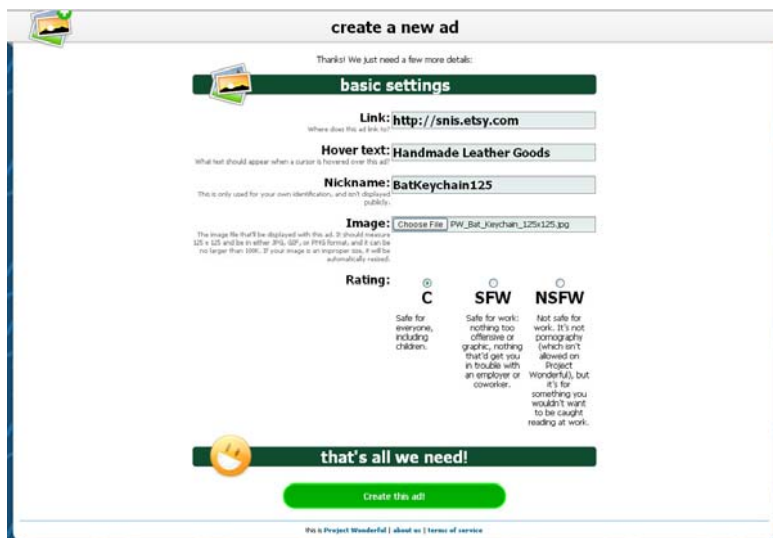


Nakon prijave/kreiranja naloga, prvo što je neophodno je da napravite novu reklamu. To se radi tako da idete u opciju "Create a new ad":



Kod kreiranja reklame, prvo je potrebno izabrati veličinu buduće reklame. Ja sam izabrao 125x125, to stoga što najčešće na blogovima koji postuju Project Wonderful reklame nailazim na tu veličinu bannera.



Sledeća strana donosi detalje o reklami koje je neophodno popuniti.

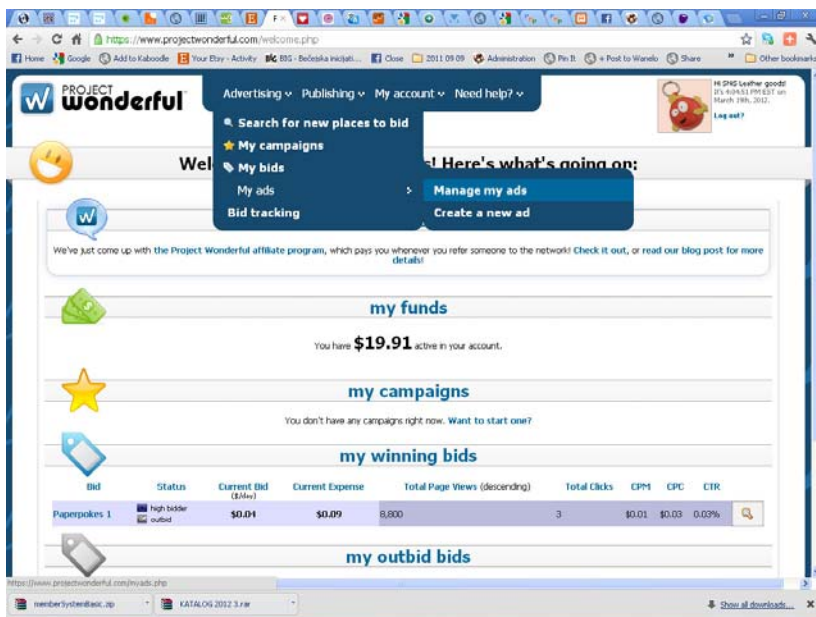
Link je adresa na koju želite da reklama vodi. Možete koristiti format koji ja koristim, ili <http://www.etsy.com/shop/snis> Svejedno :)

Hover tekst predstavlja tekst koji će se prikazati kada neko stane kursorom iznad vaše reklame.

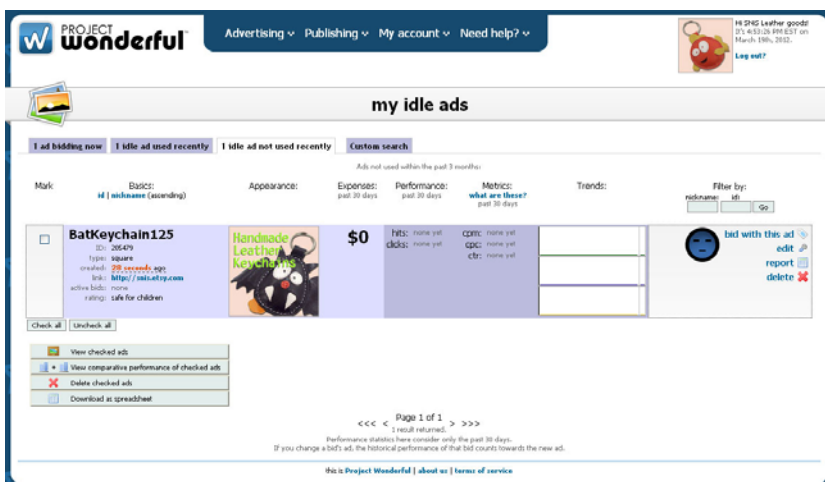
Nickname je ime reklame koje dodeljujete proizvoljno, a služi da biste znali o kojoj reklami se radi kada uređujete reklame ili u izveštajima.

Image je slika koju ste ranije pripremili.

Rating je kategorizacija reklame. Ja obično koristim C jer su sve moje reklame bezbedne za decu.

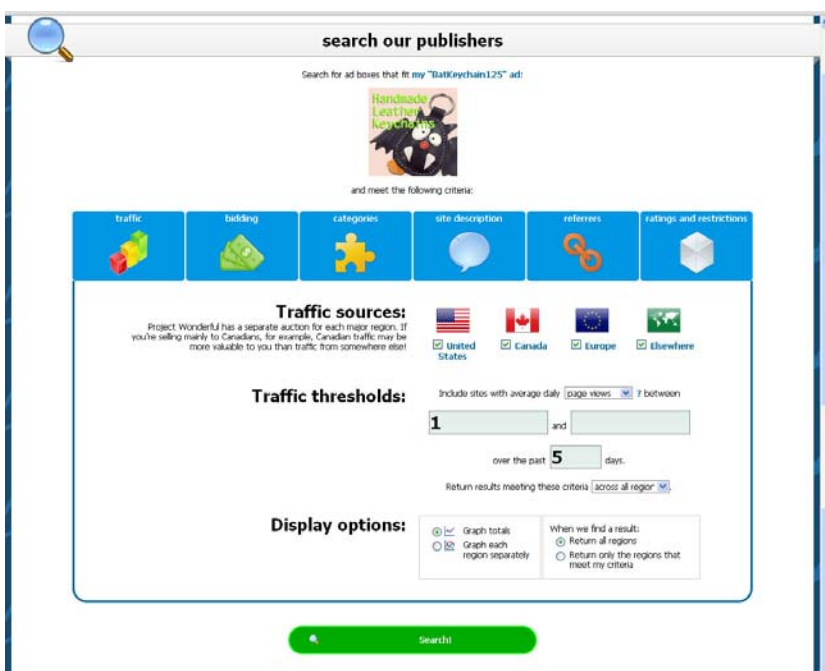


Nakon kreiranja reklame potrebno je objaviti istu. Da bi licitali sa novokreiranom reklamom, potrebno je otići u "Manage my ads"

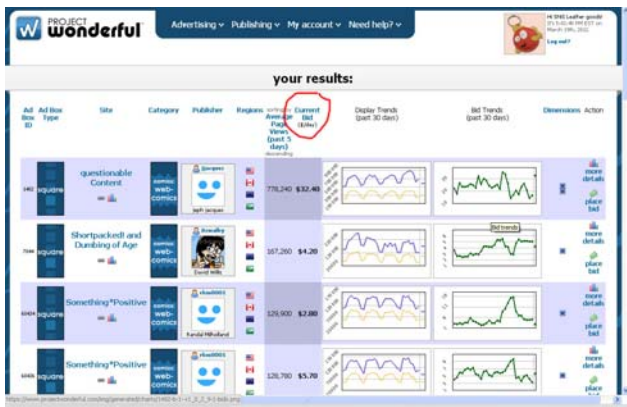


Prikazaće vam se lista reklama. Desno imate link "bid with this ad" na koji je potrebno kliknuti.

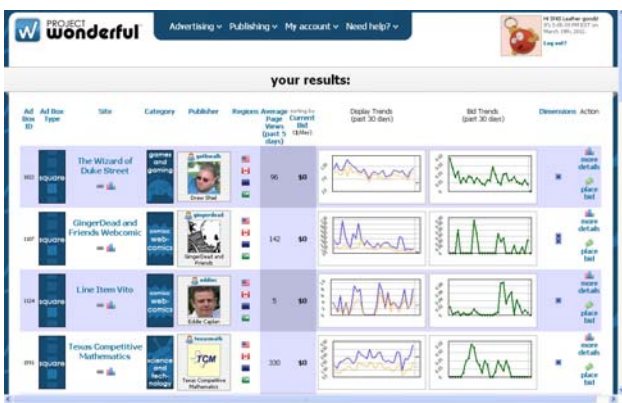
Kada kliknete na opciju "bid with this ad" prikazaće vam se kriterijumi za pretraživanje sajtova na kojima možete objaviti svoju reklamu.



Ja ništa ne menjam od standardno ponuđenih opcija. Možete isključiti pojedine regione, ako recimo ne želite prikazivati reklamu u Evropi. Sledeće je filtriranje po broju pregleda u poslednjih X dana. Ja pretražujem sve.



Na listi ponuđenih sajtova, potrebno je kliknuti na Current Bid, kako bi sajtovi bili sortirani po ceni objavljivanja.:



Iz liste izabere one koji su vam interesantni i kliknete na "place bid" desno pored sajta. Ima ih sa jedva nekoliko poseta dnevno, pa do par stotina, a da daju besplatnu reklamu. Potrebno je pregledati redom. Prilikom pretrage možete odabrati i da se filtrira tako da bude recimo najmanje 500 poseta i sl...

**it's super easy to advertise on we love etsy!**

Bidding with Project Wonderful is fast and fun: your ad can be up on We Love Etsy in seconds! Bid whatever price you'd like, for as long as you'd like: two days, a week, a year - it's your choice, and you're only charged for the time your ads show. You can also set hard expense bids on your bids, so you never get charged more than you expect. Find out more about the auction process here!

Here we've collected all sorts of information about the advertising spot on We Love Etsy. Look around - and when you've seen enough, you can enter your bid under that big "place your bid" header below.

**site details**

Site name: We Love Etsy  
 Category: Social networking  
 Type: Square ad  
 Tags: artisan-arted clothing-crafts-etsy-etsy-gifts-handmade-crafts-projects-pottery-vintage-shopping  
 Created: 4 years, 7 months ago

**bids accepted**

Approval: All bids on the advertising are automatically approved if you bid less than the cost. If you lower it, only bids accepted by hand.  
 Minimum bids: There are no minimum bids.  
 Ad allowed: All ads are allowed, but animation is not allowed.

**more**

Other advertising options on this advertising.com include:

- square ads currently bidding at \$0

winning bids on european traffic:

your ad here

your ad here

your ad here

place your bid

Bid here:  a day

winning ad redesigned: [Image]

Place Bid

show traffic data from: [US] [CA] [UK] [DE]

Ad bid display over the past 18 days (all traffic)

Winning bids cover the past 18 days (bids on all traffic)

Klik na "place bid" vas vodi na sledeću stranu, na kojoj dobijate ostale detalje o strani. U Bids Accepted kvadratu piše da li se reklame odobravaju ručno ili automatski. U "More" imate koje su još veličine banera dostupne na tom sajtu. Wining bids vam prikazuje koje se trenutno reklame objavljuju na tom sajtu. Možete pogledati za svaki region ponaosob.


Najvažniji kvadrat je "Place your bid". Unesite 0 kao ponudu.

**place your bid**

**Bid here:**  
 across checked regions at \$  a day

with my ad nicknamed

[Why aren't all my ads listed here?](#)



[Show more options?](#)

Posle toga kliknete na "Show more options?" kako bi vam se prikazalo više opcija za postavljanje ponude.

**place your bid**

**Bid here:**  
 across checked regions at \$  a day

with my ad nicknamed

[Why aren't all my ads listed here?](#)



This bid begins: **Right away** (click to change).

This bid expires:

**Time**

in  days

on (click to choose a bid end date).

no time limit

---

**Spending**

when \$  has been spent

no expense limit

My ad is displayed in any of these slots:  
 If you check off more than one slot, your ad will be displayed on the cheapest slot available.

These options can be displayed by default: check your [profile page](#). [Hide these options?](#)


Tu je potrebno modifikovati vremenski period na koji dajete ponudu. Za ponude od \$0 nije dozvoljeno dati vremenski period veći od 2 dana, pa je potrebno da izmenite 30 dana u 2 dana kako bi ponuda bila prihvaćena. To je stoga da bi svi imali ravnopravne mogućnosti za besplatno reklamiranje :)

Ostalo ostavite neizmenjeno. Dole možete izmeniti pozicije, ukoliko ne želite da vam se reklama pojavljuje na nekim pozicijama.



**confirm bid**

Site: **We Love Etsy**

Your ad: 

**"BatKeychain125"**

Locations:

Your maximum bid:

[Change these values?](#)

Your bid begins: **right away**

Your bid expires: **Wednesday, March 21, 2012, at 05:42 pm EST** (in 2 days)

We came up with these regional bids by dividing up the maximum bid you supplied. This way you're bidding an appropriate amount on each region. These bids all add up to your maximum bid (\$0).

You're confirming the above bid is what you want to enter into the auction. If you want to make some changes, you can do so [here](#). To place this bid, we just need two more pieces of information:

Bid nickname:

Nicknames are for your reference only and are never publicly displayed.

Do you want to be emailed whenever the bid is the high bidder, is outbid, or expires? This will override the setting saved in your [account preferences](#).

Email me  Don't email me  Use default (email me)





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Sada je samo potrebno potvrditi ponudu.

Poslednja opcija, koju možete podešavati je da li želite da budete obavešteni svaki put kada vaša reklama bude "nadglasana" većom ponudom, ili kada bude objavljena jer ima najveću ponudu. Ako obeležite da želite biti obavešteni, onda se spremite na puno mailova, jer svaka reklama po nekoliko puta dnevno bude nadglasana ili ubačena :)

**wonderful**

your bid results:

|  |  |  |  |
|--|--|--|--|
|  <p><b>You bid \$0 a day on American traffic.</b><br/><b>Your bid is pending approval.</b></p>                 |  <p><b>You bid \$0 a day on Canadian traffic.</b><br/><b>Your bid is pending approval.</b></p>                 |  <p><b>You bid \$0 a day on European traffic.</b><br/><b>Your bid is pending approval.</b></p>                 |  <p><b>You bid \$0 a day on Elsewhere traffic.</b><br/><b>Your bid is pending approval.</b></p>                |
| <small>This publisher reviews bids by hand. Your bid has just been sent to them; once they approve you as an advertiser, your bid will be activated!</small>                                     | <small>This publisher reviews bids by hand. Your bid has just been sent to them; once they approve you as an advertiser, your bid will be activated!</small>                                     | <small>This publisher reviews bids by hand. Your bid has just been sent to them; once they approve you as an advertiser, your bid will be activated!</small>                                     | <small>This publisher reviews bids by hand. Your bid has just been sent to them; once they approve you as an advertiser, your bid will be activated!</small>                                     |
| <small>The length of time this approval process takes depends on how quickly the publisher approves your bid.</small>  | <small>The length of time this approval process takes depends on how quickly the publisher approves your bid.</small>  | <small>The length of time this approval process takes depends on how quickly the publisher approves your bid.</small>  | <small>The length of time this approval process takes depends on how quickly the publisher approves your bid.</small>  |
| <small>You'll be kept up to date on your bid's status via email, and by logging into your account - and you can always see the details of this bid on your <a href="#">My Bids</a> page.</small> | <small>You'll be kept up to date on your bid's status via email, and by logging into your account - and you can always see the details of this bid on your <a href="#">My Bids</a> page.</small> | <small>You'll be kept up to date on your bid's status via email, and by logging into your account - and you can always see the details of this bid on your <a href="#">My Bids</a> page.</small> | <small>You'll be kept up to date on your bid's status via email, and by logging into your account - and you can always see the details of this bid on your <a href="#">My Bids</a> page.</small> |

From here, you may want to visit your [My Bids](#) page to see your new bids or go back to the [ad box listing](#) you were just looking at. Happy bidding!

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Konačno dobijate ekran sa trenutnim statusom vaše reklame.

Kako sam ovde postavio ponudu na sajt na kome se ručno potvrđuje, reklama je na čekanju za sve regije.

Niste ograničeni sa brojem sajtova na koje možete dati ponudu istovremeno, kao ni sa brojem reklamnih banera. Potrebno je eksperimentisati sa što više banera, sajtova, različitim veličinama oglasa.