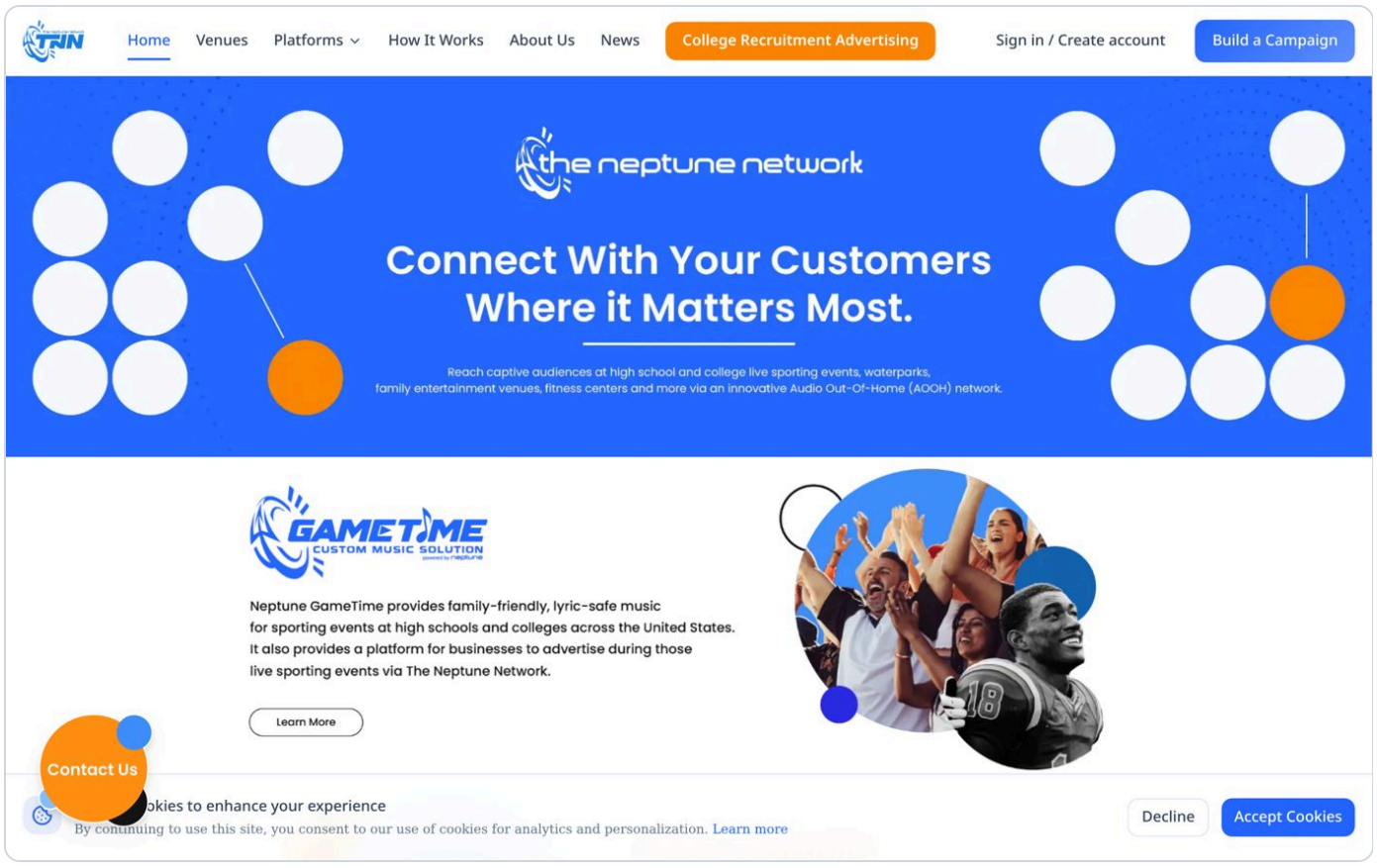
PROMOMEDIA
ADVERTISING AGENCY

TECHNOLOGY WHITEPAPER · AUDIO OUT-OF-HOME ADVERTISING

Turning Live Venues Into a Self-Serve Advertising Network

How PromoMedia built The Neptune Network — a platform that lets advertisers find venues, plan an audio campaign, upload creative and submit an order in one sitting, while the Neptune team runs inventory, approvals and reporting from one secure back office.



Platform
Campaign marketplace + back office

Users
Advertisers, sales, admins

Inventory
School sports, waterparks, fitness & family venues

Live at
theneptunenetwork.com

EXECUTIVE SUMMARY

A modern buying experience for a media channel that used to run on phone calls

Audio out-of-home advertising reaches people where they are actually paying attention — the stands at a Friday-night game, the deck of a waterpark, the floor of a fitness center. The challenge was never the audience. It was the buying process: venue lists in spreadsheets, pricing in someone's head, proposals built by hand, and audio files traded over email.

PromoMedia designed and built The Neptune Network platform to make that process feel as simple as booking a flight. Advertisers browse a map of participating venues, filter by geography and audience, choose dates and packages, see pricing as they go, upload a :30 spot, and submit their campaign for review. Behind the scenes, Neptune staff manage every venue, price, package, school year, creative approval and airing report from a single permission-controlled admin console.

The result is a platform that shortens the sales cycle, lets a small team manage a large inventory, and gives every advertiser a professional, self-service experience backed by role-based security and database-level access rules.

> Advertisers plan and submit campaigns without waiting on a media planner — and the Neptune team keeps full control over pricing, approvals and what actually airs.

THE BUSINESS PROBLEM

Great inventory, slow and manual selling

Before the platform, every campaign depended on staff assembling venue options, prices and schedules by hand. That limited how many advertisers the team could serve and made the network hard to scale.

Pain point	What it was costing the business
Inventory lived in spreadsheets	Advertisers could not see what venues existed, where they were, or who attended them — so every conversation started from zero.
Hand-built proposals	Each quote required staff time to match venues, dates, packages and discounts, slowing the sale and inviting pricing errors.
Creative traded over email	Audio files, revisions and approvals were scattered across inboxes with no single record of what was approved to air.
No self-service path	Advertisers who wanted to buy at 9 p.m. had to wait for a callback — and many never came back.
Limited proof of delivery	Reporting what aired, where and when was a manual task that took time away from selling.

THE SOLUTION

A map-first campaign builder with a full operations back office

The platform pairs a public, shoppable venue map with a guided campaign builder for advertisers and a deep administration suite for the Neptune team. Everything — venues, campaigns, creative, line items and airings — lives in one database, so the front of the house and the back of the house always see the same truth.

How it works

01 Discover venues

Advertisers explore an interactive Mapbox-powered venue map and directory, filter by state, ZIP code, Nielsen DMA and network, and review venue details including attendance and audience context. Map views and selections can be shared or emailed.

02 Build the campaign

A guided builder walks the advertiser through venue selection (including matching venues to a store footprint), school year and flight dates, schedules and packages — with category restrictions, minimum-duration checks and conflict warnings built in.

03 See pricing as you build

Venue pricing, package discounts and suggested add-ons (such as parent-venue upsells and opponent bonuses) are shown during the build, so the advertiser understands the investment before submitting.

04 Add creative

The advertiser uploads a :30 audio spot to private storage, or requests production from the Neptune team through an integrated request form.

05 Submit for approval

The campaign, creative and every venue line item are saved together and an order notification is emailed to the team. Drafts are saved automatically, so an interrupted build can be resumed later.

06 Approve, air and report

Staff review creative in an approval queue, manage the campaign, and produce airing and fulfillment reports and PDF exports the advertiser can see from their dashboard.

Who uses it

Advertisers	Build and submit campaigns, upload or replace creative, comment on and share campaigns, and track status and reporting from a personal dashboard.
Administrators	Full control of venues, pricing, packages, discounts, school years, creative approval, users, permissions, content and reports.
Sales staff	A defined subset of permissions to support advertisers, build custom GameTime campaigns and prepare proposals.
Developers / technical staff	Limited technical permissions for integrations, imports and API documentation — without full business access.

FUNCTIONALITY IN DEPTH

Built to sell inventory and run the network

Every feature below exists to do one of two jobs: make it easier for an advertiser to say yes, or make it easier for a small team to manage a large, constantly changing inventory.

DISCOVERY

Interactive Venue Map

Every partner venue plotted, searchable and shoppable.

- Map and card views with geographic and network filters
- Venue pages with attendance and audience context
- Shareable map views and emailed venue selections
- US coverage organized by state, ZIP and DMA

PLANNING

Guided Campaign Builder

A step-by-step flow that replaces the hand-built proposal.

- Venue, date, schedule and package selection
- Store-footprint matching for multi-location brands
- Category restrictions and conflict checks
- Automatic draft saving and recovery

REVENUE

Packages, Discounts & Upsells

Pricing tools that help advertisers buy more of the right inventory.

- Packages and discount tiers managed by admins
- Per-venue pricing overrides
- Parent-venue and opponent-bonus suggestions
- Custom GameTime campaign and proposal builder

CREATIVE

Audio Upload & Approval

One home for every spot, from upload to air.

- Private audio storage per advertiser
- Production-request option for advertisers without a spot
- Admin creative approval queue
- Creative playback and replacement from the dashboard

OPERATIONS

Inventory Administration

The tools to keep hundreds of venues accurate.

- Venue creation, editing and publishing
- Bulk imports, sports events and schedules
- Attendance and demographic data management
- School years, dayparts and supporting documents

INSIGHT

Reporting & Analytics

Proof of delivery and a view of the business.

- Airing and fulfillment reports with PDF export
- Advertiser campaign dashboards and comments
- Platform and partner analytics
- Integrated blog, news and AI-assisted content tools

SECURITY & DATA PROTECTION

Security designed into every layer

An advertising marketplace holds business contacts, campaign plans, budgets and unreleased creative. The Neptune platform protects that information with layered controls — so access is enforced by the database itself, not just by hiding buttons in the interface.

Identity
WHO ARE YOU?

- Secure email and password sign-in with password-reset flow
- Managed sessions with automatic token refresh
- Separate public, advertiser and staff experiences

Roles & permissions
WHAT CAN YOU DO?

- Roles stored in a dedicated, protected roles table — never on the user's own profile
- Server-side role and permission checks (has_role / has_permission)
- Granular permissions: admins, sales and technical staff each get only what their job requires

Database access rules
WHAT CAN YOU SEE?

- Row Level Security on every sensitive table
- Advertisers can only see their own campaigns, creative, line items and airings
- Pricing, imports, research and settings restricted to administrators
- Only published venues are visible to the public

Protected media
WHO CAN HEAR IT?

- Advertiser audio stored in a private bucket, organized per account
- Time-limited (one-hour) signed links for playback in campaign details

Server-side services
WHERE ARE THE KEYS?

- Email, mapping, AI and partner-integration keys held on the server, never in the browser
- Administrative and email services require a verified signed-in user
- Partner data sync verified with an HMAC-SHA256 signature
- Input validation on order email, host allow-listing on the PDF image proxy

> For an advertiser, this means a competitor can never see your campaign plan, your budget or your creative — the database itself refuses the request.

BUSINESS VALUE

Where the platform pays for itself

The value of The Neptune Network platform comes from replacing manual selling and operations work with software, and from giving advertisers a reason to buy more.

Value lever	How the platform delivers it
Shorter sales cycle	Advertisers can explore inventory, see pricing and submit a campaign on their own schedule instead of waiting for a proposal.
More revenue per order	Packages, discounts, footprint matching and venue upsell suggestions help advertisers build larger, better-targeted campaigns.
A small team, a large network	Bulk imports, venue administration and saved drafts let a lean staff manage inventory that would otherwise require many more people.
Fewer errors	Category restrictions, minimum-duration checks and conflict warnings catch problems before an order is submitted.
Proof that builds renewals	Airing and fulfillment reports give advertisers evidence their spots ran — the foundation for repeat business.
Protected relationships	Role-based access and database rules keep each advertiser's plans private, protecting the trust the network depends on.

Technology foundation

React 18 + TypeScript · Vite · Tailwind CSS / Radix UI · Supabase Postgres + Row Level Security · Supabase Auth · Private Supabase Storage · Serverless Edge Functions · Mapbox maps & geocoding · Resend email · HubSpot forms · AI-assisted research & content · PDF & Excel reporting

How PromoMedia delivered it

01 Discovery
We mapped the audio out-of-home opportunity across sports, waterparks and fitness venues and interviewed both advertisers and venue operators.

02 Design
We designed a map-first buying flow that made a media buy feel as simple as booking a flight.

03 Build
We built the venue catalog, targeting tools, campaign builder, creative workflow, advertiser dashboard and admin console on a role-secured database.

04 Launch & grow
We onboarded venues, opened the platform to advertisers and continue to add reporting, partner integrations and content tools.

COULD THIS WORK FOR YOU?

Does your industry still sell by phone and PDF?

The same approach works anywhere a business sells limited, location-based or scheduled inventory and still relies on manual quotes.

Media & advertising networks

Radio, digital signage, billboards, sponsorships or venue media sold through a self-serve map and builder.

Event & venue rentals

Spaces, booths, suites or time slots with packages, restrictions and approvals.

Multi-location services

Brands that need to match offerings to a store or service-area footprint.

Any proposal-heavy sale

Businesses where staff spend hours assembling quotes that software could build in minutes.

Why businesses build with PromoMedia

- **Problem first, software second.** We start by studying how your team actually works — the counter, the phone calls, the spreadsheets — and only then design the tool.
- **Security built in, not bolted on.** Sign-in, roles, database-level access rules and server-side handling of keys and payments are part of every build from day one.
- **One local partner.** Strategy, design, development, launch, marketing and ongoing support from a single Tyler, Texas team that answers the phone.
- **Built to grow.** Platforms are designed to add features, users and locations without starting over.

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