

Advertiser's Guide to using the CMS system for



Accessing Your Account

Access your MyBaseGuide advertiser account by going online to:

<http://cms.mybaseguide.com>

From the log-on screen [Figure 1] enter your user name and password and click “Log On” to access your account.

The link indicator in the upper right corner will change to reflect your user status.

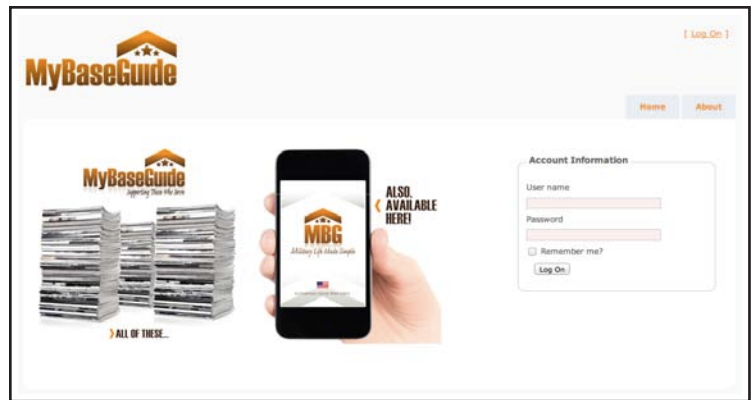


Figure 1: Log-on screen

Your User Profile

Your profile page provides easy access for managing your account.

Open your Profile page using the Account link, which is displayed when you click on the [Options] link located right of your user name at the upper right corner of the window [Figure 2]

A small orange box will appear with two links labeled ACCOUNT and LOG OUT. Right-click on the ACCOUNT link inside the orange box and your Profile page [Figure 3] will open.

Use your mouse to select text fields and enter the company information for your listings. Keep this information up-to-date as it will be your contact information in MyBaseGuide Mobile App digital listings.

Your profile page can also be used to do the following:

- **Enter BILLING INFO**

All information entered is securely stored and no financial information is ever stored on this website.

- **View PAYMENT HISTORY**

Any purchases will be displayed here.

- **Open Media Manager**

Use the Media Manager to upload graphics (JPEG, PNG) and insert them into HTML Enhanced Listings.

- **Shopping Cart Content**

When you have items in your shopping cart, the number of items will be displayed.

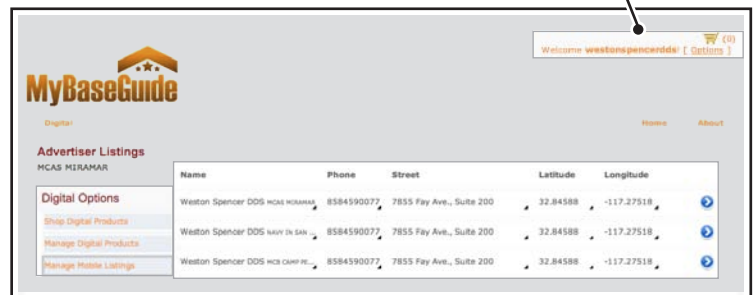


Figure 2: Use the OPTIONS link to access your Account Profile

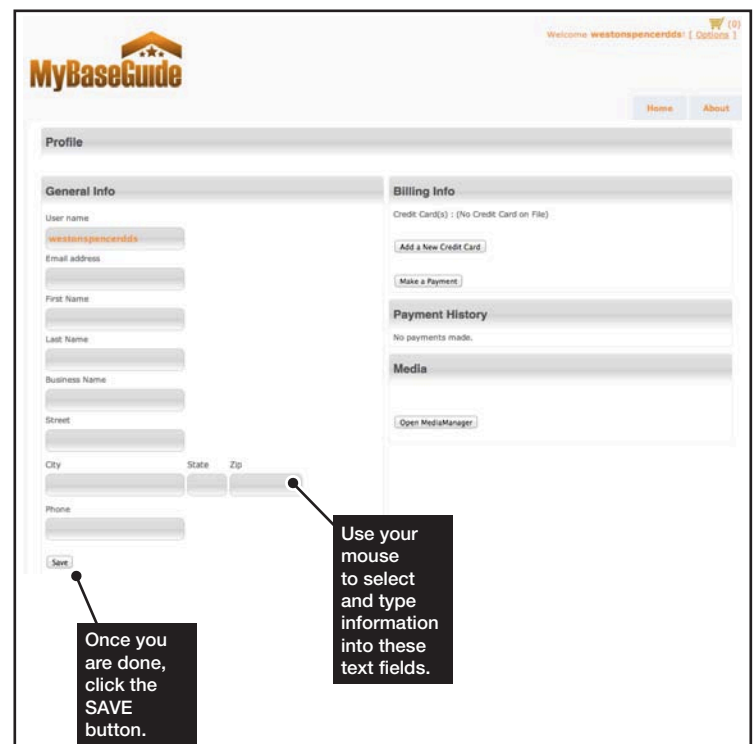


Figure 3: Profile Page

Digital Options

The MBG tools make creating and editing your listings as easy as typing an email. From your profile page, access Digital Options [“1” on Figure 3]

On this page you can manage your mobile listings. This is the default screen after you’ve logged into your account. The right side of the screen will display a list of your current digital listings. Right-click on the [“2” on Figure 3] on the listing you want to edit. The window will change to display the Edit Sales Listing screen.

• Info

The information in these fields will be the contact details of your digital listing.

• Placement

Use the drop-down fields to select the category that best describes your business. This information helps connect your listing with MBG app users searching listings by vendor type.

• Details

Description - Any text entered here will appear in contact details

Keywords - Good keywords will help users of MBG’s mobile app locate your business. Use single descriptive words separated by commas when filling this field in.

You will see a preview of your mobile app listing on-screen; when you are ready to post your updates, click **Save**. Any saved changes will become available immediately on the MBG mobile app.

Latitude and Longitude

Click **lookup coords** to look up map coordinates using your listings’ address. The coordinate values are used to display your business on the listing map.

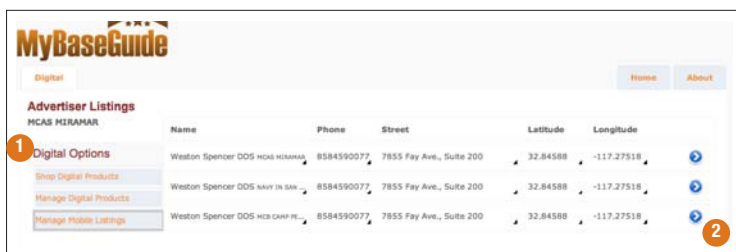


Figure 3: Manage Mobile Listing display

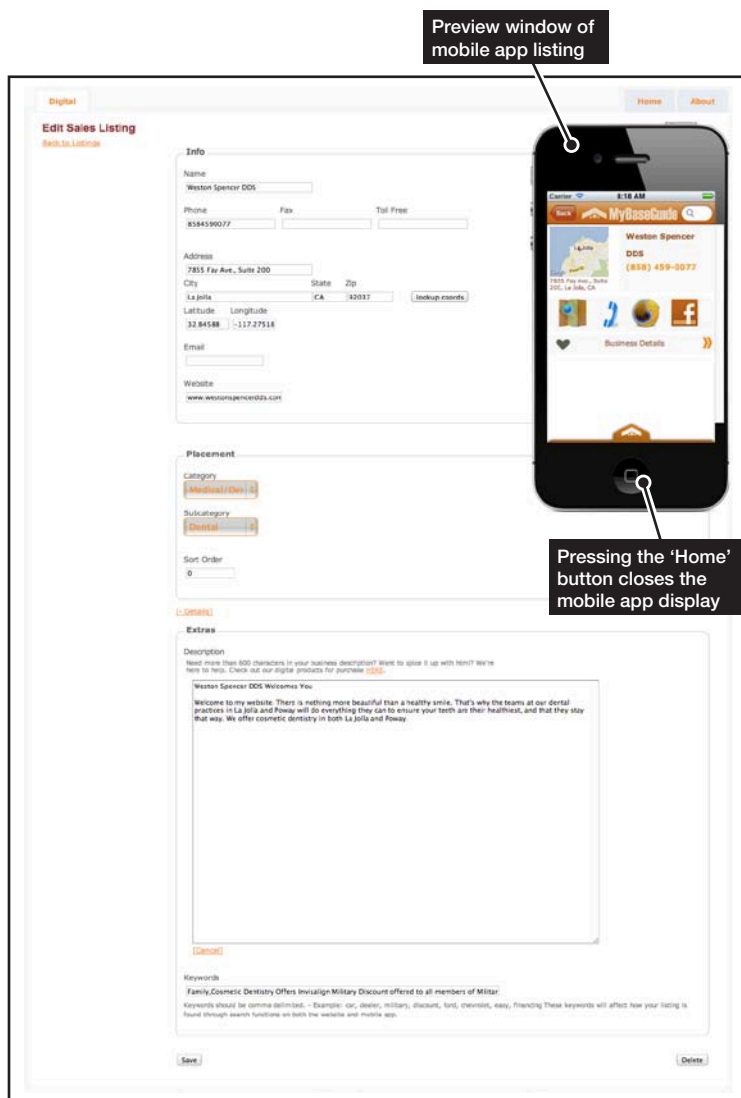


Figure 4: Edit Sales Listing screen with Mobile App Preview.

The Business Details Editor

When you use your mouse to click into the Business Details box of the Extras section, the Editor Toolbar will appear as shown in Figure 9. The Toolbar functions like the toolbar used in other popular Text Editor programs to provide functions like formatting text, changing justification inserting and placing graphics.

The toolbar is composed of two sections:

- 1) The top drop-down menus - Use this to access all editor tools enabled in CMS
- 2) Shortcut Icons - This section provide icon shortcuts for the function most often used.

Many of the tools work just as you expect them to work like in any regular document editor like Format Text and Justification. Some tools like Insert File or Insert Graphic/Picture will need you to either upload a file or enter a hyperlink to a file already hosted online so a link can be placed within the article or have the graphic displayed. These tools will be examined in more detail later.

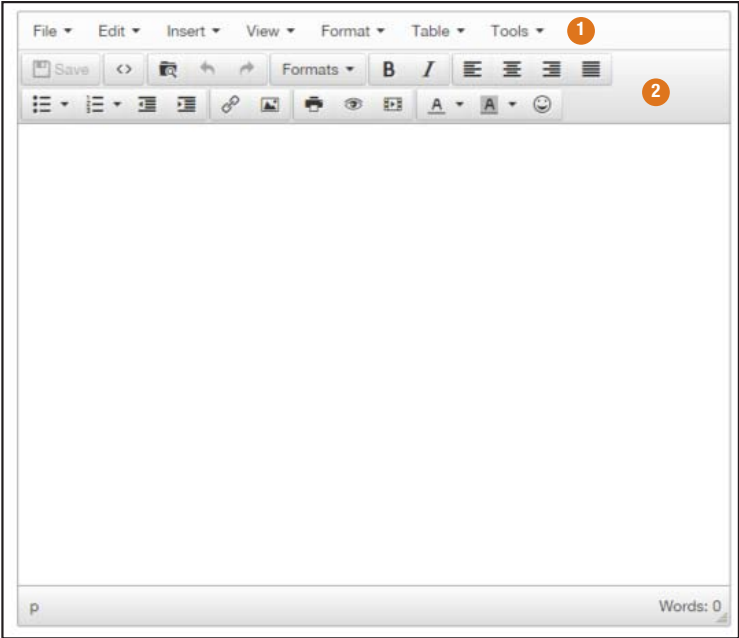


Figure 5: Article Editor Toolbar

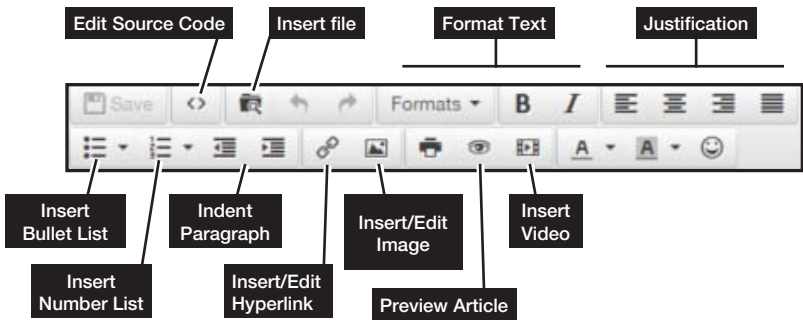



Figure 5a: Article Editor Toolbar Highlighted tools

Inserting/Edit a Image

You can use the **Insert/Edit Image** function to easily upload or link to a graphic already uploaded.

Place the edit cursor at the location you wish to place your graphic and mouse-click on the **Insert/Edit Image** icon, CMS will display a simple form where you can either enter a URL to a graphic already available online or use the Media Manager button  to upload an image to CMS. Images uploaded using this function will automatically be entered as the source.

Once an image has been uploaded, use the Image description field to place a Image Description for eye-impaired services and the Dimensions to adjust the size of the image. Then press the OK button to conclude placement of the image.

If you click on a image already in the article and click on the Insert/Edit Image button, you can use the same form to edit the Image Description or the Dimensions.

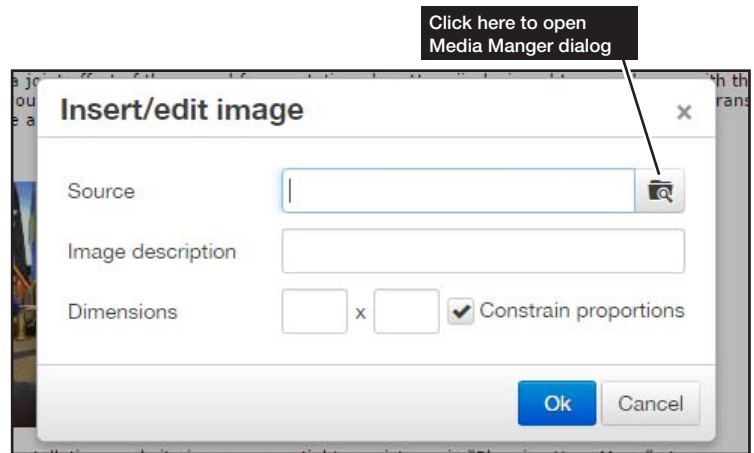


Figure 6 Insert/Edit Image Dialog

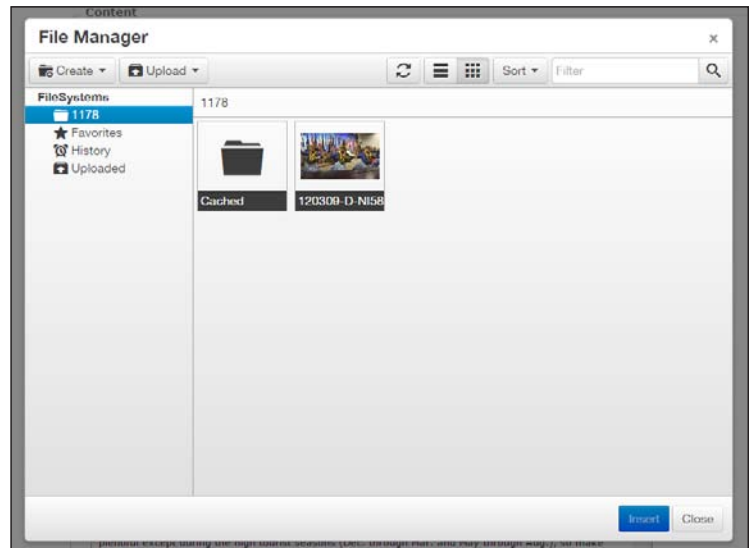



Figure 7: File Manager Dialog

Inserting/Edit a Video

Video can be easily imported and placed into an article using the embedding tools located in the Insert/Edit Video function.

After placing the cursor at the location in the article where you wish to place the video. Click on the **Insert/Edit Video** button  to begin the process. [Figure 5a]

Click on the **Embed** tab and paste the embedding code from a service like Youtube into the field and press OK. [Figure 8]

A placeholder box will be created for the video interface. If you wish to preview the video in your article. Use the **Preview** function to open a preview window of your business listing.

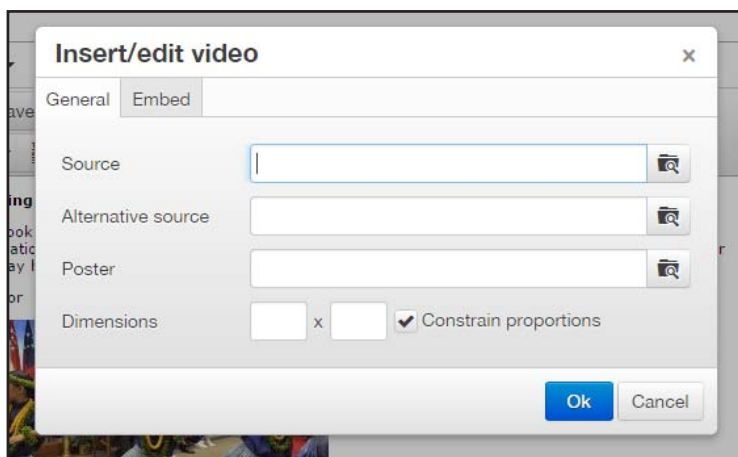


Figure 8: Insert/Edit Video Dialog

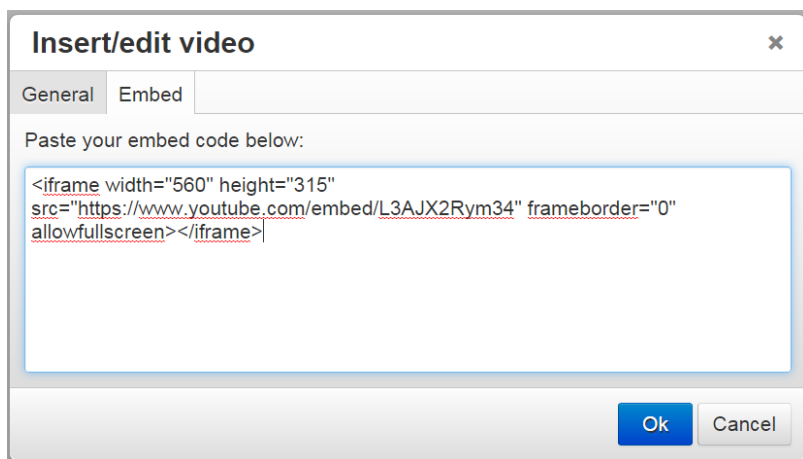


Figure 9: Place your embed code into the Embed tab of the Video dialog

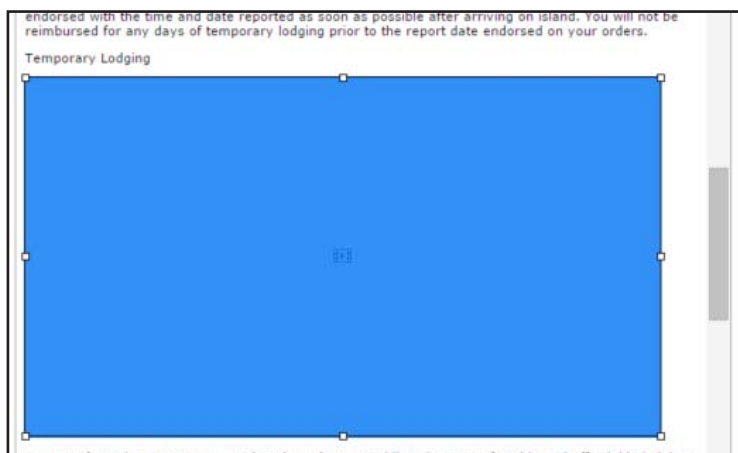


Figure 10: Placeholder created for embedded video in article editor.

Using Preview

As shown when using the **Insert/Edit Video** function. CMS will create placeholders for some linked elements. One way of getting a preview of an article under construction is to use the **Preview** function.

When the **Preview** button is clicked, CMS will open a new window that will allow you to get a look at how the article will appear on the website.

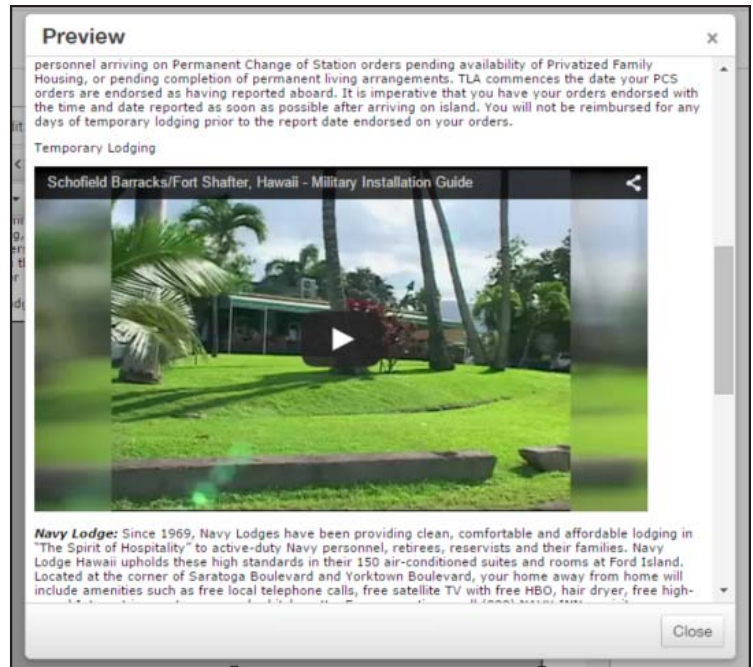


Figure 11: Preview used to view placement of a embedded video.

Insert Links

Hyperlinks to other websites can be created and modified using the **Insert Links** function. When using this tool you can not only edit the URL of the link, but also the properties like Target which determines whether the link will open in a new window or not.

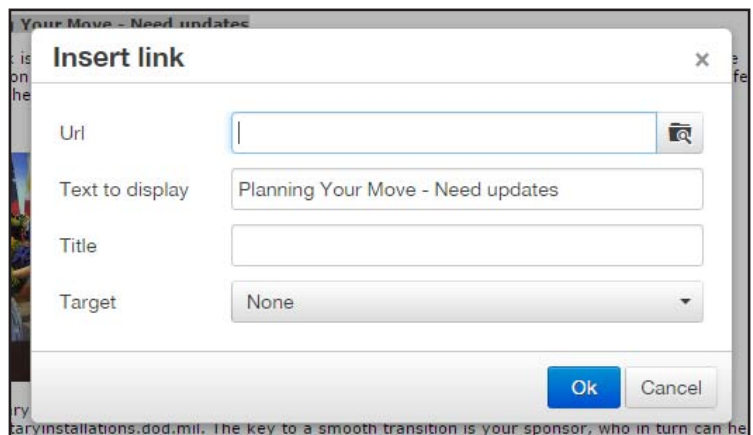



Figure 12: Insert Link Dialog

Insert File

Besides graphics, files like PDFs (Portable Document Files) can also be uploaded and linked to in CMS articles using the **Insert File** function .

After a file is uploaded or selected from the File Manager-like interface, press the INSERT button and CMS will automatically create a link to the file in the article. The appearance of the link can then be further modified using the **Insert/Edit Link** function.

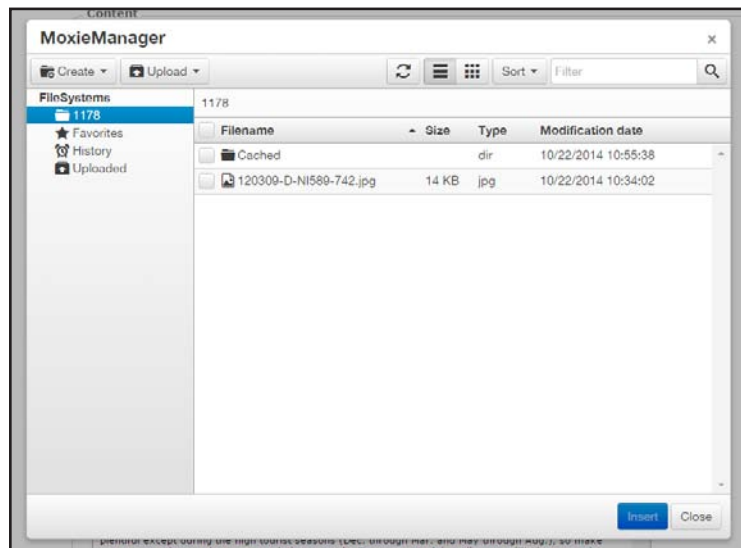


Figure 14: Insert File Interface.