

HOLLERBORD SDN. BHD.

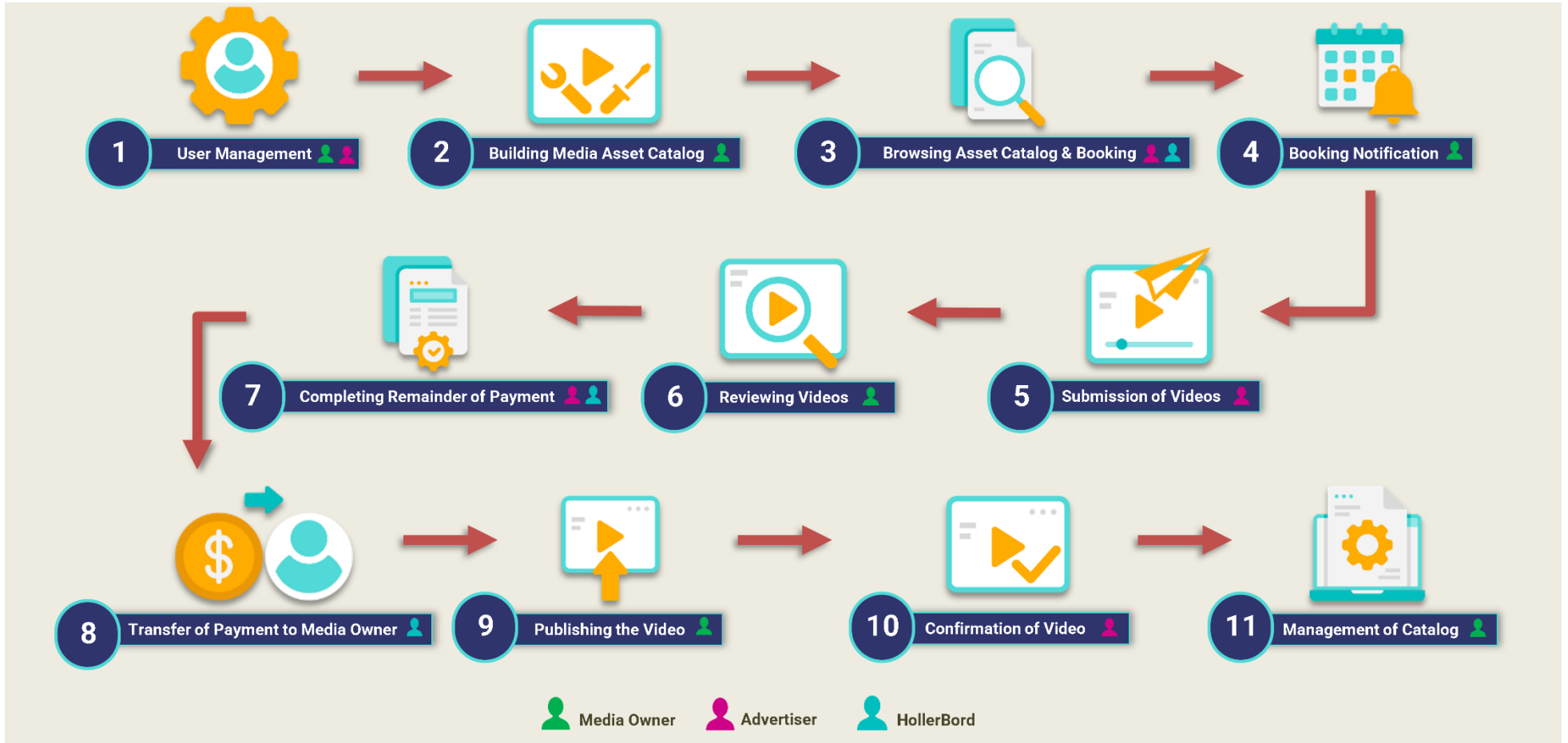
# HOLLERBORD USER GUIDE MANUAL (MEDIA OWNER)



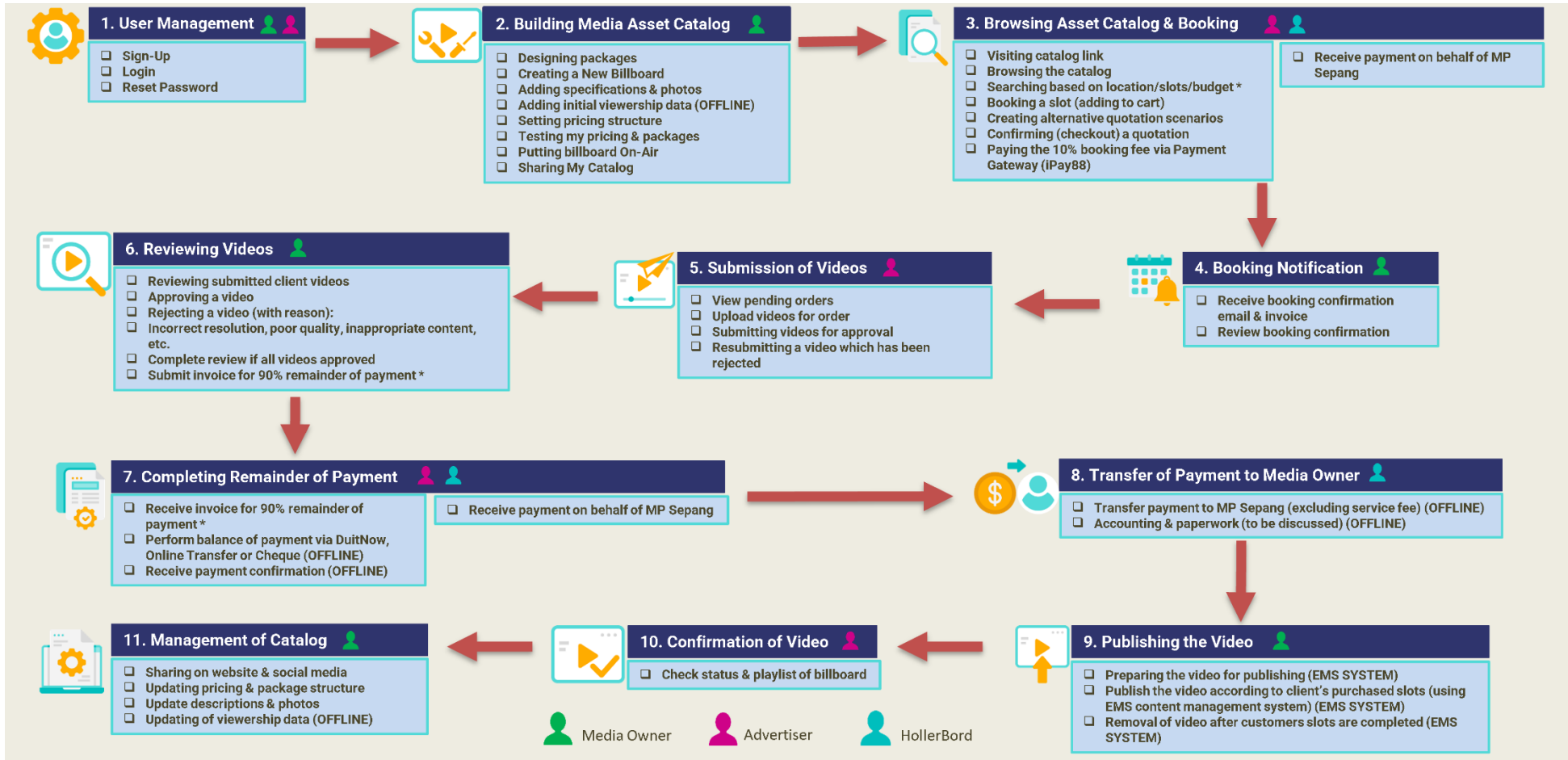
PREPARE BY:



### Overview step of Air – Time Booking & Content Management System



## Features and Roles of Air – Time Booking & Content Management System

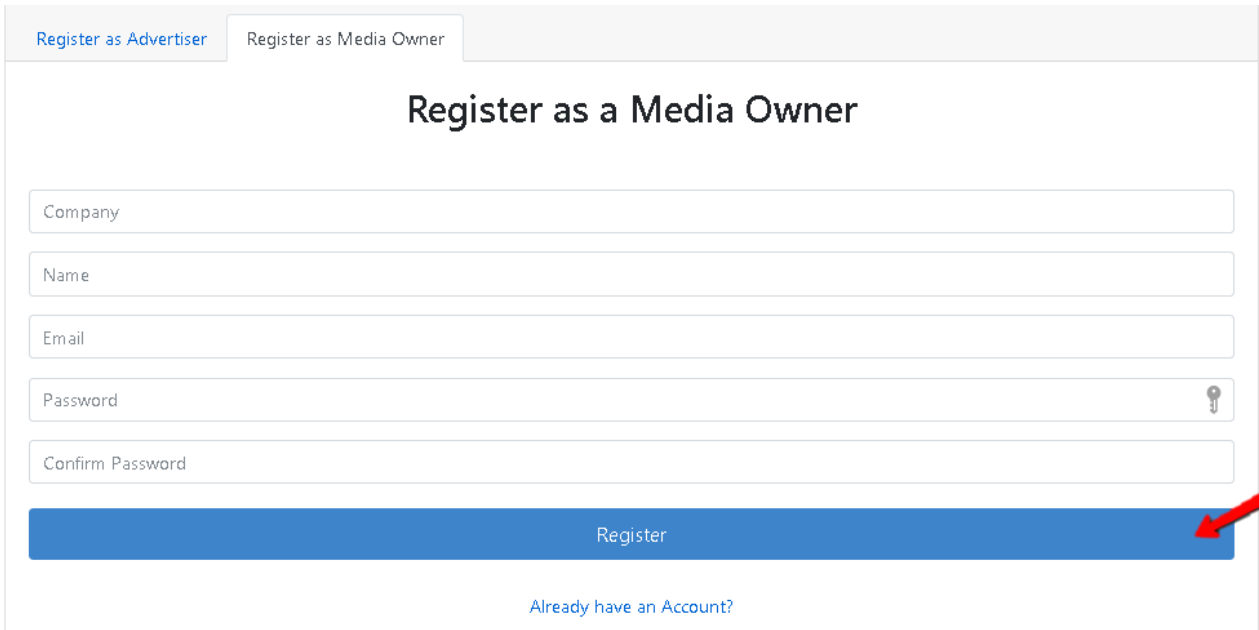


## **Table of Contents**

|   |           |
|---|-----------|
| <b>Overview step of Air – Time Booking &amp; Content Management System.....</b>       | <b>2</b>  |
| <b>Features and Roles of Air – Time Booking &amp; Content Management System .....</b> | <b>3</b>  |
| <b>Step 1: User Management.....</b>   | <b>5</b>  |
| <b>Step 2: Building Media Asset Catalog .....</b>                                     | <b>8</b>  |
| <b>Step 3: Reviewing Videos .....</b>   | <b>20</b> |

## Step 1: User Management

### 1. Creating an account as Media Owner




Register as Advertiser Register as Media Owner

### Register as a Media Owner

Company

Name

Email

Password 

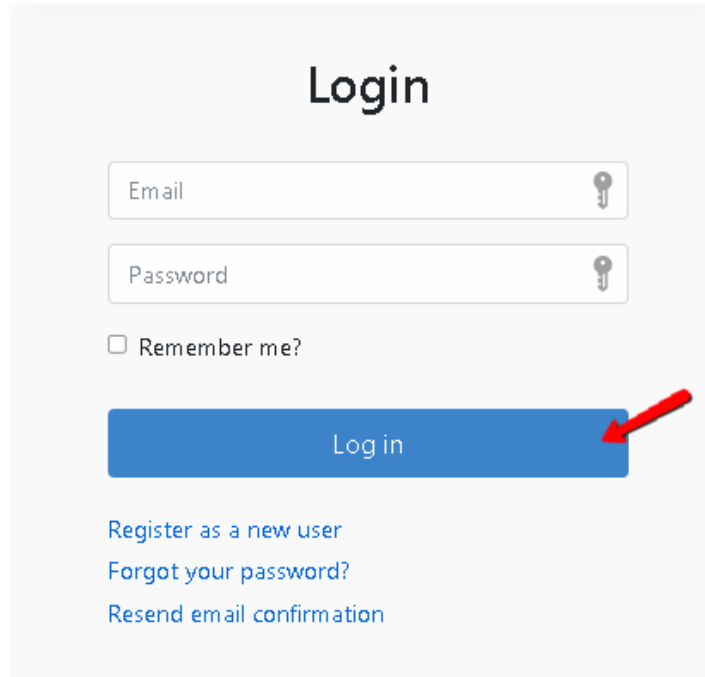
Confirm Password

Register


[Already have an Account?](#)


- Choose **Register as Media Owner** tab
- **Company:** Insert company name
- **Name:** Insert username as Mr/Mrs
- **Email:** Insert username email
- **Password:** Insert any desired password
- **Confirm Password:** re-type the same password as above
- Click **Register** once all the required information has filled in

## 2. Logging In as Media Owner




**Login**

Email 

Password 

Remember me?

**Log in** 

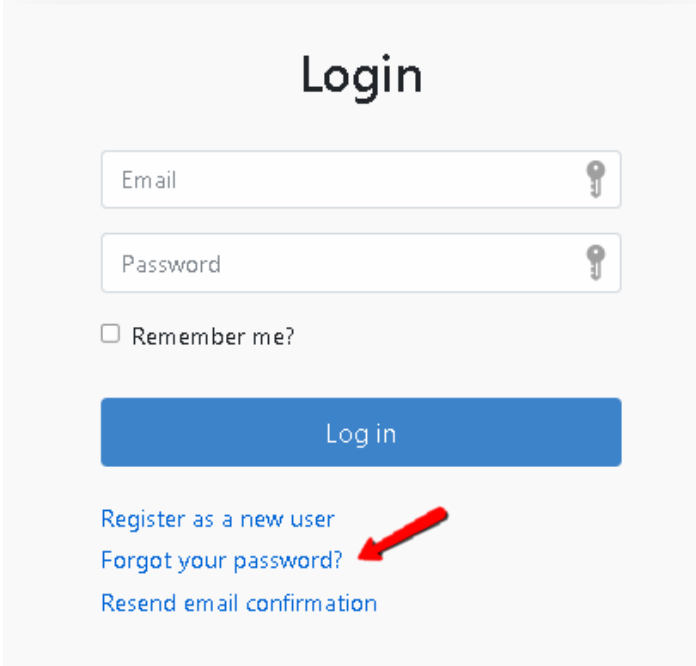
[Register as a new user](#)

[Forgot your password?](#)

[Resend email confirmation](#)

- **Email:** Insert registered username email
- **Password:** Insert registered password
- Click **Log in** once all the information has filled in

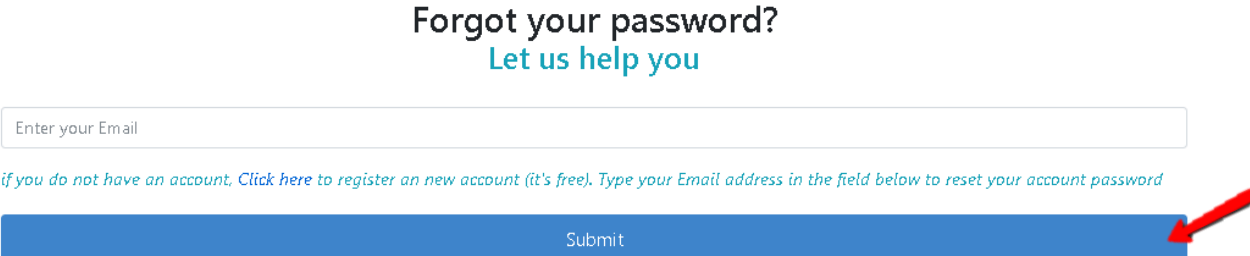
### 3. To reset forgotten password



The screenshot shows a login form with the following elements:

- Login** (Title)
- (Email field)
- (Password field)
- Remember me?
- (Login button)
- [Register as a new user](#)
- [Forgot your password?](#) (indicated by a red arrow)
- [Resend email confirmation](#)

- At login page, click **Forgot your password?**



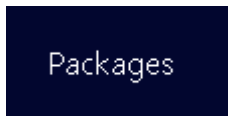
The screenshot shows the "Forgot your password?" page with the following elements:

- Forgot your password?**
- Let us help you**
- (Email input field)
- if you do not have an account, Click here to register an new account (it's free). Type your Email address in the field below to reset your account password*
- (Submit button, indicated by a red arrow)

- **Enter your Email:** enter your username email
- Click **Submit** once done
- User will **receive email** to reset the new password

## Step 2: Building Media Asset Catalog

1. Designing Packages for billboard



- Go to **Package** tab



| Package Name | Starting Date | Ending Date | Starting Time | Ending Time | Valid Days | Exclusion | Valid Dates |
|--------------|---------------|-------------|---------------|-------------|------------|-----------|-------------|
|--------------|---------------|-------------|---------------|-------------|------------|-----------|-------------|

- Click **Create New** to insert new package.



# Create

## BoardPackage

|               |   |   |
|---------------|---|---|
| Package Name  | <input type="text"/>                        | <input type="checkbox"/> Valid on Monday    |
| Company       | <input type="text" value="Hollerbord (H)"/> | <input type="checkbox"/> Valid on Tuesday   |
| Starting Date | <input type="text" value="mm/dd/yyyy"/>     | <input type="checkbox"/> Valid on Wednesday |
| Ending Date   | <input type="text" value="mm/dd/yyyy"/>     | <input type="checkbox"/> Valid on Thursday  |
| Starting Time | <input type="text" value="--:-- --"/>       | <input type="checkbox"/> Valid on Friday    |
| Ending Time   | <input type="text" value="--:-- --"/>       | <input type="checkbox"/> Valid on Saturday  |
|               |   | <input type="checkbox"/> Valid on Sunday    |
|               |   | Exclusion                                   |
|               |   | <input type="text"/>                        |
|               |   | Valid Dates <a href="#">Add Date</a>        |
|               |   | <input type="button" value="Create"/>       |
|               |   | <a href="#">Back to List</a>                |

- **Package Name:** Insert the desired package name
- **Company:** Choose company for the package to implement
- **Starting Date:** Choose start date for the package to implement
- **Ending Date:** Choose end date for the package to implement
- **Starting Time:** Choose start time for the package to implement
- **Ending Time:** Choose end time for the package to implement
- Select the **Validation Day** for the package to implement
- **Exclusion:** Choose the exclusion package for this package or click **Add Date** for exclusion date in particular weeks or months
- Click **Create** once all required information is filled in

# Index

[Create New](#)

| Package Name | Starting Date | Ending Date | Starting Time | Ending Time | Valid Days   | Exclusion | Valid Dates   |
|--------------|---------------|-------------|---------------|-------------|--|-----------|---|
| Weekdays     | 10/1/2021     | 10/31/2021  | 08:00:00      | 20:00:00    | <input checked="" type="checkbox"/> Monday<br><input checked="" type="checkbox"/> Tuesday<br><input checked="" type="checkbox"/> Wednesday<br><input checked="" type="checkbox"/> Thursday<br><input checked="" type="checkbox"/> Friday<br><input type="checkbox"/> Saturday<br><input type="checkbox"/> Sunday |           | <a href="#">Edit</a>   <a href="#">Details</a>   <a href="#">Delete</a> |

- Once done the Package List will appear as per image

## 2. Creating new available Billboard



- Go to **Boards** tab




| Board Name | Pricing | Other Details |
|------------|---------|---------------|
|------------|---------|---------------|

- Click **Create New** to insert new Board.

# Create

## Board

Company

Majlis Perbandaran Sepang (MPS) 

Board Name

Description

Board Type

Static 

Location

Sepang 

New Location

Add

Setup Cost

0 

Days to Set Up Board

7

Slot Duration (secs)

10

Board Width (pixels)

1920

Board Height (pixels)

1080

Board Width (metres)

16

Board Height (metres)

9

Altitude from Sea (metres)

Altitude from Ground (metres)

Viewer Angle

Longitude

Latitude

Create 

- **Company:** Choose desired company for this board
- **Board Name:** Insert specific name for this board
- **Description:** Insert information description of the board to know more about it
- **Board Type:** Select the type of the board
- **Location:** Choose location of this board
- **New Location:** Insert location name of this board and click **Add**
- **Setup Cost:** Insert price detail if required to setup the board.
- **Days to Setup Board:** Insert days number required to setup the board
- **Slot Duration (secs):** Insert numbers in seconds for duration per slot
- **Board Width (pixels):** Insert size of board width in pixel, default is 1920
- **Board Height (pixels):** Insert size of board height in pixel, default is 1080
- **Board Width (metres):** Insert size of board width in metres, default is 16
- **Board Height (metres):** Insert size of board height in metres, default is 9
- **Altitude from Sea (metres):** Insert location of board height from sea level in metres

- **Altitude from ground (metres):** Insert location of board height from ground in metres
- **Viewer Angle:** Insert angle of the board position in degree
- **Longitude:** Insert longitude value of board location in degree
- **Latitude:** Insert latitude value of board location in degree
- Click **Create** once all the required information has filled in

## Boards

[Create New](#)

| Board Name  | Pricing             |                 |                    |                       |                   |                          | Other Details  |
|---|---------------------|-----------------|--------------------|-----------------------|-------------------|--------------------------|--|
| <b>Ara Damansara</b><br>LED Screen<br>Hollerbord<br>Digital<br>Slot Duration (secs): 10 | <b>Package Name</b> | <b>Air-Time</b> | <b>Impressions</b> | <b>Slots for Sale</b> | <b>Slot Price</b> | <b>Estimated Revenue</b> | Days to Set Up Board: 0<br>Res: 1920x1080, Size: 16mx9m, sea: 66m, ground: 6m, view: 0°, (101.5764929, 3.1200194)<br>Created 9/24/2021 12:08:23 PM<br><a href="#">Edit</a>   <a href="#">Details</a>   <a href="#">Pricing</a>   <a href="#">Images</a>   <a href="#">Delete</a> |
|   | Weekdays            |                 |                    | 0                     |                   |                          |  |
|   | <b>Setup Cost</b>   |                 |                    |                       |                   | <b>0</b>                 |  |

- Once done the Board List will appear as per image
- Grey Column meaning the board is not put on air yet.

### 3. Adding media for specific billboard

## Boards

[Create New](#)

| Board Name  | Pricing             |                 |                    |                       |                   |                          | Other Details  |
|---|---------------------|-----------------|--------------------|-----------------------|-------------------|--------------------------|--|
| <b>Ara Damansara</b><br>LED Screen<br>Hollerbord<br>Digital<br>Slot Duration (secs): 10 | <b>Package Name</b> | <b>Air-Time</b> | <b>Impressions</b> | <b>Slots for Sale</b> | <b>Slot Price</b> | <b>Estimated Revenue</b> | Days to Set Up Board: 0<br>Res: 1920x1080, Size: 16mx9m, sea: 66m, ground: 6m, view: 0°, (101.5764929, 3.1200194)<br>Created 9/24/2021 12:08:23 PM<br><a href="#">Edit</a>   <a href="#">Details</a>   <a href="#">Pricing</a>   <a href="#">Images</a>   <a href="#">Delete</a> |
|   | Weekdays            |                 |                    | 0                     |                   |                          |  |
|   | <b>Setup Cost</b>   |                 |                    |                       |                   | <b>0</b>                 |  |

- Click **Images** hyperlink at the Board List

## Images

|                             |                |
|-----------------------------|----------------|
| <b>Board Name</b>           | Ara Damansara  |
| <b>Description</b>          | LED Screen     |
| <b>Company</b>              | Hollerbord (H) |
| <b>Board Type</b>           | Digital        |
| <b>Location</b>             |                |
| <b>Setup Cost</b>           | 0              |
| <b>Days to Set Up Board</b> | 0              |
| <b>Slot Duration (secs)</b> | 10             |

[Back to Board List](#) | [Upload New](#) 

- The hyperlink will navigate to this Images Page
- Click **Upload New** hyperlink to insert new image

Code

[Back to List](#)

- Click **Choose File** button, then select the desired image to be upload
- Click **Upload** button once confirm the selected image

Sky.jpg



[Rename](#) | [Delete](#)

[Back to Board List](#) | [Upload New](#)

- The image is uploaded once it appears like this
- The user may click **Upload New** to continue upload more images

#### 4. Setting Price Structure

### Boards

[Create New](#)


| Board Name   | Pricing             |                 |                    |                       |                   | Other Details            |  |  |
|--|---------------------|-----------------|--------------------|-----------------------|-------------------|--------------------------|--|--|
| <b>Ara Damansara</b><br>LED Screen<br>Hollerbord<br>Digital<br>Slot Duration<br>(secs): 10 | <b>Package Name</b> | <b>Air-Time</b> | <b>Impressions</b> | <b>Slots for Sale</b> | <b>Slot Price</b> | <b>Estimated Revenue</b> | Days to Set Up Board: 0<br>Res: 1920x1080, Size: 16mx9m,<br>sea: 66m, ground: 6m, view: 0°,<br>(101.5764929, 3.1200194)<br>Created 9/24/2021 12:08:23 PM | <a href="#">Edit</a>   <a href="#">Details</a>   <a href="#">Pricing</a>   <a href="#">Images</a>   <a href="#">Delete</a> |
|  | Weekdays            |                 |                    | 0                     |                   |                          |  |  |
|  | <b>Setup Cost</b>   |                 |                    |                       | <b>0</b>          |                          |  |  |



- Click **Pricing** hyperlink at the Board List

## Board Pricing

|                             |                |
|-----------------------------|----------------|
| <b>Board Name</b>           | Ara Damansara  |
| <b>Description</b>          | LED Screen     |
| <b>Company</b>              | Hollerbord (H) |
| <b>Board Type</b>           | Digital        |
| <b>Location</b>             |                |
| <b>Setup Cost</b>           | 0              |
| <b>Days to Set Up Board</b> | 0              |
| <b>Slot Duration (secs)</b> | 10             |

| Package Name | Description  | Air-Time | Total Slots | Slots for Sale | Slot Price |
|--------------|--|----------|-------------|----------------|------------|
| Weekdays     | 1/10/2021 to 31/10/2021 - Mon, Tue, Wed, Thu, Fri (08:00 to 20:00) | 12:00:00 | 18          | 16             | 36         |



From   To  

[Back to Board List](#)

- **Total Slots:** Insert available slot for the package
- **Slots for sale:** Insert slots that available only to sale
- **Slot Price:** Insert slot price after calculate using formula = Total slot per day x Total repeat slots
- Click **Save** button once done insert all the information



5. Testing my pricing and packages

From

To

**Test**

[Back to Board List](#)

- Select **From** and **To** date from calendar
- Click **Test** button

### Test Pricing

Board Name

Booking Date From  Booking Date To

Video Length (seconds)

Packages

| Package      | Slots                          | Days | Impressions  | Air-Time        | Price per Day | Price             |
|--------------|--------------------------------|------|--------------|-----------------|---------------|-------------------|
| Weekdays     | <input type="text" value="1"/> | 21   | 5,040        | 14:00:00        | MYR 36.00     | MYR 756.00        |
| Setup Cost   |                                |      |              |                 |               | MYR 0.00          |
| <b>Total</b> |                                |      | <b>5,040</b> | <b>14:00:00</b> |               | <b>MYR 756.00</b> |

**Update** **Close**

- Click **Update** button to see the price
- Adjust **Slots** to see different price for different slots number
- Once done can click **Close** button

## 6. Putting billboard On-Air

### Boards

[Create New](#)

| Board Name  | Pricing             |                 |                    |                       |                   |                          | Other Details  |
|---|---------------------|-----------------|--------------------|-----------------------|-------------------|--------------------------|--|
| <b>Ara Damansara</b><br>LED Screen<br>Hollerbord<br>Digital<br>Slot Duration (secs): 10 | <b>Package Name</b> | <b>Air-Time</b> | <b>Impressions</b> | <b>Slots for Sale</b> | <b>Slot Price</b> | <b>Estimated Revenue</b> | Days to Set Up Board: 0<br>Res: 1920x1080, Size: 16mx9m, sea: 66m, ground: 6m, view: 0°, (101.5764929, 3.1200194)<br>Created 9/24/2021 12:08:23 PM<br><a href="#">Edit</a>   <a href="#">Details</a>   <a href="#">Pricing</a>   <a href="#">Images</a>   <a href="#">Delete</a> |
|   | Weekdays            |                 |                    | 0                     |                   |                          |  |
|   | <b>Setup Cost</b>   |                 |                    |                       |                   | <b>0</b>                 |  |

- Click **Edit** hyperlink at the Board List



- Scroll bottom of page until found these two buttons
- Click **Put On Air** button to put the board on-air
- On Air means the board is on Catalog page, the board is visible to anyone who visit the catalog and search page.

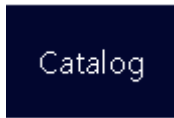
### Boards

[Create New](#)

| Board Name   | Pricing             |                 |                    |                       |                   |                          | Other Details  |
|--|---------------------|-----------------|--------------------|-----------------------|-------------------|--------------------------|--|
| <b>Ara Damansara</b><br>LED Screen<br>Hollerbord<br>Digital<br>Slot Duration (secs): 10<br>Published 9/24/2021 | <b>Package Name</b> | <b>Air-Time</b> | <b>Impressions</b> | <b>Slots for Sale</b> | <b>Slot Price</b> | <b>Estimated Revenue</b> | Days to Set Up Board: 0<br>Res: 1920x1080, Size: 16mx9m, sea: 66m, ground: 6m, view: 0°, (101.5764929, 3.1200194)<br>Created 9/24/2021 12:08:23 PM<br><a href="#">Edit</a>   <a href="#">Details</a>   <a href="#">Pricing</a>   <a href="#">Images</a>   <a href="#">Delete</a> |
|  | Weekdays            | 2400            | 240                | 16                    | 36                | 576                      |  |
|  | <b>Setup Cost</b>   |                 |                    |                       |                   | <b>0</b>                 |  |

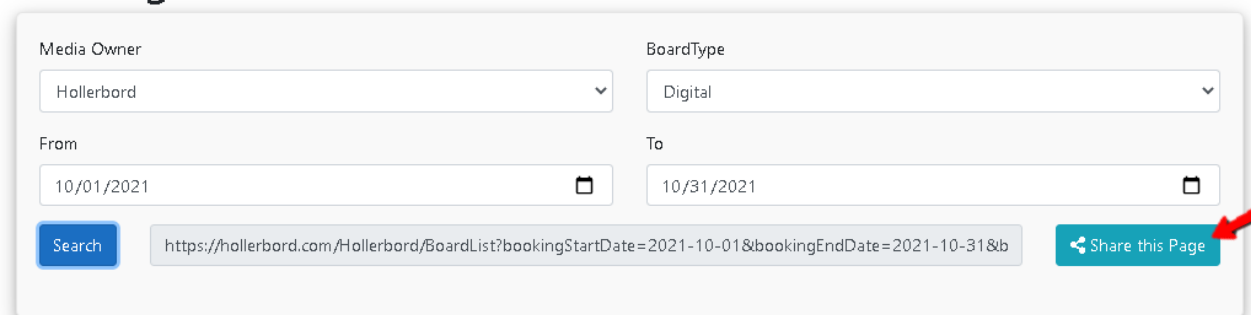
- The Column will become white color meaning the board is already on air.

## 7. Sharing My catalog



- Go to **Catalog** tab

### Catalog

A screenshot of the "Catalog" search interface. It features a light gray background with several input fields. At the top left, there is a "Media Owner" dropdown menu with "Hollerbord" selected. To its right is a "BoardType" dropdown menu with "Digital" selected. Below these are two date pickers: "From" with "10/01/2021" and "To" with "10/31/2021". At the bottom left is a blue "Search" button. In the center is a text box containing the URL "https://hollerbord.com/Hollerbord/BoardList?bookingStartDate=2021-10-01&bookingEndDate=2021-10-31&b". At the bottom right is a blue "Share this Page" button with a red arrow pointing to it.

- Click **Search this Page** button to copy the Catalog link, then user may share the link at any platform.

### Step 3: Reviewing Videos

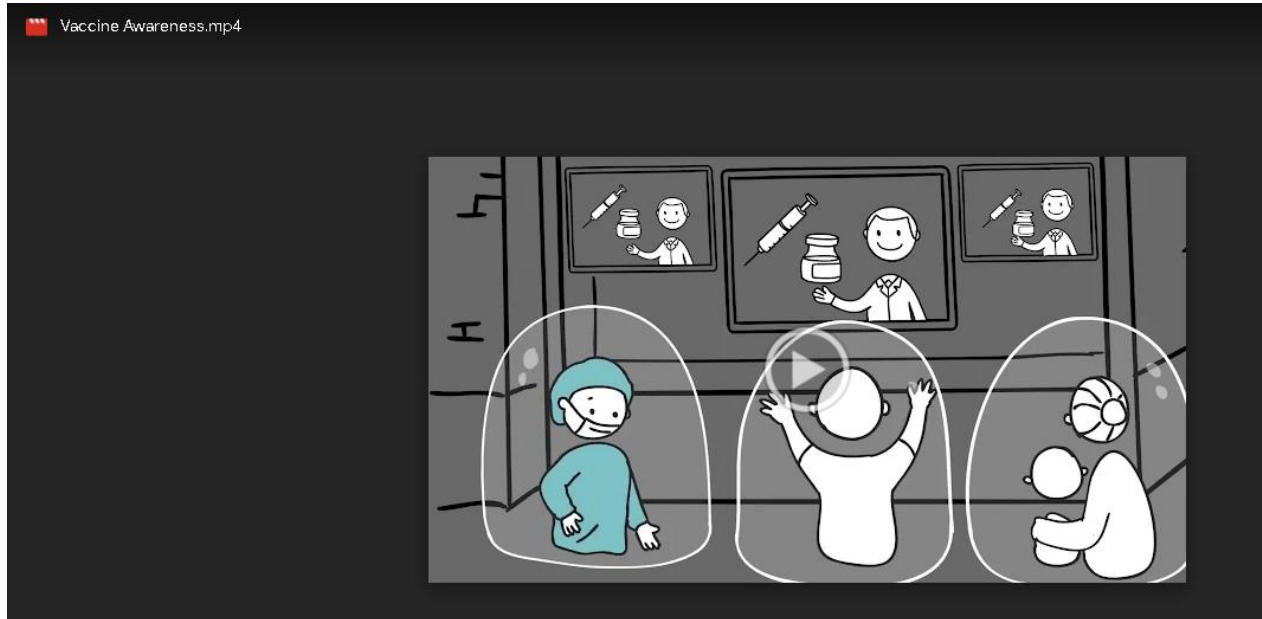
1. Reviewing submitted client videos



- Go to **Approval** tab

| 2 | Order 7: Budget plan          | Board                | Start     | End        | Air-Time | Impressions | Video                            | Video Status     | Pending Approval  |
|---|-------------------------------|----------------------|-----------|------------|----------|-------------|----------------------------------|------------------|---|
|   | 9/24/2021 1:05:26 PM<br>admin | 2.1 Ara<br>Damansara | 10/1/2021 | 10/31/2021 | 14:00:00 | 5,040       | <a href="#">Vaccine Campaign</a> | Pending Approval | <input type="button" value="Approve"/><br><input type="button" value="Reject"/> |

- Order List for approve/ reject will appear as per image
- Click **video hyperlink** to view the video



- The video will appear once user has clicked the hyperlink

## 2. Approving a video

| 2 | Order 7: Budget plan          | Board             | Start     | End        | Air-Time | Impressions | Video            | Video Status     | Pending Approval   |
|---|-------------------------------|-------------------|-----------|------------|----------|-------------|------------------|------------------|--|
|   | 9/24/2021 1:05:26 PM<br>admin | 2.1 Ara Damansara | 10/1/2021 | 10/31/2021 | 14:00:00 | 5,040       | Vaccine Campaign | Pending Approval | <input type="button" value="Approve"/> <input type="button" value="Reject"/> |

- Click **Approve** button to approve the video

| 2 | Order 7: Budget plan          | Board             | Start     | End        | Air-Time | Impressions | Video            | Video Status | Approved |
|---|-------------------------------|-------------------|-----------|------------|----------|-------------|------------------|--------------|----------|
|   | 9/24/2021 1:05:26 PM<br>admin | 2.1 Ara Damansara | 10/1/2021 | 10/31/2021 | 14:00:00 | 5,040       | Vaccine Campaign | Approved     |          |

- The Board Status and Video Status will appear as Approved in the Order List

- Rejecting a video (with reason): Incorrect resolution, poor quality, inappropriate content, etc.

| Order | Order Name  | Board             | Start     | End        | Air-Time | Impressions | Video            | Video Status     | Pending Approval   |
|-------|---|-------------------|-----------|------------|----------|-------------|------------------|------------------|--|
| 2     | Order 7: Budget plan<br>9/24/2021 1:05:26 PM<br>admin | 2.1 Ara Damansara | 10/1/2021 | 10/31/2021 | 14:00:00 | 5,040       | Vaccine Campaign | Pending Approval | <input type="button" value="Approve"/> <input type="button" value="Reject"/> |

- Click **Reject** button to reject the video

| Order | Order Name   | Board             | Start     | End        | Air-Time | Impressions | Video         | Video Status | Missing Video |
|-------|--|-------------------|-----------|------------|----------|-------------|---------------|--------------|---------------|
| 3     | Order 8: Alternative Plan<br>9/24/2021 2:51:57 PM<br>admin | 3.1 Ara Damansara | 10/1/2021 | 10/31/2021 | 14:00:00 | 5,040       | Ipad Pro 2021 | Rejected     |               |

- The Board Status will state as Missing Video as Advertiser user need to submit new video
- Video Status will appear as Rejected in the Order List

- Complete reviews if all videos approved.

|   |  |                   |           |            |          |       |                  |          |          |
|---|--|-------------------|-----------|------------|----------|-------|------------------|----------|----------|
| 2 | Order 7: Budget plan<br>9/24/2021 1:05:26 PM<br>admin      | 2.1 Ara Damansara | 10/1/2021 | 10/31/2021 | 14:00:00 | 5,040 | Vaccine Campaign | Approved | Approved |
| 3 | Order 8: Alternative Plan<br>9/24/2021 2:51:57 PM<br>admin | 3.1 Ara Damansara | 10/1/2021 | 10/31/2021 | 14:00:00 | 5,040 | Vaccine Campaign | Approved | Approved |

- The Order List will appear as per image once all videos submit has approved

# End of Document. Prepared By:



**HOLLERBORD**

A place where you can find billboards across Malaysia

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