

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

<u>Navigation Menu</u>: 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



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

← →	C 🗢 townsquarelur	C is townsquarelumina.com/lumina/view/orders/list								* 🗉	🖸 🕴 🧶 Verify it's y	you :	
= L				Boise	Market		٩				Ja	cob Laxen 🛛 💡	Help
@ =	Orders												
æ	All	line											
ж њ	Q. Search Orders By	Advertiser Name	Advanced										
	Status	Order Name	Advertiser	Market	Order Number	Start Date $\ \downarrow$	End Date	Line Ite	Open T	Seller	DCM	Created On	
۰	In Progress	May 2025 - Jun 2025	CS Beef Packers	Boise	5524007	05/04/2025	06/19/2025	1	2	Betsy Bolland	Joseph Ogunniyi	01/18/2025 04:35 a	m
	In Progress	In Progress May 2025 - Jun 2025 Weiser Fen		Boise	5579238	05/01/2025	06/30/2025	1	4	Betsy Bolland	Joseph Ogunniyi	02/11/2025 12:30 p	m
	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 p	m
	Live	Mar 2025 - Mar 2025	YMC Heating & Cooling	Boise	5136973	03/02/2025	03/30/2025	4	8	Darla Sturtevant	Joseph Ogunniyi	12/29/2024 04:56 p	m
	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 a	m
	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 p	m
	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 a	m
	Pending Activation Call	Mar 2025 - Apr 2025	Impact Thrift Store	Boise	5605663	03/01/2025	04/30/2025	1	4	Crystal Stovall	Joseph Ogunniyi	02/24/2025 09:14 a	m

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

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

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® =	Line Iter	ns												
æ	All	Mine												
ж њ	Q Sea	rch		Advanced										CREATE NEW
	Status	LI Name	Market	Advertiser	Order	Initiative	Product	Sub Product	DCM	Seller	Start D 🔸	End Date	Ор	Created On
	Pend Detai	ing 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
	Pend Deta	ing 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
	Pend Deta	ing Station Site	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
											Rows per pa	age: 100 👻	1-100 of 1	13033 < >

<u>Advertisers:</u> 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

Advertiser: Adap	t Mar	nagement - Boise	2								
Details Or	ders									Creative R	equests More
											CREA
Status	C	Order Name	Market	Order Number	Start Date $\ \downarrow$	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
In Progress	F	Feb 2025 - Aug 2025	Boise	5553767	02/15/2025	08/15/2025	1	3	Holly Johnson	Spring Moyer	02/25/2025 01:56
In Progress	F	Feb 2025 - Aug 2025	Boise	5549321	02/15/2025	08/15/2025	1	4	Holly Johnson	Spring Moyer	02/25/2025 01:54
In Progress	F	eb 2025 - Aug 2025	Boise	5549331	02/15/2025	08/15/2025	1	3	Holly Johnson	Spring Moyer	02/25/2025 01:59
Complete	0	California Volunteers	Boise	4752499	04/08/2024	04/21/2024	1		Holly Johnson	Spring Moyer	03/07/2025 09:05 a
Complete	P	Kansas Volunteer Firefighters	Boise	4551666	02/01/2024	12/30/2024	1		Holly Johnson	Spring Moyer	03/07/2025 09:12 a
Complete	T	Fexas Volunteer Firefighters Aug-Jan	Boise	3829024	07/31/2023	01/30/2024	1		Holly Johnson	Spring Moyer	03/07/2025 09:03 a
Complete	ł	gnite	Boise	4048982	05/31/2023	06/14/2023	1		Holly Johnson	Tyler Spanos	03/07/2025 09:02 a
Complete		Fexas_FB Link Click_9.12.22-10.31.22	Boise	3605381	09/11/2022	10/30/2022	1		Holly Johnson	Jacob Laxen (DCM)	03/07/2025 08:57 a
Complete	F	Feb 2022 - Oct 2022	Boise	3134432	02/13/2022	10/30/2022	3		Holly Johnson	Jacob Laxen (DCM)	03/07/2025 08:57 a

<u>**Tasks**</u>: Check your tasks regularly. This shows what actions are still needed from you. <u>https://townsquarelumina.com/lumina/view/queues/list</u>

≡	LU	MINA			Market	
<u>ا</u> ا	Та	asks				
ب		All Queues 👻 A	ssigned to: Anyone	Q Search By Advertiser N	Show	
ıl.		Status	Task Name	Туре	Queue	Mar
		Pending	Confirm Creative Details	Order	DCM	Chai
		Pending	Review and Confirm GTM	Order	DCM	Chai
		Pending	Confirm Creative Details	Order	DCM	SMG
		Pending	Review and Confirm GTM	Order	DCM	SMG

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

← → C	926977ff89a87ffc500e?tab=activity	🖈 🧧 🎦 🧕 Verify it's you 🗄
		🕘 Jacob Laxen 🛛 🤣 Help
Advertiser: American Heating & Cooling Order: Jun 2024 - Sep 2025	Add a Comment × Helio Condense Still need the following to launch this campaign: Creatives Post Text	
Comments	Pesaulie (au Cuidacters Griess) CTA CTURL Gen Zansellon	Tasks Activity More -
Task - Comment Attached a new WOC and p	Audience Targeting Cool organizers Audience Targeting Client Facebook Page (required to tag in the post)	
	CANCEL > SENO	

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)				
	Normal \Rightarrow B I U \Rightarrow I \equiv I_x				
	Click Thru URL (CTURL)				
Notes	Final Creative				
	Campaign Geography				
	Audience Targeting				
	Save edits				
Upload File	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.
- Check the box once you have sent creatives to the client for approval or if you are approving.
 Once approved by either you or the client, select "Yes" to approve, or "No" to submit revisions. Complete the checklist when ready.
 - If creatives not approved, add notes for the designer

	MINA			Boise Market Q		•	Jacob Laxen ((ОСМ) 📀 Неір
Q (Creative Req	uest: CO	OMPASS March Campaign				t i t i i	-
	1	4	Designer Confirm Creative Details				Е 📕 МН 🗸	
ж њ	1	5	Designer Design Creative and Upload in CR Form				: - ~	
D	I	6	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 refres	1				
_	3	Son	d Croative and Client Approval					
		Jen	a creative and chent Approval					
		Crea	tive sent to client? *					
		Crea	tive approved by client? * Yes 👻					

3 AE Send Creative and Client Appr	oval	🔺 📮 🔿
Creative sent to client?*		
Creative approved by client? *	No 👻	
Notes for revision *		<i>i</i> ,
Revision material *	BMD Puppy pic Upload New File See all	

<u>TASK- SEM Build Approval</u>: 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.

≡ ∟				Boise Market	٩	🕕 Jacob L	axen 🕜 I
Q H	Advertiser: Amanda's Banar Order Name: Laxen Test Ord Line Item: SEN	nas - Demo ler 2 VI - GOO	gle Search				
<i>=</i> ₽ 			Validation complete * All Details Confirmed *				
₽ ¢	5	2	Buyer Search Review Details & Bu	uild Campaign		÷ .	^
			All details available and accurate? Campaign built on platform?	Yes -			
	2	3	Buyer Search Generate and Uploa	ad Build Report		: 🔳	^
			Upload build report	Google Direct Merchant Report Template_Boise_One Peak_Client Fa Upload New File See all	cing_4.15.24		
	AE Send & Receive Approval for Build		Build		A P	^	
			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.



2	Project Manager SSM Build Ad Proof
	Campaign ready for build?
	Preview link: <u>https://fb.me/1T04YML6Af4m1j7</u>
	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?

<u>TASK- Confirm Campaign is Accurate</u>: 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	A	-	^
		Complete? *			

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

E LUMINA	rothers Automotiv	e South Tulsa	bee Q	•	Jacob Laxer	n
Line Item: S	Spark - SF	ARK				
e		AE Review Buyer Recommenda	tion		•	
л н			(Refer Flyes Tax compays near tracking significant) present shakehes basis clicks for participation of a network held in Static State of a network basis and a network	g over the pasi you can also		
•			Senseting what an motion is that we are no larger trading the "get directors" for South Tubu II got can please check that.			
			Anterest manufacture data			
			Dar cangaige- 4 Completed other schedules for cher - 66			
		Describe insights or inquiry request for	Novihar			
		buyer:	Our canyage - 146			
			Complete other schedules for client - 47			
			Decenter			
			Core emproyee 120			
			Competencies and Competencies of Competencies			
			e e energina 185			
			Low company resort			
		Recommendation from buyer:	Alter backing at these numbers for its companys is updativity for a conversion. The arc entring more paper completing for form and we are geting more clock is the sublackbackation as we drive more trivity is to few vehice. This just means as companys are confining is optimize it an upwech implexity is addition, car you as the cloce for OM data that its the vehicle is the sublackbackation as we drive more trivity is to few vehice. This just means as companys are confining is optimize it an upwech implexity is addition, car you as the clore for OM data that its the vehicle is the sublackbackation as we drive more trivity is to few vehice. This just means as companys are confining is optimize it an upwech implexity is addition, car you as the clore for OM data that its the vehicle is the sublackbackation and we drive the sublackbackating the sublackbackation and we drive the subla	we can inpu	n	
					_6	
		DCM Recommendation notes:	Aller bading at there meters for the company is appricable part connections. The art series more people completing for time of each art participance data to the solid badines as we here more table to the website. This are near a company are contriving to optimize it as upweth topicory in addines, are participance at the account is more than any data of the quark down of a particular connection.	we can inpu	n	
		Further action: *	Yes •			
		Accepted?*	Yea -			
		AE Notes: *				

MAKING REVISIONS

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

= L			Bokse 🕤 Market	٩	🕕 Jacob Laxen (DC	СМ) 😲 Неір
€ II I € .	Advertiser: Bate State Advertise: Joshun Bender Order Name: Jul 2024 - Jun 2025 Line Item: Blended Tactics - Ta	argeted Display - Xandr				
х в	Details				Tasks Activity	More Uploaded Files Duplicate Line Item
	Product Campaign Ignite Team Platform Budget Geo Targeting	Product Product Sub Product Taetics KPI Campaign	Blended Tactics Targeted Display RON. RTG CTR	Activation Punchilist AE Buyer Insights Request/Inquiry Buyer Optimization Reminder Buyer Ad Deactivation Buyer Recommendation Buyer Reminder Casnet Line Item Custom Task	Restart Workflow	
	Pixels Creative Tactics Naming Burnmary Tactic: RT0 Tactic: RT0	Start Date End Date Campaign Initiative Type WO Line Item Number(s) This campaign falls into a sensitive category Ignite Team	08/01/2024 04/30/2025 RRN/RT0 New Order 2-10 No		DCA Task Request DCA Task Request/Inquiry DCM Creative Reminder DCM Reminder DCM Reminder Revision Punchilist Revision Funchilist	
		Buyer	Lauren Hanson			

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

Revision Feb 26, 2025	Revision Feb 26, 2025								
DCM Kickoff Revision		4	•	^					
	02.26.25 OREATIVE REVISION: Tractice: RON-DISP, RTG-DISP								
	Creative Set Name(s) to UNUNK/IDEACTIVATE [please builter below]: New Mexico								
Notes for revision from Buyer or AE	Creative Set Name(s) to LINK/ACTIVATE [please builet below]: Senior Day (BSU Senior Day Ade-March.zip)								
	NEW GTURL: https://broncosports.com/sports/2021/5/19/ticket-office-home/hutm_campaign-ignite&urm_redium=display-bideedtactics&utm_source=townsquare								
	NOTE: New GTURL								
Pause Campaign? *	Yes *								
Pause Campaign? *	NOTE: New CTURL		&						

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

Edical an advertised Traces for particular of the same laws of the Advertised particular advections of the same laws of the Advectory of the	K G G Hansman () K		
0		0	
General Creative Request vs AVM	I	Submit/Start Workflow	
STEP 4		STEP 6	
Creative Request Product Selection	×	Here was a construction to Here was a second sec	v. 10.
	General Creative Request vs AVM STEP 4 Create Result Relations	General Creative Request vs AVM STEP 4	General Creative Request vs AVM STEP 4 Submit/Start Workflow STEP 5

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

= L				Demo Market	۹				Jacob Laxen (DCM) ? Help
8 H	Creative Requests								
₽ 	All Mine	All Mine Q. Search Advanced							CREATE NEW
D	Status	Name	Туре	Markets	Advertiser	Ad Types	Requestor	Due Date	Last Updated $\ \psi$
	Production	CR demo market	General	Demo	Demo Sales	Email Marketing	Natallia 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_Oreo 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
	 Client Approval 	Dirthdou Croativo	0.04	Domo	Consis's Duncalize		Connio Rommoniillo (DCM)	02/25/2025 Rows	02/20/2025 10:52 cm cerpage: 100 v 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.

fabulously SEARC	н		
Name	Market(s)	-	
Fabulously Clean	Boise	۲	
Bomar Heating & Cooling	Rockford	0	
Comfortmate HVAC	Shore	0	
	Rows per page: 100 👻	1-100 of 37562	< >

- - General for all other tactics including display, social, SPARK..etc

Creative Request Product Selection			×
Advertiser	Bogus Basin		
Product	General		NEXT
	AVM		

- 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.

	MINA		Demo Market		٩	🚺 Jacob Laxen (DCM) 🛛 🤤
8	Advertiser: Bogus Basin Creative Request					
F	Verbose					CANCEL SAVE PROGRESS START WORKFLOW
	Campaign Details	Campaign Details				
3	Shared Banner Details Most Recent Uploads	Campaign Name *	DEMO MARKET TEST			
	Ad Type: Takeover	Requestor *	Jacob Laxen (DCM) 👻			
	Ad Type: Banner Ads - Ignite	Market	Boise	Ŧ		
	Ad Type: Social Media	Advertiser Name	Bogus Basin			
		Website *	Enter Client URL			
		Team Options *	Design Team Explanation of team options	*		
		Ad Types *	Banner Ads - Ignite, Social Media, Takeover	Ŧ		
		Creative assets or revision material for all Ad Types (ZIP)	Some Ad Types are only available with Creative Directors v1_Dubuque_HyVeeDubuque_131249.zip Upload New File See all			
		Shared Banner Details				

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



- 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.

= LU	MINA		[Boise Market Q		Jacot	Laxen (DCM)	Help
Q I	Creative Requ	est: CC	OMPASS March Campaign					
= &		4	Designer Confirm Creative Details			E 📕	АН ~	
ж. њ		5	Designer Design Creative and Upload in CR Form			E F	· ·	
D		6	Creative Director Approval			E		
			Creative approved * Yes Y					
			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					
	2	7	DCM Send Creative and Client Approval			E .		
			Creative sent to client? *					
			Creative approved by client? * Yes 👻					