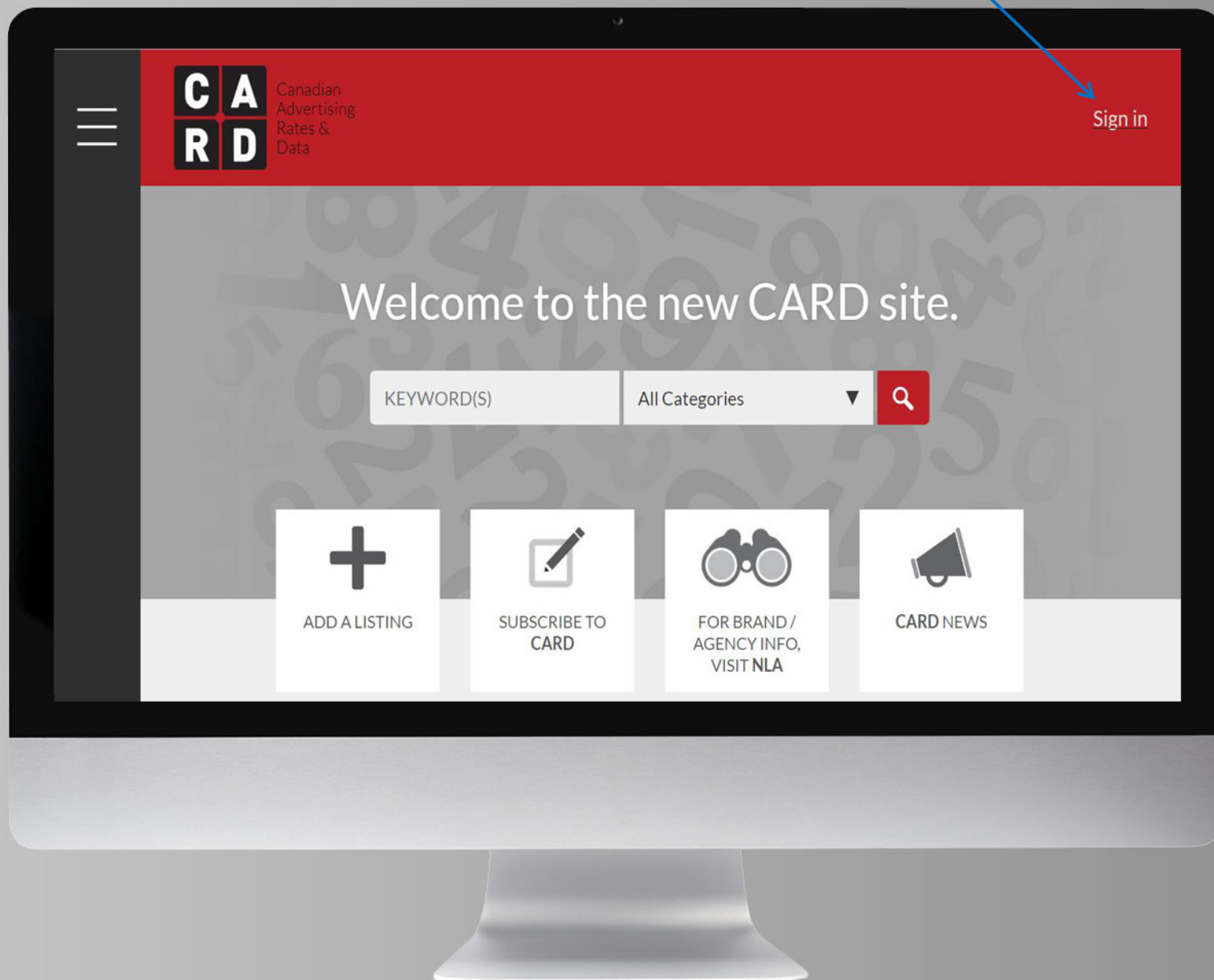
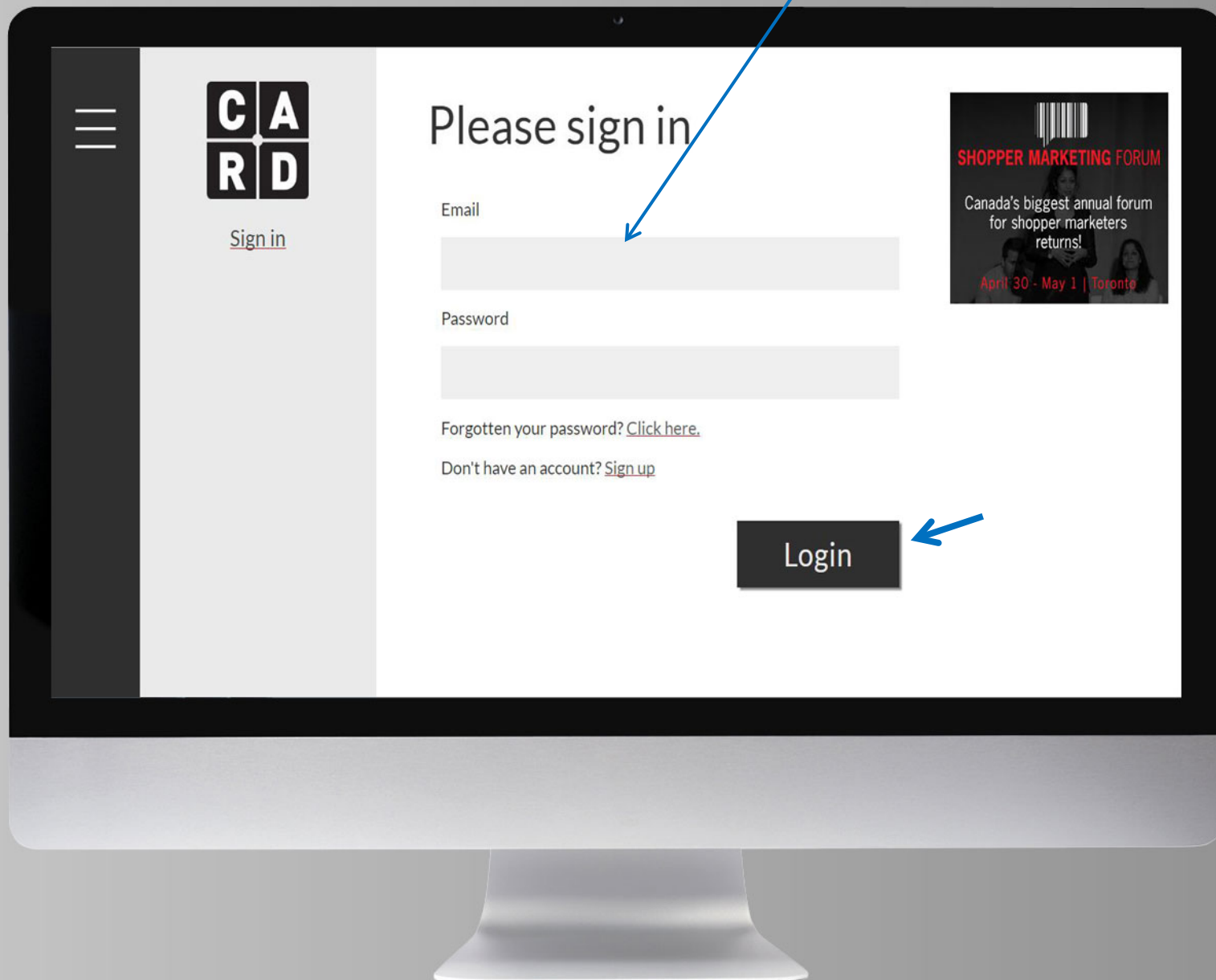
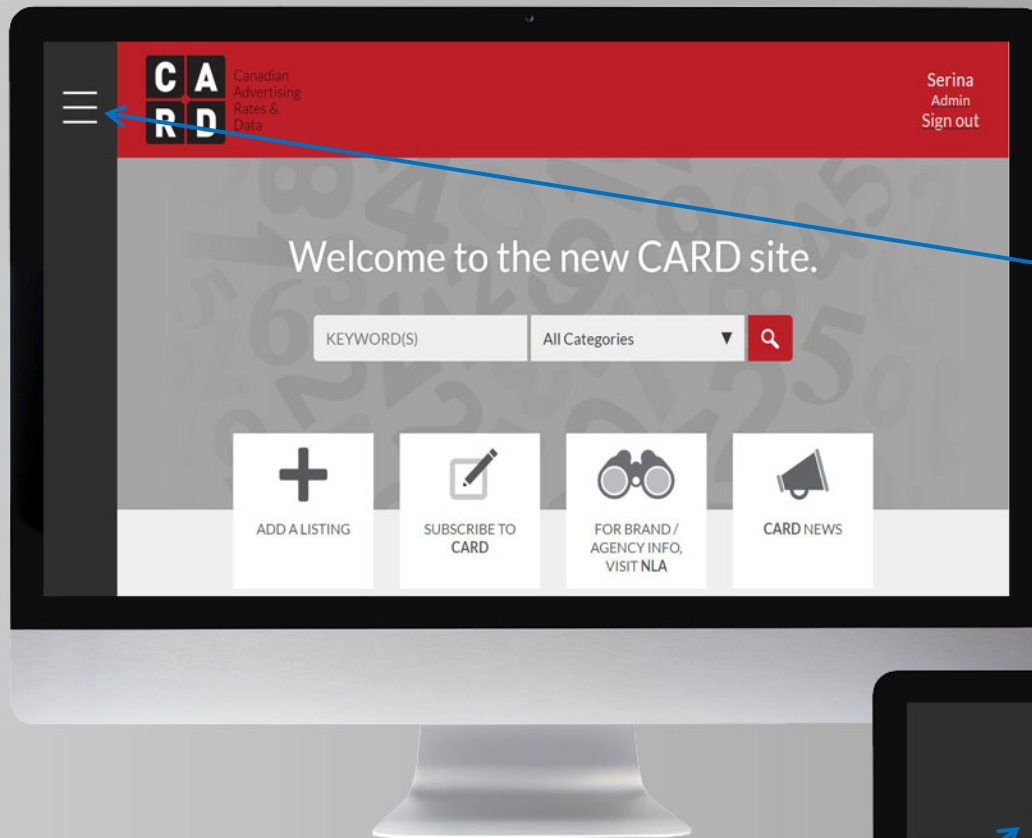


# USER GUIDE

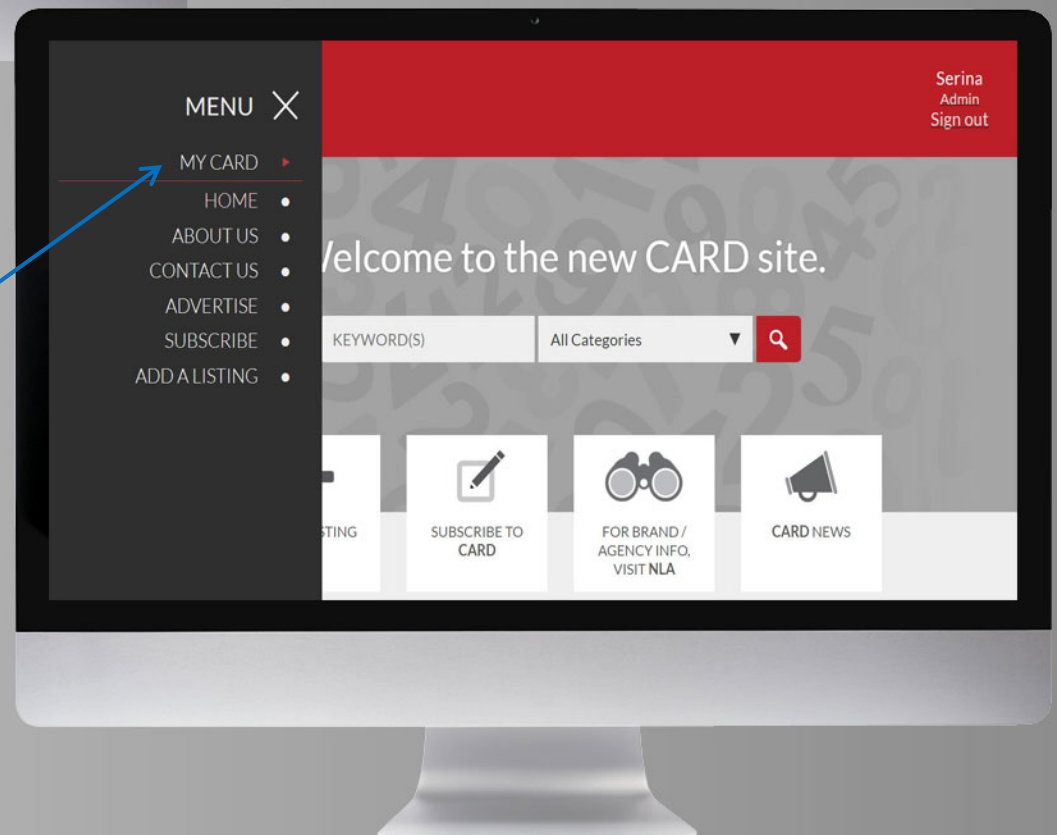
To get started, click on 'Sign in' to gain access to CARD features, and to view listing content.







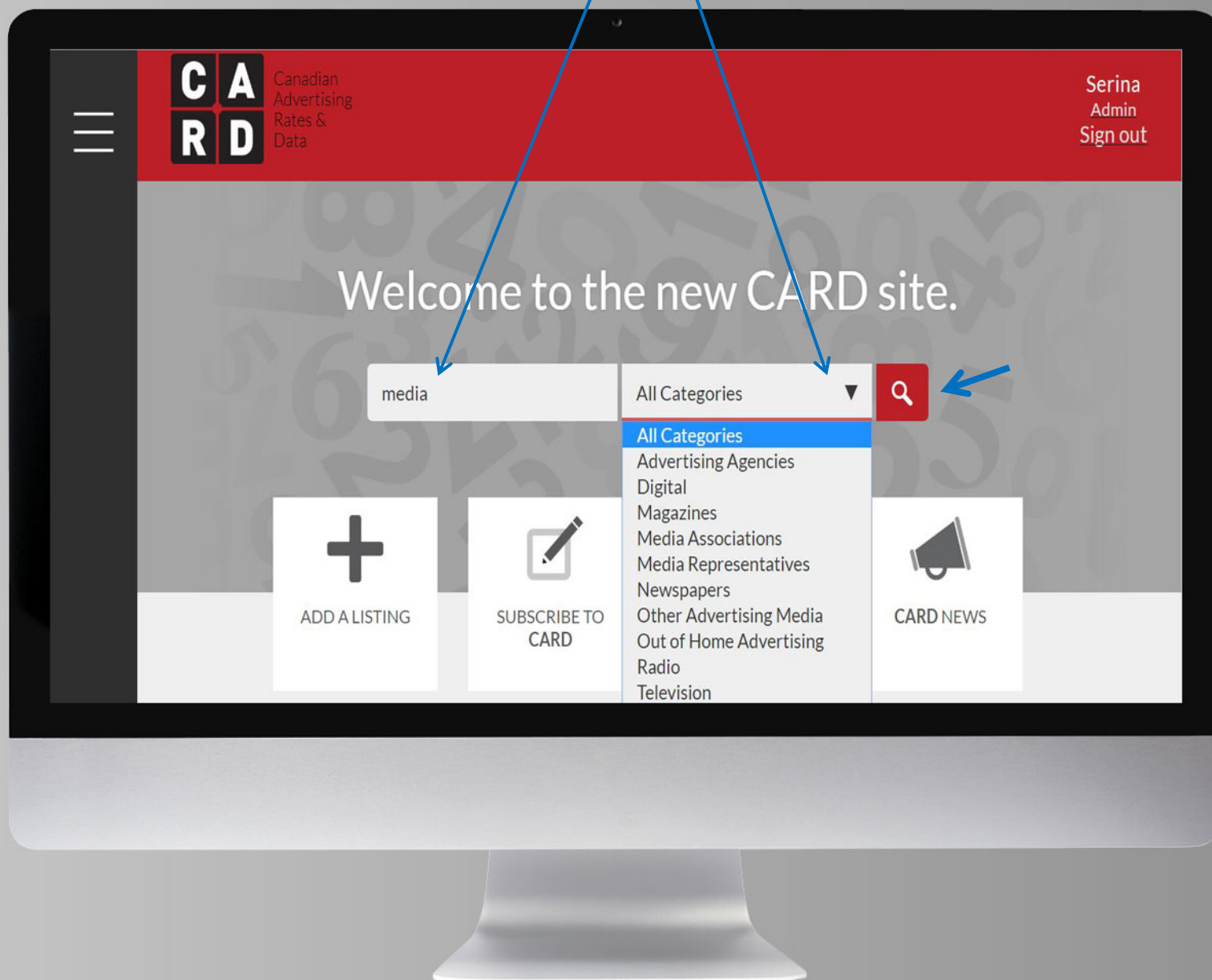
Click the menu icon to view the site menu, located on the left-hand side of the screen.



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 search, type a keyword in the Keyword(s) field and/or select a category from the dropdown menu, then click the search icon.



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.

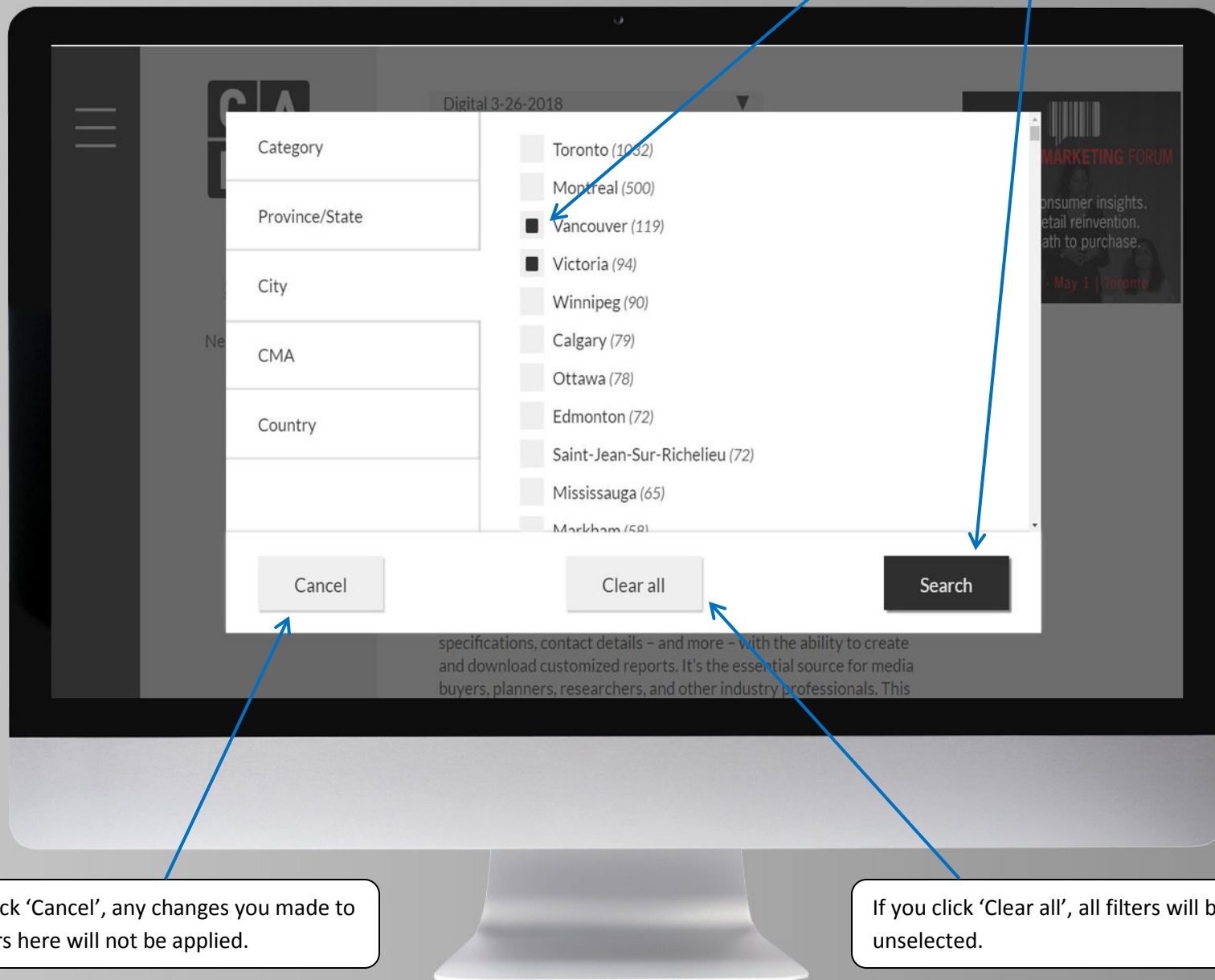
The screenshot shows the CARDonline website interface. On the left, a sidebar contains the CARD logo, user links (Serina, Admin, Sign out), a 'New search' button, and a 'Filter results' button. Below these is a 'Category' section with a list of filters: Digital (1570), Newspapers (1207), Magazines (696), Radio (471), and Advertising Agencies (301), followed by a 'More...' button. The main content area shows a search for 'media' with 7219 listings found. It includes a date filter set to 'Digital 3-26-2018', buttons for 'Create new list' and 'Add all to list', and a 'PRIORITY LISTING' button. A 'CARDonline' logo and tagline 'Business Websites (Advertising & Marketing)' are present, along with an 'Add to my media list' button. A descriptive paragraph about CARDonline's services is at the bottom. A 'SHOPPER MARKETING FORUM' advertisement is on the right. Three callout boxes with blue arrows provide instructions: one points to the 'Filter results' button, another points to the category filter list, and a third points to the 'More...' button.

Once you've selected the filters you want, click 'Filter results' to display the listing results for the search performed.

You can also click 'More...' to open a modal window to view a complete list of available filters.

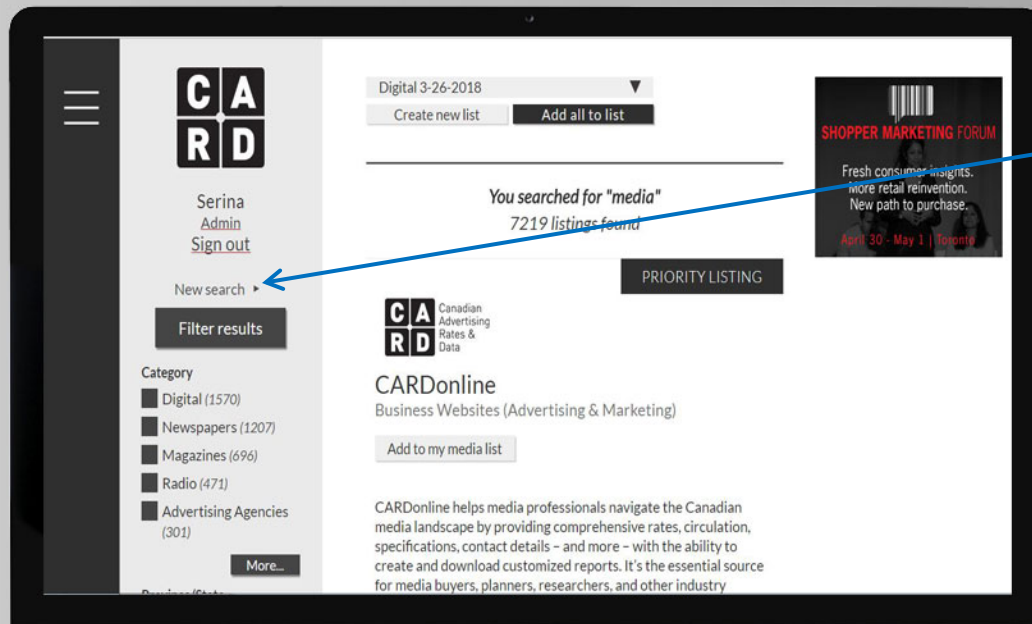


Within the modal window, select the filters you want to apply, then click 'Search'.

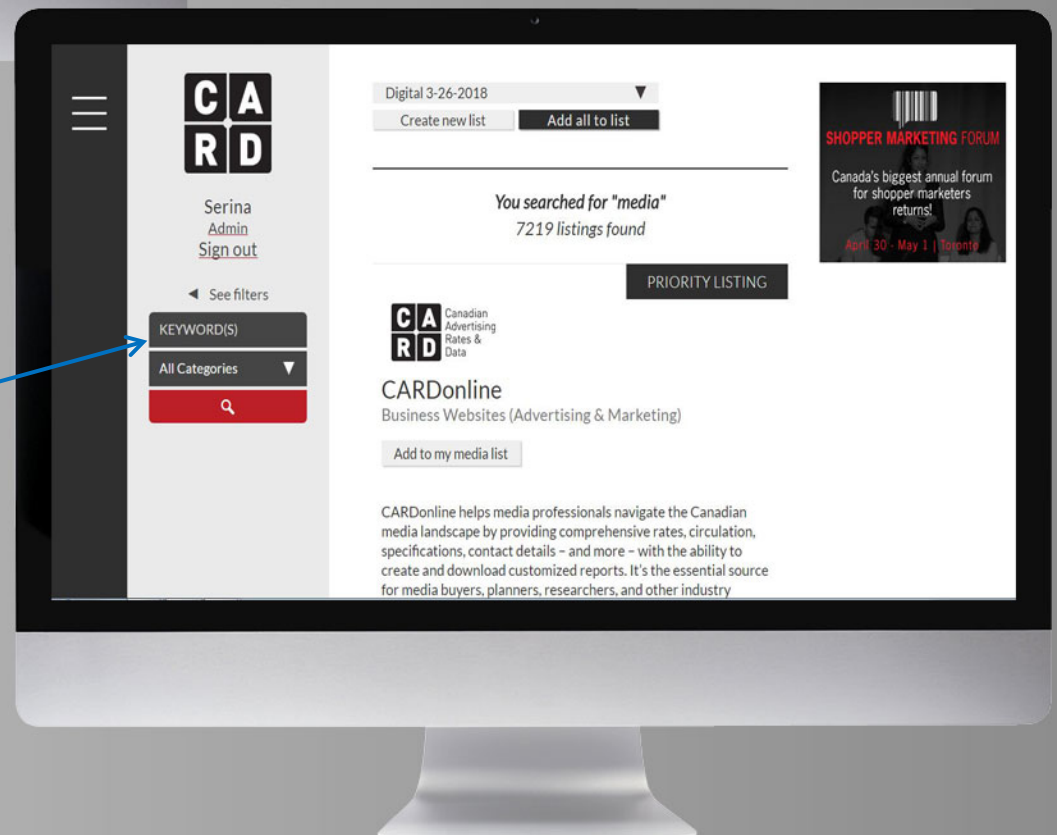


If you click 'Cancel', any changes you made to the filters here will not be applied.

If you click 'Clear all', all filters will be unselected.



To perform a new search by keyword(s) and/or category, click on 'New search'.

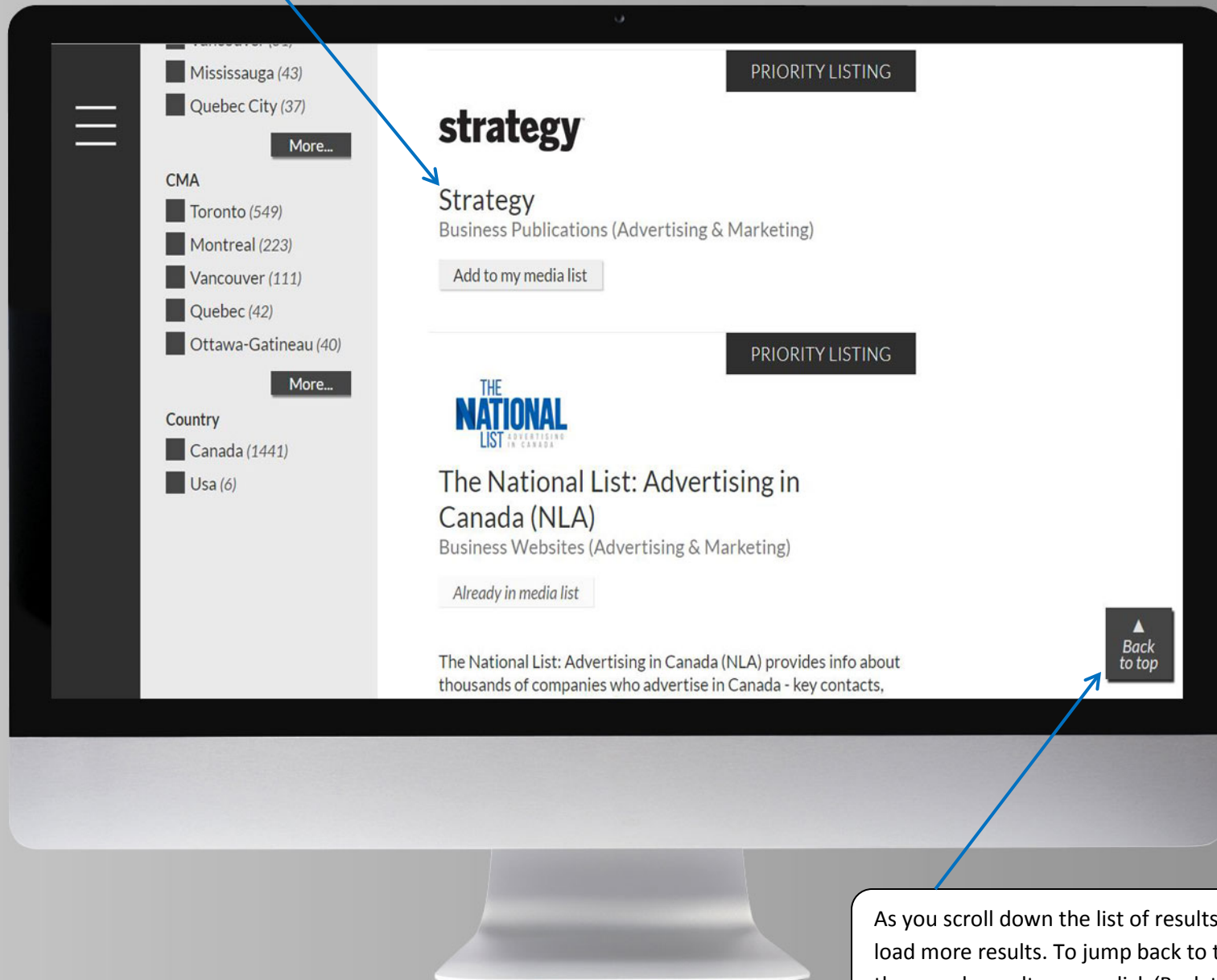


This will display the search bar where you can start a fresh search.

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

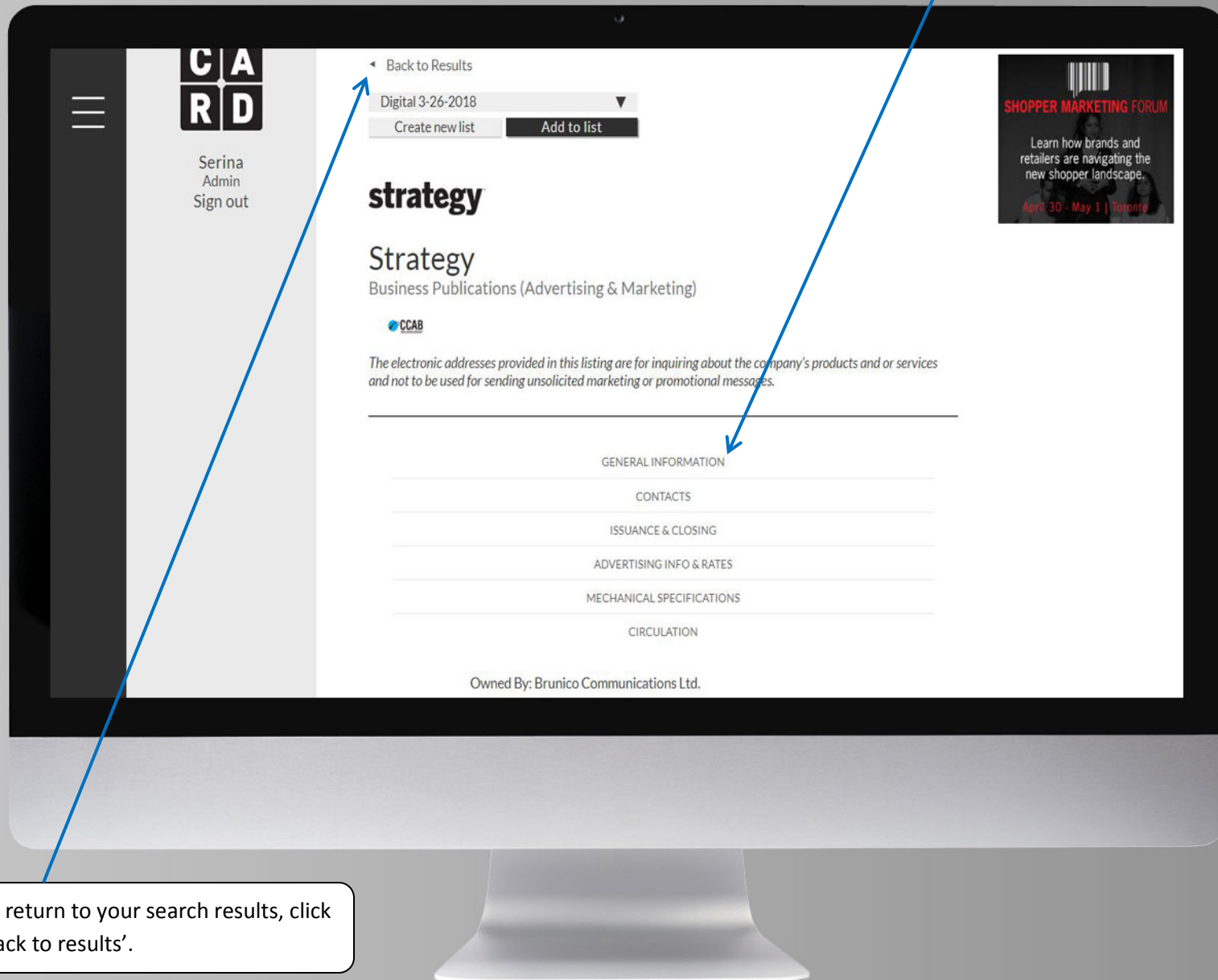


To view a listing from the search results, click on the title of the listing.



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'.

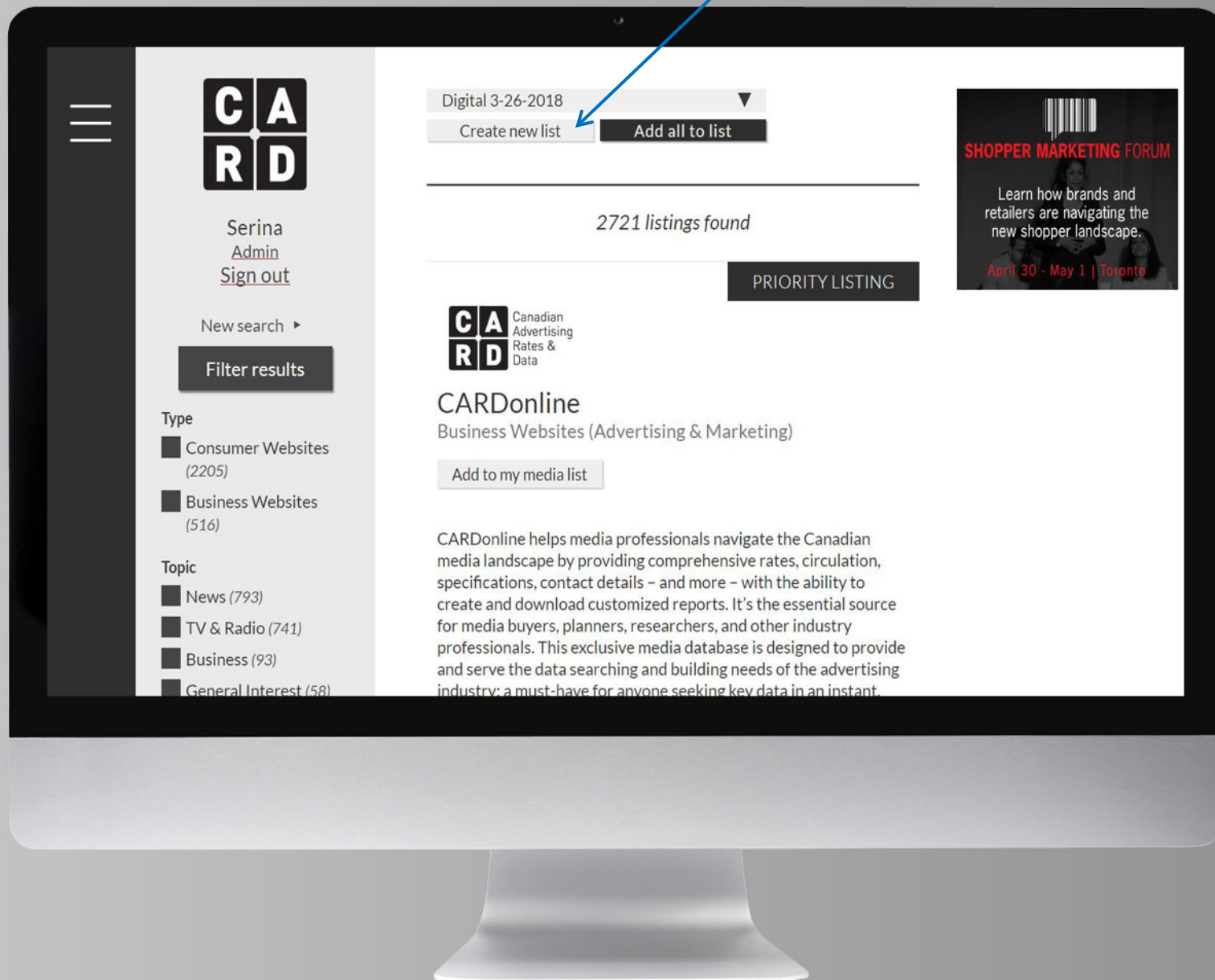
To quickly jump to a specific section within a listing, click on one of the section tabs below the listing name.

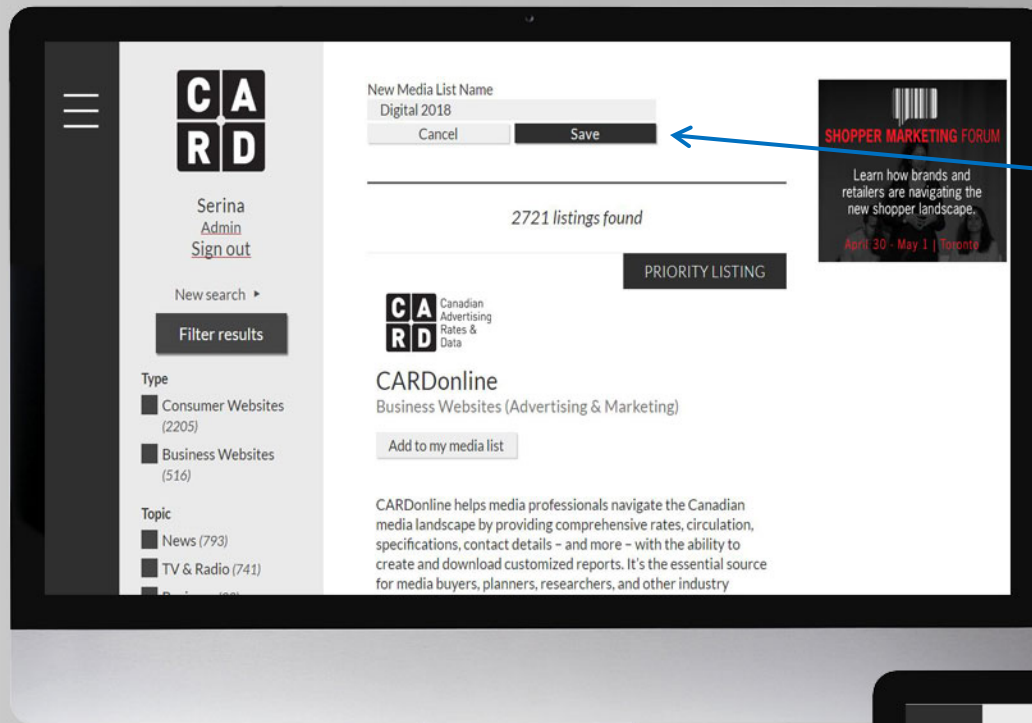


To return to your search results, click 'Back to results'.

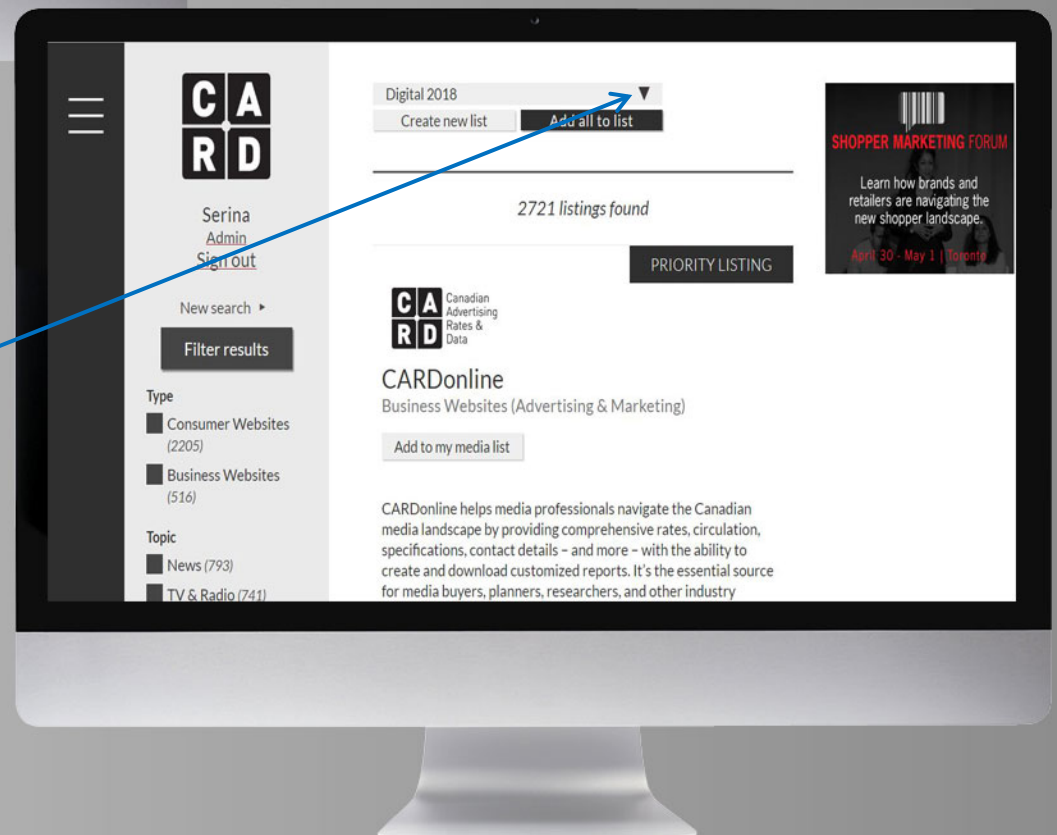


From the search results page (or a listing page), click 'Create new list' to create a new media list which you can then add listings to, for creating custom reports.



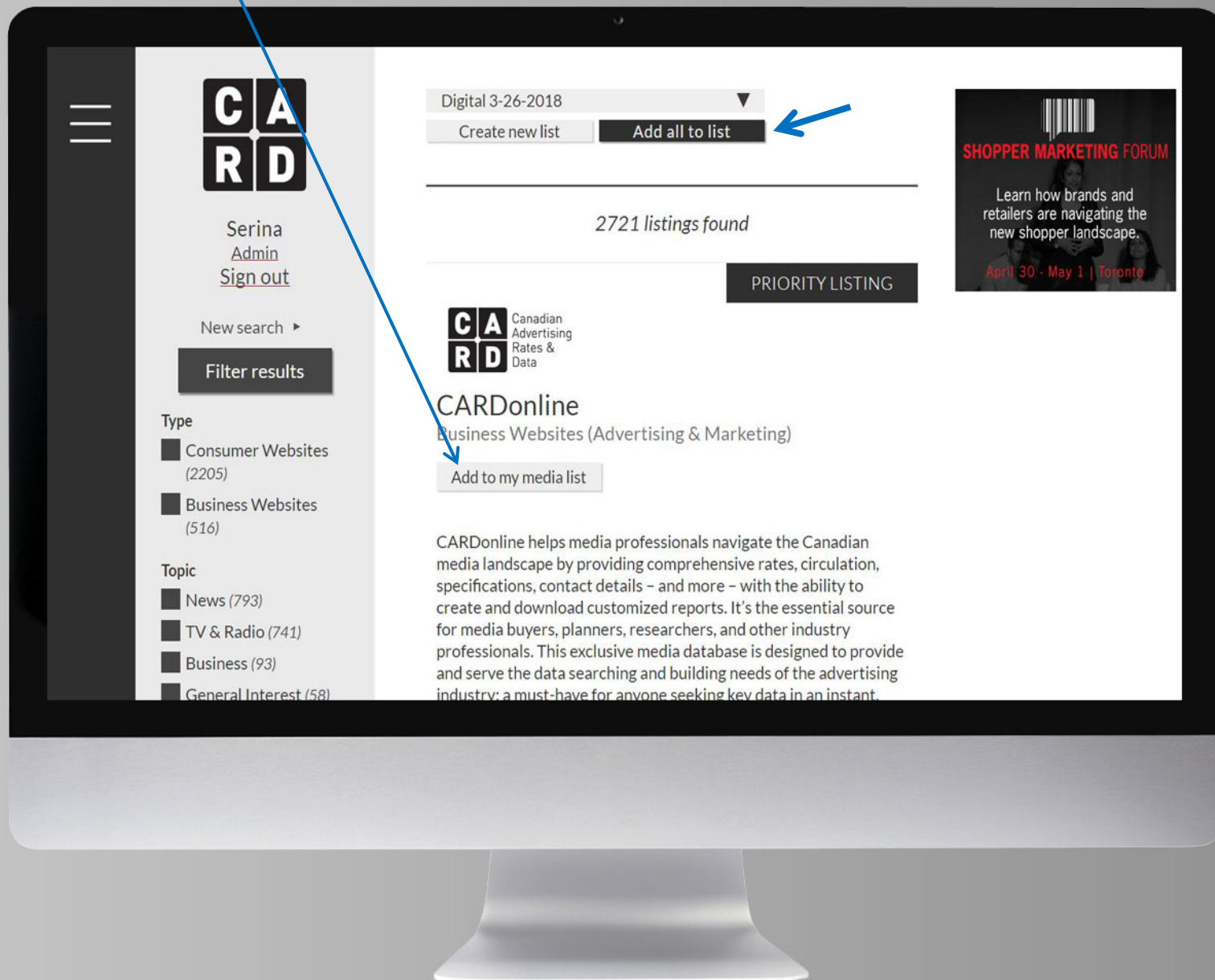


Create a name for your media list, then click 'Save'.



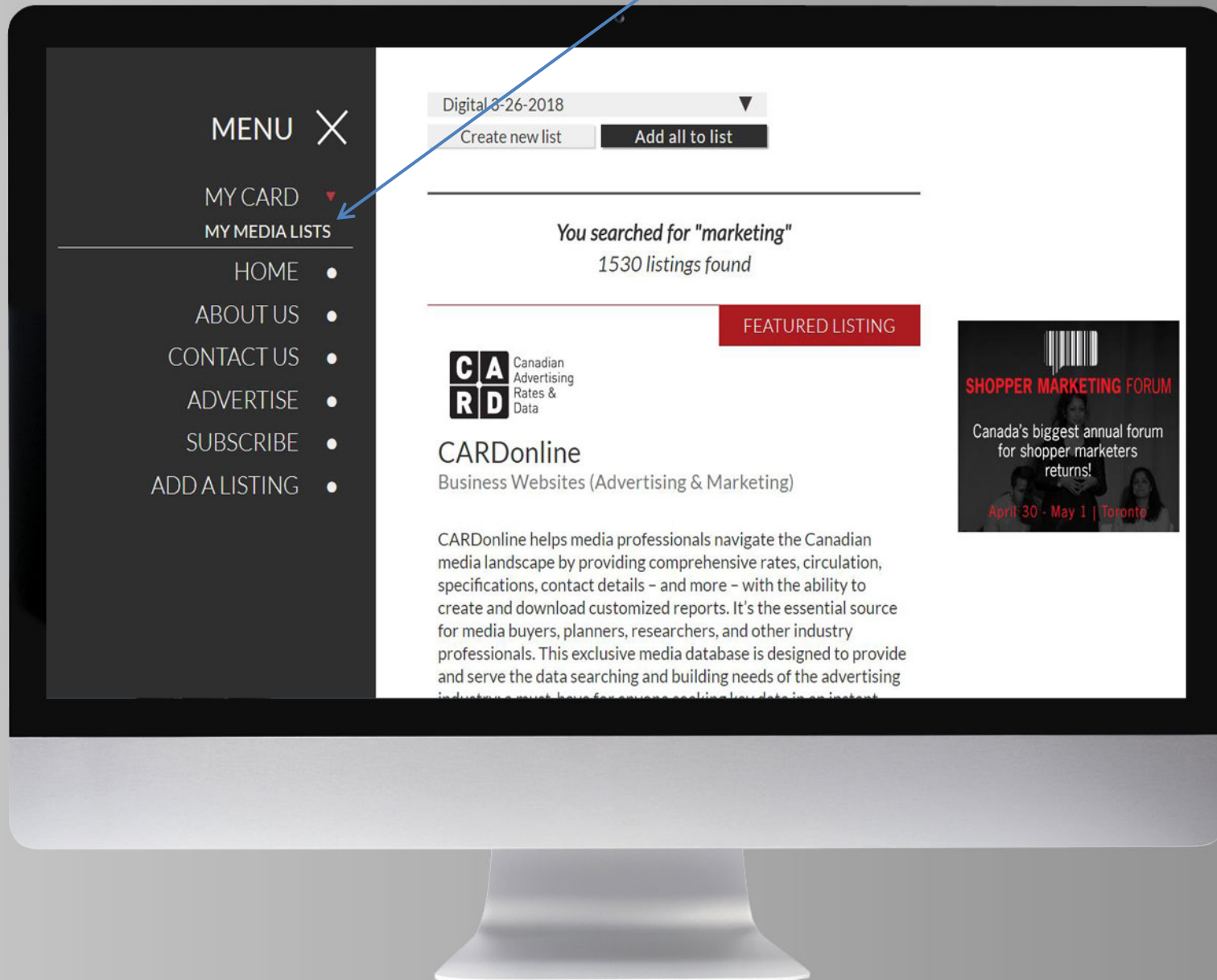
Once the new list name has been saved, it will appear in the dropdown menu where you can select the media list you wish to add listings to.

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.





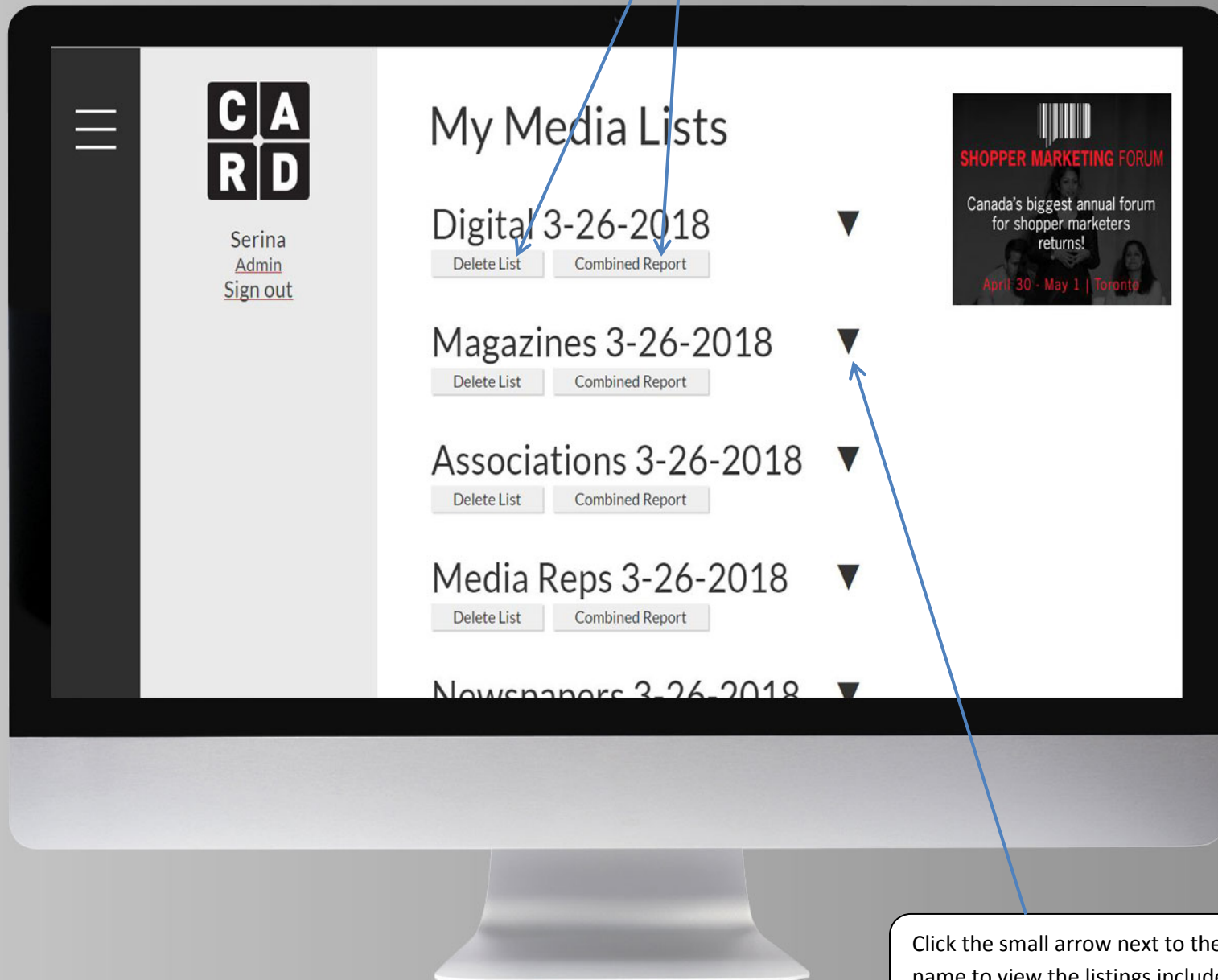
To view your media lists, open the menu and click 'MY CARD', then click 'MY MEDIA LISTS' from the dropdown list.





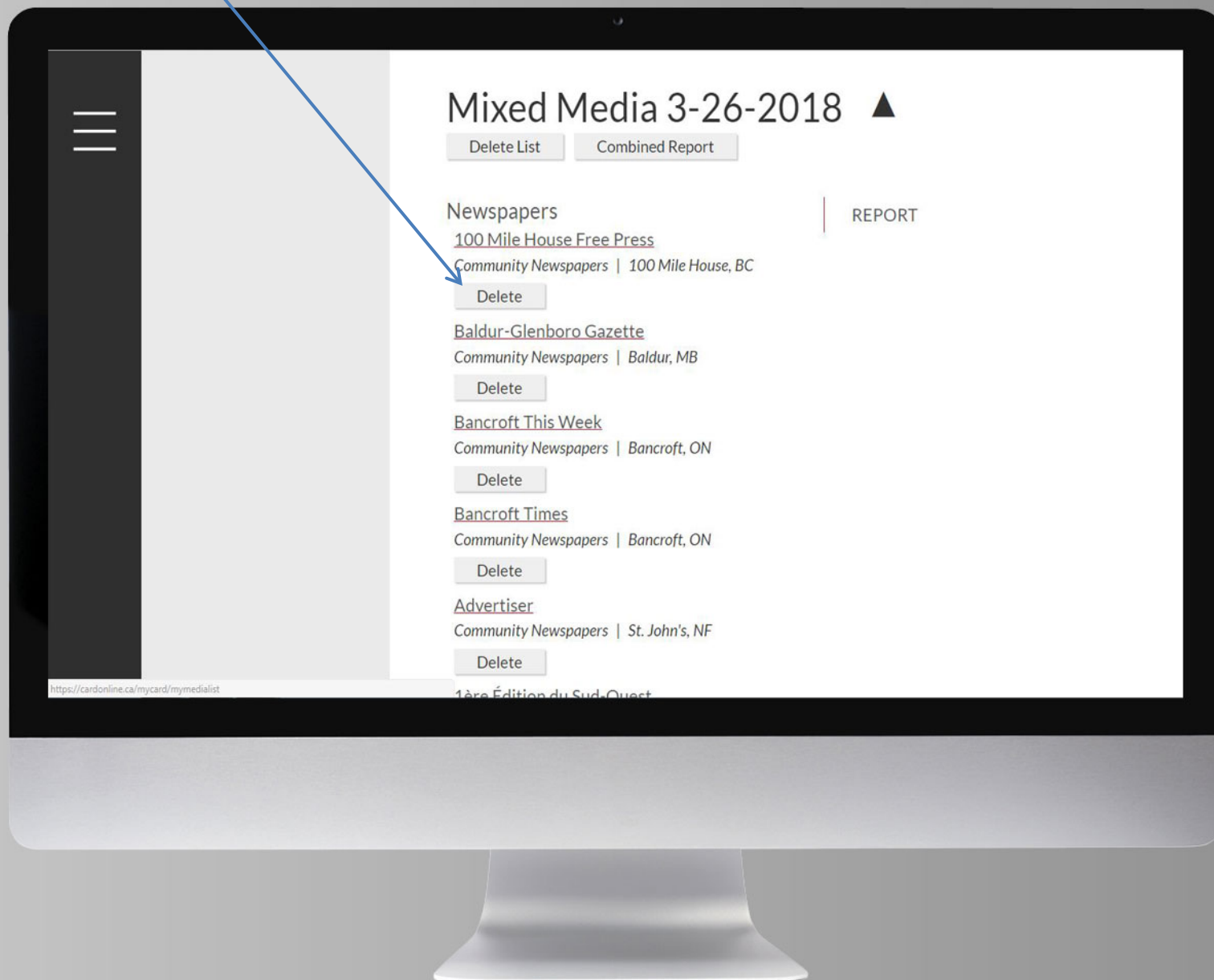
A list of all of the media lists you have created will appear.

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



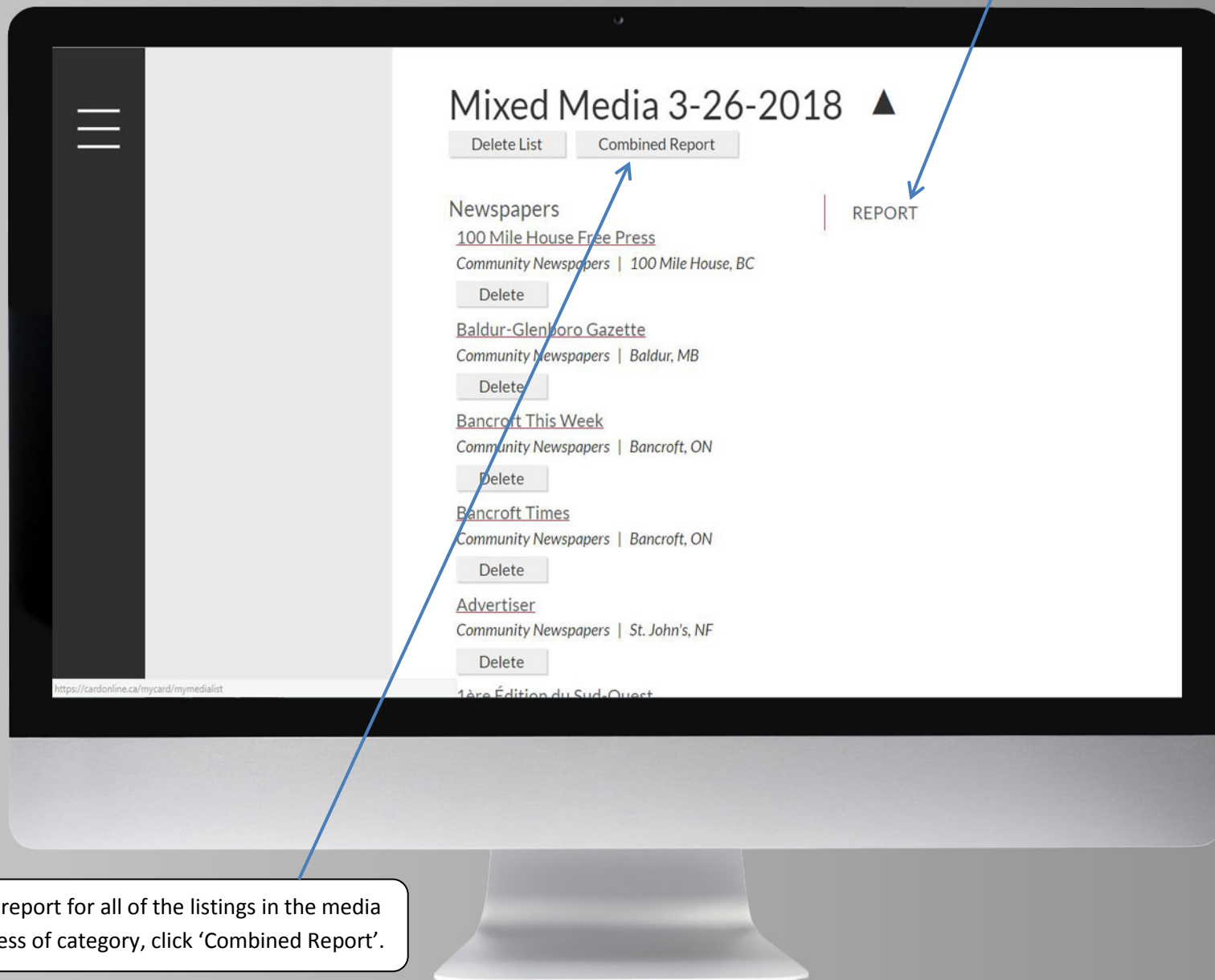
Click the small arrow next to the list name to view the listings included in that list.

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



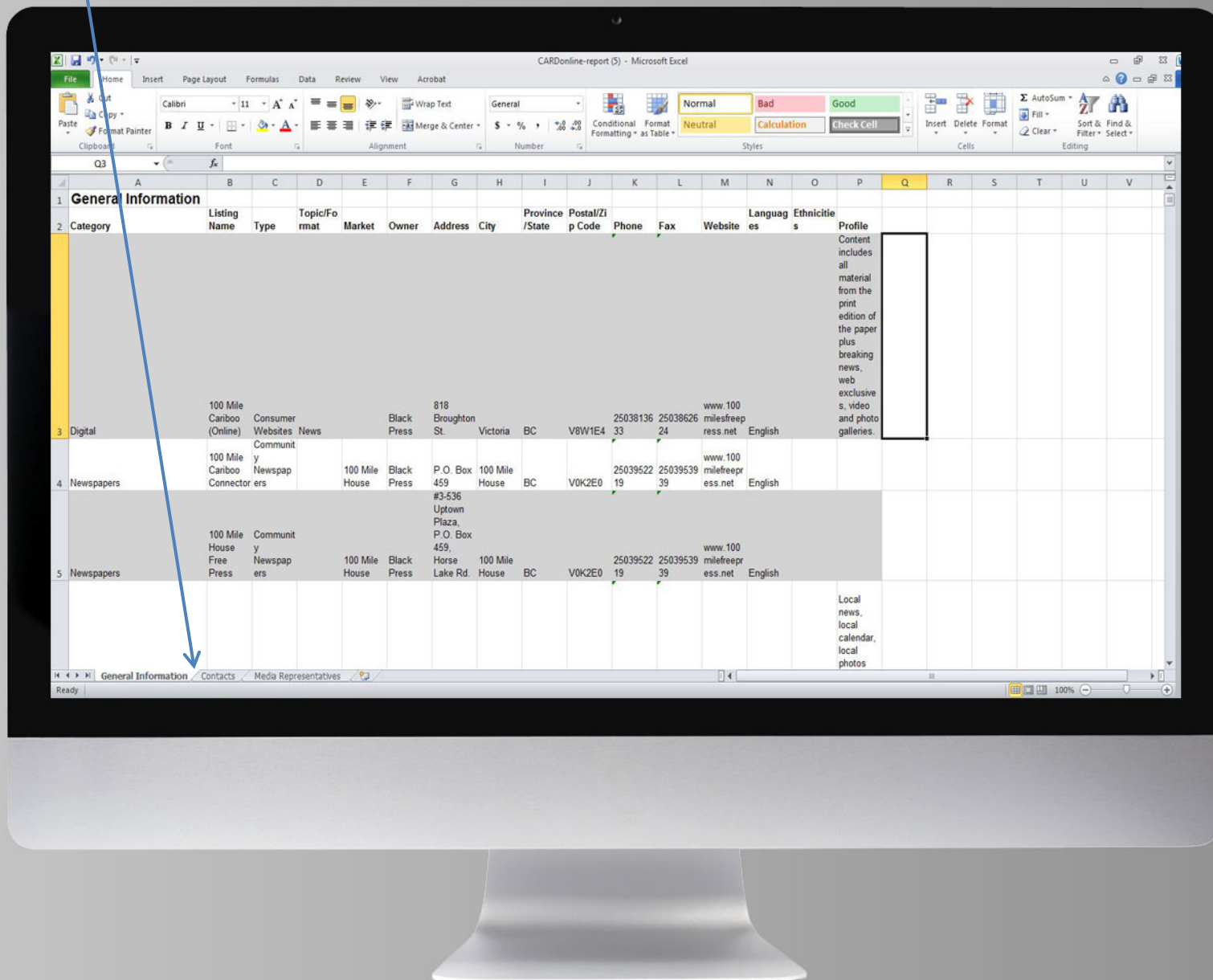
Media lists are organized by category. You can create a detailed media report based on a specific category, or you can download a combined report which includes basic information for all listings in the media list, regardless of category.

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

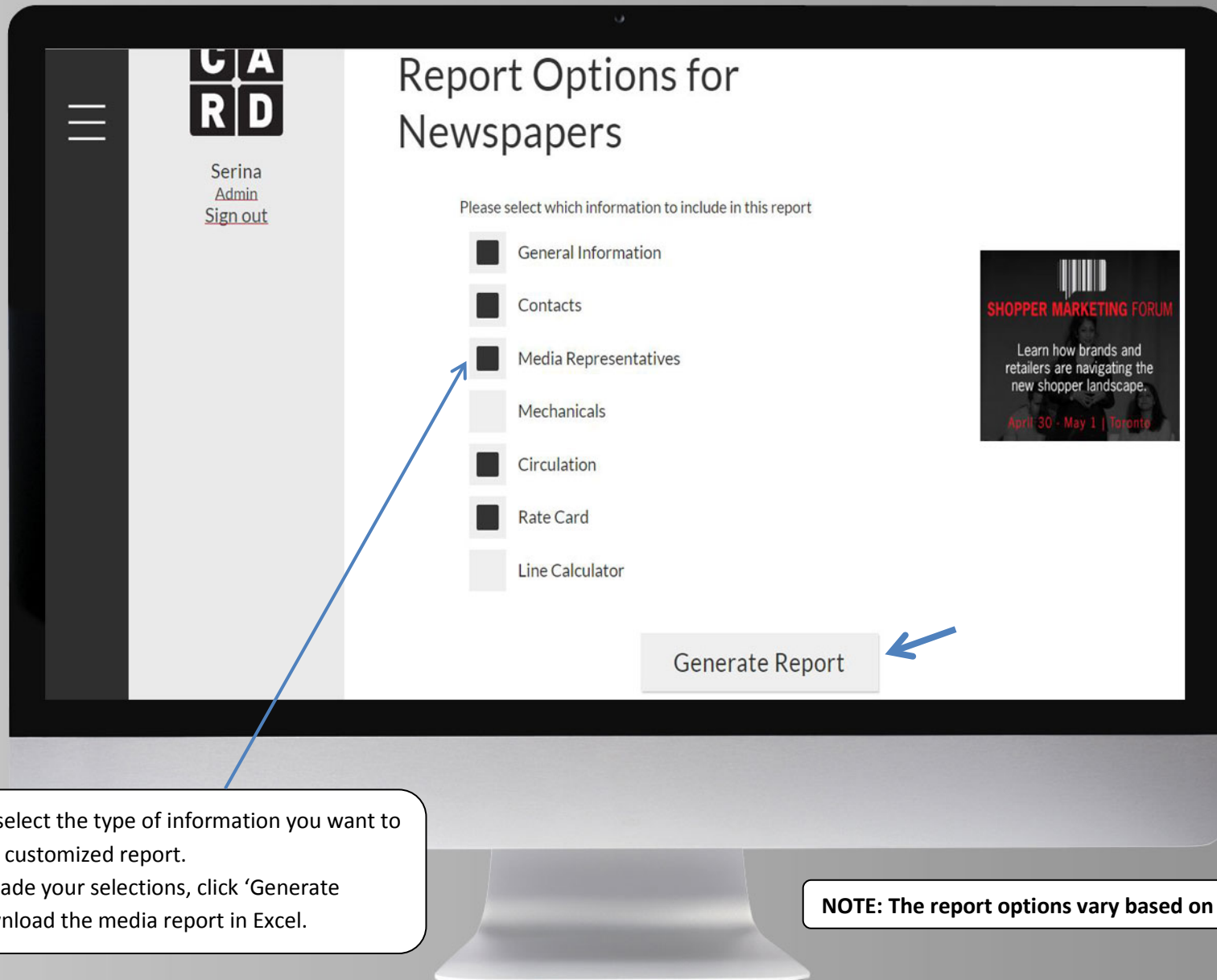


To create a report for all of the listings in the media list, regardless of category, click 'Combined Report'.

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.



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




Here, you can select the type of information you want to include in your customized report.  
Once you've made your selections, click 'Generate Report' to download the media report in Excel.

**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.

1	GeneralInformation												
2	Listing Name	Type	Market	Owner	Address	City	Province /State	Postal/Zip Code	Phone	Website	Languages	Ethnicities	Profile
3	100 Mile Cariboo Connector	Community Newspapers	100 Mile House	Black Press	P.O. Box 459 #3-536 Uptown Plaza, P.O. Box 459, Horse Lake Rd.	100 Mile House	BC	V0K2E0	2503952219	www.100milefreepress.net	English		
4	100 Mile House Free Press	Community Newspapers	100 Mile House	Black Press		100 Mile House	BC	V0K2E0	2503952219	www.100milefreepress.net	English		
5	1ère Édition du Sud-Ouest	Community Newspapers	Vaudreuil-Dorion	VIVA Média	469 Ave. St-Charles	Vaudreuil-Dorion	QC	J7V2N4	4504557955	www.viva-media.ca	French, English		
6	24 heures Montréal	Daily Newspapers	Montreal	Quebecor Media Inc.	4545 Rue Frontenac	Montreal	QC	H2H2R7	5143931010	www.journaldemontreal.com/24heures	French		
7	701Magazine	Ethnic Newspapers	Markham	CCN Media Inc.	3375 14th Ave., Unit 8	Markham	ON	L3R0H2	4164772988	www.701magazine.com	Chinese	Chinese	
8	Aboriginal Spirit of Saskatchewan	Ethnic Newspapers	Meadow Lake	Aboriginal Spirit of Saskatchewan	219 Centre St.	Meadow Lake	SK	S9X1Z4	3062365353		English	Aboriginal	
9	Advertiser	Community Newspapers	Grand Falls	TC Media	1 Columbus Drive	St. John's	NF	A1C5X7	7093644568	www.gfwaadvertiser.ca	English		
10	Baldur-Glenboro Gazette	Community Newspapers	Baldur	Baldur-Glenboro Gazette	P.O. Box 280, Elizabeth Ave.	Baldur	MB	R0K0B0	2045352127	www.baldur-glenborogazette.ca	English		





**For additional assistance, please contact the  
CARDonline Editorial team  
[cardonline@strategyonline.ca](mailto:cardonline@strategyonline.ca)**