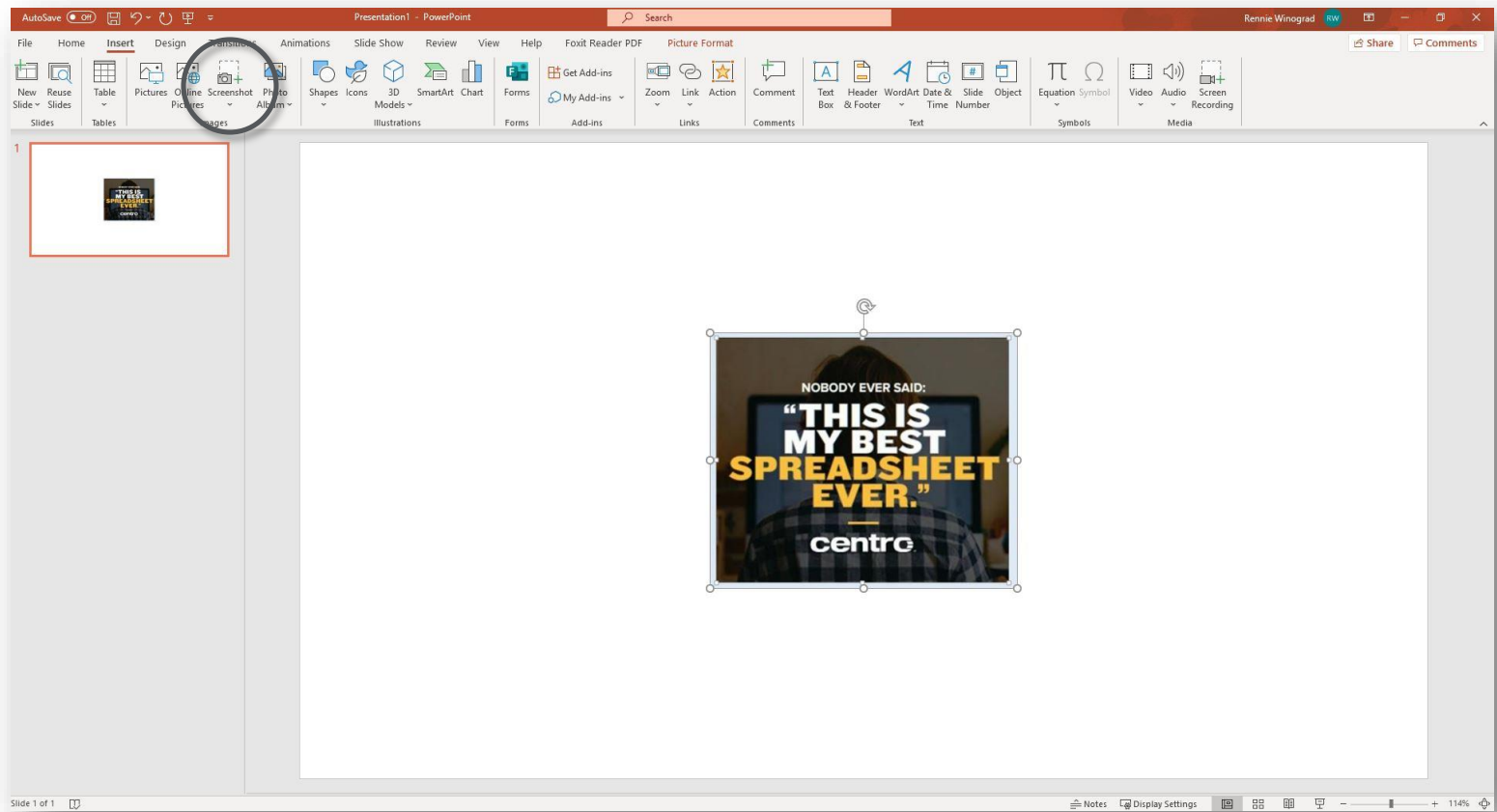


# MOCK-UP SCREENSHOTS

## DISPLAY SCREENSHOTS : STEP ONE



1. Take a screenshot of the ad by selecting the 'Screenshot' button under the 'Insert' tab.
2. Paste the screenshot into the PowerPoint slide.
3. Double click on the image and select the crop tool. Crop the image so only the ad unit is remaining.

# MOCK-UP SCREENSHOTS

## DISPLAY SCREENSHOTS : STEP TWO

The image shows a PowerPoint slide with a list of websites on the left and a screenshot of the Atlantic Mirror website on the right. The list includes: abc57.com, abraskitchen.com, accuradio.com, allrecipes.com, allure.com, apartments.com, apartmenttherapy.com, architectmagazine.com, ask.com, and atlanticmirror.com. The 'atlanticmirror.com' entry is circled in red. An arrow points from this entry to a screenshot of the Atlantic Mirror website, which features a header 'ATLANTIC MIRROR', a main article titled 'If You're Guilty Of Working Too Much, You May Be Putting Your Health At Risk', and a sidebar with a 'START WITH LOUIS PRO' advertisement. The PowerPoint interface is visible in the background, showing the 'Picture Format' tab and various toolbars.

1. Pick a site off the site list that the campaign is utilizing.
2. Take a screenshot of a page within the site. Paste the screenshot into the PowerPoint slide.

# MOCK-UP SCREENSHOTS

## DISPLAY SCREENSHOTS : STEP THREE

### ATLANTIC MIRROR



HEALTH AND BODY

If You're Guilty Of Working Too Much, You May Be Putting Your Health At Risk

By Staff Writer



ADVERTISEMENT



HEALTH AND BODY

The Startling Effects That Eating Avocado Every Day May Have On Your Body

By Staff Writer



1. Copy (Ctrl + C) the image of the ad.
2. Paste (Ctrl + V) the ad image over the ad size (in this case 300x250) on the web page image.
3. Resize the ad image so that it fits within the ad space on the web page image.

# MOCK-UP SCREENSHOTS

## DISPLAY SCREENSHOTS : STEP FOUR

Advanced Audience Targeting : Job Title Targeting – Marketing and Advertising

Flight : May – July

Ad Size : 300x250

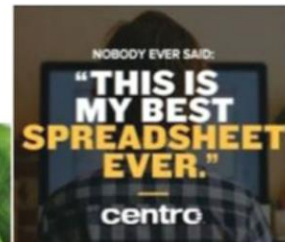
### ATLANTIC MIRROR



HEALTH AND BODY  
If You're Guilty Of Working Too  
Much, You May Be Putting Your  
Health At Risk  
By Staff Writer



HEALTH AND BODY  
The Startling Effects That Eating  
Avocado Every Day May Have  
On Your Body  
By Staff Writer



1. While holding the Ctrl button, click the ad and the web page images.
2. Right click and select 'Group' .
3. Add placement name, flight dates, and ad size.

**OR**

1. PDF the slide.
2. Add placement name, flight dates, and ad size.