



Search Engine Marketing Set Up Form

Please fax this completed document to Narrow Gate Media 317-924-3514

Set Up / Add Advertiser Information

* Advertiser Name _____
 * Address 1 _____
 * Address 2 _____
 * City _____
 * State _____ * Zip _____
 * Phone _____
 * Email _____

Payment Information

Visa MasterCard American Express

Card Number:

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Expiration Date: / * Security Code:

* Visa & MasterCard's 3 digit number on back, AMEX 4 digit number on the front.

Customer Signature: _____ Date: _____

You will be able to log-in online to see detailed reports. What username & password would you like to use?

Username: _____

Password: _____

* Primary Metropolitan Area Served

* Primary City Served

* Primary Business Category (Check One)

- | | |
|--|---|
| <input type="checkbox"/> Animals & Pets | <input type="checkbox"/> Furniture |
| <input type="checkbox"/> Apparel / Fashion & Jewelry | <input type="checkbox"/> Government & Politics |
| <input type="checkbox"/> Arts & Entertainment | <input type="checkbox"/> Health & Fitness |
| <input type="checkbox"/> Attorney & Legal Services | <input type="checkbox"/> Home & Home Improvement |
| <input type="checkbox"/> Automotive -- Sales | <input type="checkbox"/> Industrial & Commercial |
| <input type="checkbox"/> Automotive -- Repair, Service & Parts | <input type="checkbox"/> Personal Services |
| <input type="checkbox"/> Beauty & Personal Care | <input type="checkbox"/> (Weddings, Cleaners, etc.) |
| <input type="checkbox"/> Business Opportunities | <input type="checkbox"/> Physicians & Surgeons |
| <input type="checkbox"/> Business Services | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Career & Employment | <input type="checkbox"/> Religion & Spirituality |
| <input type="checkbox"/> Community, Garage Sales & Organizations | <input type="checkbox"/> Restaurants & Food |
| <input type="checkbox"/> Computers, Telephony & Internet | <input type="checkbox"/> Shopping, Collectibles & Gifts (General) |
| <input type="checkbox"/> Dentists & Dental Services | <input type="checkbox"/> Sports & Recreation |
| <input type="checkbox"/> Education & Instruction | <input type="checkbox"/> Toys & Hobbies |
| <input type="checkbox"/> Electronics & Photo | <input type="checkbox"/> Travel |
| <input type="checkbox"/> Finance & Insurance | |

* Secondary Category

In case you need others:

* Primary Products and Services (Most Important and Profitable)

Set Up Campaign - Determine budget, duration, targeting, products & services to promote

Name Your Campaign

* Campaign Name: _____

Determine Geographic Targeting

* Specify Geographic Areas to Target

National Regional Local

If Regional, List Metropolitan Areas to Target

If Local, List Cities to Target

Set Up Campaign Duration

Start Date: _____

* Duration

1 Month 2Months 12 Months
 3 Months 6 Months Auto Renew

Specify Monthly Campaign Budget

\$150 \$500 \$2000
 \$250 \$1000 Other

Reporting Email Interval

Daily Weekly Monthly

Review and Create Ads

Examples of what "Creating an Ad" page looks like

The following ad will appear on one or more business directories.

[Smith's DFW, Serving North Dallas Since 1993](#)
Garage Door Sales, Repair and Service in Plano, Frisco, McKinney, Allen, Garland, and Richardson since 1993.
Same Day Service and Repair

* Headline – Max 50 Characters

* Description – Max 150 Characters

Put any ideas/text for ad appearance here

The following ad will appear on one or more of the leading search engines.

[North Dallas Garage Doors](#)
Same Day Service & Repair
Serving North Dallas Since 1993
<http://www.NorthDallasDoors.com>

* Headline – Max 25 Characters

* Ad Line 1 – Max 35 Characters

* Ad Line 2 – Max 35 Characters

Select a Destination Page

Advertising through your existing site.

Landing Page URL: _____

Phone Numbers on Site:

* Forward to these numbers? Yes No

Special Call Forwarding Instructions:

Pages to track:

_____	_____
_____	_____
_____	_____
_____	_____

Please note it is ideal if we can forward all calls to local telephone numbers. On occasion, there can be challenges to forwarding calls with toll free numbers.

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