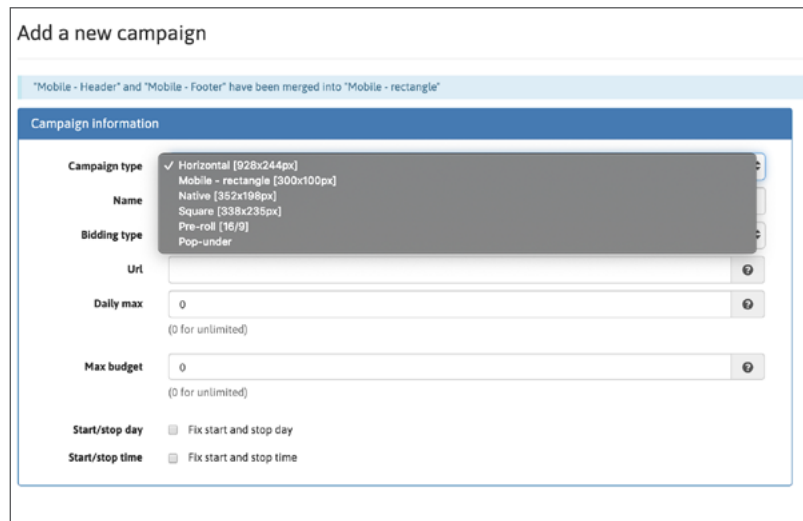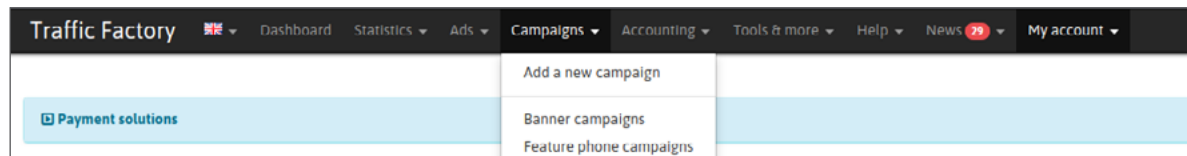On the navigation bar click on "**Campaigns**", then choose "**Add a new campaign**".

STEP 1: Campaign information

Choose the type of campaign. For a banner campaign, the choice is between:
→ Horizontal
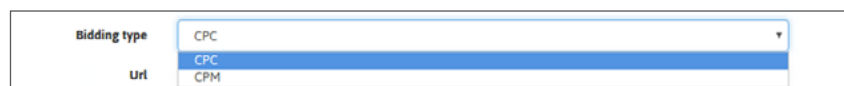→ Mobile
→ Native
→ Square
→ Pre-Roll
→ Pop-Under

Then fill in all the remaining fields with the information needed for your campaign.

Give a name to your campaign:

Choose your bidding type

Add your landing page url:

Set your options:

Dayparting options
If you don't know how to set your Budget Limit options, please check our tutorial below.
How to set your dayparting options
If you don't need these options, just keep the "**Fix start and stop day**" and "**Fix start and stop time**" boxes unchecked.

Budget Limit options
If you don't know how to set your Budget Limit options, pleasec heck out
our tutorial below:
How to set budget limit options
If you don't want to set a limit, just leave 0 in the field.

Display Timer. (ONLY FOR CPM CAMPAIGNS)
**If you don't know how to set your custom Display Timer, please check out
our tutorial below:**
How to set your Display Timer option?

If you don't set a specific time, the frequency cap will be set to 8 hours by
default.
**Once everything is filled in, confirm by clicking on "Save", and to go to the
next step.**

STEP 2: Set your targets

Click on "**Add a target**" to set your targets. Then give a name to your target choices.

Set your **Geo Target(s)**.

Choose the countries you want to target by clicking on "Edit",
then by selecting the location(s). You can select 1 or more:

→ Continent

→ Countries

Set your **Category Target(s).**
→ Straight (56 sub-categories available) / Gay / Shemale

☑ **straight** ⊟ ❶

☑ All straight pages	☑ Amateur
☑ Anal	☑ Asian Woman
☑ Ass	☑ Ass to Mouths
☑ BBW	☑ BDSM
☑ Bi Sexual	☑ Big Ass
☑ Big Cock	☑ Big Tits
☑ Black Woman	☑ Blonde
☑ Blowjob	☑ Brunette
☑ Bukkake	☑ Celebrity
☑ Creampie	☑ Cumshot
☑ Exotic	☑ Facial
☑ Familial relations	☑ Feet
☑ Fisting	☑ GangBang
☑ Gapes	☑ Hardcore
☑ Heels	☑ Interracial
☑ Latina	☑ Lesbian
☑ Massage	☑ Mature
☑ Milf	☑ Oiled
☑ Orgy	☑ Pissing
☑ Pornstar	☑ Redhead
☑ Sex Dolls	☑ Sex Toys
☑ Sexy	☑ Shaved Pussy
☑ Solo & Masturbation	☑ Squirting
☑ Stockings	☑ Swingers
☑ Teen	☑ Toons
☑ Virtual Reality	☑ Webcam Porn
☑ Workout	

STEP 3: Link your banner(s)

If you don't know how to link banner(s) to your campaign, please check-out our tutorial below:
How to link banner(s) video(s) to your banner campaign

For CPM banners / pre-roll campaigns, you can set a custom display rate for each creatives when you link more than one to your campaign.
If you don't know how to set display rates for your CPM campaigns whilst running with several banners, please follow this link.

STEP 4: Set and adjust your bid

If you don't know how to set your bid on CPC or CPM campaigns, please check out our tutorial here.
If you don't know how to adjust your bid on CPM campaigns, please check out our tutorial here.
If you don't know how to adjust your bid on CPC campaigns, please check out our tutorial here.

STEP 5: Activate your campaign

Once your banner(s) have been approved you can activate your campaign by clicking on the green button "**Activate**".
(Make sure you have funds available on your balance to run your campaign(s) and to keep them live.)
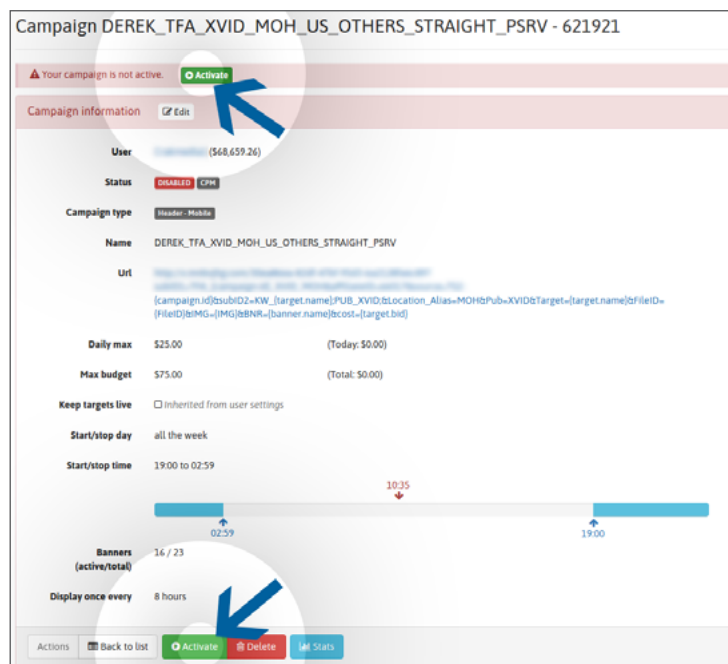
Once activated, your campaign starts receiving traffic based on your settings (dayparting).
It will take 20 minutes to start receiving statistics.
If after this period of time, you don't receive traffic, please check if:
- Your balance has been credited with funds.
- Your budget limit isn't too low for your targets (ex: $10 for US + INDIA)
- You haven't set dayparting options that can delay your campaign start.
- Your bid is high enough based on your target choices. (the more competition you have, the greater your need to increase your bid to receive traffic)
If needed, contact your account manager.