Creating an ad campaign

Step by step — the five sections of the campaign form, geography and territorial risks, audience, frequency and dayparts, creative, price and readiness check.

A campaign is filled in one form with five sections: **Basic information → Audience and packages → Creative → Price → Review**. On the right (on a phone — below the form) you see the **campaign passport** with all the selected parameters.

What to prepare

- an approved advertiser company;
- the campaign name, brand, budget in hryvnias and dates;
- regions, cities, audience and a channel package;
- a ready video — or create one first from a brief: Creating a video from a brief (AI);
- the IAB category of the advertised product;
- if needed, a view-start tracker (`https://…`) from your measurement vendor.

Getting started

1. Check the **active company** in the top bar.
2. Open **Campaigns → Create campaign**.
3. Make sure the right company is selected in the "Advertiser" field.

The form saves the draft automatically about a second after each change — the time of the last save is shown above the form. Autosave doesn't replace the buttons at the end of the form.

1. Basic information

Field	Rule
Campaign name	Unique within the advertiser. Only you and the portal team see it; a confidential alias is passed to Google Ad Manager
Advertiser	The company on whose behalf the campaign runs
Brand	Mandatory
Budget	In hryvnias, excluding VAT
Start and end date	The end is not earlier than the start

> **Note:** A campaign may cross a month boundary, but for now it's counted in the order of its start month — the check will show a warning.

2. Audience and packages

Regions and territorial risks

1. Choose one or more regions (oblasts).
2. The **"All except occupied"** mode is always on — occupied territories are excluded

automatically.

3. Optionally add the **"Possible hostilities"** and **"Active hostilities"** categories. Settlements where communications or infrastructure don't work are not added even then.

Cities

Search for a city by name, after choosing a region or district, by settlement type or with a quick filter: over 50k, over 100k, regional centres, million-plus cities, district centres, resort cities. If no city is selected, the campaign covers all available cities within the other conditions.

Genres, gender, age and packages

- **Genres** — channel topics by the IAB classification.
- **Gender** and **age groups** — the channels' audience.
- **Packages** — ready sets of channels (for example, women's, men's, kids, music).

An empty selection means **all available inventory**, not an empty audience. The **"View matching channels"** button shows which channels fit the selected conditions — it's only a preview.

Frequency and dayparts

Parameter	Options
Frequency	Maximum impressions per viewer per day, week, month or the whole period
Days	All, weekdays only, weekends only
Dayparts	Morning 06:00–10:00 · Day 10:00–16:00 · Evening / prime 16:00–23:00 · Late night 23:00–06:00

Dayparts are applied in the ad network's time zone.

3. Creative

In the "Creative source" field choose:

- **Existing** — a creative of this advertiser from the registry; check the duration, IAB category and tracker.
- **Add new** — enter a unique name, add the video file and wait for optimization and upload to finish.

Rules for a new video:

- up to **100 MB**; files over 30 MB are automatically optimized by the browser before upload — don't close the page;
- the duration is detected automatically; it must be a whole number of seconds;
- the name is not repeated for the same advertiser and brand;
- the tracker is a full `https://` address.

Technical requirements and checks — Creatives — requirements, documents and review.

4. Price

The section shows the base CPM, the total modifier, the estimated CPM, the **estimated number of impressions** (budget ÷ CPM × 1000) and spend. It's an estimate based on the portal's rates, not an invoice. Prices exclude VAT. Public base rates are on the "Prices and rates" page at adstart.tv.

5. Review

Readiness indicators:

- the company is approved;
- the creative has a duration;
- documents are approved or not needed;
- the creative is approved;
- payment is received.

Buttons:

Button	What happens
Save without submitting	The campaign stays a draft
Publish	The campaign is submitted for review to the portal team (for an advertiser this is not writing to Google Ad Manager)

What happens next — Campaign statuses, publishing and changes.

Checklist before submitting

- the right advertiser is selected;
- the campaign name is unique;
- budget and brand are filled in;
- the month-crossing warning is checked;
- geography and territorial risks are checked;
- frequency, days and dayparts are checked;
- the creative is uploaded or selected, the IAB category is filled in;
- documents are approved or not needed;
- the company is approved.