



THE BOOMTOWN HUB. USER MANUAL

Welcome to the Boomtown Hub, your new resource to help you plan and brief regional media.

This manual aims to help you use the different features offered by the Boomtown Hub by going through the different steps and options available within the tool. For any further information, please contact info@boomtown.media.

1. How to access the Boomtown Hub

The Boomtown Hub is available on the boomtown.media website.

2. How to search for media coverage

1. **Media Coverage** (“Select Mediums” box)
 - Select the medium/s you would like to search for using the drop down
 - You may choose from digital, television, print, radio and out of home

2. **Locations** (“Search Boomtown Hub” box)
 - Enter in the location/s you would like to search by typing in a suburb, postcode, city or state
 - Alternatively, upload a list of postcodes as a CSV file by clicking the “Upload postcodes CSV” button. The CSV should contain the list of postcodes in column A

3. **Results**
 - Once the media type and location fields have been inputted, click the “SHOW RESULTS” button
 - The results will appear in the following ways:
 - i. In a box underneath the “SHOW RESULTS” button, the media owners that sell advertising in the locations selected will be listed by name
 - ii. On the map, pins will be placed at every location in your search. Media coverage will be displayed in pink layers, one for every ‘market’ across each medium in your search and for each media owner covering those locations
 - iii. When you move your cursor over the pink areas of the map, you’ll see a results pop-up showing where media owners sell coverage. You can expand that box by toggling ‘expand map results’ to see more detail on the coverage available
 - iv. Zoom and drag the map using your trackpad, mouse or the toggles on the right hand side of the screen



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- v. To export the map search result:
 1. Click “Export my search”
 2. A CSV file containing the specific media coverage details - postcode, sales house, media owner, media type, network, assets and market name will download immediately
 3. A pop-up will ask “Would you like to download your Map results?”, enter your email if you’d like to receive the map images of your search results as PDF. These will arrive in your inbox within 60 seconds

Please note that coverage maps may differ slightly to broadcast maps as they are postcode-defined areas.

4. Create a brief from your search

- Once your results have appeared, you can deselect any media owners from your search results if you don’t want to include them in your brief
- Then create a brief by clicking the “BRIEF MY SEARCH” button
- Complete the form with contact details, target demographics and campaign details and dates. You can upload a PDF with any further information you’d like to include in your brief, and “Send enquiry”
- The brief will be sent to the media owners included in your search results. You’ll receive a copy of your brief to the email address you’ve supplied
- Each media owner included in your search results will receive your brief and you will receive an individual response from each of them within 2 business days
- You can also create a brief without first searching for media coverage by clicking the “CREATE A BRIEF” button and fill in the media type and locations you are after manually. Media owners will respond to your brief as above

3. How to access category insights

1. There are 10 category insights to search from: Finance, Insurance, Auto, Retail, Travel, QSR, FMCG, Realestate, Telco and Beverages
2. Click on the “Category Insights” tab and then select the categories you would like to view from the drop down box. Click the “SHOW RESULTS” button
3. The insights for the categories of your selection will open on screen. If you have selected multiple categories, they will appear as separate tabs
4. You may also download these pages via the “DOWNLOAD INSIGHTS” button to generate a PDF file containing all the categories selected



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4. General

1. To get back to the Boomtown website you can either click on the white B logo in the top left hand corner or the menu bars in the top right hand corner of the page
2. If you have feedback on the site, you can send this to us via the “Please provide your feedback” button in the bottom left hand corner of the search panel