



ADVERTISER GUIDE

Advertise where your customers already are

How to find advertising space in real local businesses, book it, pay for it and see that it went up. Start to finish, with pictures.

What this guide does

It walks you through every screen, in order, from finding a space to seeing a photograph of your advertisement on the wall. Nothing is assumed.

The short version

Local businesses have space their customers look at every day. A cafe window. A counter by the till. A fence at the rugby club. You book that space for a set number of weeks, put your advertisement in it, and you are in front of people who are already out spending money in your area.

There is no agency, no minimum spend and no contract beyond the campaign you book. You ask, the host says yes, you pay, it goes up.

1. Find a space

Search by what you do and where you are

2. Ask

No card needed to send a request

3. Pay

Only once the host has said yes

4. See it up

The host photographs it in place

What to have handy before you start

Your artwork, or an idea of it

You do not need it to send a request. You do need it before the campaign starts.

Your website address

For the QR code on your advertisement. A Facebook page is fine too.

A card

Only needed after a host accepts. Asking costs nothing.

A rough budget and a start date

The earliest any campaign can start is ten working days away.

What is in here

Ten parts, in the order you will need them.

1	Create your account	About 5 minutes
2	Find the right space	Searching, filtering and saving
3	What it costs	One price, nothing added later
4	Send a booking request	One space or several. No card needed
5	The host answers, and you pay	72 hours each way
6	Your artwork	Bring your own, or we make it
7	Your campaign is live	Proof it is up, and your analytics
8	Changing or cancelling	Exactly what you get back
9	Questions people ask	The honest answers
10	Where everything lives	A map of the screens

PART 1

Create your account

You can browse without an account. You need one to send a request, because a host needs to know who is asking.

1

Go to prittyghood.com and press Get started

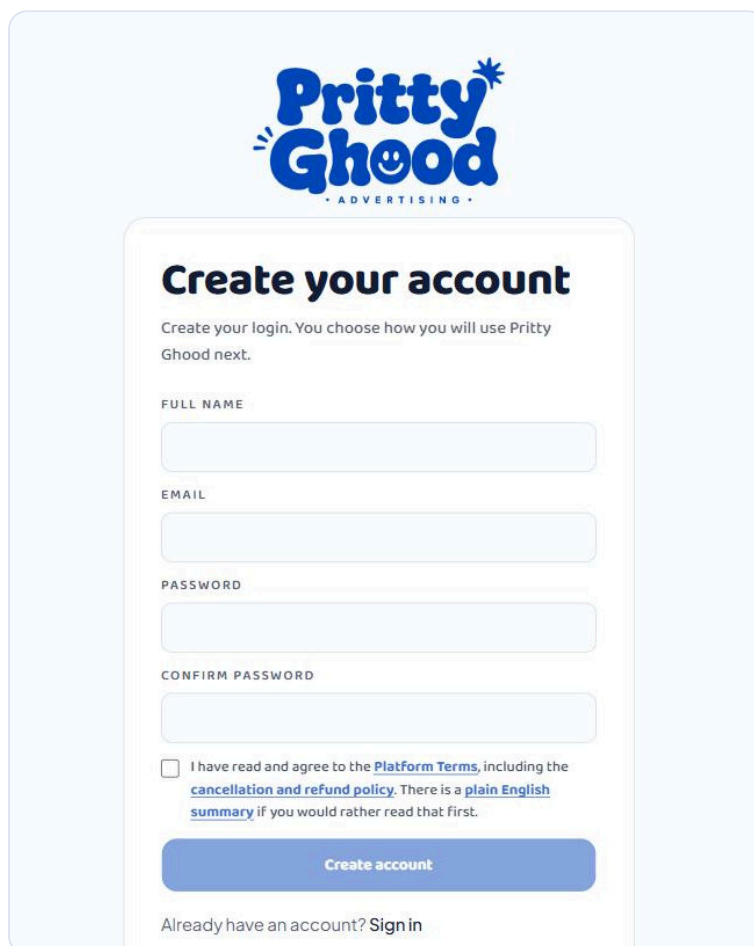
Top right of every page, beside [Sign in](#). On a phone both are behind the menu icon.

2

Fill in four boxes and tick the terms

Your full name, your email address, and a password twice. At least 8 characters. The

[Create account](#) button stays unavailable until you tick the terms box.



The screenshot shows the 'Create your account' form on the Pritty Ghood website. At the top is the Pritty Ghood logo with the tagline 'ADVERTISING'. Below the logo, the title 'Create your account' is displayed. Underneath the title, a sub-header reads: 'Create your login. You choose how you will use Pritty Ghood next.' The form contains four input fields: 'FULL NAME', 'EMAIL', 'PASSWORD', and 'CONFIRM PASSWORD'. Below these fields is a checkbox with the text: 'I have read and agree to the [Platform Terms](#), including the [cancellation and refund policy](#). There is a [plain English summary](#) if you would rather read that first.' At the bottom of the form is a blue 'Create account' button. Below the button, there is a link: 'Already have an account? [Sign in](#)'.

Use a business email you check. Every update on your campaign goes to it.

3

Click the link in the email we send you

From welcome@prittyghood.com, within a minute or so. Check your junk folder before assuming it has not arrived.

4

Tick Advertiser

If you also have space of your own to rent out, tick Host as well and both sides are set up at once. You can add the other later.

5

Say what you will be advertising

Two cards, and it is worth reading them rather than guessing:

- **Business related.** A business, a sole trader, a company or a partnership. This is almost everyone.
- **Non-business.** A concert or gig, a sporting event, a garage sale, a lost pet.

It decides which consumer protections apply to your booking, which is why we ask plainly rather than burying it. If you are not sure, pick the one that sounds most like you and tell us if it changes.

SET UP YOUR ACCOUNT Step 1 of 4

What will you be advertising?

This sets which consumer protections apply to your bookings. If you are not sure, pick the one that sounds most like you. You can tell us if it changes.

Business related

- A business
- Sole trader
- A company or partnership

Non-business

- A concert or gig
- A sporting event
- A garage sale
- A lost pet

Next

Not a trick question. Most people advertising a business pick the first one.

6

Your details

Your name, your phone number, your business trading name and roughly how big the business is. The trading name is what appears to the host when you send a request, so use the name people know you by.

7

Choose a charity

Every booking that goes ahead sends a donation to a New Zealand charity. Pick one, type in your own, or say you have no preference.

It does not cost you anything on top. It comes out of what we make on the booking, not out of what you pay.

SET UP YOUR ACCOUNT Step 4 of 5

Who would you like to support?

For every booking that goes ahead we make a donation to a New Zealand charity. Tell us who you would like yours to go to. You can change this any time.

Search charities and clubs

Start typing, e.g. Hospice, or your local club

Pick as many as you like, up to 5. Not sure who? Tap the arrow to scroll the full list. If your charity or local club is not on it, type the name and add it.

☐ **No preference**
Happy for Pritty Ghood to choose who our donation goes to.

← Back Next

Up to five, or none at all. Local clubs count, and you can type one in if it is not on the list.

8

Confirm a few things

A short list with a tick beside each. They are parts of the terms written out plainly:

- You are at least 18.
- What you have told us is true.
- If you are signing up on behalf of a company, you are allowed to agree to this for it. **Optional**, because a sole trader is not binding a company.
- **Your advertising will be accurate, lawful and yours to use.** This is the one that matters. It means it complies with the Fair Trading Act and the Advertising Standards Authority codes, it follows the extra rules for things like alcohol, gambling, health claims and financial products, and it does not use someone else's work without permission.

Why the content confirmation matters

The host is putting your advertisement in their own business, in front of their own customers, and they have no way of checking whether a claim in it is true. That responsibility sits with you, which is only fair, and it is the same standard that applies to any other advertising you run.

9

Press Finish

You land on your advertiser dashboard. Now go and find a space.

PART 2

Find the right space

The search is built around one question: what does your business do? Answer that and the spaces that suit you come first.

Start with your trade, not with a place

On the home page and on **Browse spaces** there is a dropdown asking what your business does. Pick the closest one. There are eighty-odd of them, grouped, so an electrician finds "Electrician" rather than having to decide whether they count as a trade or a service.

That choice does real work. Hosts tell us which kinds of business their space suits, and we hold a table of which trades go well with which sorts of premises. A hardware store's window is a good place for a builder. A physiotherapy waiting room is a good place for a gym.

The screenshot shows the Pritty Ghood website's search interface. The top navigation bar is blue with the Pritty Ghood logo and links for 'Browse spaces', 'For hosts', 'For advertisers', and 'Shop'. There are also buttons for 'Admin', 'Pritty Ghood', and 'Sign out'. Below the navigation bar, the page is titled 'Find local advertising space'. A search bar contains two input fields: 'What's your industry?' and 'Where? Suburb, town or region', followed by a 'Browse Spaces' button. Below the search bar, there is a link to '+ More filters (space type, district)'. A note states: 'Listings marked "Example" are placeholders while we sign up hosts. Real spaces appear here as they're listed.' The main content area shows '20 spaces nationwide' and a 'Sort: Relevance' dropdown. Two listings are visible: 'test @ 11' and 'Front window, street facing'. The 'test @ 11' listing includes a photo of a window poster, the location 'Pritty Ghood - Auckland, Auckland', and a price of '\$5/month' with a note 'Fees included Advertisement from \$95'. The 'Front window, street facing' listing also includes a photo of a window poster and the location 'Pritty Ghood - Auckland, Auckland'.

Pick the closest match to what you do. It ranks the results, it never hides anything from you.

It sorts, it does not filter

Choosing your trade never removes listings from your results. A space with no declared match still appears, it just appears further down. With a young marketplace, an empty page would be worse than a weak match.

Then narrow it down

The search bar itself takes your industry and a place. Everything else is in the column down the left of the results.

FILTER	WHAT TO USE IT FOR
Where (in the search bar)	Suburb, town or region. You can pick several at once, so "Franklin and Papakura" is one search.
How long do you need it?	2 to 12 weeks. Setting it now means every listing you see can actually take that length.
When do you need it?	As soon as possible, or from a date you choose. It tells you the earliest any campaign can start.
Price per week	A slider. It filters on the price you actually pay, not on some other number.
Kind of space	Grouped into posters, displays, screens, decals, outdoor and sponsorship. Tick as many as you like.

There is also a short **Popular filters** list at the top. Use those sparingly: they are opt-in, so ticking one can hide perfectly good listings whose hosts simply did not fill in that particular field.

Reading a listing

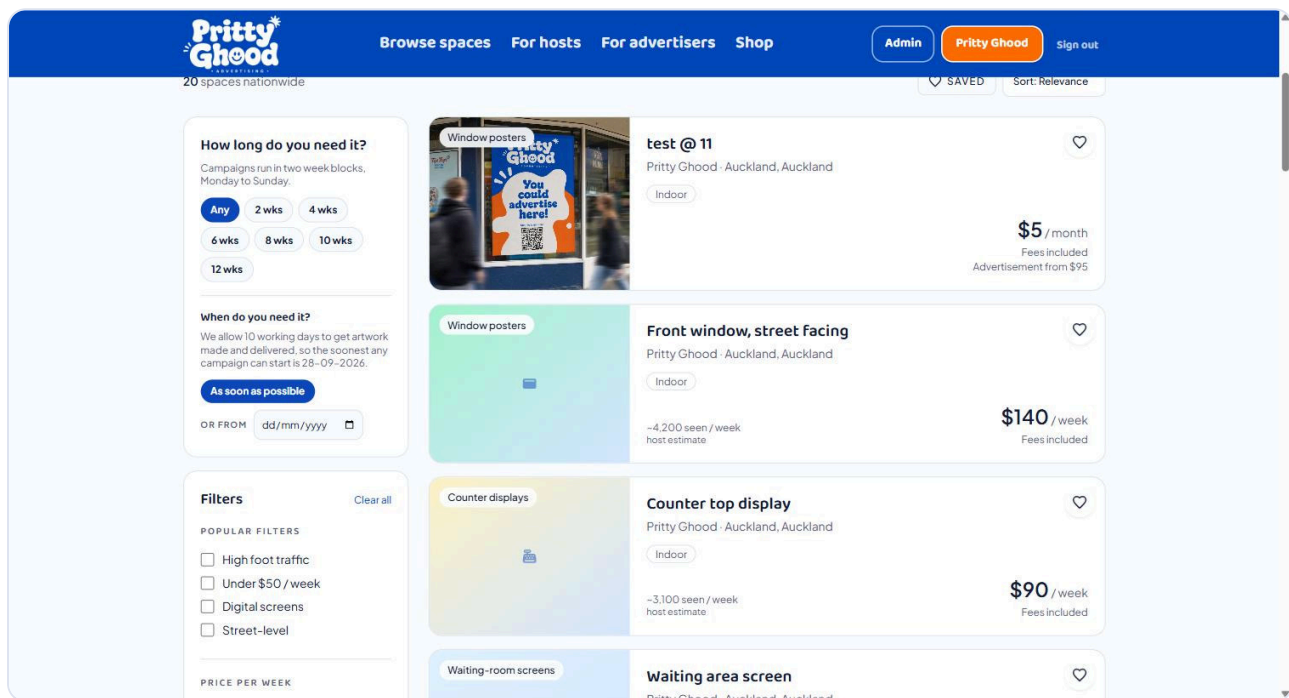
- A **"Good match" badge** means the host has said their space suits your trade, or our matching says it does.
- **"From \$X"** means the listing has several spaces at different prices. The exact price for each is on the listing page.
- **The photos** show the space and the premises around it. Look for where the space sits relative to where people stand.
- **The calendar** shows what is already taken.
- **The size** tells you what your artwork has to be. A2, A4 and so on.
- **The charity** this listing supports. The host picks one for each of their listings.
- **"Advertisement from \$X"** is what we would charge to produce the thing itself, if you would rather not organise it.
- **"~3,200 seen / week"** is the host's own estimate of how many people pass it. Treat it as their word, not a measurement.

Save the ones you like

The heart on a search result, or **Save to watchlist** on the listing itself, adds it to **Saved spaces** in your dashboard. Useful when you are comparing four cafes and do not want to lose the good one. Your dashboard also shows a few recommendations based on what you have saved.

If there is nothing in your area yet

Tell us. When a search comes back empty there is a short form asking what you were looking for and where. That is not a brush-off: it is how we decide which town to sign hosts in next, and we come back to you when something appears.



Listings marked Example are demonstration listings, not real spaces. Real ones are never labelled that way.

What it costs

One price, shown once, with everything already in it. This page explains how it is built, because knowing that makes the rest of the booking obvious.

The price you see is the price you pay

Every price on the site has our fee and the card processing cost already inside it. That is what **Fees included** under each price means. There is no service charge added at checkout, no booking fee and no surprise at the end.

A listing at \$55 a week, booked for twelve weeks, costs **\$660**. Exactly that. Not \$660 plus something. The panel above the button says **All fees included. Nothing further is added**, and it means it.

The same panel names the charity your booking supports, before you commit to anything. Every listing picks one, so you know who it is rather than being told a figure. It shows again on your booking once it is made.

Why the prices all end in a 5 or a 0

We round every price up to the nearest \$5, or the nearest \$10 once it is over \$1,000, because a price ending in 7 reads like arithmetic somebody did to you.

Rounding is always **up to the next step, never past it**, and the total you are charged is that rate times the length you booked. Twelve weeks at \$55 is \$660 exactly. You are never charged more than the rate you were quoted.

What you are paying for

PART OF THE PRICE	WHO IT GOES TO
The space itself	The host, in full, at the price they set.
Our fee for running the booking	Us. Part of it goes to the charity.
Card processing	The payment company, at cost. We do not mark it up.
The rounding	Us. It is what makes every price land on a round number.
Producing your advertisement, if you asked us to	Us. Optional, and shown separately before you book.

We do not print that breakdown on your receipt, because one clear number is easier to read than five. **If you want the split on any booking, ask us and we will send it.** That is a standing promise, not a favour.

How long you can book for

- **The shortest campaign is two weeks.** Short campaigns run in two-week blocks and start on a Monday.
- **Longer terms run in whole months**, one to twelve, and can start on any day. Only some listings offer these.
- **The longest** is whatever the host has set, up to twelve months.
- **Some listings are sold as one fixed term** on the host's dates, like a sports season. There is nothing to choose: you take that term or you do not.

The earliest start is ten working days away

That is roughly a fortnight. It exists so there is time to get artwork made and physically into the host's hands before the campaign starts. It is not negotiable, so if you have a date in mind, count backwards from it.

If your card was issued overseas

Overseas cards cost significantly more to process than New Zealand ones. Most of the time you

will notice nothing at all, because the extra is absorbed rather than passed to you.

Occasionally the difference is larger than that. When it is, we stop before charging anything and show you the new total and the difference, and you choose whether to go ahead or use a New Zealand card instead. Nothing is charged until you say so.

Do you need a card to look?

No, and you do not need one to send a request either. A card is only asked for after a host has accepted. Up to that point everything is free and nothing is committed.

Send a booking request

Six decisions, all on one panel on the listing page. None of them costs you anything yet.

1

How long

Pick a length first. Until you do, the calendar has no way of knowing which start dates are actually free, because that depends on how long you need.

Short campaigns are listed in weeks, longer ones in months. Whichever the listing offers will be in the dropdown.

2

Pick a start date on the calendar

For a short campaign, that is a Monday. For a monthly term, any day. Either way, every date the calendar offers you has the whole term free, so you cannot pick something that will be refused later.

The finish date follows automatically. There is no second date to pick.

HOW LONG

4 weeks

Booked in two-week blocks, Monday to Sunday.

4 weeks: 28-09-2026 to 25-10-2026

4 weeks: 28-09-2026 to 25-10-2026

Choose a different start

← Earlier

Showing 2 months - enough for 4 weeks

Later →

September 2026

MO	TU	WE	TH	FR	SA	SU
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October 2026

MO	TU	WE	TH	FR	SA	SU
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Available

Too soon

Requested

Unavailable

Public holiday

Closed

Booked in two-week blocks from a Monday, up to 12 weeks.

Total for 4 weeks

\$560.00

All fees included. Nothing further is added.

Booking includes \$12.06 to your host's chosen charity! Thank you!

Cards issued outside New Zealand cost more to process. That usually comes out of the rounding rather than the price, but if it goes past what you were quoted we will show you the new total before anything is charged.

The calendar only offers dates that will actually work. Every green Monday has your whole term free.

ON THE CALENDAR	WHAT IT MEANS
Available	Free for the whole length you chose. Click it.
Too soon	Inside the ten working day lead time.
Requested	Somebody has asked for it and the host is deciding.
Unavailable	Already booked, or blocked out by the host.
Public holiday / Closed	Shown for context. The host's own closed days.

3

Choose which spaces, if there is more than one

Some listings sell several things: four windows along one frontage, six panels on a club fence, eight mirrors in a gym. Each has its own name, size and price.

Take as many as you like. They go on one booking, one payment and one contract, and the host answers once rather than four times. Each one gets its own QR code, which is the part worth having: at the end of the campaign you can see which window people actually scanned rather than guessing.

Anything marked **Taken** is already spoken for. A space greys out from the moment somebody asks for it, not from when the host accepts, so you are never queuing behind a request you cannot see.

Front window, street facing

Pritty Ghood · Auckland, Auckland

A1 poster space in the main street window, lit until 9pm.

Choose your dates

from **\$115.00** / week
Fees included

HOW LONG

4 weeks

Booked in two-week blocks, Monday to Sunday.

4 weeks · 05-10-2026 to 01-11-2026

[Choose a different start](#)

← Earlier

Showing 2 months - enough for 4 weeks

Later →

WHAT WOULD YOU LIKE TO SPONSOR?

Take as many as you like. They go on one booking, one payment and one contract, and each one gets its own QR code so you can see which of them people actually scanned.

☒ Left window A1 **\$140.00** / week

☒ Middle window A2 **\$115.00** / week

☒ Right window A2 **\$115.00** / week

4 weeks · 05-10-2026 to 01-11-2026

October 2026							November 2026						
MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU
28	29	30	1	2	3	4	26	27	28	29	30	31	1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30						

■ Available
 ■ Too soon
 ■ Requested
 ■ Unavailable
 ■ Public holiday
 ■ Closed

Booked in two-week blocks from a Monday, up to 12 weeks.

Three windows, one booking. One price, one payment, one answer from the host, and a QR code for each of them.

4

Decide who makes the advertisement

Two options, and the default is the first:

- **I will organise my own.** You get it printed and to the host before the start date. Right if you already have a signwriter or a printer.
- **Please organise it for me.** We get it made and delivered to the host, ready to go up. The price is shown next to the option and is added to this booking.

If you ask us to do it, we need your design or logo, not a finished print file. If you have not got a design yet, tick "I will send artwork later" and we will be in touch.

5

Attach your artwork, or tick to send it later

A print-ready PDF is ideal. A high resolution image is fine. If you have not got it yet, tick the box and there is a place to upload it on your booking afterwards.

Attaching it now helps: a host looking at a request can see exactly what would be going in their window, and they accept faster when they can.

6

Confirm your advertisement complies, and press Request booking

One tick, confirming the advertisement meets the Fair Trading Act and the Advertising Standards Authority codes. Then [Request booking](#).

The QR code question

Before the request goes anywhere, one more panel appears asking where you want people taken when they scan the QR code on your advertisement.

If you took more than one space, this asks once per space and says so at the top: **QR code 2 of 3**. Point them all at the same page if you like. Point them at different pages and you learn more, because each code is counted on its own.

This comes before the request rather than after it for a practical reason: if we are printing your advertisement, the code has to be on the artwork. A link that arrives after the poster is made is a link that never gets printed.

1

Give it a link

The panel offers **My website, My Facebook page, My Instagram, My links page** and **Somewhere else**. Anything already saved to your profile is one click and marked "saved".

Leave **Remember this link for my next campaign** ticked and you will not have to type it again.

2

Press Generate QR code

The real code appears on screen, not a picture of one.

3

Scan it with your phone, right now

Point your camera at the screen and check it takes you where you expected. Then press

Yup, it worked

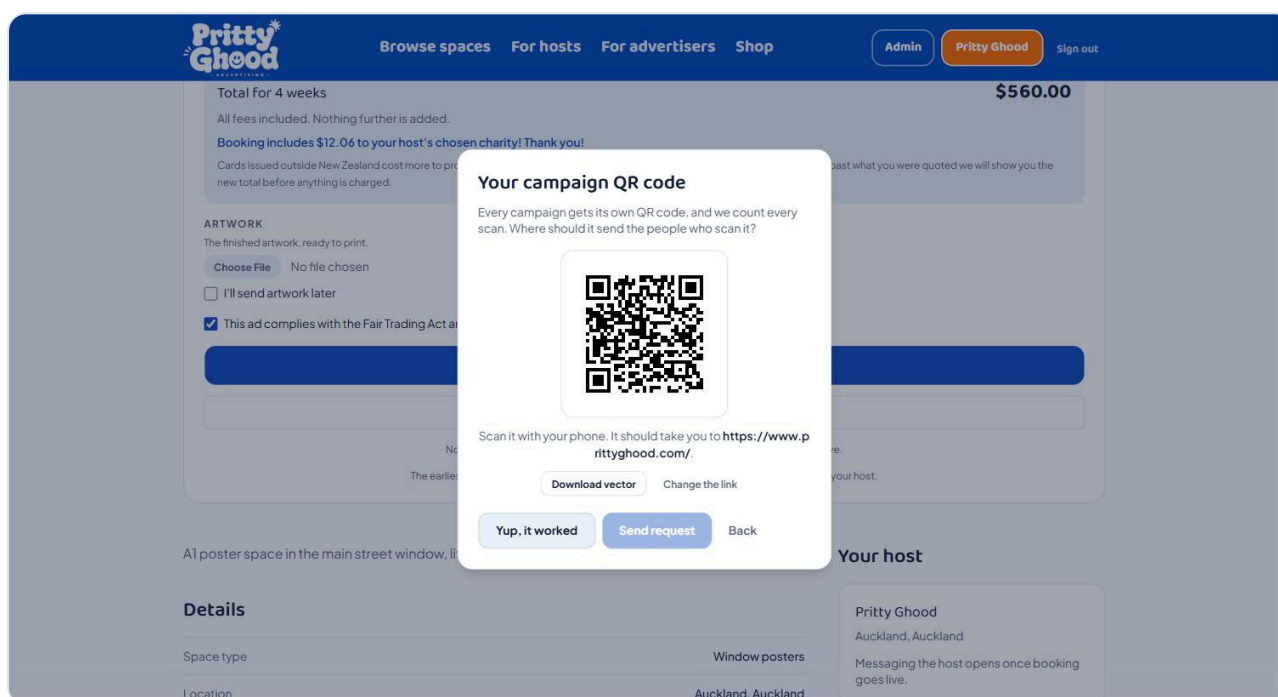
This is thirty seconds that has saved people from a thousand printed posters pointing at a typo.

4

Send request

On a booking of several spaces this button says **Next space** until the last one, and then

Send request



The code you scan is the code that gets printed. It is reserved for you the moment it is made.

You can change where it points later, without reprinting

The printed link goes to our site and we forward it on. So you can point the same code at a different page next month, or at a seasonal offer, and the poster on the wall never has to change.

Worth pointing several codes at different pages

Send the window code to your homepage and the counter code to a special offer, and the scan numbers tell you which of the two spaces is doing the work. Same poster, same month, same shop: the only thing that differs is where it was standing.

The link is only compulsory if we are printing it

If you are organising your own advertisement you can choose "I will add this later" and sort it out afterwards. Nobody should lose a booking they were happy with because they do not have a website yet.

The host answers, and you pay

Your request goes to a real person who decides whether they want your advertisement in their business. Most answer within a day.

STRAIGHT AWAY

The dates and the space are held for you

Nobody else can take them while your request is open. You have not paid anything.

WITHIN 72 HOURS

The host accepts, declines, or asks to see the artwork

If they do not answer at all, the request expires by itself and the dates are released. You are told, and you are free to ask somewhere else.

IF THEY ACCEPT

You have 72 hours to pay

A **Pay** button appears on your booking with the amount on it. We also email you.

THE MOMENT YOU PAY

The booking is confirmed and the dates are yours

Nothing further is required until your artwork is due.

Where your booking is up to

Every booking page carries a five step line across the top, so you never have to work out where things stand:

1. Requested

Waiting on your host

2. Payment

They said yes. Your move.

3. Confirmed

Paid. Dates are yours.

4. Live

It is on the wall

The fifth is **Finished**, once the campaign has run its course.

The three answers you might get

ANSWER	WHAT IT MEANS	WHAT YOU DO
Accepted	They want it. The space is yours once you pay.	Pay within 72 hours.
Accepted pending artwork	They are happy in principle but want to see what is going up first. Very common, and not a bad sign.	Upload your artwork on the booking page. They then accept properly.
Declined	No, for whatever reason. It is their premises and they never have to explain.	Nothing is charged. Try another space.

A decline is not personal

Hosts decline because the dates clash with something they have not blocked out, because a competitor is already in the window, or because they have simply changed their mind about renting the space out. It costs you nothing.

Paying

1

Open the booking and press Pay

The button shows the exact amount. It is the same number you were shown before you asked.

2

Enter your card

Card details go straight to our payment provider. They never touch our systems and we never see your card number.

3

That is the hard part done

Your booking page turns into your campaign page. Your receipt is available from it whenever you need it.

[← Back to bookings](#)

Front window, street facing

Payment due

Pritty Ghood · 28-09-2026 → 25-10-2026 · 4 weeks

Accepted by Joel Gartshore

1

2

3

4

5

RequestedPaymentConfirmedLiveFinished

Payment

Total

\$560.00

All fees included.

Your host has accepted. Payment is the last step.

You have about 71 hours left to pay. After that the host may cancel and release these dates.

Pay \$560.00

The 72 hours matter. After it, the host may release the dates to somebody else.

If you miss the 72 hours

The booking expires, the dates go back on sale, and the host is told you did not pay. Nothing is charged to you. If it was an honest oversight, email support@prittyghood.com quickly and we will see whether the host will still take it.

Your artwork

The physical thing that goes on the wall. Either you send it, or we make it.

If you are organising it yourself

1. **Print it at the size on the listing.** A2, A4, whatever it says. The size is on the listing page and on your booking.
2. **Put the QR code on it.** Download it from your booking page and send it to whoever is doing your artwork. There is a vector file there specifically for signwriters, which will not go fuzzy at any size.
3. **Get it to the host before the start date.** Post it or drop it in. Their address is on your booking.
4. **Upload a copy to the booking** so the host knows what is coming.

If you asked us to organise it

1. **Upload your design or logo** on the booking page. Not a print file. A logo and a rough idea of the wording is enough to start.
2. **We put it together, print it and post it** straight to the host, ready to go up. The QR code is already on it.
3. **You get the courier and tracking number** by email the moment it is sent. So does the host, so they know to expect it.

Artwork

Artwork to follow.

Send us your artwork

The finished artwork, ready to print. Your host will see it on this booking.

Choose File

No file chosen

Send artwork

Uploading replaces whatever was there. If you send a corrected file, that is the one that gets used.

The one deadline that actually bites

Artwork has to be in the host's hands before the start date. That is what the ten working day lead time is for. If your artwork is late, the campaign does not extend to make up for it: those dates were held for you and paid for.

If you can see you are going to be late, email us early. Moving a start date before anything is printed is usually easy. Moving it afterwards is not.

What makes a good one

- **One message.** Somebody reads this while queuing for coffee, not while sitting down with it.
- **Your name big enough to read from where a person stands.** Go and stand at that distance from a printed draft.
- **One thing to do next.** Scan, call, or come in. Not all three.
- **Leave the QR code room to breathe.** Crammed into a corner, it will not scan.

Your campaign is live

Three things tell you it is working: a photograph of it on the wall, the number of people who scanned it, and when they did.

Proof it went up

Once your advertisement is in place, the host photographs it and it appears on your campaign page. You can click it for a closer look. If you took several spaces, each one gets its own photograph: a picture of the window is not proof that the counter card went out too.

This is the answer to the question every advertiser has and most feel awkward asking: is my poster actually on the wall. You do not have to drive past to find out.

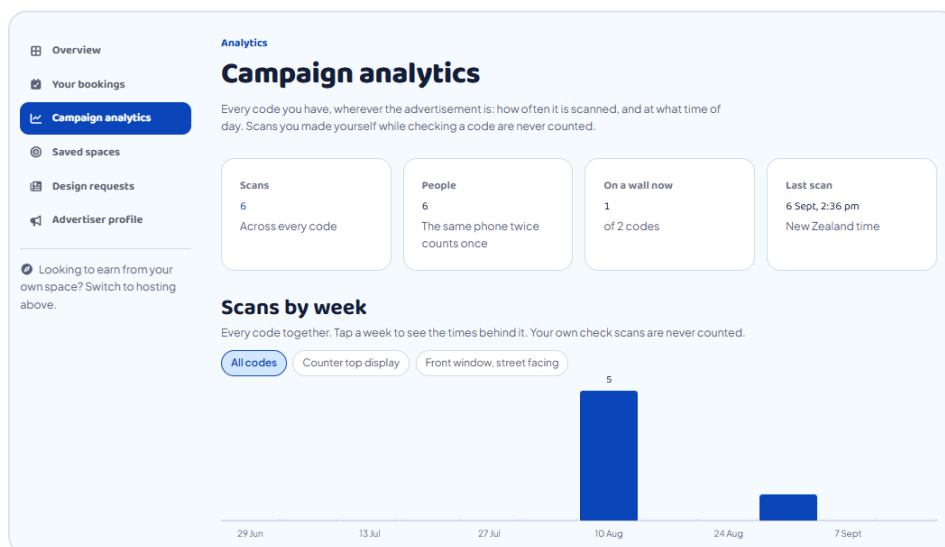
Who scanned it

Your campaign page shows each QR code with its own scan count. That is the quick answer. The full one is on **Campaign analytics**, in the menu down the left of your dashboard.

It is the closest thing to a straight answer about whether a space is worth the money, and it is the number worth watching before you decide whether to book the same space again.

Campaign analytics

Every QR code you have, wherever the advertisement is, on one screen. This is the page to open when you are deciding where next month's money goes.



All of your advertising in one place. A real account, and a quiet one.

The four figures at the top

FIGURE	WHAT IT COUNTS
Scans	Every scan that counted, across every code you have.
People	The same phone scanning twice counts once. Usually a little below Scans.
On a wall now	How many of your codes are on something currently up.
Last scan	When the most recent one happened, in New Zealand time.

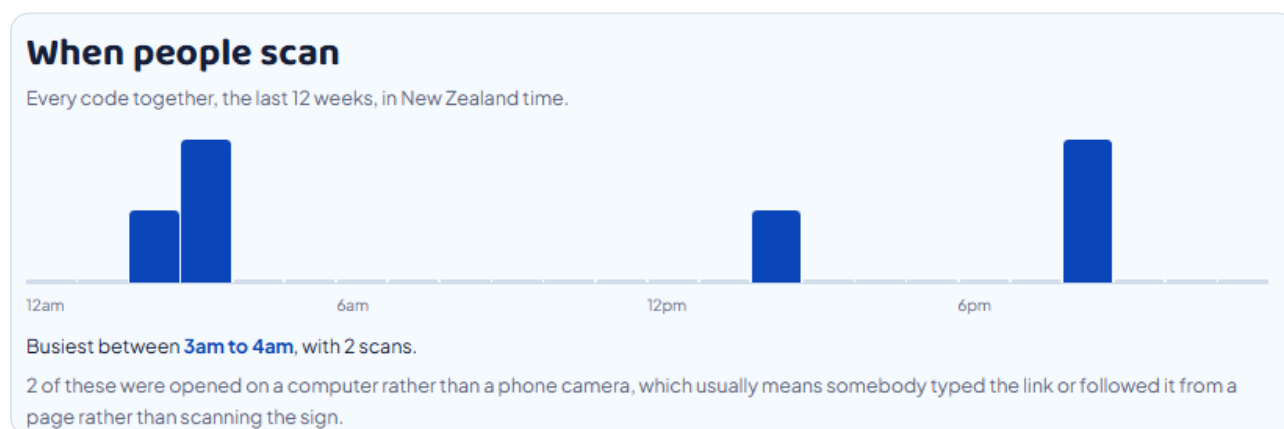
Scans by week

Twelve weeks of bars. If you have more than one code, the buttons above the chart switch between **All codes** and any one of them, so you can see a single window on its own.

Tap a bar and everything below it narrows to that week. Tap it again to go back to the full twelve.

When people scan

The part most advertisers have never had. Underneath the weeks is the same scans broken down by hour of the day, and a line telling you the busiest hour.



The same scans, by hour. On this account the busiest hour is the middle of the night, because those three were somebody testing the code rather than a customer.

This changes what you put on a poster. A cafe window that gets read between 5pm and 6pm is being read on the walk home, not on the way to work, and an offer that ends at 5pm is an offer nobody scanning it can use.

We do not claim a pattern from two scans

The busiest hour only appears once there are at least three. Two scans in the same hour is a coincidence, and we would rather show you nothing than dress a coincidence up as a finding you might reprint a poster over.

Every scan

Below that, the individual scans: the day, the time, and which of your spaces it was. Hidden behind a **Show all** so it is not in your way, and there when you want to check one.

Name your codes

Each code sits in a list at the bottom with the space, the host, the address, where it points and its own little twelve-week chart. Press **Name it** and call it something you will recognise: "A4 window poster", "Mirror by the squat rack". The codes you named are what the buttons and the lists say from then on.

Reading the numbers honestly

Your own test scans are never counted

The scan you did in the booking form to check the code works is recorded as a test and kept out of every figure on this page. Scans only start counting once the host has accepted and the campaign is real.

A phone is a scan. A computer is somebody typing.

A QR code is read by a camera. If a scan is recorded against a computer, that person got to your link some other way, usually by typing it or following it from a page. We say so under the times rather than counting it beside the phones, because a computer never stood in front of your poster.

Treat the scan count as a floor, not the result

A QR code only captures the people who scan. Plenty of people will see your advertisement, remember the name, and look you up later or walk in next week. None of that reaches this page. What the number is genuinely good for is comparing one space against another, because both are undercounted the same way.

What to do with it

WHAT YOU SEE	WHAT IT SUGGESTS
One space well ahead of another at the same price	Put both months into the one that worked next time.
Scans concentrated in one part of the day	Write for the person who is there at that hour.
A strong first week, then a drop	Normal. Regulars scan once. The later weeks are new faces.
Almost nothing at all	Check the code still scans and still points somewhere. Then look at whether the advertisement gives anybody a reason to scan it.

Point a code somewhere else, any time

The printed code goes to our site and we forward it on, so you can change the destination during a campaign without touching what is on the wall. Change it on the booking page. Scans already counted stay counted.

At the end

The campaign finishes on its date and the host takes the advertisement down. Nothing renews automatically. If the space worked, book it again from your campaign page, and consider booking it for longer the second time so you are not competing for it.

Changing or cancelling

What you get back, in full, with no wriggle room. These figures are in the terms and they are applied automatically rather than case by case.

If you cancel

WHEN YOU CANCEL	WHAT YOU GET BACK
Before the host has accepted	Everything. Nothing has been charged.
7 or more days before the start	The full price of the space, and our fee.
Less than 7 days before the start	Half the price of the space, and our fee on the half refunded.
After the campaign has started	Nothing. The space was held and used.

One exception worth knowing

When **you** cancel, the card processing cost is not refunded. The payment company keeps its fee whether a payment is refunded or not, so returning it would be real money out of our pocket for a cancellation that was not our doing. It is a small part of the total.

When the **host** cancels, or we do, you are made whole including that cost. You are never out of pocket for somebody else's decision.

If the host cancels

You get **everything back**, including the card processing cost, automatically. You do not have to ask.

A host who cancels a booking they had already accepted also gets a strike against their business. Three of those inside twelve months and they are suspended. We take it seriously, because you planned around those dates.

If we printed your advertisement

That part is refunded in full as long as the job has not gone to the printer yet, whoever cancelled. Once it has been ordered it is not refundable, because by then it is a physical object with your name on it.

If you think you may need to cancel, say so early. Before the print goes in is a completely different conversation from after.

Changing dates

There is no self-service way to move a campaign. Email **support@prittyghood.com** with the booking and what you need. If the host agrees and the new dates are free, we will move it. Before anything is printed it is usually straightforward.

Questions people ask

The ones that come up over and over, answered straight.

Does it cost anything to look or to ask?

No. Browsing is free, an account is free, and sending a booking request is free. You are only asked for a card after a host has said yes.

What is the minimum I can spend?

Two weeks on the cheapest space you can find. There is no minimum spend, no monthly fee and no contract.

Can I book several spaces at once?

Book them one at a time, each with its own request. Different hosts answer at different speeds, so bundling them would mean the slowest one holds up the rest.

What if my competitor is already in that window?

The host decides that, not us, and most will not run two competing advertisements at once. If it matters to you, it is worth asking before you book. Nothing on the site guarantees exclusivity unless a host offers it.

Can I see the space before I commit?

The listing has photos and an address, and these are real local businesses. Go and have a coffee there. It is the best due diligence available and it takes twenty minutes.

Do I get a receipt or a tax invoice?

Yes, from your booking page, whenever you need it. If you need the booking broken into its parts for your accountant, email us and we will send it.

What if the advertisement never goes up?

Tell us. That is a host failing to perform and you are entitled to your money back for the part of the campaign that did not run. You do not have to argue it with the host yourself.

Can I change my artwork mid-campaign?

Only by agreement with the host, and you would be paying for the new print. Ask us and we will put it to them.

How do I know anyone actually saw it?

The QR scan count is your hard number. The listing's own view count and the host's description of their foot traffic give you the context. Nobody in outdoor advertising can promise more than that honestly.

Is my advertisement checked by anyone?

The host sees it and can refuse it. We are not an approval body and we do not vet claims. Responsibility for the content sits with you, which is what you confirmed at sign-up and at booking.

Can I advertise alcohol, gambling, or health products?

There are specific New Zealand rules for each of those and they apply here exactly as they would anywhere else. If your industry has an advertising code, follow it. If you are not sure, check before you book, not after you print.

What happens to my data?

The host sees your business name and your booking. If they have staff set up, those people can see it too. The QR code does not collect anything that identifies whoever scanned it, and we do not store their address.

Can I get a space that is not listed?

Sometimes. If you know a business that would be perfect, tell us. We sign hosts up in person, and a warm introduction from somebody who already wants to advertise there is the easiest kind.

Do you do the design?

We produce and print the physical advertisement from your logo and your wording. We are not a design studio: if you need original creative work, bring your own designer, or ask us and we will point you at a local signwriter.

How do I delete my account?

Email support@prittyghood.com. If you have a live campaign we will need to see that through first.

Where everything lives

Every screen in your dashboard, and what it is for.

SCREEN	WHAT YOU DO THERE
Overview	Your dashboard. Campaigns on the go, and anything needing your attention.
Browse spaces	Search and filter every listing. The main event.
Your bookings	Every request and campaign, past and present.
Campaign analytics	Every QR code you have, by week and by hour. Where next month's money should go.
A booking page	Pay, upload artwork for each space, download your QR codes, see the host's photos, get your receipt.
Saved spaces	The ones you hearted, for comparing later.
Advertiser profile	Your details, your saved links for QR codes, and your charity.

Emails we send you

WHEN	WHAT IT SAYS
Your request is sent	Confirmation of what you asked for, and that the host has 72 hours.
The host accepts	Time to pay, with the amount and the deadline.
The host declines or does not answer	What happened. Nothing has been charged.
Your payment goes through	Your confirmation and receipt.
We post your printed advertisement	The courier and tracking number.
The host photographs it in place	A link to see it on your campaign.
The host accepts	Your QR codes, as a vector and a PNG, named after the space each one goes on.

Stuck on anything?

Email support@prittyghood.com and a person will answer you. There is no ticket number and no phone tree.

If something in this guide does not match what you see on screen, tell us that too. It means we have changed something and not updated the guide.