

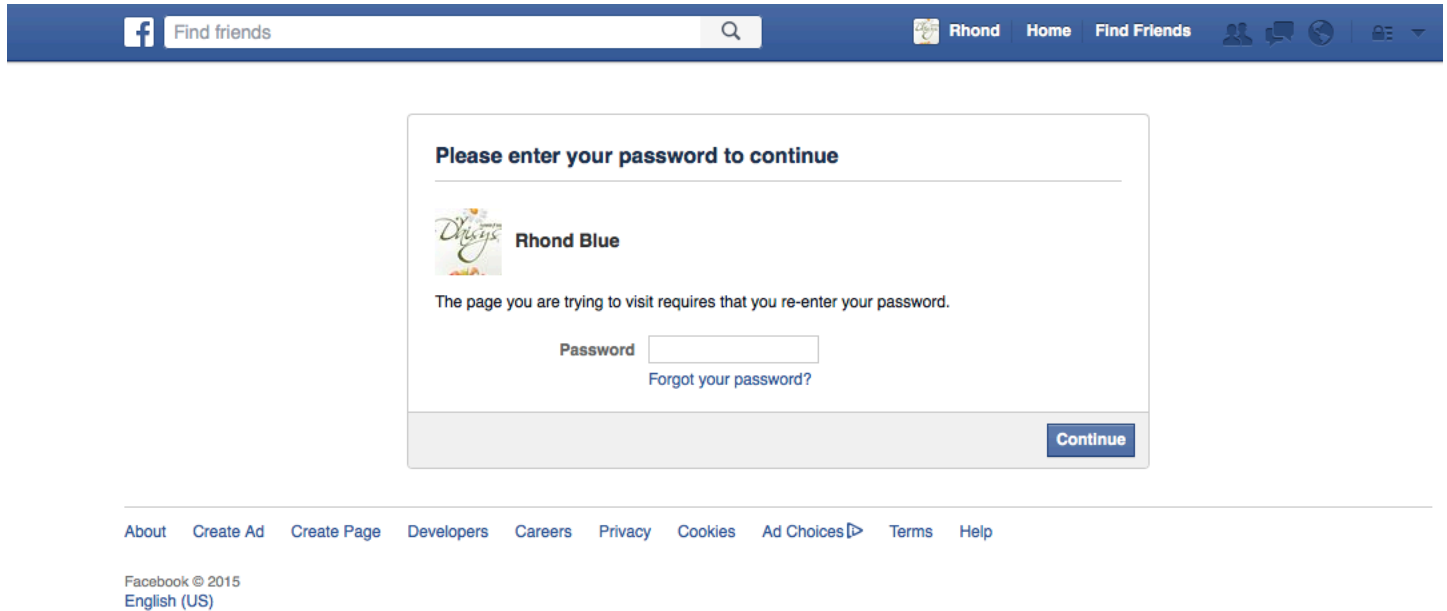


HOW TO SETUP YOUR AD MANAGER ACCOUNT ON FACEBOOK



Login to Facebook using this URL: <https://www.facebook.com/ads/manage/settings.php>

It will likely ask you to enter your password, even if you were logged in already that day.

A screenshot of the Facebook login interface. At the top is a blue navigation bar with the Facebook logo, a search bar, and links for "Rhond", "Home", and "Find Friends". Below this is a white login box with the heading "Please enter your password to continue". Inside the box, there is a profile picture of a woman and the name "Rhond Blue". Below the name, it says "The page you are trying to visit requires that you re-enter your password." There is a "Password" label next to a text input field, and a link "Forgot your password?" below it. A blue "Continue" button is at the bottom right of the login box. At the bottom of the page, there is a footer with links: "About", "Create Ad", "Create Page", "Developers", "Careers", "Privacy", "Cookies", "Ad Choices", "Terms", and "Help". Below the footer, it says "Facebook © 2015" and "English (US)".

Next, you'll see a screen that looks like this (see the next page):

Account Information

Account ID 110456172374845

Account Name

Currency US Dollars (USD)

Time Zone (GMT-08:00) Pacific Time
[Change Currency / Timezone](#)

Are you buying Facebook Ads for a business purpose? ☒ Yes ☐ No

Business Name
 Enter your own name if you do not have a business name.

Business Address You are representing that this business address is a primary location where you are conducting business.

Street Address 1

Street Address 2

City / Town

State / Province / Region

Postal Code

Country

EU VAT Number
 You can leave this blank if your business address isn't within the European Union (EU) or you don't have an EU VAT number.

Your Account ID should already be there.
 Add your **Account Name**. I just used my first and last name for this.

Where it asks, **Are you buying Facebook Ads for a business purpose?**, click on Yes.
 (If you click “No” then all your advertising costs will include a 23% VAT (Value Added Tax) because you don’t have to list an address, so Facebook makes the assumption you’re not from the U.S., and more specifically, that you’re from Ireland!)

For **Business Name**, we suggest you use your state or area and the word “Marriage Encounter.” For example: Nebraska Marriage Encounter

For **Business Address**, list your own address, since you’re using your personal email account.

You can ignore **EU VAT Number**, since you don’t have one.

Answer the, **Are you an Agency buying ads on behalf of an Advertiser?**, by clicking, No.

You don't have to do anything with **Ad Account Roles** if you are not going to allow anyone else to place ads using your personal Facebook advertising account. (Contact Bevin and Rhonda Walinga if you want to have multiple people use your Facebook advertising account, if you can't figure out how to add people o your own. Their email address is: walinga@nntc.net.)

Leave the **Account Notification** "On." You don't have to do anything with **Ads Email Notification** or **Ads Notifications on Facebook**. You can also leave **Enhanced Targeting Data**, "On."
Next, click on **Save Changes** if it asks for that. But it may not ask for that.

It might ask you to enter your password again before proceeding.

To add payment information, select **Billing** from the menu at the top of the screen.

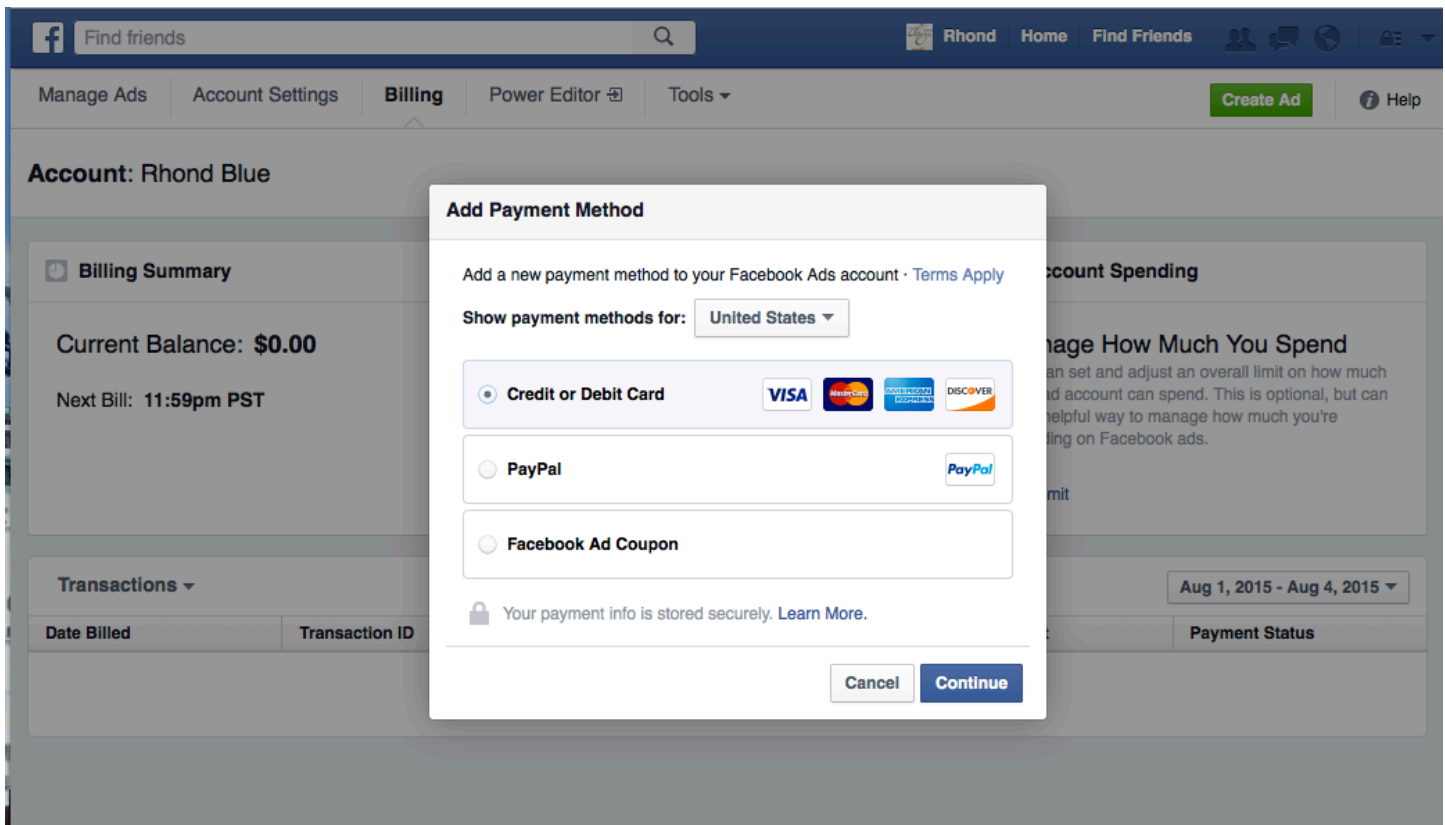
You will arrive at a screen that looks like this. From here, select **Payment Methods** in the middle section.

The screenshot shows the Facebook Ad Account interface for 'Rhond Blue'. The top navigation bar includes 'Manage Ads', 'Account Settings', 'Billing' (selected), 'Power Editor', and 'Tools'. A 'Create Ad' button and a 'Help' link are also visible. The main content area is divided into three sections: 'Billing Summary', 'Payment Methods', and 'Account Spending'. The 'Billing Summary' section shows a 'Current Balance: \$0.00' and a 'Next Bill: 11:59pm PST'. The 'Payment Methods' section has a dashed box labeled 'Add Payment Method' and a link to 'Edit Payment Methods'. The 'Account Spending' section is titled 'Manage How Much You Spend' and includes a 'Set Limit' link. Below these sections is a 'Transactions' table with columns for 'Date Billed', 'Transaction ID', 'Payment Method', 'Amount Spent', and 'Payment Status'. The table is currently empty, with a message stating 'You have no bills during this time.' The date range for the transactions is set to 'Aug 1, 2015 - Aug 4, 2015'.

| Date Billed | Transaction ID | Payment Method | Amount Spent | Payment Status |
|-------------------------------------|----------------|----------------|--------------|----------------|
| You have no bills during this time. | | | | |

Now select the method you wish to use to pay for your ads, and click **Continue**.





Enter your payment information on the **Add Payment Method** popup window and click **Continue**. (See image on the next page.)



The next pop up lets you enter your credit card number, or PayPal details or Facebook Ad Coupon. Once you do that, you have set up your Facebook Ad Manager account and can create your ads.

Credit or Debit Card

Enter your card details to add this payment method to your ad account.

Card Number

Expiration

MM

YY

Security Code ⓘ

Billing Zip Code

[Terms & Conditions](#)
[Back](#)
[Continue](#)

You can click the green “Create Ad” box in the upper right corner to start creating your ad. See “How to Create a Facebook Ad- WITH visuals” to learn how to create an ad.

HOW TO CHECK YOUR FACEBOOK ADS

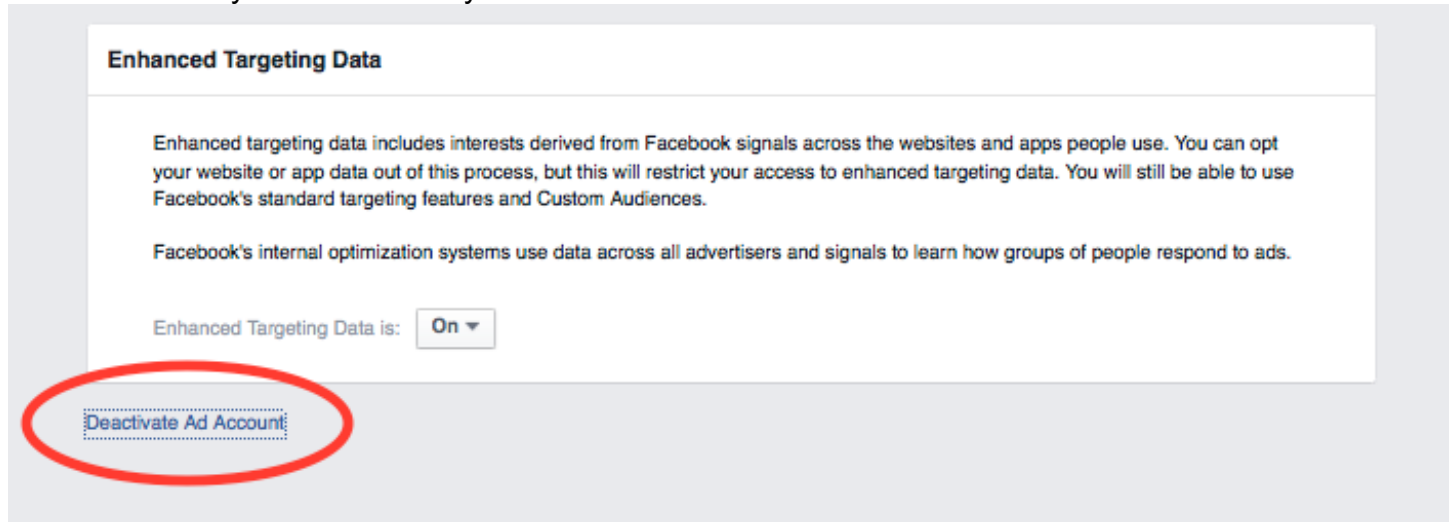
Simply go to this URL: <https://www.facebook.com/ads/manager>, and it will show you your current ad costs and status.

HOW TO DEACTIVATE YOUR FACEBOOK ADVERTISING ACCOUNT

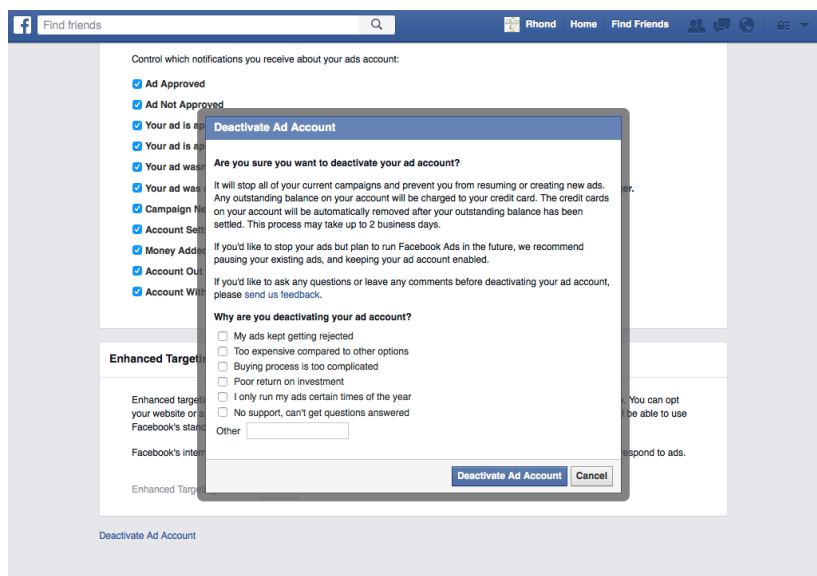
Should you ever want to deactivate your Ad account, just go to this URL: <https://www.facebook.com/ads/manager>

It should take you to your **Manage Ads** page.

Click on **Account Settings** in the menu at the top. This will take you the Account Settings page. Scroll to the very bottom. There you will see in blue letters: **Deactivate Ad Account**. Click that.



This will pop up a new window for **Deactivate Ad Account** that asks if you’re sure. If you’re sure, click on the blue **Deactivate Ad Account** button in bottom right corner.



After you click on the blue “Deactivate” button, a message will appear at the top of your account page that says your ad account will be deactivated as soon as they confirm you don’t owe Facebook any money.

Your ad account will be deactivated soon. First we need to make sure you don't have any outstanding balances. [Cancel Deactivation](#)

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