

AdWiz™ Campaign Setup

A Step-by-Step Guide



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About AdWiz™

AdWiz is an easy to use program that lets you create advertisement screens and upload them to your registered Golden Tee, Silver Strike and PowerPutt machines. Ads can be sent online from your Operator Services account, or you can install them via a USB flash drive.

An advertisement ("ad") is comprised of a single background image you supply, with optional text you create from within the AdWiz program. Once the ad is created, you may specify when and where the ad is displayed on your games. Create ads to promote your events, bar menu specials, special announcements, and even ads for sponsors or local businesses.

An ad campaign is a collection of individual ads that relate to one promotion and are grouped together for the ease of installation and uninstallation. For example, a campaign may contain an ad that announces your contest, an ad that starts the contest, and an ad thanking players once the contest ends.

Uploading a campaign with multiple ads simplifies the process and offers more variety and information to your audience.

Requirements

AdWiz requires Java version 1.5 or greater to be installed on your computer. You can download this at [Java](#).

AdWiz must be run using Internet Explorer (IE) only. Recent changes to Chrome and Firefox make AdWiz incompatible with those browsers.

AdWiz has two methods for installing and uninstalling ad campaigns: Online (from your [Operator Services account](#) on the IT website) or USB flash drive. You must supply your own USB flash drive.

Note:

One or more ad campaigns can be uploaded to the game machine from your Operator Services account from your computer, but there is an online wireless transfer limit of **3 megabytes (MB)** per cabinet per month. On Ethernet connected cabinets there is no limit.

Also, when removing ads from Operator Services, you can only remove all the promotions on the cabinet, not individual campaigns. The server updates online changes four times per day so it may take several hours before your update takes effect on your game cabinet.





Step-by-Step

Below is a step-by-step example of how to create, install and uninstall a new ad campaign with (a single ad) using AdWiz:

1. Create and save an image for your ad. This can be a digital photo, a downloaded image (please follow all copyright law), an image you created in a paint application or anything else you want to create. Use any of these image file formats: .bmp, .jpeg, .wbmp, .gif, .png or .jpg. Images on the game are 1280 x 720 pixels, and AdWiz automatically scales your image to that size. Try not to create an image much smaller than 1280 x 720 pixels because it will look distorted when scaled.
2. Using Internet Explorer, log in to your Operator Services account at <http://www2.itsgames.com/operators/> and from the Main Menu click **Create Ads with AdWiz**.
3. When the next screen appears, click **Use AdWiz**. Say yes to any security certificates that appear while loading AdWiz. You may need to update or install Java to the latest version before using AdWiz.
4. The AdWiz Main Menu opens. Click **Install AdWiz** to create local folders on your computer to store your ad campaigns.

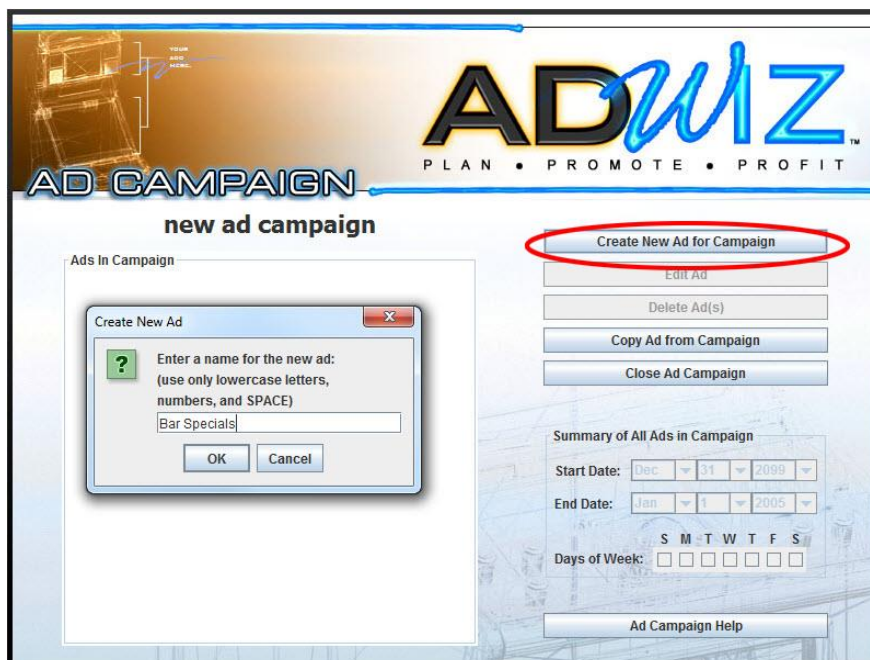




5. Click **Create New Ad Campaign**. In the dialog box enter a name for this new ad campaign and click **OK**. An Ad Campaign is the group name for a collection of related ads.

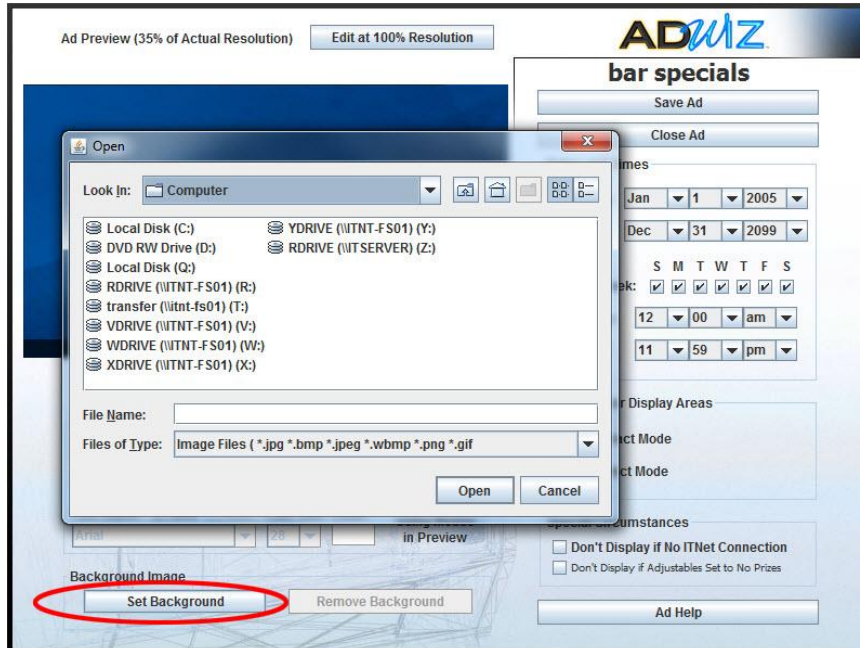


6. At the Ad Campaign screen click **Create New Ad for Campaign**. In the dialog box enter a name for this new ad, and click **OK**. An ad is a single screen that advertises your message for a specified period of time. Ads are grouped together in Campaigns.

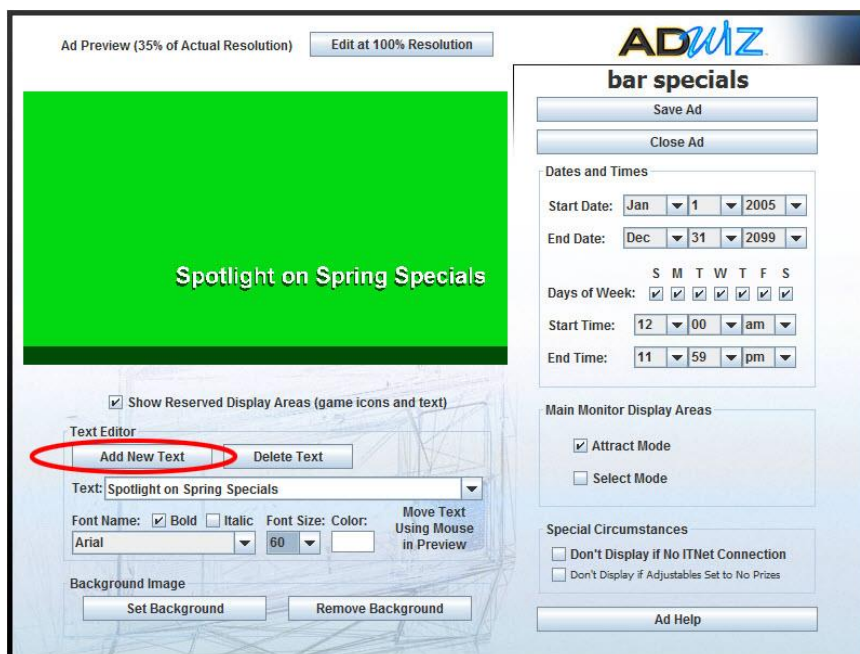




7. At your new ad screen click **Set Background**. In the dialog box browse your local files for the image you created or saved in Step 1.

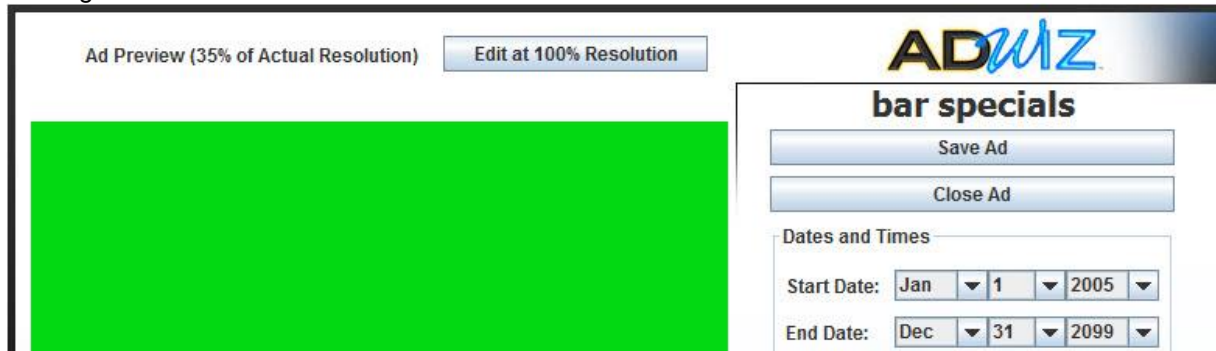


8. Add text to your image by clicking **Add New Text** below the image. Change the properties of the text, such as font, color and size in the Text Editor area. Move the text by grabbing it with the mouse. Click Add New Text again to add more text. To remove the text and start over, click **Delete Text**.





9. Preview the ad at full resolution (the same resolution that will be seen on your LIVE game) by clicking **Edit at 100% Resolution**.



10. In the preview screen a text editor allows you to move the text and modify it just as you would in the smaller window. This allows you to fine tune the look of your ad. Click **X** in the upper right corner of the preview to return to your ad.

11. Use the drop down menus and check boxes to configure your ad, including the start and end dates, the days of week the ad runs, start time and end time, and any special circumstances that stop the ad from running.

12. Once complete, click **Save Ad** to save the ad to your computer and **Close Ad** to return to your ad campaign screen.

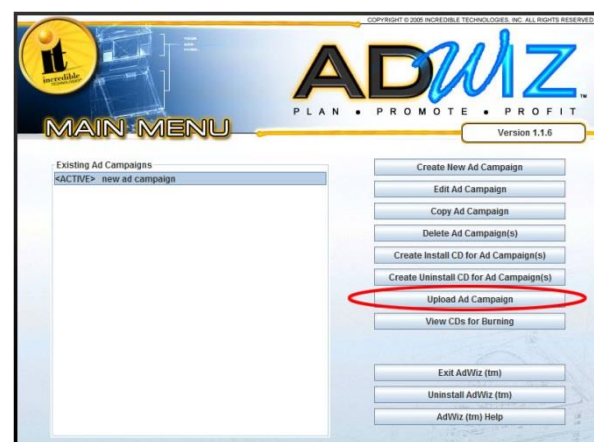
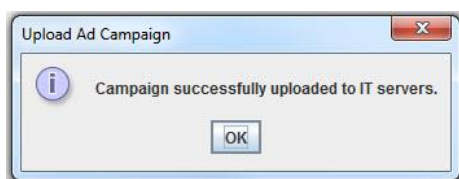
13. To exit the ad campaign click **Close Ad Campaign**.

There are two ways to install your campaign onto your game cabinets: Online or USB Flash Drive

Installing Remotely Online via Upload

Campaigns can now be installed and uninstalled remotely from your Operator Services account. Follow the Step-by-Step instructions below to prepare your campaigns for download.

1. At the AdWiz Main Menu highlight the name of the campaign and click **Upload Ad Campaign**. A dialog box tells you the file size. Click **OK**. Once the campaign has been uploaded a confirmation appears. Click **OK**.






- Click **Exit AdWiz** and return to the Operator Services Main Menu.
- Click **Manage AdWiz Campaigns**.

Main Menu

MAIN MENU
• Manage Your Membership Profile
• View ITNet Bill
• Download FACTS LIVE Software
• View Audits and Adjustables
• Create Ads with AdWiz
• Manage AdWiz Campaigns
• Operator Email Setup
• View Cabinet Issues

- The Install/Remove screen lists campaigns in a blue table. Scroll through the list if necessary until you see your new ad campaign.



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Jump To: -- Select Action --

Install LIVE Campaigns or Remove Campaigns From Cabinets

AdWiz Campaigns for Incredible Technologies

Campaign Name: The name shown here is the same as the name used in the AdWiz tool.

Campaign Types: LIVE campaigns can be installed to eligible cabinets. USB campaigns are listed for reference only.

Install: Click *Install* to install the selected campaign on 1 or more cabinets.

View: Click *View* to see what cabinet have the selected USB campaign on them.

Search:

Name	Type	Created	Actions
new ad campaign	LIVE	2012-05-01	Install

- Click **Install** under Actions to the far right of the screen. This will load a screen that allows you to manage the cabinet locations where the campaign runs.



6. Scroll through the list of cabinet locations and select using the Install check box those where you want the ad campaign to run. Click **Save** at the bottom of the list.



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Jump To: -- Select Action --

Install new ad campaign On Cabinets

Campaign To Large (CTL): Installing this campaign to this cabinet is disallowed because it would exceed the cabinet's monthly AdWiz cellular data budget.

Install: Check the *Install* check box to install this campaign to the cabinet. The campaign will be installed remotely. Changes are not executed until the *Save* button is clicked. Once a campaign has been installed, it cannot be individually uninstalled.

Status: If a campaign is scheduled to be installed onto a cabinet, the *Status* will be *Pending Install*. If a campaign has successfully been installed on a cabinet, the *Status* will be *Installed*.

Select All Cabinets Search:

Install	CID	Location	Campaign Status
<input checked="" type="checkbox"/>	111530	KEITH COHENS PUB	—
<input type="checkbox"/>	137942	ALLIE CATS	—

7. To remove a campaign return to the top of the Install/Remove screen and click **Remove Campaigns from Cabinets**. Using check marks select the cabinets where you no longer want the campaign to run. Scroll to the bottom of the page if necessary and click **Remove All Campaigns**. At this time it is not possible to remove individual campaigns from cabinets. To realign campaigns, remove all then install/reinstall. Please remember that only **3 megabytes (MB)** can be transferred to the cabinets online through a wireless connection. Changes made online may take up to 6 hours to appear on your game cabinet.

NOTES

Cabinets will automatically install the campaign assigned to them. Leaving your cabinets on overnight for the automatic install is no longer required but is recommended. Campaigns can also be manually installed by forcing a call through the cabinet's operator menu.

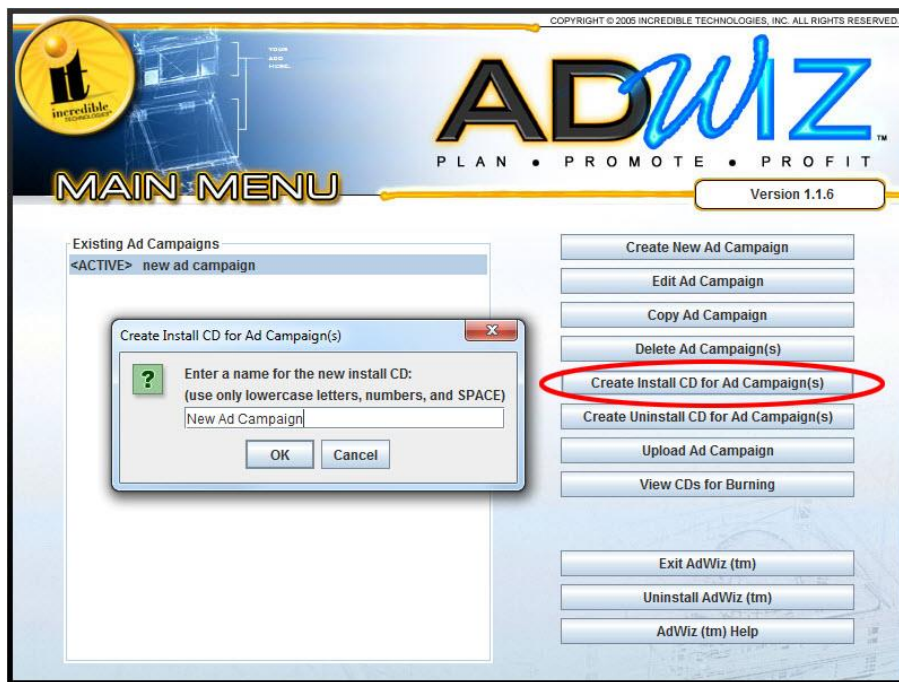
Uploading a campaign creates a copy of the campaign. It will not automatically stay in sync with changes made in AdWiz. IT recommends creating a new campaign each time with a separate name for each change you make. Installing a campaign with a USB flash drive will override any previously installed online campaigns.

8. The ad will automatically expire after the end date you specified. However, if for some reason you want to uninstall it earlier, return to the AdWiz Main Menu. Click **Create Uninstall CD for Ad Campaign(s)**. This works just as the creation of the install USB flash drive above.



Installing On-site via USB Flash Drive

1. At the AdWiz Main Menu highlight the name of the campaign and click **Create Install CD for Ad Campaign(s)**, then enter a name for this new install USB flash drive, and click **OK**.



Note: Do not be concerned that the screen does not use the term 'USB flash Drive' for the storage device. The procedure is the same as with CDs only the file transfer method is different.

2. A dialog box indicates the location on your computer for these files to be added to a USB flash drive. In most cases this will be C:\Program Files\AdWiz\CDsForBurning\InstallCDs\[flash drive name entered]. Click on **OK**.
3. Windows Explorer (if available) will automatically find the directory of the files that need to be copied to the USB flash drive.
4. Copy these 4 files to the USB flash drive.
5. Take this USB flash drive to the cabinets where you want to install this ad campaign. Plug in the USB flash drive to a USB port at the back of the cabinet, power the game OFF then back ON. Watch the screen for installation results.
6. After the ad campaign has been successfully installed, remove the USB flash drive, power the game OFF and power the game back ON.
7. The ad displays in the areas of the game that you specified.