

CA RD USER GUIDE

To get started, click on 'Sign in' to gain access to CARD features, and to view listing content.

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Enter your email and password, then click 'Login'.

<image/> <text></text>	Please sign in Email Password Sorgotten your password? Click here. Dor't have an account? Sign up	HOPPER MARKETING FORUM Canada's biggest annual forum for shopper marketers returns! April: 30 - May 1 Toronte

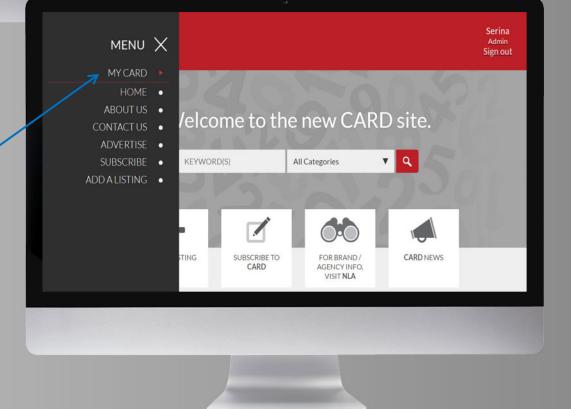


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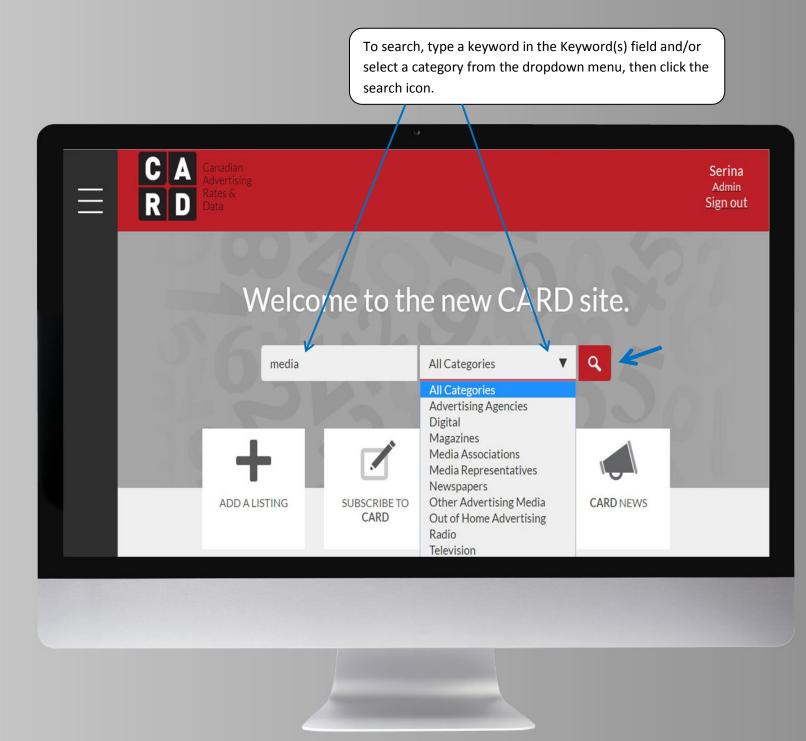
Click the menu icon to view the site menu, located on the left-hand side of the screen.

In addition to info and resource pages, the menu also includes a link to My CARD, where you can view your customized media lists.

The menu is accessible from every page throughout the website. To close, click the X.

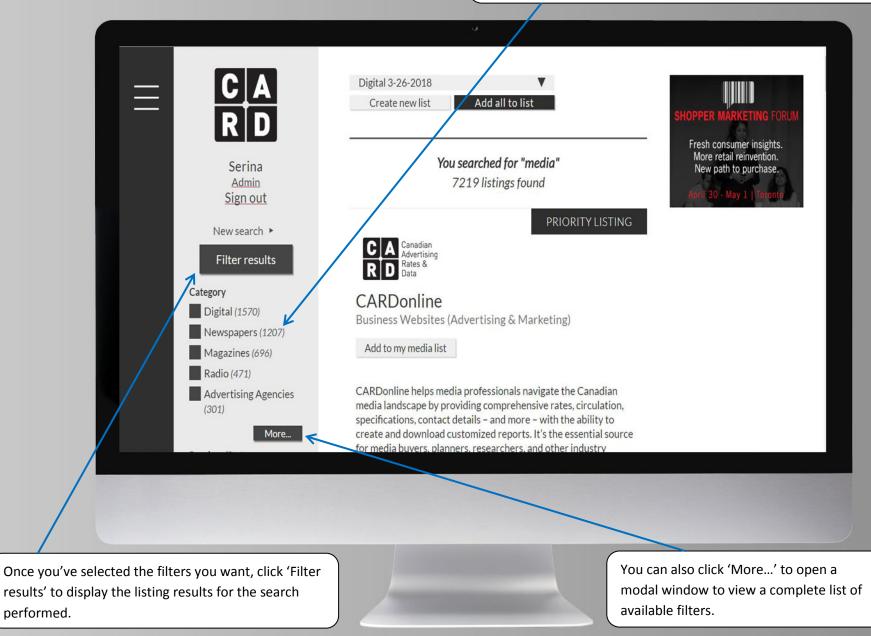






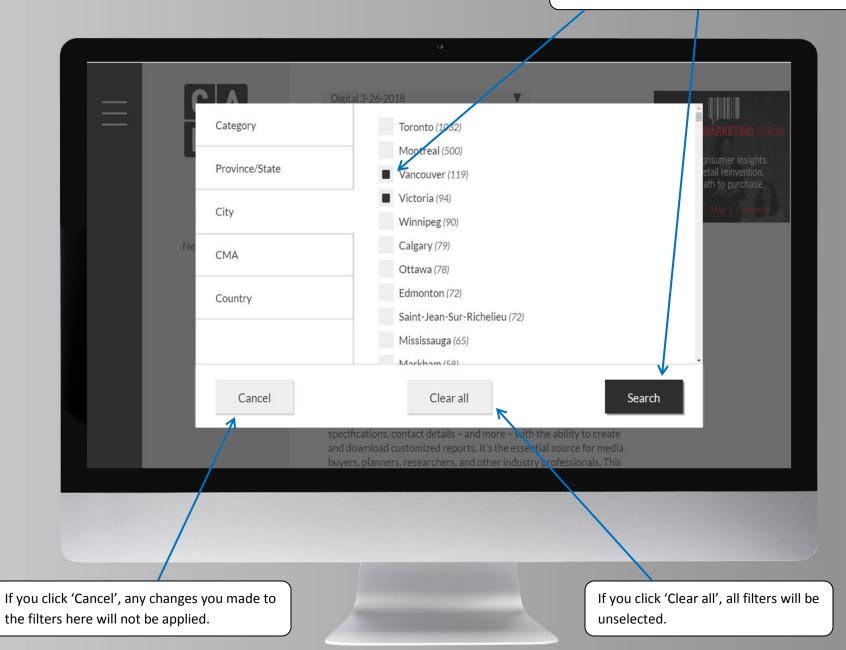


To refine your search results, select your filters from the left-hand side. The number in brackets indicates how many listings are associated with that filter. The side bar displays the top 5 filters (most listings) for each filter type.

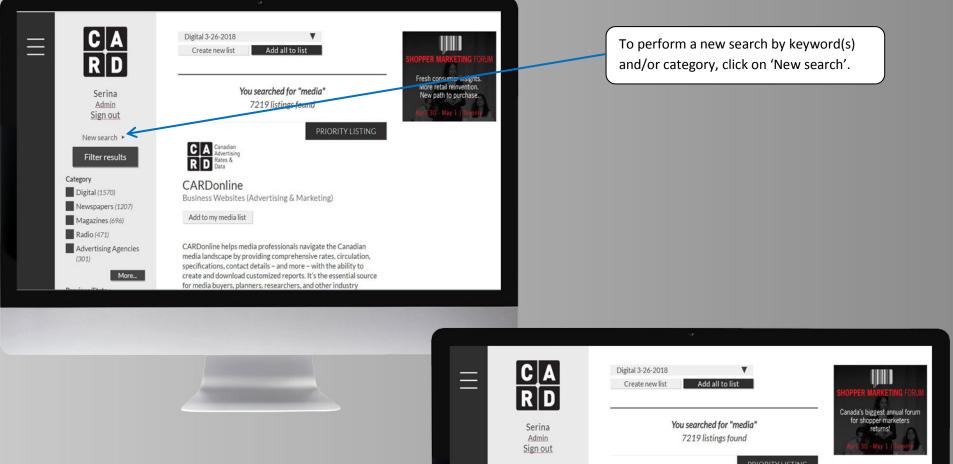




Within the modal window, select the filters you want to apply, then click 'Search'.

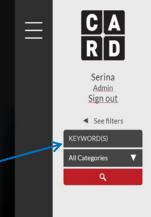


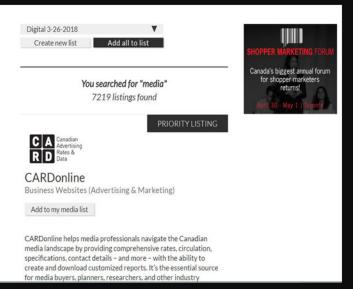




This will display the search bar where you can start a fresh search.

If you want to go back to your previous filters, click 'See filters'.

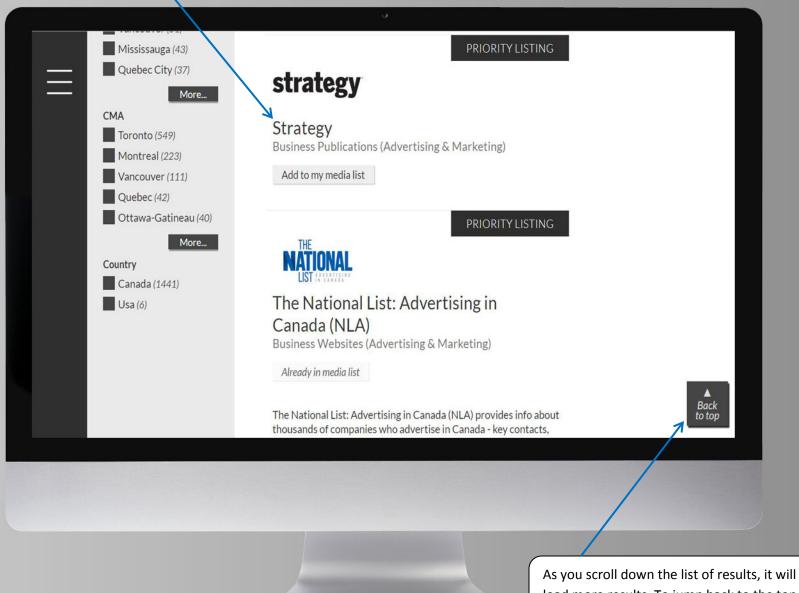






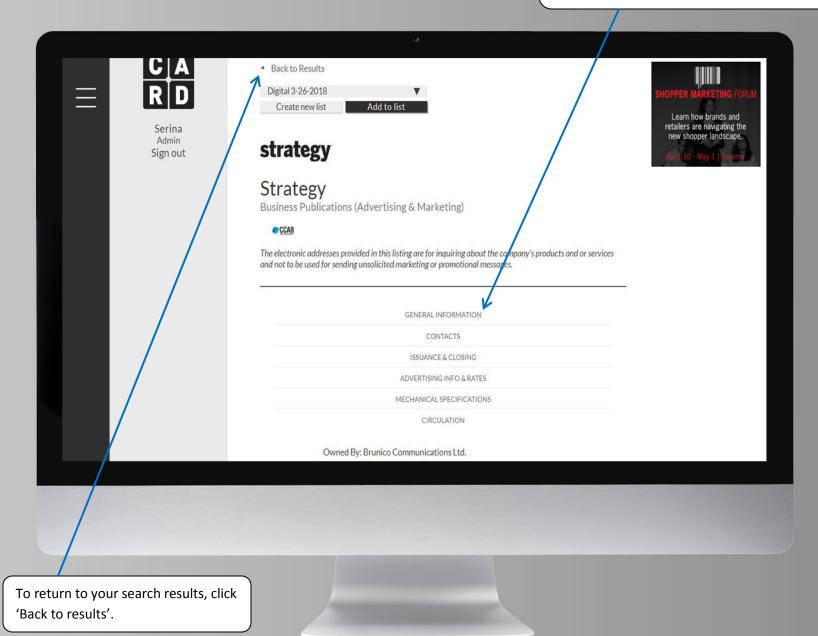
To view a listing from the search results, click on the title of the listing.

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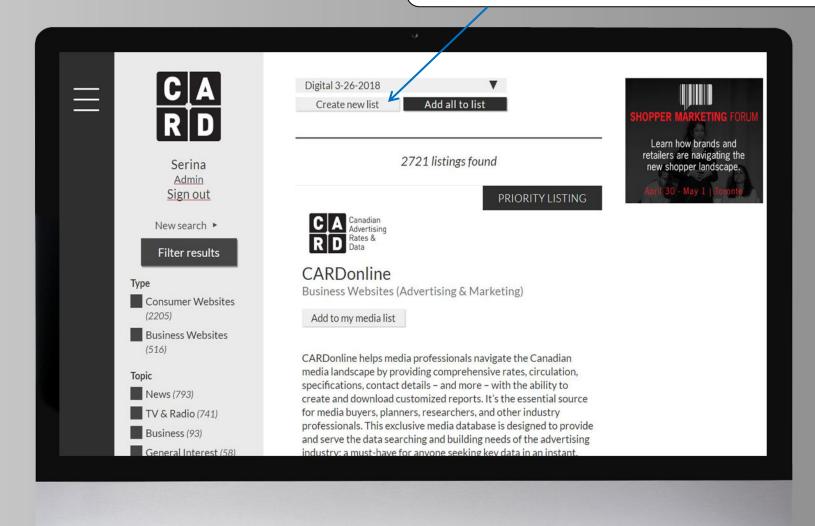
As you scroll down the list of results, it will load more results. To jump back to the top of the search results page, click 'Back to top'.

To quickly jump to a specific section within a listing, click on one of the section tabs below the listing name.



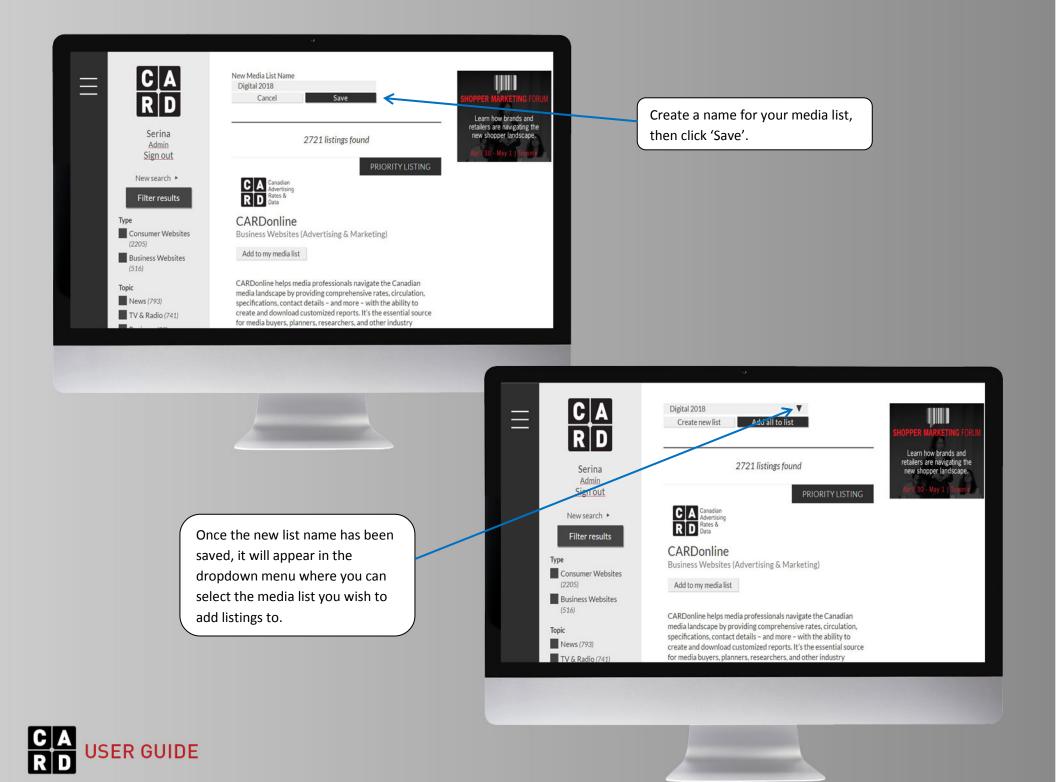


From the search results page (or a listing page), click 'Create new list' to create a new media list which you can then add listings to, for creating custom reports.









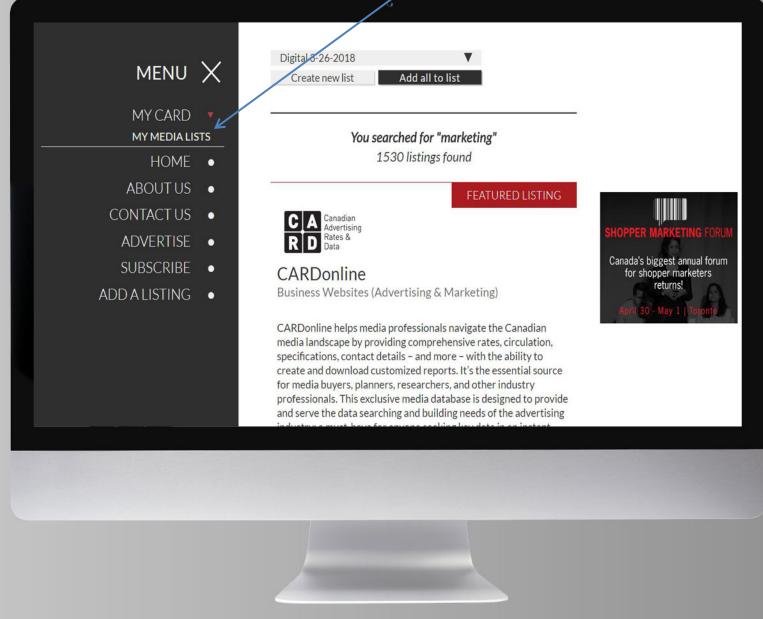
To add specific listings to the selected list, click 'Add to my media list' under the listing name. Or click 'Add all to list' to quickly add all of the listings from your search results.

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\equiv C A R D	Digital 3-26-2018 Create new list Add all to list	SHOPPER MARKETING FORUM
Serina <u>Admin</u> <u>Sign out</u>	2721 listings found PRIORITY LISTING	Learn how brands and retailers are navigating the new shopper landscape. April 30 - May 1 Toronto
New search Filter results	C A Canadian Advertising R D Rates & Data	
Type Consumer Websites (2205)	CARDonline Susiness Websites (Advertising & Marketing) Add to my media list	
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Торіс	media landscape by providing comprehensive rates, circulation,	
News (793)	specifications, contact details – and more – with the ability to create and download customized reports. It's the essential source	
TV & Radio (741)	for media buyers, planners, researchers, and other industry	
Business (93)	professionals. This exclusive media database is designed to provide and serve the data searching and building needs of the advertising	
General Interest (58)	industry: a must-have for anyone seeking key data in an instant.	





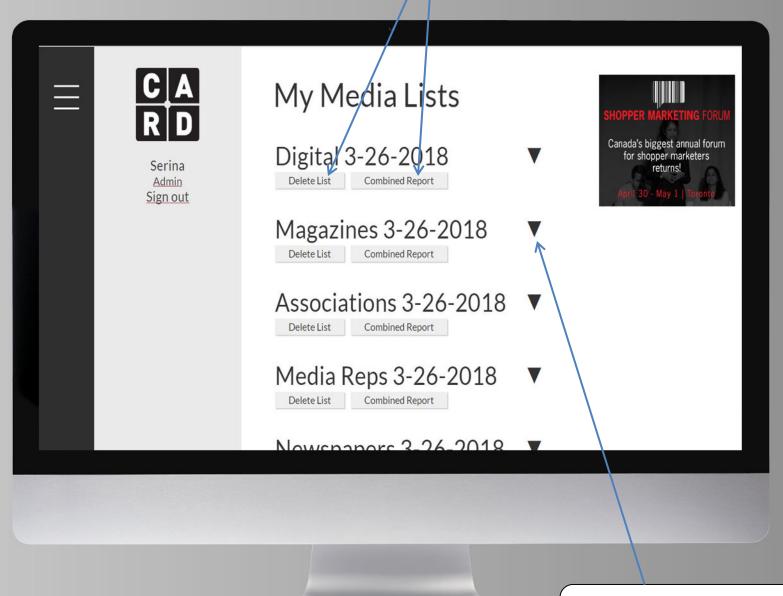
To view your media lists, open the menu and click 'MY CARD', then click 'MY MEDIA LISTS' from the dropdown list.





A list of all of the media lists you have created will appear.

This is where you can delete a list. You can also download a Combined Report.



Click the small arrow next to the list name to view the listings included in that list.



If you want to remove a listing from the media list before creating a report, click 'Delete' under the listing name.

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Media lists are organized by category. You can create a detailed media report based on a specific category, or you can download a combined report which includes basic information for all listings in the media list, regardless of category.

To create a detailed report for listings of a specific category (eg. Newspapers), click 'REPORT' next to the category header.

Mixed Media 3-26-2018 Delete List Combined Report Newspapers 100 Mile House Free Press Community Newspapers 100 Mile House, BC Delete Baldur-Glenboro Gazette
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To create a report for all of the listings in the media list, regardless of category, click 'Combined Report'.

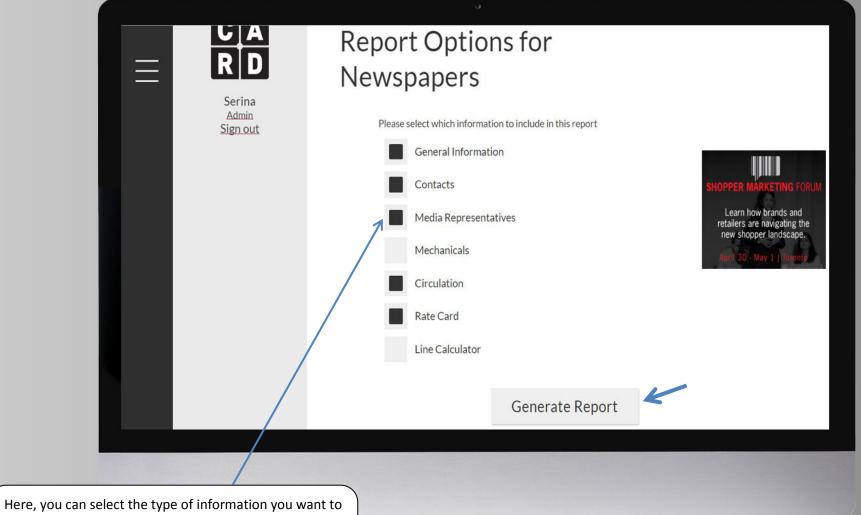
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If you click 'Combined Report', it will automatically download the report in Excel. This type of report includes data from General Information, Contacts, and Media Representatives, displayed on separate tabs.

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If you click 'REPORT' next to the category header, this will take you to the Report Options page for that category type.



include in your customized report. Once you've made your selections, click 'Generate Report' to download the media report in Excel.

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NOTE: The report options vary based on the category type.

The downloaded media report will include a tab for each of the report options selected before the report was generated.

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