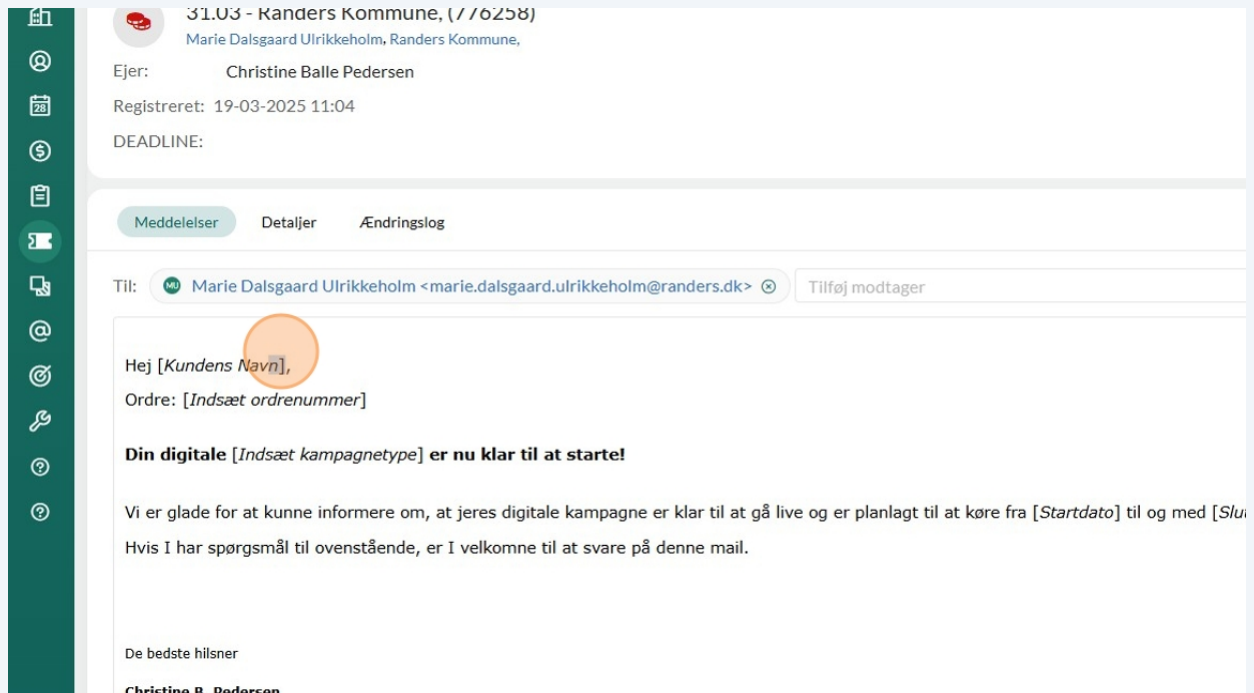
The screenshot shows a web interface with a dark green sidebar on the left containing various icons. The main content area has a header with 'Registreret: 19-03-2025 11:04' and 'DEADLINE:'. Below this is a navigation bar with 'Meddelelser', 'Detaljer', and 'Ændringslog'. The 'Til:' field shows 'Marie Dalsgaard Ulrikkeholm <marie.dalsgaard.ulrikkeholm@randers.dk>'. A dropdown menu is open, displaying a search bar 'Søg efter et element' and a list of categories. The 'Svaskabeloner' category is expanded, showing sub-items: 'FAQ', 'CO digital - svaskabeloner' (highlighted with an orange circle), 'Diverse', 'Fejlrapportering', 'KAM', 'Kampagnestartmail', 'Ordrebekræftelser', 'Tværmediale ordrebekr...', 'CO Ordrebekræftelser - Nyt ...', 'Cookie', 'Customer Success - Svaskab...', and 'Dizisupport'. The background shows a preview of an email from 'Christine B. Pedersen' with the 'jfm' logo. At the bottom, there are buttons for 'Ot Om 8s', 'Ekstern', and 'Send'.

51 Vælg "Kampagnestartmail".

This screenshot is similar to the previous one, but the dropdown menu is now showing the 'Kampagnestartmail' sub-item under the 'KAM' category, which is highlighted with an orange circle. The rest of the interface, including the sidebar, header, navigation bar, and email preview, remains the same. The 'Send' button is still visible at the bottom right.

52

Indsæt kundens mail, hvis den ikke automatisk er indsat.
Ret informationerne til i [] felterne.
Alle informationer kan ses på SO-ticket.



31.03 - Randers Kommune, (/ / 6258)
Marie Dalsgaard Ulrikkeholm, Randers Kommune,

Ejer: Christine Balle Pedersen
Registreret: 19-03-2025 11:04
DEADLINE:

Meddelelser Detaljer Ændringslog

Til: Marie Dalsgaard Ulrikkeholm <marie.dalsgaard.ulrikkeholm@randers.dk> Tilføj modtager

Hej [Kundens Navn],
Ordre: [Indsæt ordrenummer]

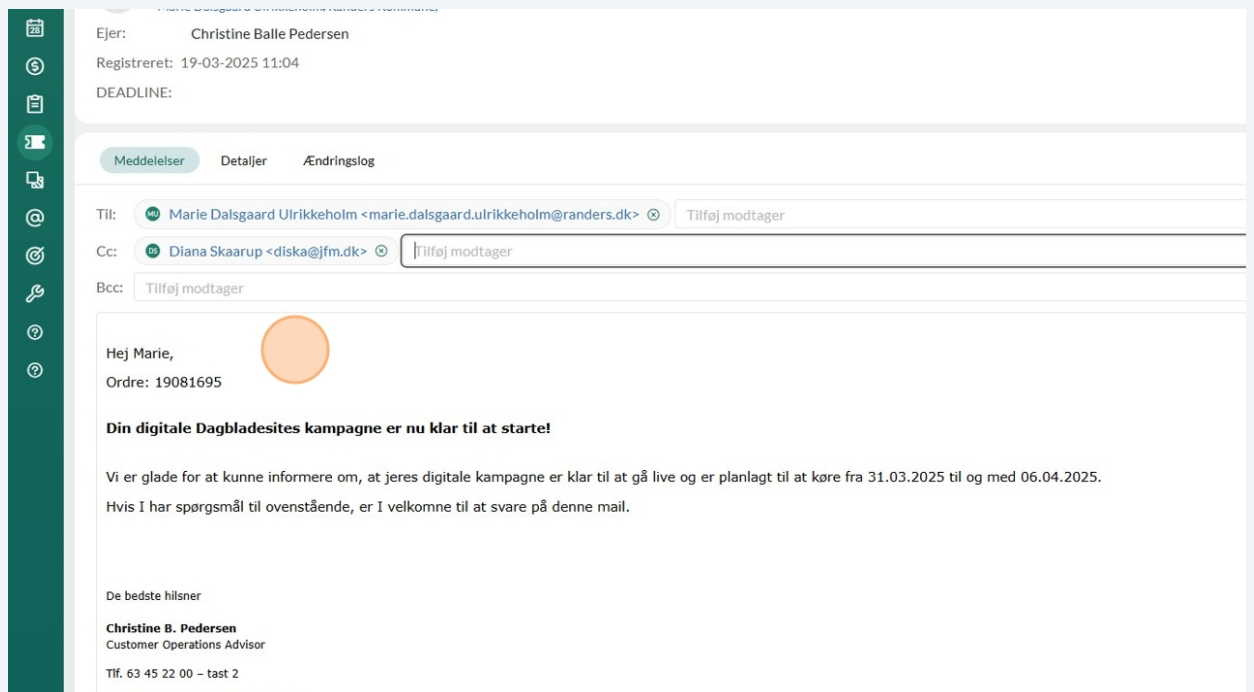
Din digitale [Indsæt kampagnetype] er nu klar til at starte!

Vi er glade for at kunne informere om, at jeres digitale kampagne er klar til at gå live og er planlagt til at køre fra [Startdato] til og med [Slutdato]. Hvis I har spørgsmål til ovenstående, er I velkomne til at svare på denne mail.

De bedste hilsner
Christine B. Pedersen

53

CC "Booker" af Smartbookingen på mailen.



Christine Balle Pedersen, Randers Kommune,

Ejer: Christine Balle Pedersen
Registreret: 19-03-2025 11:04
DEADLINE:

Meddelelser Detaljer Ændringslog

Til: Marie Dalsgaard Ulrikkeholm <marie.dalsgaard.ulrikkeholm@randers.dk> Tilføj modtager

Cc: Diana Skaarup <dika@jfm.dk> Tilføj modtager

Bcc: Tilføj modtager

Hej Marie,
Ordre: 19081695

Din digitale Dagbladesites kampagne er nu klar til at starte!

Vi er glade for at kunne informere om, at jeres digitale kampagne er klar til at gå live og er planlagt til at køre fra 31.03.2025 til og med 06.04.2025. Hvis I har spørgsmål til ovenstående, er I velkomne til at svare på denne mail.

De bedste hilsner
Christine B. Pedersen
Customer Operations Advisor
Tlf. 63 45 22 00 – tast 2

54 Send mailen afsted.

55 Klik på "Status" i højre side.

The screenshot shows a web application interface for case registration. At the top, there is a header bar with the text "ID: 851487 Salg: Affaldsindsamling på Nordre Fælled (Nordbyen kalder)" and several icons. Below the header, there is a main content area divided into two sections. The left section contains a list of cases, with a "Vis alle (4)" button and a "Besvaret" button. The right section is titled "Egenskaber for sager" and contains a "Registrering" form. The form fields include ID, Ejer, Status, Sagstype, Kategori, Salg, Salg/Nummer, DEADLINE, Udsat til, Tags, and Prioritet. The "Status" dropdown menu is open, showing a list of options: "Modtaget", "Under behandling", "Afsluttet", "Udsat", "Ordre sendt", "Afventer materiale", "Afventer kunde", and "Afventer intern". The "Modtaget" option is highlighted with an orange circle.

ID: 851487 Salg: Affaldsindsamling på Nordre Fælled (Nordbyen kalder)

Vis alle (4)

Forløbet tid: 2m Besvaret

planlagt til at køre fra 31.03.2025 til og med 06.04.2025.

Egenskaber for sager

Registrering

ID: 851487

Ejer: Christine Balle Pedersen

Status: **Modtaget**

Sagstype: Modtaget

Kategori: Under behandling

Salg: Afsluttet

Salg/Nummer: > Udsat

DEADLINE: Ordre sendt

Udsat til: Afventer materiale

Tags: Afventer kunde

Prioritet: Afventer intern

Middel prioritet - Denne uge (MA)

56 Klik på "Afsluttet".

The screenshot shows a web interface for case registration. On the left is a sidebar with a search bar and a list of cases. The main area is divided into two panels. The left panel shows a case summary with the text "planlagt til at køre fra 31.03.2025 til og med 06.04.2025." The right panel, titled "Egenskaber for sager", contains a "Registrering" form. An orange circle highlights the "Afsluttet" option in the "Status:" dropdown menu.

Egenskaber for sager Gem Afbryd

Registrering

ID: 851487

Ejer: Christine Balle Pedersen

Status: **Afsluttet**

Sagstype: Booking

Kategori: CO Digital/Bannersalg

Salg: Affaldsindsamling på Nordre Fælled (Nordbyen kald...

Salg/Nummer: 5853150

DEADLINE:

Udsat til:

Tags: Smartbooking Simpel digital booking

Tags:

Prioritet: Middel prioritet - Denne uge (MA)

57 Husk at trykke på "Gem".

This screenshot shows the same interface as the previous one, but with an orange circle highlighting the "Gem" button in the top right corner of the "Egenskaber for sager" panel. The "Registrering" form is still visible, with the "Afsluttet" status selected.

Egenskaber for sager Gem Afbryd

Registrering

ID: 851487

Ejer: Christine Balle Pedersen

Status: Afsluttet

Sagstype: Booking

Kategori: CO Digital/Bannersalg

Salg: Affaldsindsamling på Nordre Fælled (Nordbyen kald...

Salg/Nummer: 5853150

DEADLINE:

Udsat til:

Tags: Smartbooking Simpel digital booking

Tags:

Prioritet: Middel prioritet - Denne uge (MA)