

MY DIGITAL DISPLAYS- QUICK GUIDE

customers.lamar.com

Welcome to the newest form of out-of-home advertising! Lamar Digital Displays are going to open up your promotional possibilities with amazing image capability and more flexibility that you ever imagined. Lamar's online system lets you manage your advertising from the comfort of your office. For the first time in your company's advertising history, you are in complete complete control.

800-23-LAMAR

www.lamar.com

NASD:LAMR

Lamar has developed its own custom web-based software to schedule and manage content on Digital Displays. You and your Lamar representative can submit artwork through the system to appear within minutes on your Digital Display. You can keep an eye on what's happening on the digital space you've contracted. This quick reference guide will show you the basic skills needed to use this system.

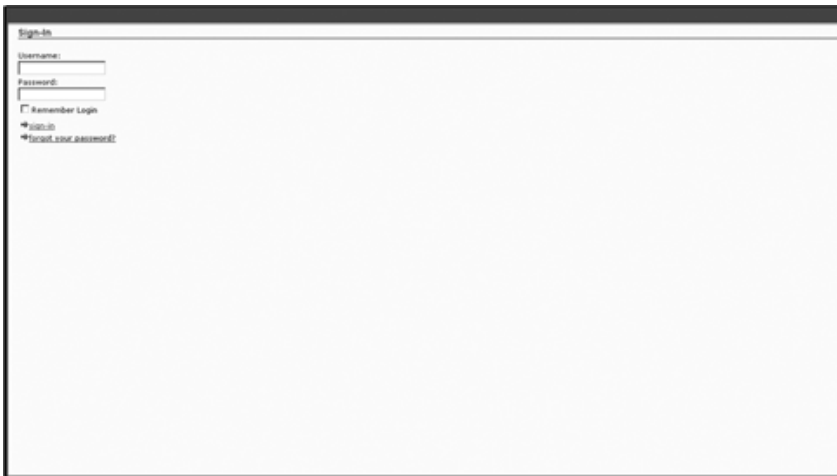
BASIC APPLICATION CAPABILITIES

MY DIGITAL DISPLAYS

1. BOOKING SLOTS

2. MEDIA LIBRARY

3. SCHEDULING



Sign-In

Username:

Password:

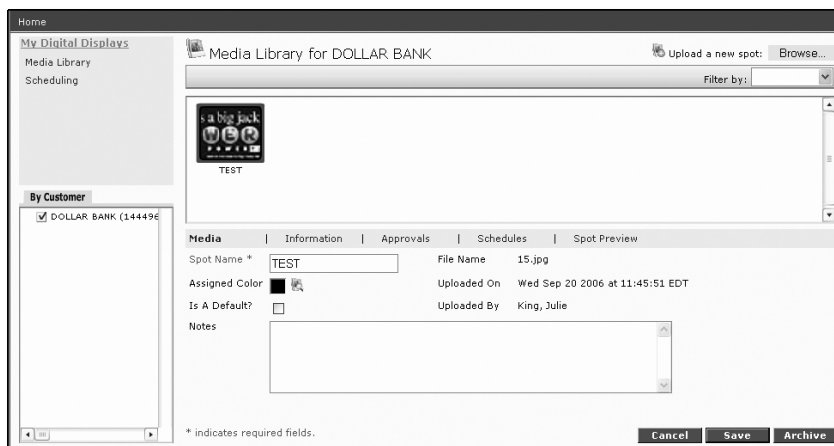
Remember Login

[Forgot your password?](#)

LOG-IN INFORMATION

1. Go to <http://customers.lamar.com>.
2. Enter username (ex.jking) and password* under **Links** heading.

*If you do not have a password, call your local market administrator and request one.



Home

My Digital Displays

Media Library

Scheduling

By Customer

DOLLAR BANK (144496)

Media Library for DOLLAR BANK

Upload a new spot:

Filter by:

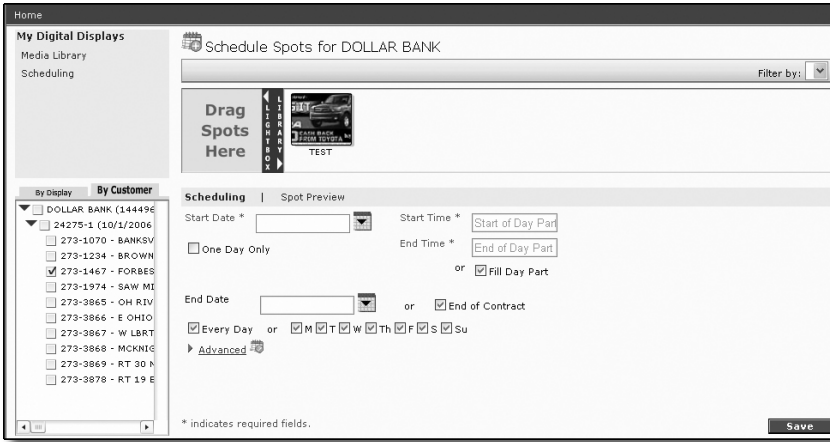
TEST

Media	Information	Approvals	Schedules	Spot Preview
Spot Name *	<input type="text" value="TEST"/>	File Name	15.jpg	
Assigned Color	<input type="color" value="#000000"/>	Uploaded On	Wed Sep 20 2006 at 11:45:51 EDT	
Is A Default?	<input type="checkbox"/>	Uploaded By	King, Julie	
Notes	<input type="text"/>			

* indicates required fields.

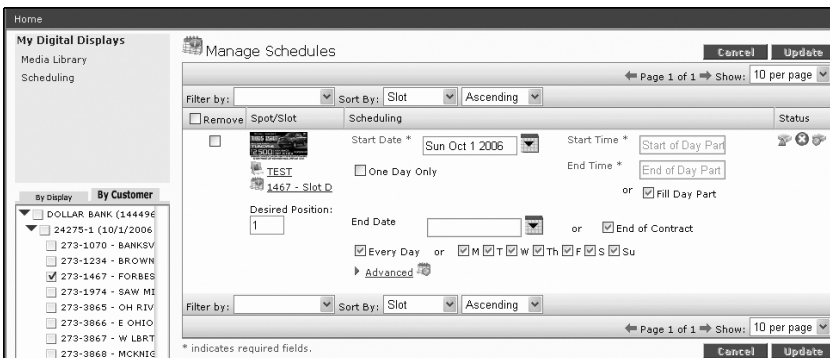
UPLOADING CREATIVE TO A MEDIA LIBRARY

1. Choose **Media Library** under My Digital Displays heading.
2. Select **Browse** and find the piece of creative that you want to upload and select **Open**.
3. Give the creative a spot name and click **Save**.



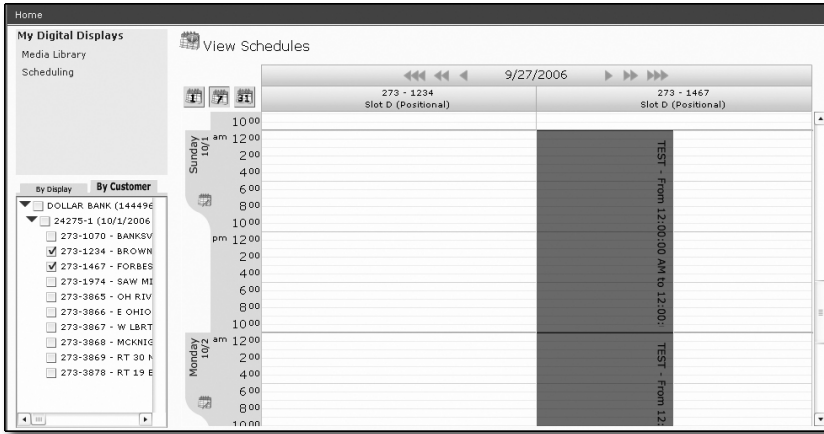
CREATING NEW SCHEDULES

1. Choose **Scheduling** under **My Digital Displays** heading.
2. Select **Schedule Spots**, click on the **By Customer** tab, click the second green arrow and it will drop down a list of all panels.
3. Select the panels you want to schedule.
4. ***Add in lightbox*** Click and drag each piece of creative that you want to schedule to the panels you have selected.
5. Complete the scheduling portion at the bottom and click **Save**.



MANAGING EXISTING SCHEDULES

1. Choose **Scheduling** under **My Digital Displays** heading.
 2. Select **Manage/Edit Schedules**, click on the **By Customer** tab, click the second green arrow and it will drop down a list of all of the panels.
 3. Select the panels you want to edit.
 4. Click the box to the left of the schedule if you want to remove that piece of creative.
- Or, make the changes for the dates and times.
5. Be sure to click **Update** to save all recent changes.



VIEW SCHEDULES

1. Choose **Scheduling** under **My Digital Displays** heading.
2. Select **View Schedules**, click on the **By Customer** tab, click the second green arrow and it will drop down a list of all the panels.
3. Select the panels you want to view.
4. This is a tool for you to confirm that everything is scheduled that way you want it to be.

FOR MORE INFORMATION

This Quick Guide contained the basics of the My Digital Display application. For more information or to future your education on the application, download the complete User's Manual or contact the LDD Market Administrator in your local Lamar office.