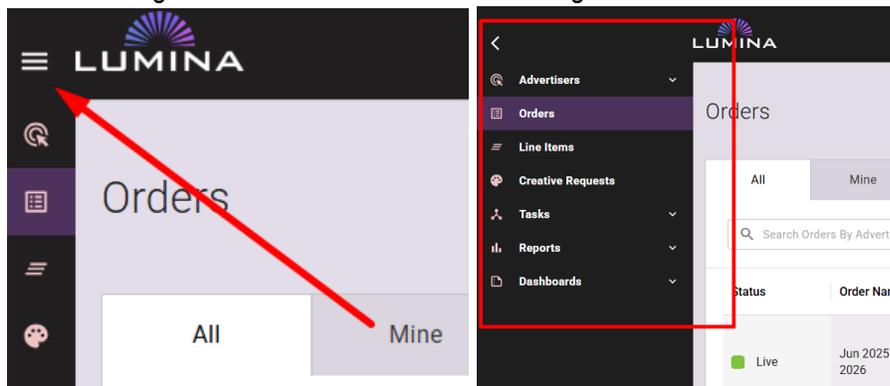




Lumina: our in-house trade desk solution with campaign workflow management, platform API integration, and real time reporting. Lumina is our shared workspace system to manage digital orders for campaigns. Lumina is a full-service order entry, workflow, and reporting tool for our digital business.

NAVIGATING LUMINA

Navigation Menu: Found in the left rail, icons. These icons can be expanded by clicking on the three lines/hamburger menu to the left of the Lumina logo



Orders: Your homepage shows all your active and pending orders. Click on the order name to open a specific order.

<https://townsquarelumina.com/lumina/view/orders/list>

Status	Order Name	Advertiser	Market	Order Number	Start Date	End Date	Line It...	Open T...	Seller	DCM	Created On
In Progress	May 2025 - Jun 2025	CS Beef Packers	Boise	5524007	05/04/2025	06/19/2025	1	2	Betsy Bolland	Joseph Ogunnyi	01/18/2025 04:35 am
In Progress	May 2025 - Jun 2025	Weiser Fence & Lumber	Boise	5579238	05/01/2025	06/30/2025	1	4	Betsy Bolland	Joseph Ogunnyi	02/11/2025 12:30 pm
In Progress	Mar 2025 - Feb 2026	Four Seasons Spa and Pool	Boise	5599899	03/03/2025	02/28/2026	1	4	Shara Hazzard	Spring Moyer	02/25/2025 04:16 pm
Live	Mar 2025 - Mar 2025	YMC Heating & Cooling	Boise	5136973	03/02/2025	03/30/2025	4	8	Darla Sturtevant	Joseph Ogunnyi	12/29/2024 04:56 pm
In Progress	Mar 2025 - Aug 2025	Idaho Heating and Air	Boise	5628637	03/01/2025	08/31/2025	10	31	rance pugmire	Spring Moyer	03/04/2025 10:31 am
In Progress	Mar 2025 - May 2025	Idaho Interlock	Boise	5619604	03/01/2025	05/31/2025	2	8	Nick Ineck	Spring Moyer	02/26/2025 02:01 pm
In Progress	Mar 2025 - Aug 2025	Adapt Management - Boise	Boise	5586499	03/01/2025	08/31/2025	1	4	Holly Johnson	Spring Moyer	02/13/2025 09:02 am
Pending Activation Call	Mar 2025 - Apr 2025	Impact Thrift Store	Boise	5605663	03/01/2025	04/30/2025	1	4	Crystal Stovall	Joseph Ogunnyi	02/24/2025 09:14 am

Line Items: See the status of each product inside each order. Click on the line item name for more information on budgets, creative, and targeting.

<https://townsquarelumina.com/lumina/view/lineitems/list>

Status	LI Name	Market	Advertiser	Order	Initiative	Product	Sub Product	DCM	Seller	Start Date	End Date	Created On
Pending Details	Takeovers - Station Site Takeovers	Atlantic City	Ocean Casino Resort - DIR	Aug 2025 - Feb 2026	PRE2025	Takeovers	Station Site Takeovers	David Awodiji	Fran Northridge	02/12/2026	02/12/2026	03/07/2025 02:08 pm
Pending Details	Takeovers - Station Site Takeovers	Killeen-Temple	Bell County Flooring	Ignite 2025/2026	Primary	Takeovers	Station Site Takeovers	Pierce Johnson	Kelsey Kilter	02/09/2026	02/09/2026	03/07/2025 02:12 pm
Pending Details	Takeovers - Station Site Takeovers	Atlantic City	Ocean Casino	Aug 2025 - Feb 2026	PRE2025	Takeovers	Station Site Takeovers	David Awodiji	Fran Northridge	02/08/2026	02/08/2026	03/07/2025 02:08 pm

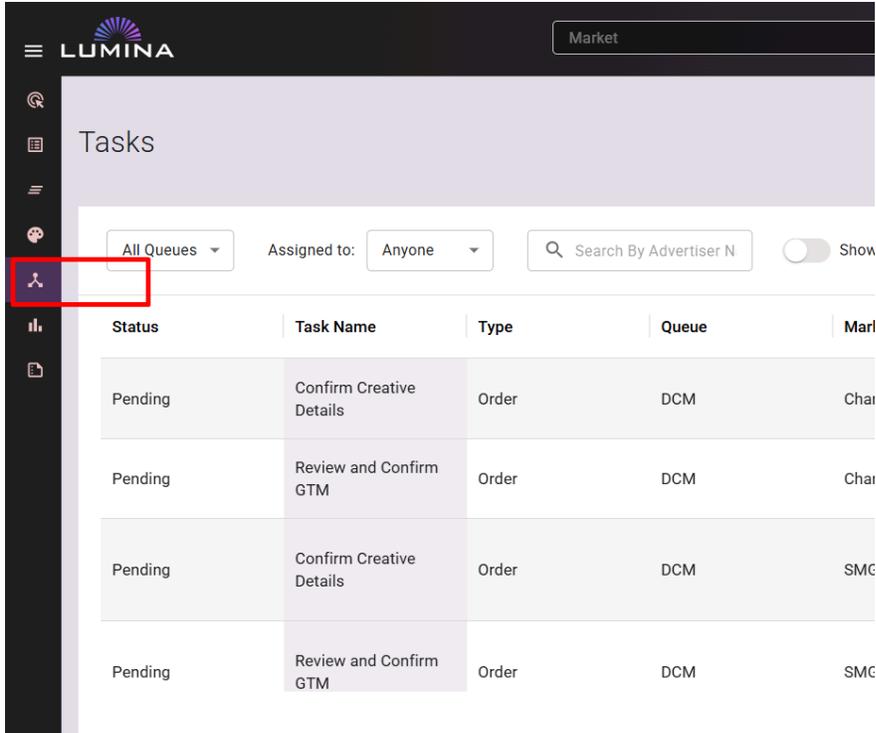
Advertisers: Lumina allows you to search by advertiser, allowing you to easily find both past and present campaigns/creative files.

<https://townsquarelumina.com/lumina/view/advertisers/list>

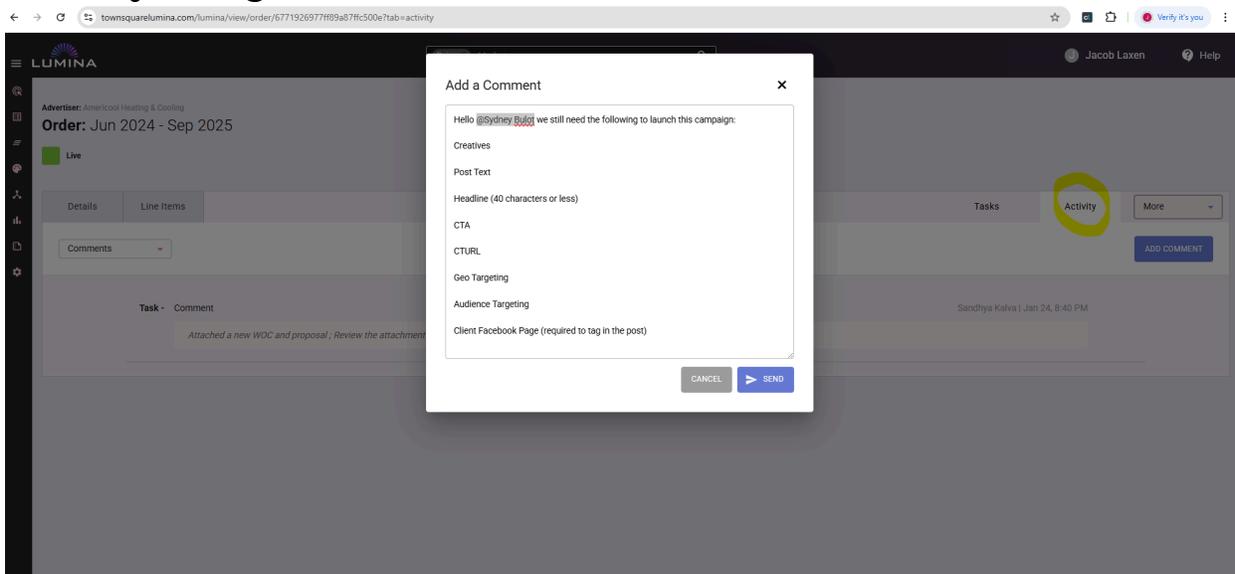
Status	Order Name	Market	Order Number	Start Date	End Date	Line Items	Open Tasks	Seller	DCM	Created On
In Progress	Mar 2025 - Aug 2025	Boise	5586499	03/01/2025	08/31/2025	1	4	Holly Johnson	Spring Moyer	02/13/2025 09:02 am
In Progress	Feb 2025 - Aug 2025	Boise	5553767	02/15/2025	08/15/2025	1	3	Holly Johnson	Spring Moyer	02/25/2025 01:56 pm
In Progress	Feb 2025 - Aug 2025	Boise	5549321	02/15/2025	08/15/2025	1	4	Holly Johnson	Spring Moyer	02/25/2025 01:54 pm
In Progress	Feb 2025 - Aug 2025	Boise	5549331	02/15/2025	08/15/2025	1	3	Holly Johnson	Spring Moyer	02/25/2025 01:59 pm
Complete	California Volunteers	Boise	4752499	04/08/2024	04/21/2024	1		Holly Johnson	Spring Moyer	03/07/2025 09:05 am
Complete	Kansas Volunteer Firefighters	Boise	4551666	02/01/2024	12/30/2024	1		Holly Johnson	Spring Moyer	03/07/2025 09:12 am
Complete	Texas Volunteer Firefighters Aug-Jan	Boise	3829024	07/31/2023	01/30/2024	1		Holly Johnson	Spring Moyer	03/07/2025 09:03 am
Complete	Ignite	Boise	4048982	05/31/2023	06/14/2023	1		Holly Johnson	Tyler Spanos	03/07/2025 09:02 am
Complete	Texas_FB Link Click_9.12.22-10.31.22	Boise	3605381	09/11/2022	10/30/2022	1		Holly Johnson	Jacob Laven (DCM)	03/07/2025 08:57 am
Complete	Feb 2022 - Oct 2022	Boise	3134432	02/13/2022	10/30/2022	3		Holly Johnson	Jacob Laven (DCM)	03/07/2025 08:57 am

Tasks: Check your tasks regularly. This shows what actions are still needed from you.

<https://townsquarelumina.com/lumina/view/queues/list>



Comments: Use the "Activity" tab to leave and view comments. Alert someone with an email notification by commenting with an @ their name.



COMPLETING TASKS

TASK- Activation Punchlist: Your DCM will create these after the Activation Call when more info is needed to launch a campaign. Add the missing details, attach creative, and complete the checklist when all details have been provided.

Activation Punchlist Mar 7, 2025

1 AE Order - Activation Punchlist

Requestor: Jacob Laxen (DCM)

Notes:

Click Thru URL (CTURL)

Final Creative

Campaign Geography

Audience Targeting

Save edits

Upload File

Complete? *

TASK- Creative Approval: This task has a couple steps:

- 1) Download files from the Creative Director or Design Team- send to the client.
- 2) Check the box once you have sent creatives to the client for approval or if you are approving.
- 3) Once approved by either you or the client, select "Yes" to approve, or "No" to submit revisions. Complete the checklist when ready.
 - o If creatives not approved, add notes for the designer

LUMINA

Home Market

Jacob Laxen (DCM) Help

Creative Request: COMPASS March Campaign

4 Designer Confirm Creative Details

5 Designer Design Creative and Upload in CR Form

6 Creative Director Creative Director Approval

Creative approved * Yes

Most recent uploads for each ad type *

Ad Type	Name	Uploaded On	Status
Banner Ads- ignite	v1_Boise_CompassCommunityPlanning_022825_ignite	02/28/2025	Full
Social Media	v1_Boise_CompassCommunityPlanning_022825_Social	02/28/2025	Full

If this list is in error, please edit in the Form and [refresh](#)

3 AE Send Creative and Client Approval

Creative sent to client? *

Creative approved by client? * Yes

3 AE Send Creative and Client Approval

- Creative sent to client? *
- Creative approved by client? * **No** ▾
- Notes for revision? *
- Revision material? *

BMD Puppy pic
[Upload New File](#) [See all](#)

TASK- SEM Build Approval: Download the attached build from Search buyer. Review. Then, within your AE Task, select "Yes" to approve, or "No" to submit revisions.

- If the build is not approved, leave clear notes for the Search buyer to revise.

LUMINA Boise Market Jacob Laxen

Advertiser: Amanda's Business - Demo
 Order Name: Laxen Test Order 2

Line Item: SEM - Google Search

- Validation complete? *
- All Details Confirmed? *
- 2 Buyer Search Review Details & Build Campaign**
 - All details available and accurate? **Yes** ▾
 - Campaign built on platform?
- 3 Buyer Search Generate and Upload Build Report**
 - Upload build report **Google Direct Merchant Report Template_Boise_One Peak_Client Facing_4.15.24**
[Upload New File](#) [See all](#)
- 4 AE Send & Receive Approval for Build**
 - Build sent to client?
 - Build approved? **Yes** ▾

TASK- Facebook/SSM Mock Approval: Review preview link(s) provided by the Social team. Select "Yes" to approve, or "No" to submit revisions. Complete the checklist when ready.

Line Item: SSM - Awareness - Meta

Client Approval

Details

All Queues Completed Tasks

Primary Apr 17, 2025

1 **DCM** Review & Confirm Line Item

2 **Project Manager SSM** Build Ad Proof

Campaign ready for build? Yes ▾

Preview link: <https://fb.me/1TO4YML6Af4m1jZ>

Upload Proof (ZIP) Do_Not_Use 2
[Upload New File](#) [See all](#)

Mobile Feed

1 of 39



New Jersey 101.5
Sponsored · ·

Get a FREE Car Wash! At Team Car Wash, we guarantee great service and a clean car! Claim your Free Car Wash today!



theteamcarwash.com
Free Car Wash

[Learn more](#)

3 · 2 comments · 2 shares

Like Comment Share

New Jersey 101.5 wants to share an ad with you.

See How People Will Experience Your Ad

Selected Ad Placements

Once you confirm that you want to see the ad, it will show up in all selected placements for 24 hours.

[Decline](#) [Show Ad](#)

2 **Project Manager SSM** Build Ad Proof

Campaign ready for build? Yes ▾

Preview link: <https://fb.me/1TO4YML6Af4m17>

Upload Proof (ZIP) Do_Not_Use 2
[Upload New File](#) [See all](#)

3 **Project Manager SSM** QA Build

4 **AE** Send Proof to Client

Proof sent to client?

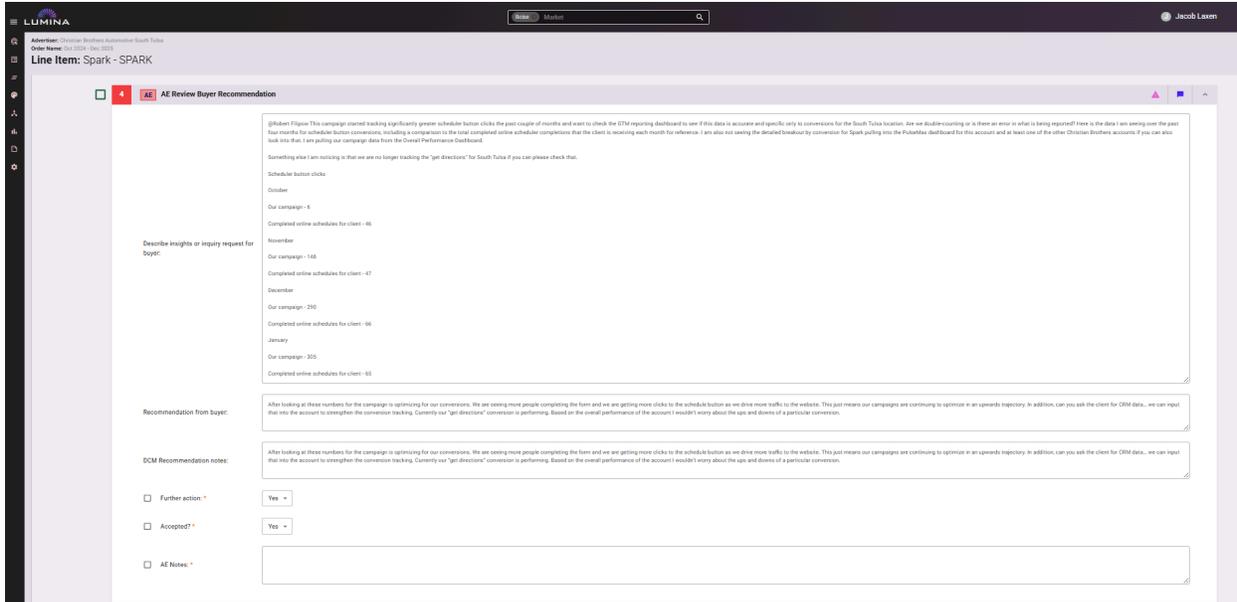
Is creative approved by client? ▾

TASK- Confirm Campaign is Accurate: After a campaign launches, verify all launch details and complete the checklist to confirm accuracy. Contact your DCM if there are issues or incorrect details.

7 **AE** Confirm Campaign is Accurate

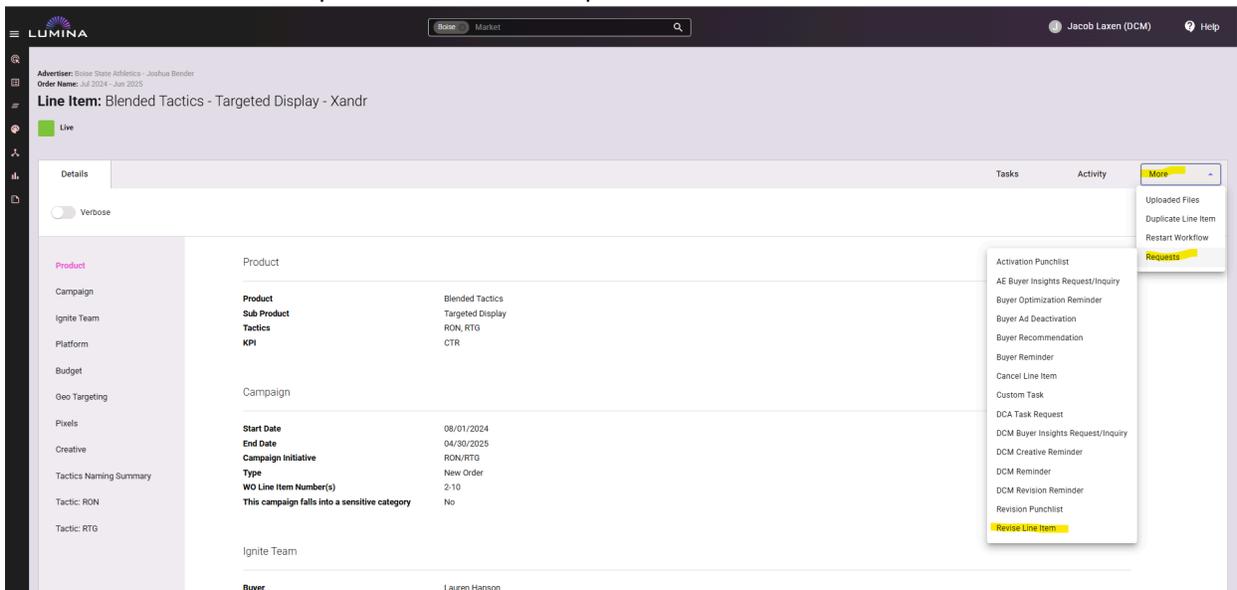
Complete? *

TASK- Buyer Recommendations: Approve or reject requests from the buying team. Complete checklist.

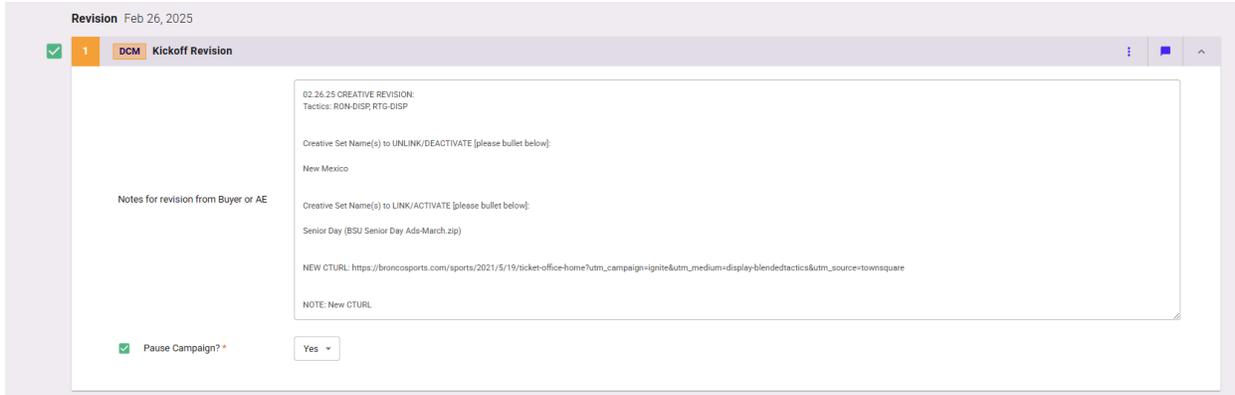


MAKING REVISIONS

- Find the order or line you want to make a revision on.
- Click "More" > "Requests" > "Revision Request".



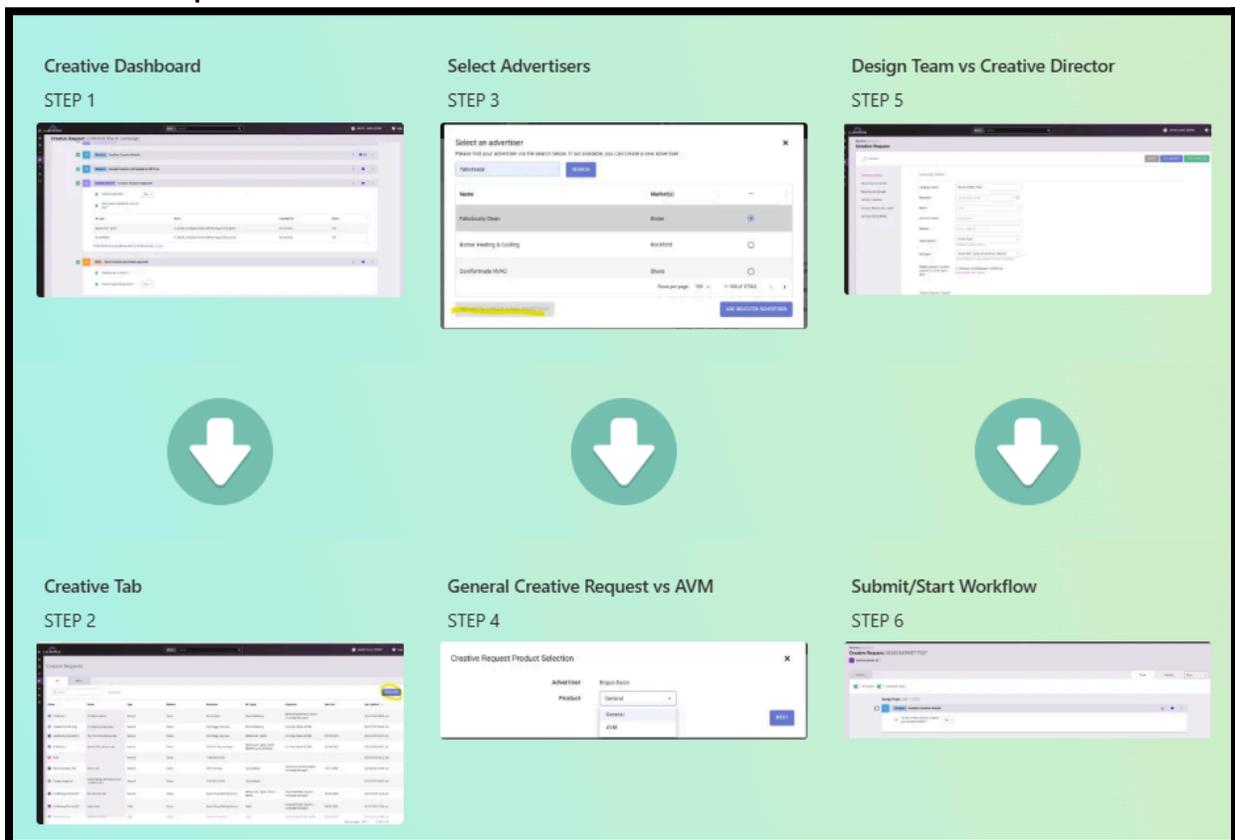
- Describe the revision, select if the campaign should be paused, and complete the checklist.



SUBMITTING A CREATIVE REQUEST

While your DCM can take the lead on submitting creative, AE's can also submit for themselves.

Overview of steps - *more information below*



- Go to the creative requests page: <https://townsquarelumina.com/lumina/view/creative-requests/list>.
- Select the "Create New" button.

LUMINA Demo Market Jacob Laxen (DCM) Help

Creative Requests

All Mine GREATE NEW

Search Advanced

Status	Name	Type	Markets	Advertiser	Ad Types	Requestor	Due Date	Last Updated
Production	CR demo market	General	Demo	Demo Sales	Email Marketing	Natalia Naralenkava (Digital Campaign Manager)		03/07/2025 08:03 am
Creative Call Pending	Cat Washing Explosion	General	Demo	CGS Doggy Day Care	Email Marketing	Christian Stadler (DCM)		03/07/2025 06:42 am
Confirming Details (DT)	Dog Grooming Spring Sale	General	Demo	CGS Doggy Day Care	Banner Ads - Ignite	Christian Stadler (DCM)	02/28/2025	03/06/2025 03:25 pm
Production	Spring 2025 Jacuzzi sale	General	Demo	CGS Hot Tubs and Spas	Banner Ads - Ignite, Email Marketing, Social Media	Christian Stadler (DCM)	02/28/2025	03/06/2025 09:51 am
Draft		General	Demo	1-800-BUSY-DOG				03/05/2025 03:22 pm
Pending Details (CD)	Name Test	General	Demo	CGS Hot Dogs	Social Media	Uladzislau Harunou (Digital Campaign Manager)	12/11/2025	02/24/2025 07:56 am
Creative Approval	Social Media_5874838A_Orco Cookie Promo	General	Demo	1-800-BUSY-DOG	Social Media			02/24/2025 04:28 am
Confirming Details (DT)	Buy One Get One	General	Demo	Steph's Dog Walking Service	Banner Ads - Ignite, Social Media	Stephanie Mullin (Digital Campaign Manager)	02/25/2025	02/21/2025 12:40 pm
Confirming Details (DT)	bogo video	AVM	Demo	Steph's Dog Walking Service	AVM	Stephanie Mullin (Digital Campaign Manager)	03/02/2025	02/21/2025 12:39 pm
Pending Approval	Bliskofy Promotion	AVM	Demo	Bliskofy Promotion	AVM	Chris Summers (DCM)	03/06/2025	03/06/2025 10:49 am

Rows per page: 100 1-100 of 110

- Choose the advertiser or create a new advertiser for spec creative or if the advertiser is not in the system yet.

Select an advertiser

Please find your advertiser via the search below. If not available, you can create a new advertiser.

fabulously SEARCH

Name	Market(s)	
Fabulously Clean	Boise	<input checked="" type="radio"/>
Bomar Heating & Cooling	Rockford	<input type="radio"/>
Comfortmate HVAC	Shore	<input type="radio"/>

Rows per page: 100 1-100 of 37562

NO MATCH. CREATE A NEW ADVERTISER USE SELECTED ADVERTISER

- Select the correct ad type
 - AVM for video
 - General for all other tactics including display, social, SPARK..etc

Creative Request Product Selection



Advertiser Bogus Basin

Product

General

General

AVM

NEXT

- Select the correct Team Option
 - **Design Team:** For ads with a clear outline.
 - **Creative Director:** For scheduling a call when more creative help is needed.

The screenshot shows the 'Creative Request' form in the LUMINA system. The form is titled 'Creative Request' and is for the advertiser 'Bogus Basin'. It includes a sidebar with navigation options like 'Campaign Details', 'Shared Banner Details', 'Most Recent Uploads', and 'Ad Type: Takeover'. The main form area contains several fields: 'Campaign Name' (DEMO MARKET TEST), 'Requestor' (Jacob Laxen (DCM)), 'Market' (Boise), 'Advertiser Name' (Bogus Basin), 'Website' (Enter Client URL), 'Team Options' (Design Team), and 'Ad Types' (Banner Ads - Ignite, Social Media, Takeover). There are also buttons for 'DANCEL', 'SAVE PROGRESS', and 'START WORKFLOW'. A note at the bottom states: 'Creative assets or revision material for all Ad Types (ZIP) v1_Dubouque_HyVeeDubuque_131249.zip Upload New File See all'.

- Fill in required details and click the **"Start Workflow"** button to send the task to the creative team.

The screenshot shows the task confirmation screen in the LUMINA system. The task is titled 'Creative Request: DEMO MARKET TEST' and is assigned to the 'Design Team' on 'Mar 7, 2025'. The task is 'Confirm Creative Details'. The task description asks: 'Are the creative details complete and comprehensible?'. There is a 'Yes' button and a 'No' button. The task is currently in a 'Pending' state.

- You will receive a task to approve the creative when it's ready.
- Download files from the above task.
- Select "Yes" to approve, or "No" to submit revisions.
- Complete the checklist when ready.

Creative Request: COMPASS March Campaign

- 4 Designer** Confirm Creative Details ⋮ MH ▼
- 5 Designer** Design Creative and Upload in CR Form ⋮ ■ ▼
- 6 Creative Director** Creative Director Approval ⋮ ■ ▲
 - Creative approved? Yes ▼
 - Most recent uploads for each ad type*

Ad Type	Name	Uploaded On	Status
Banner Ads - Ignite	v1_Boise_CompassCommunityPlanning_022825_Ignite	02/28/2025	Full
Social Media	v1_Boise_CompassCommunityPlanning_022825_Social	02/28/2025	Full

If this list is in error, please edit in the Form and [refresh](#)
- 7 DCM** Send Creative and Client Approval ⋮ ■ ▲
 - Creative sent to client? *
 - Creative approved by client? Yes ▼