

## **Your Centro Team**

Once you've received your IO, be sure to confirm receipt with your account manager. They will introduce your campaign manager, who will send creative, test tags (if needed), creative (assets or tags) and creative instruction. And your campaign analyst, who will send reporting – pacing and performance updates – once the campaign is live.

## **Who do I contact?**

- **Your Account Manager:**  
General questions or issues related to your Centro RFP or plan
- **Your Campaign Manager:**  
Questions regarding creative or implementation questions related to creative for specific Centro placements.
- **Your Campaign Analyst:**  
Questions regarding delivery or reporting – pacing or performance

## **What can I expect with Creative?**

Your campaign manager will email ad creative prior to launch for all placements on your insertion order. Ad creative will either be attached as 3<sup>rd</sup> party tags (TXT files with ad code) or standard raw assets (graphic assets: JPG, GIF, SWF, etc). Please be sure to work with your team to launch creative as directed by your campaign manager and on your insertion order. If you have any questions regarding ad format, placements, or implementation, always feel free to ask!

## **What can I expect with Reporting?**

Your campaign analyst will provide regular reporting updates once the campaign is live on your site. Frequency of reporting updates will differ based on the length of the campaign. Standard reporting from Centro includes site performance, site delivery, pacing by placement, impressions and clicks. These reports are designed to help you prioritize campaigns appropriately to insure full delivery.

## **What can I expect for Billing?**

Once a campaign has been completed and closed out by your Centro team, your campaign analyst will send a final delivery report. This includes final billable numbers. During billing, please note your Centro campaign ID, your site's name and your delivery information as indicated by Centro. All billing information is provided on your insertion order. Note: please be sure to mail all billing statements to the Bill To address on your insertion order to insure prompt payment. Questions on billing can be mailed to [ap@centro.net](mailto:ap@centro.net).