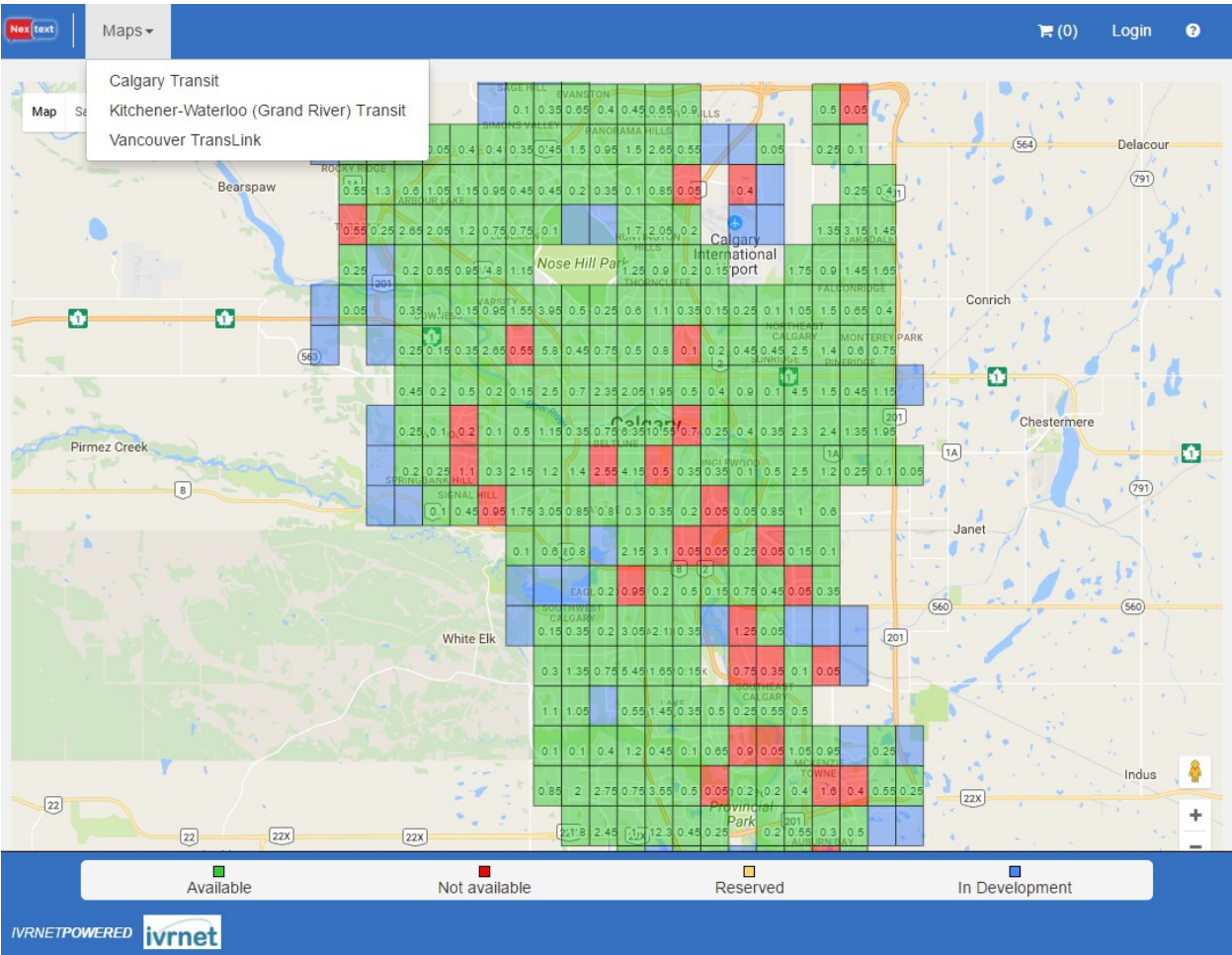


NEXTTEXT Advertiser Instructions

Welcome to NEXTEXT! The page will help you step through the process of purchasing a 'brick' for the purpose of setting up an SMS ad campaign on this platform.

Select a Brick

Start by choosing on a map for one of the transit authorities. You will see clickable, coloured bricks with numbers:



Green indicates the brick is available for purchase. Red indicates the brick is unavailable. Yellow indicates the brick is pending purchase or approval. Blue bricks indicate areas that currently do not have the minimum number of texts being requested.

Click on a brick to see the brick ID, number of bus stops, 28-day period, 3-period average, current period price and when it's scheduled to become available (pending non-renewal by existing advertiser). The current price indicates the cost for the brick based on the number of texts requests based on the last complete 28-day period.

Brick 0911

Bus stops	44
SMS hits (last 28-days)	4343
SMS hits (last 84-day average)	5205
Current Price	\$592.50

[Add to Cart](#) [Close](#)

Purchasing a Brick

Click on the Add to Cart button to purchase the brick. You can add other bricks on the same map to your cart before proceeding to the checkout. Currently, there is one ad per brick so if you wish to run multiple ads, you will need to set up each campaign separately as each one needs to be approved by a moderator.

Once you have added a brick to your cart, the brick will be reserved for 10 minutes. To ensure you get the brick, click on the cart icon at the top where the timer is counting down and proceed to checkout.

Nexttext | Maps | Purchase brick in 09:47 | (1) | Login

Your Cart

Brick	Price	
0911	\$592.50	✕
Subtotal	\$592.50	

[Checkout](#)

Terms and Conditions

You must accept the NEXTEXT Terms & Conditions as stated on the page in order to proceed through the checkout process.

Limitation of Liability

35. We take no responsibility and assume no liability for any Advertisement or third party information you post on NEXTEXT. You understand and agree that any loss or damage of any kind that occurs as a result of the use of any Advertisement that You send, upload, download, stream, post, transmit, display, or otherwise make available or access through Your use of NEXTEXT, is solely Your responsibility.
36. Your Advertisements do not reflect our views or that of our parent, subsidiary, affiliated companies, employees, officers, directors, or shareholders. Without limiting the generality of the foregoing, we expressly disclaim any liability for any offensive, defamatory, illegal, invasive, unfair, or infringing Advertisement provided by third parties.
37. You agree to hold harmless and release Us from and against any and all liability, harm, claims, actions, costs and damages arising out of or in connection with Your use of NEXTEXT in any manner whatsoever, including but not limited to Your violation of these Terms or any third party claims against You or Us with respect to Your use of NEXTEXT. We shall not be liable under any circumstances be liable for any special, direct, consequential, incidental, indirect or damages of any kind or any other damages, whatsoever and even if caused by Our negligence and even if We have been apprised of the likelihood of such damages occurring. The above limitations and exclusions shall apply to You to the fullest extent that applicable law permits, in all actions of any kind, whether based on contract (including fundamental breach), tort (including negligence) or other legal or equitable theory. Our total liability for any and all claims made at any given time about NEXTEXT will be no more than what you paid us for NEXTEXT the month before.

Assignments

38. You may not assign any of Your rights under these Terms to anyone else. We may assign our rights to any other individual or entity in our sole discretion.

Governing Law and Courts

39. Any dispute related to the Terms, the Privacy Policy, or NEXTEXT itself will be decided by the applicable provincial and federal legislation in the Courts of Alberta in the City of Calgary, without giving effect to any choice or conflict of law provision or rule. You waive any and all objections to the exercise of jurisdiction over You other courts and to venue in such courts.

Unforeseen Events

40. We shall not be held liable for any delays or failure in performance of any part of NEXTEXT, from any cause and/or from any beyond our control. This includes, but is not limited to, acts of God, changes to law or regulations, embargoes, war, terrorist acts, riots, fires, earthquakes, nuclear accidents, zombie apocalypse, floods, strikes, power blackouts, volcanic action, unusually severe weather conditions, and acts of hackers or third-party internet NEXTEXT providers.

Survivability

[Account Login](#)

In order to continue the payment and ad setup, you will require an account. Clicking on the Checkout button will bring you to the cart login. If you have a login, enter your email and password. If this is your first time, you can click the link at the bottom to create an account.

If you are an advertising agency representing many advertisers, click on the link to the right to be sent to our agency sign-up form.

PURCHASE BRICKS

You're a few short steps away from completing your purchase

TERMS ACCOUNT OPTIONS PAYMENT

Login

Email

Password

LOGIN

Don't have an account? No problem, you can [create one now](#)

If you are an agency, please [click here](#) to have our sales team contact you directly.

Brick Options

Once you have logged in successfully, you'll be able to select an end date for the brick purchase. Note that NEXTEXT brick ownership runs on a 28-day cycle and you can purchase up to 6 cycles. If this is your first purchase, the minimum number of cycles to purchase is 3 and the system will automatically mark the end date for 3 cycles.

You can also purchase Click credits if you wish to add shortened URL Click-throughs to your ad to direct users to a NEXTEXT-powered mobile landing page or enable Click-outs from your landing pages to other sites. See our [Terms and Conditions](#) for details on Clicks Add-ons.

Any Click credits currently in your account will be displayed as a balance.

The screenshot shows the 'PURCHASE BRICKS' interface with the 'OPTIONS' step selected. The navigation bar includes 'Maps', 'Bricks', 'Campaigns', 'Click credits', 'Invoices', a timer 'Purchase brick in 08:21', a cart icon with '(1)', and the email 'advertiser@live.ca'. The main content area has a title 'PURCHASE BRICKS' and a subtitle 'You're a few short steps away from completing your purchase'. Below this is a progress bar with four steps: 'TERMS', 'ACCOUNT', 'OPTIONS' (highlighted in red), and 'PAYMENT'. The 'Settings' section contains two date pickers: '* Start date' (January 18, 2017) and '* End date' (April 12, 2017). The 'Add-Ons' section explains that Click-through and Click-out links require pre-purchased Clicks credits and shows a 'Click credits' dropdown menu set to '\$0.00'. A green 'NEXT' button is located at the bottom right of the form.

Payment

To complete the purchase of your brick, review your order details. If you have a discount code, enter it into the field and click Update. Complete the Billing Information with your credit card information. Note that your credit card information is not stored in our system and we process payments using PCI-Compliant standards. Click the Complete Payment button to process your payment.

NexText |
 [Maps](#) |
 [Bricks](#) |
 [Campaigns](#) |
 [Click credits](#) |
 [Invoices](#) |
 Purchase brick in 07:10 |
 (1) |
 [advertiser@live.ca](#)

PURCHASE BRICKS

You're a few short steps away from completing your purchase

TERMS
ACCOUNT
OPTIONS
PAYMENT

Order Details

Brick 0911 (18 Jan to 12 Apr)	\$2,205.00
Tax: GST	\$110.25
Total	\$2,315.25

Discount code

UPDATE

Billing Information

Credit Card Number

4030000010001234

First name on card

Last name on card

Month

January ▼

Year

2018 ▼

CVV
(3-digit card verification number)

123

Billing Name

Email

advertiser@live.ca

Street Address

123 NexText Ave

City

Calgary

Province

Alberta ▼

Postal Code

T1U8Y7

Phone Number

4036175555

Powered by Ivrnet SafePay

COMPLETE PAYMENT

Create Your Ad Message

Once payment is successful, you have the opportunity to create your ad message! You have a maximum number of characters to set up your ad. Each character and space counts towards the 136 character limit of all SMS messages, up to 100 of which can be for your ad and Click-through (some transit authorities may have lower available characters due to bus time formatting). If you want help crafting your ad message, simply put "Help me with my ad message" and our NEXTEXT sales team will reach out to you.

Nex text | Maps ▾ Bricks Campaigns Click credits Invoices (0) advertiser@live.ca ▾

New Campaign

* Name
My Spring Campaign

Click enabled

Bricks

WARNING: Adding bricks to this campaign that are already part of another campaign will remove that brick from the other campaign.

* Message
Spring is around the corner! Look to Yard Masters for all your landscaping needs!

Message length: 81 characters

PREVIEW

SAVE

Click the Save button to submit your campaign for approval. You will be contacted by our team to assist you with the setup of your Click-through and Click-out links. We also provide additional services including mobile web pages and artwork. If you did not purchase a click-through, you will be notified by email when your campaign has been approved by a moderator. At that point, your ads will live as long as the cycle start date has occurred.

You will be taken to your Campaigns dashboard where you can view all your campaigns and filter by Status, Organization, and dates. Options include editing, suspending, or deleting your campaign. Note that if you edit your campaign message, it will be re-submitted for approval by a moderator. If you require a change in your click-through link, please contact us at sales@nexttext.ca.

Advertiser Portal Instructions

Manage Campaigns

To manage campaigns, log into NEXTEXT by clicking on the Login link in the top right corner of any map page or <http://nexttext.ca/login>.

SIGNIN

Email

Password

Remember me

SIGN IN

[Forgot your password?](#)

Once you have logged in, you'll see the campaigns dashboard where your campaigns across all transit authorities can be managed. Use the filters to narrow down the list and view different statuses.

Actions on a campaign include Edit Message, Suspend and Delete (Pending status only).

Next text | Maps ▾ Bricks Campaigns Click credits Invoices | (0) advertiser@live.ca

Campaigns

Status

Start date between: End date between:

FILTER

NEW

ID	Status	Name	Clicks	SMS Hits
545cb652-c49e-4555-b932-a89fd5cac5d7	PENDING	My Spring Campaign	Click credits \$0.00 Click-through hits 0 Click-out hits 0	0

The Clicks column includes the advertiser's Click credits remaining amount, Click-through hits (off the ad message), and Click-out hits (off mobile pages).

The SMS Hits column indicates the number of text requests within that brick/campaign.

Click Credits

View your Click Credits balance or top up by choosing an amount from the drop-down list. Click the purchase button to proceed to the cart checkout and payment page.

Click Credits

Your click credits balance

BALANCE

PAYMENT

To add Click-through links to your ad message or Click-out links to your NEXTEXT landing page, you must pre-purchase Clicks credits. Choose the amount you would like to pre-purchase. See our [Terms and Conditions](#) for details about Add-ons.

Balance

\$0.00

* Amount

\$50.00

PURCHASE

My Account

To change your account information, click on your username in the top right corner and select My Account.

Edit Account

CANCEL

* Email

advertiser@live.ca

Street Address

123 NexText Ave

Password

.....

City

Calgary

Province

Alberta

leave it blank if you don't want to change it

Password confirmation

Postal Code

T1U8Y7

Phone Number

4036175555

UPDATE