



# Welcome to MyAd

## Your Self-Service Classified Ad Portal

### INTRODUCTION

You are now able to place your own classified ads through our new self-service portal! No more wondering whether or not your ad has been received — you enter the ad copy, preview how it will appear in the paper, choose the days to run and confirm the purchase, all conveniently from your own computer — anytime, anywhere! Visit the web address below to get started:

[www.shoppersguide-inc.com/MyAd](http://www.shoppersguide-inc.com/MyAd)

### WELCOME SCREEN

Upon arrival at the MyAd website, you will be greeted with the Welcome screen shown below. Click on the green button in the top right corner to **Log In** (for returning MyAd users) or **Register** (for first time users).



### LOGIN SCREEN

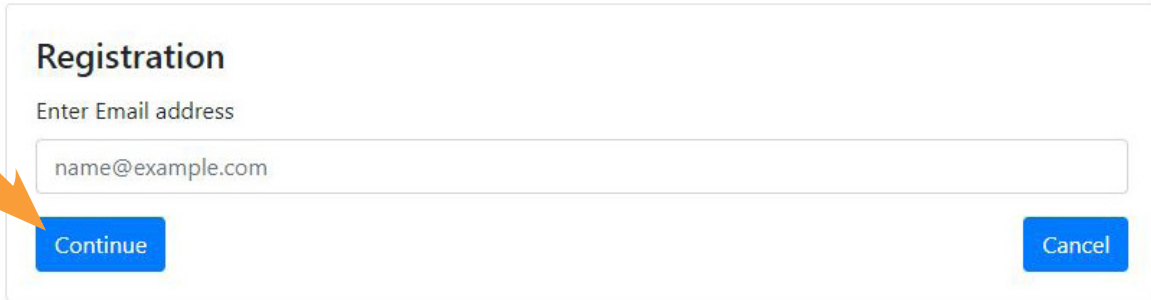
**Returning Users**

**First Time Users**

If you are a first time MyAd user, click the blue **Register** button at the bottom to be taken to the Registration page. If you are a returning user, you can enter your email address and password in the appropriate fields and click the blue **Log In** button, then skip ahead to page 4 of this guide to begin placing your classified ad or review your existing orders.

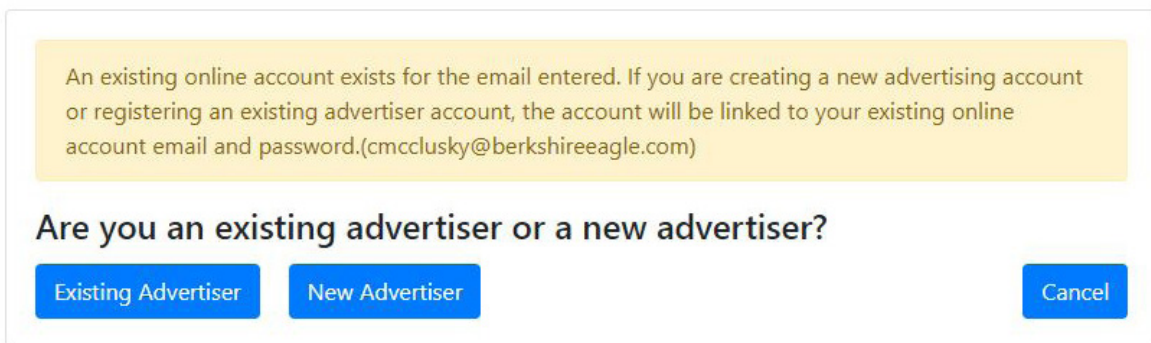
## REGISTRATION - FIRST TIME USERS

As a first time user of MyAd, you will need to register for a user account in order to utilize the self-service portal. Enter your email in the appropriate field and click the blue **Continue** button.



The registration form for first-time users is titled "Registration". It contains a text input field labeled "Enter Email address" with the placeholder text "name@example.com". Below the input field are two buttons: a blue "Continue" button on the left and a blue "Cancel" button on the right. An orange arrow points to the "Continue" button.

If your email is detected in our advertiser database (because you have run an ad with the Shopper's Guide and/or New England Newspapers in the past), you will be prompted with a dialog box asking if you want to link your new MyAd user account to the one in our ad database or to create a separate account just for your MyAd classifieds. Click **Existing Advertiser** or **New Advertiser** based on your preference.

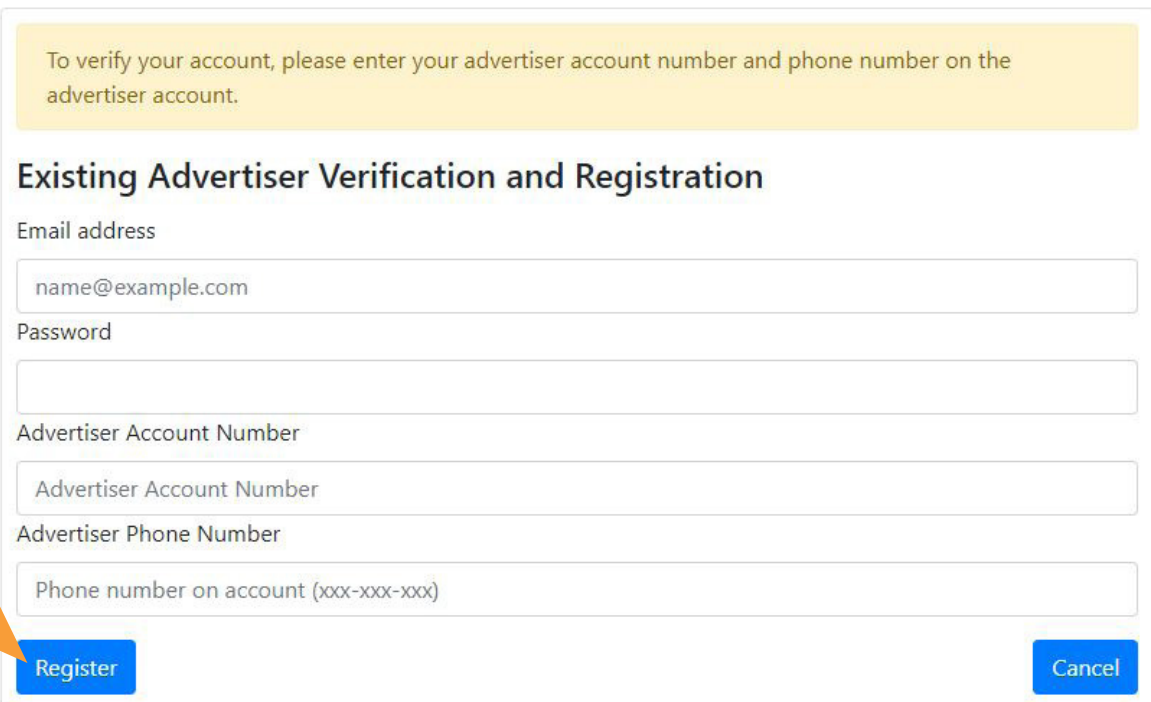


The dialog box has a yellow background and contains the following text: "An existing online account exists for the email entered. If you are creating a new advertising account or registering an existing advertiser account, the account will be linked to your existing online account email and password.(cmclusky@berkshireagle.com)". Below the text is the question "Are you an existing advertiser or a new advertiser?". At the bottom are three buttons: "Existing Advertiser", "New Advertiser", and "Cancel".

## REGISTRATION - EXISTING ADVERTISER

If you selected **Existing Advertiser**, you will be prompted to set a password and to verify your account information to see if it matches what we have in our advertising database. You will need your Shopper's Guide or New England Newspapers account number and your phone number that is on file. When the fields are filled out, click the blue **Register** button.

If you do not have this information but still wish to link your accounts, please contact us at [ads@shoppersguideinc.com](mailto:ads@shoppersguideinc.com) and we will gladly provide you with your active business account number.



The "Existing Advertiser Verification and Registration" form has a yellow header with the text: "To verify your account, please enter your advertiser account number and phone number on the advertiser account." The form contains four input fields: "Email address" (with placeholder "name@example.com"), "Password", "Advertiser Account Number" (with placeholder "Advertiser Account Number"), and "Advertiser Phone Number" (with placeholder "Phone number on account (xxx-xxx-xxx)"). At the bottom are two buttons: a blue "Register" button on the left and a blue "Cancel" button on the right. An orange arrow points to the "Register" button.

## REGISTRATION - NEW ADVERTISER

If you selected **New Advertiser**, we will need to collect some more contact information to complete the registration process and set up the password for your new MyAd account. Please fill out all of the fields on this New Advertiser Registration page and press the blue **Register** button.

### New Advertiser Registration

Email address

Password

Advertiser Name

Country

Address

City

State

Zip/Postal Code

Phone

[Register](#) [Cancel](#)


## REGISTRATION - SUCCESS!

Upon successful registration, you will be returned to the initial Welcome screen with your new account already signed in.

From the **Account** drop-down menu, you will be able to review your account details under **My Account**, your previous orders under **My Orders**, and have the option to **Change Password**.

## SHOPPER'S GUIDE

Classifieds

Account  [Log Out](#)

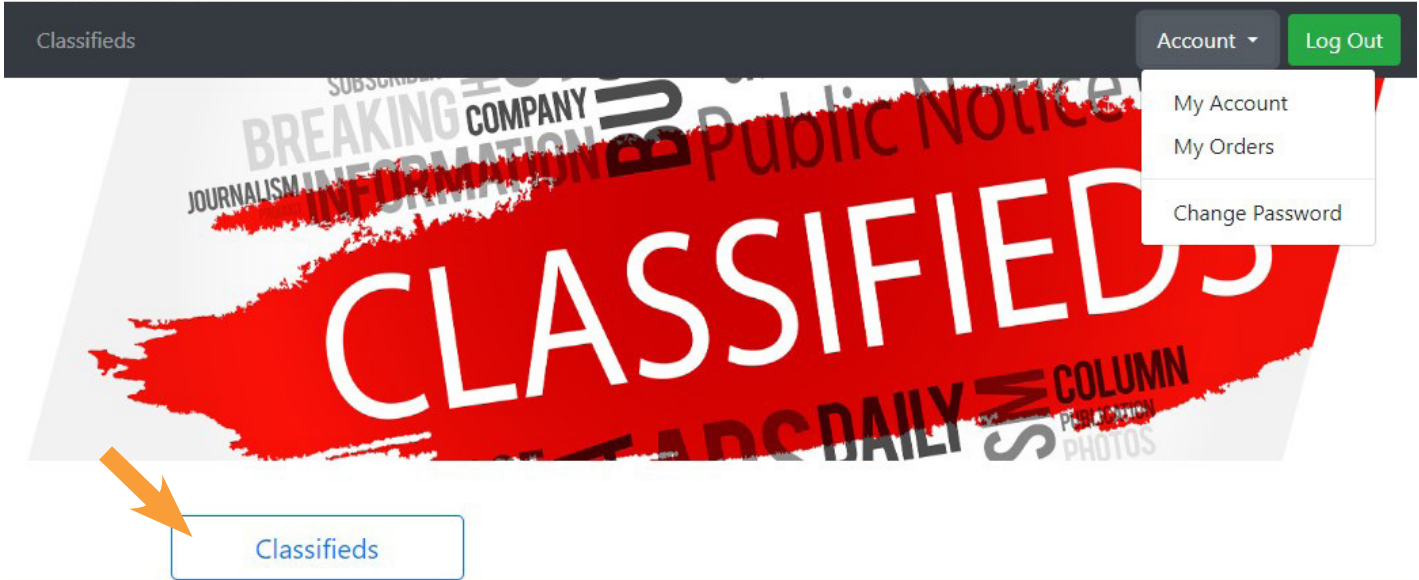
- My Account
- My Orders
- Change Password

**CLASSIFIEDS**

## PLACING A CLASSIFIED AD - WHERE TO BEGIN?

Now that you are successfully logged in under your MyAd user account, you can begin placing classified ads. Click the white **Classifieds** button at the bottom of the Welcome screen to begin.

### SHOPPER'S GUIDE



## PLACING A CLASSIFIED AD - CLASSIFICATION

You will now be at the first stage of the ad entry process (tracked with the progress bar at the top).

On this page, there are three drop-down menus you have to make selections on before continuing. For the first two, **Publication** & **Category**, simply select "Shopper's Guide" (which should be the only choice available to you anyway). For the third drop-down, **Classification**, select what section of the Shopper's Guide that you want your classified ad to run in. When all three selections are made, press the green **Next** button at the bottom.

### Classified Ad



**Current Selections**

Publication:  
Category:  
Classification:  
Misc. Charge:  
Cost:  
[Cancel](#)

**Publication Selection**

Shopper's Guide

**Category Selection**

SHOPPERS GUIDE

**Classification Selection**


SG Estate & Tag Sales

**Next**



# PLACING A CLASSIFIED AD - CUSTOMIZE

Now you will be able to enter your ad copy, either by typing it directly into the text interface provided at the bottom of the page or pasting it into that widget from another source.

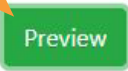
 **NOTE:** If pasting text from another source, you must use the **Paste** icon in the toolbar indicated with a red border, and select the appropriate **Paste Text** option (based on the text source) from the drop-down selections. Do not use CTRL-V!

After you have finished entering your text, you can see how it will appear in the paper by clicking the green **Preview** button at the top. If you make additional changes, you will need to press this button again in order to refresh the ad in the preview window on the right.

## Classified Ad

**Classification**   **Customize**   **Schedule**   **Purchase**

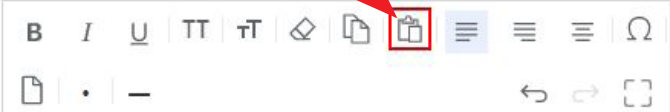
### Customize

 Preview

If pasting from Microsoft Word, use the Paste Icon (red border) and select Paste Word from the drop down selections.

**If pasting from any other source, use the Paste Icon (red border) and select Paste Text from the drop down selections.**

Changes inside the editor will disable the Continue button until a Preview has been done.



**MONSTROUS TAG SALE** on Saturday, April 8th at 1313 Mockingbird Lane, 9:00 AM - 4:00 PM. No early birds. Plenty of great items including oversized workboots, capes, flowing gowns, fang sharpeners and neck bolts. All in good condition.

+ <p> <span>      characters: 235

### Preview

**MONSTROUS TAG SALE** on Saturday, April 8th at 1313 Mockingbird Lane, 9:00 AM - 4:00 PM. No early birds. Plenty of great items including oversized workboots, capes, flowing gowns, fang sharpeners and neck bolts. All in good condition.

Back

Continue

When satisfied with your ad's appearance in the preview window, press the green **Continue** button at the bottom. This button will be disabled if you have not yet previewed your final ad.

## PLACING A CLASSIFIED AD - SCHEDULE

At this stage, you can now select the dates you want your ad to run in the Shopper's Guide publication. Use the calendar widget provided to pick your run date(s). You can pick multiple dates simply by clicking on them individually in the calendar.

When your dates are all selected, hit the green **Calculate Cost** button at the top to see the price of your order displayed above the preview window. This is the cost for all of your selected run dates combined.

### Classified Ad

**Classification**   **Customize**   **Schedule**   **Purchase**

#### Schedule

Select dates and click Calculate Cost. You must Calculate Cost before continuing.

SG

<Prev		Today		Next>		
April		2023				
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

**Back**   **Continue**

**Calculate Cost**

**Preview**   **\$10.50**

**MONSTROUS TAG SALE** on Saturday, April 15th at 1313 Mockingbird Lane, 9:00 AM - 4:00 PM. No early birds. Plenty of great items including oversized workboots, capes, flowing gowns, fang sharpeners and neck bolts. All in good condition.

Press the green **Continue** button at the bottom to move on to the Purchase page. Like the previous stage, this button will be disabled if you have not yet pressed the **Calculate Cost** button to see the price of your full ad run.

# PLACING A CLASSIFIED AD - PURCHASE

On this secure page, you will enter your credit card information to complete your purchase. When all of the fields have been filled out, press the green **Continue** button at the bottom. Your credit card will not be charged until the order is confirmed on the next page.

## Classified Ad

Classification

Customize

Schedule

Purchase

### Purchase

\*Cardholder Name

\*Credit Card Number

\*CC Exp Month

\*CC Exp Year

\*CCV

Country

\*Billing Address

\*Billing City

\*Billing State

\*Billing Zip/Postal

Back

Continue

### Preview

**MONSTROUS TAG SALE** on Saturday, April 15th at 1313 Mockingbird Lane, 9:00 AM - 4:00 PM. No early birds. Plenty of great items including oversized workboots, capes, flowing gowns, fang sharpeners and neck bolts. All in good condition.

## PLACING A CLASSIFIED AD - CONFIRMATION

On this page, you will be shown a preview of your final ad, the run dates you have selected, and the total cost for your ad's full run. You are required to give an **Ad Description** for easier reference later when reviewing your past orders. After filling out this field, press the green **Submit Order** button to complete the ad entry process and send the ad to us for review and publication.

Confirm Purchase

**Publication(s)/Run Dates**

*Shopper's Guide*  
04/12/2023

**Total Cost: \$10.50**

\*Ad Description

[Back](#) [Submit Order](#)

**Preview**

**MONSTROUS TAG SALE** on Saturday, April 15th at 1313 Mockingbird Lane, 9:00 AM - 4:00 PM. No early birds. Plenty of great items including oversized workboots, capes, flowing gowns, fang sharpeners and neck bolts. All in good condition.

You will be given an on-screen confirmation that your order has been successfully submitted. A confirmation email will also be sent to the one used to register your MyAd account. Make note of the Order Number provided, as that will likely be the quickest way to reference this ad later with us, if necessary.

**Thank you. The order has been submitted.**

**Order Number: 73911**

A confirmation email has been sent to andy@shoppersguideinc.com.

[View Orders](#)

Congratulations — your order is now complete! You can track its status, and any others you may have scheduled, by using the gray **View Orders** button provided on this Confirmation page or from the **Account** drop-down on the top of the Welcome screen.

## STILL NEED HELP?

If this guide didn't answer all your questions about our new self-service portal, please email us at [ads@shoppersguideinc.com](mailto:ads@shoppersguideinc.com) or call us directly at (413) 528-0095 and we'll be sure to answer them for you!