

Mediaocean Professional Services
 pfsapac@mediaocean.com
 sellers.apac.mediaocean.com

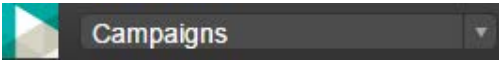
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1. Overview

The Inbox is used to receive RFPs, create & revise proposals, manage Insertion Orders and optimize Orders.

2. Accessing RFPs

1. Log in to Prisma for Sellers at sellers.apac.mediaocean.com.
2. Select **Campaigns** from the top-left drop-down list.



3. You can view **All Agencies** or select a specific agency from the **Agency** drop-down list.
4. Select **All RFPs and proposals** from the **Show** drop-down list. The Inbox will display all RFPs and proposals.

Inbox

Agency Prisma agencies Show All RFPs and proposals from last 7 days Search

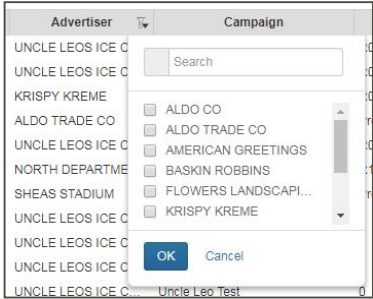
Agency	Advertiser	Campaign	Version	Media	Type	Status	Due by	Flight
> SJB	GAP STORES	July13_84187	Proposal 1 V2	Digital	PROPOSAL	Opened		07/13/2015 - 07/13/2016
Demo - PM General	UNCLE LEOS ICE CR...	EG 070915 GM	0	Digital	RFP	Past due	07/10/2015	07/01/2015 - 09/30/2015
> SJB	ALDO CO	DeMo_Test_10 July	Proposal 1 V1	Digital	PROPOSAL	Returned	07/11/2015	07/10/2015 - 11/10/2015
> Demo - PM General	FLOWERS LANDSCA...	PFS MS Flowers landscaping 20...	Proposal 2 V1		PROPOSAL	Pending		07/06/2015 - 08/31/2015
> Demo - PM General	FLOWERS LANDSCA...	PFS 1. Summer Flowers Landsc...	0	Digital	RFP	Opened	07/13/2015	06/01/2015 - 08/31/2015

3. Filtering an Order

1. You are also able to filter these results. Hover over the right-hand corner of a column-heading and the button will appear. Click the button for the filter drop-down menu.

* If a filter button doesn't appear, the column cannot be filtered.

2. The filter menu allows you to search specific terms or select from a preexisting menu.



3. Click **OK** to view filtered results.
4. You can also click the heading of each column to sort alphabetically or numerically.

4. Creating a New Proposal

1. To view an RFP, select a line where the Type column lists "RFP" and click any cell in that row to view.

Agency	Advertiser	Campaign	Version	Media	Type
> Demo - PM General	UNCLE LEOS ICE C...	EC 71217 Merkle Demo	Proposal 1 V1	Digital	Proposal
SUPERTRAIN AGENCY	NORTH DEPARTME...	EC 7/11/17 Review Class 1	0	Digital, TV	RFP

- The RFP details page is shown below:

Create proposal

Budget	\$100,000
Media	Digital , TV
Flighting	No
Start - End	08/01/2017 - 12/31/2017
Strategy	Awareness
Proposal due	07/26/2017
Contact	TRAIN ONE - patvondor@gmail.com
Message	Please send ASAP!

- Click **Create proposal**. The Proposals will page display where you can add placements and packages.

5. Adding New Placements to a Proposal

There are two methods to add new placements: You can add placements and packages directly in the form provided or import the information from an Excel spreadsheet.

To add placements and packages directly:

- When the Proposals page opens, a blank placement row is automatically created.
- Blue, highlighted fields are mandatory and must be filled out. The leftmost field displays how many validation errors your placement has.



- You can move between cells by selecting a cell and pressing **Enter** or **Tab** to move to the next one.
- As you enter information into the mandatory fields, the blue highlight is removed and the validation error count is reduced.

** You are also able to save the campaign with invalid placements and come back later to resolve them.*

- You can also drag fill contents to fill in fields with the same information. You can also copy and paste (Ctrl+C and Ctrl+V) between placements within the proposal as well as from an Excel spreadsheet into the proposal.
- As you fill out fields in the placement, a summary keeps track of the costs and unit types entered.



To import proposals from Excel into Prisma for Sellers:

- Click the **Export** button to download the .CSV/Excel file that is used to manage placements and packages.

** If you do not Export your current proposals, you will lose all current RFP information once the new file is uploaded!*

- Open the .CSV file via Excel and add your placement and package information starting with the first blank row available.
- Save the .CSV file once all placements and packages have been entered.

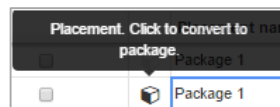
** Do not change the column order or format. Any changes will cause issues and your proposals may not upload correctly.*

- To upload the CSV document with the updated placements, select **Import** on the **Create proposal** page and confirm you understand all existing proposal details will be deleted.
- Choose the appropriate .CSV document with the current proposal information and click **Open**.
- After uploading the .CSV document, check each row to make sure all necessary information has been included. If anything is missing, a validation error count will appear next to the row on the left.

Once you are finished, click Save to save the proposal and continue working on it later or Send to send the proposal.

6. Creating Packages

- In a new placement row, enter a unique package header name.
- Click the **cube** to the left of the placement you want to convert to a package.



Prisma for Sellers – Proposals

- When the cube turns **blue**, the first child placement is created beneath the parent package.



* All fields non-essential to the package header become read-only and are highlighted in gray. The same goes for child placements.

* When a package is deleted, it will delete all Child placements. Child placements cannot be moved into and out of packages.

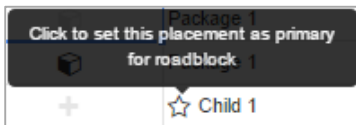
- You can create additional child placements by clicking **Add child placement**.



- To copy and paste packages or roadblocks into your proposal from an Excel template, first create the parent/package header row. Then, using the **Add child placement** button, add the number of child placements to be copied and pasted. Finally, copy and paste only the child placements (as you have already created the package header/parent placement) into the proposal.

7. Creating Roadblocks

- Click the **star** for one child placement to indicate that it is a primary placement (required for a roadblock).



- The parent package icon changes from a **cube** to a **road**, indicating it is now a roadblock.



- To return a roadblock to a package, click the **star** for the child placement again.



- When finished adding a package, click **Save**.

8. Revising a Proposal

- Not Sent** - If the proposal has not been sent, open the proposal and make the required changes. **Save** and **Send** when ready.
- Sent** - If the proposal has been sent, open the proposal, click **Revise**, and make the required changes. **Save** and **Send** when ready.

The buyer will see the changes made to the proposals in the campaign.

9. Creating Multiple Proposals for an RFP

You can create and submit multiple proposals for each RFP.

- Click the arrow to **Expand/Collapse campaign history**.

	Agency	Advertiser	↓ Campaign
>	SJB Agency	SJ Advertiser 91 Alias	Avyr_test_conv_07052017

- Beneath the proposal, click any cell for the RFP.

	Agency	Advertiser	Campaign	Version	Media	Type
▼	Demo - PM General	UNCLE LEOS ICE C...	Sabrina Cruz 7/11/17 BL	Proposal 1 V1		Proposal
		UNCLE LEOS ICE C...		0	Digital, TV	RFP

- Click **Create proposal**.
- Fill in the placement details and click **Save** or **Send**.

To display an RFP that already has one or more associated proposals, click the **Expand/Collapse campaign history** button.

- Multiple proposals, with their version number, are shown in the **Version** field.

Version
Proposal 2 V1
Proposal 1 V1