



HOST GUIDE

Make money from space you already have

Everything you need to list your advertising space, take bookings from local businesses and get paid into your bank account. Start to finish, with pictures.

START HERE

What this guide does

It walks you through every screen, in order, from opening the website to money landing in your bank account. Nothing is assumed. If you can send an email and take a photo on your phone, you can do all of this.

The short version

You have space inside or outside your premises that people look at every day. A window, a counter, a wall by the door, a fence at the club. Local businesses will pay to put an advertisement there. You set the price, you decide who goes up, and you keep the price you set.

1. List it

Size, price, photos, preview. About 15 minutes.

2. Get a request

We email you. You have 72 hours.

3. Say yes

They pay. The dates are locked.

4. Get paid

Straight to your bank.

What to have handy before you start

Set aside half an hour and you can do the lot in one sitting. The only part that can hold you up is the bank and ID step, so it is worth getting these together first.

Your phone

For photographing the space, and for photographing your ID later on.

Your bank account number

A New Zealand account in the name of the business, or in your own name if you are a sole trader.

Your driver licence or passport

Required by law before anyone can be paid. A phone photo of it is fine.

Your business address

Printed advertisements get posted to it, so it needs to be right.

Your GST number, if you have one

We ask once. Not being registered is completely fine and changes nothing.

A rough price in mind

You can change it whenever you like, so do not agonise over it.

What is in here

Ten parts, in the order you will need them.

1	Create your account	About 5 minutes
2	Set up how you get paid	About 10 minutes, needs ID and a bank account
3	List your first space	About 15 minutes, plus clubs and events
4	When a request comes in	You have 72 hours to answer
5	Getting paid	How much, and exactly when
6	While the advertisement is up	One photo is all we ask
7	Let your staff help	Own logins, no shared passwords
8	Changing, pausing and cancelling	Including what a strike is
9	Questions people ask	The honest answers
10	Where everything lives	A map of the screens

PART 1

Create your account

One login covers everything. If you later want to advertise your own business on somebody else's wall, you use the same account.

1

Go to prittyghood.com and press Get started

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



The way in. Everything in this guide starts from here.

2

Fill in four boxes and tick the terms

Your full name, your email address, and a password twice so a typo cannot lock you out. The password must be at least 8 characters.

Underneath there is a tick box confirming you agree to our terms. The **Create account** button stays unavailable until you tick it. That is deliberate, and it is why we can prove later that you agreed rather than just happened to be shown a link.

Pretty Ghood
• ADVERTISING •

Create your account

Create your login. You choose how you will use Pritty Ghood next.

FULL NAME

EMAIL

PASSWORD

CONFIRM PASSWORD

☐ 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.

Create account

Already have an account? [Sign in](#)

Use an email you actually read. Every booking request comes to it.

There is no "sign in with Google" button, on purpose

Email and password only. It is one less company sitting between you and your money.

3

Click the link in the email we send you

It arrives within a minute or so from **welcome@prittyghood.com**. Clicking the link confirms the address is yours and takes you straight into setting up your profile. If it has not shown up, look in your junk folder before doing anything else.

4

Tell us you are a host

Two cards appear. Tick **Host**, meaning you have space to rent out. If you also want to advertise your own business somewhere else, tick Advertiser as well and both dashboards are set up at once. You can always add the other one later.

SET UP YOUR ACCOUNT Step 1 of 5

Are you signing up as...

Tick everything that applies. You can rent out space, advertise, and post for brands from the one account.

Host
I have space to rent

Advertiser
I want to advertise

Next

One account, both sides. Ticking both is common and costs nothing.

5

Your details

Your name, your phone number, your business trading name and roughly how big the business is. The trading name is the one on your sign, not necessarily the one on the Companies Register.

6

Host details, including your address

Who an advertiser should ask for, a phone number, and the business address. Start typing the street and pick your address from the list that appears, which fills in the suburb, city and postcode for you.

Get the address right

When an advertiser asks us to produce their advertisement, we post the printed item to this address, ready for you to put up. A wrong address here is a poster that arrives after the campaign has started.

SET UP YOUR ACCOUNT Step 3 of 5

Host details

Where should advertisers reach you, and where should artwork be delivered?

BEST CONTACT

PHONE NUMBER

BUSINESS ADDRESS

STREET ADDRESS

SUBURB **CITY / TOWN**

POSTCODE

This is where printed artwork gets delivered, so please make sure it's correct.

[← Back](#) [Next](#)

Pick from the list. Typing it out by hand is how postcodes go wrong.

7

Choose a charity

Every booking that goes ahead on your space sends a donation to a New Zealand charity. Pick up to five here, type in your own, or say you have no preference and we will choose. You can change them whenever you like.

These five are a shortlist, not the answer. When you list a space you pick **one** of them for that listing, and that is the one the donation goes to. Doing it here first just means the choice is already made when you get there.

It costs you nothing. The donation comes out of our side of the booking, not yours.

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.

Confirm a few things, and answer the GST question

The last step is a short list of statements with a tick beside each. They are not new rules, they are the parts of the terms that matter most, written out so you can see what you are confirming:

- You are at least 18.
- What you have told us is true, and you will keep it up to date.
- You own or lawfully occupy the premises and you are allowed to display advertising there. That covers your lease, your landlord or body corporate, and any council or signage consent that applies.
- If you are signing up on behalf of a company, you are allowed to agree to this for it. **This one is optional**, because a sole trader signing up as themselves is not binding a company and should not have to say they are.

Then we ask whether you are registered for GST, and your number if you are. **Not being registered is completely fine.** Most of our hosts are not. It changes nothing about what you can list or what you are paid. We ask because it has to be right on the paperwork.

SET UP YOUR ACCOUNT Step 5 of 5

Just a few confirmations

These are the promises you make to us and to the people you deal with. They come from the [Platform Terms](#) you agreed to when you signed up, written out so you can see them.

- ☐ I am at least 18 years old.
Clause 3.1
- ☐ The information I have given is true, and I will keep it up to date.
Clause 3.3
- ☐ If I am signing up for a company or other business, I am authorised to enter this agreement for it.
Skip this one only if you are signing up purely as yourself.
Clause 3.2 - only if it applies to you
- ☐ I own or lawfully occupy the premises, and I am allowed to display advertising there.
That means your lease permits it, and you have any consent you need from a landlord or body corporate, along with any council or signage approval that applies.
Clause 81.1

The premises question is the important one. If you rent, check your lease allows advertising before you list.

Are you registered for GST?

You must register once you turn over \$60,000 in a year. If you are registered, the weekly price you set includes GST and we issue the GST record on your behalf. If you are not, no GST applies to your price. Tell us if this changes.

Yes, I am registered

No, not registered

Clause B3.2

← Back

Finish

Two buttons, and either is a fine answer. Tell us if it changes later.

9

Press Finish

You land on your host dashboard. This is home from now on, and you get to it from the account menu at the top right of any page.

Admin

Host

Advertiser

Sign out

Overview

Your spaces

Bookings

Earnings

Business profile

Strikes

Your team

Browse the marketplace as an advertiser from the switcher above.

HOST DASHBOARD

Kia ora, Joel

Your spaces, the requests coming in, and what you have earned.

Manage spaces

Booking requests

YOUR BUSINESS

Pritty Ghood

Auckland, Auckland - Pending verification

Edit profile

YOUR LISTINGS

Manage your spaces

Add a space, change one, or take it down.

Manage spaces →

Add space

Your spaces

Manage all →

test @ 11 Active

\$1 / week

MANAGE

Front window, street facing Active

\$120 / week

MANAGE

Your dashboard. Spaces, requests and earnings, all from here.

Account done. Two things left

Setting up how you get paid, and listing a space. You can do them in either order, but do the payment setup first if you can: it is the only one with a waiting period.

Set up how you get paid

This is the step people put off, and it is the one worth doing today. It takes about ten minutes and there is a waiting period at the end of it that you cannot shorten later.

Who Stripe is, and why they are involved

Stripe handles the card payments and the bank transfers. They are the same company behind a great many New Zealand businesses you already buy from, and they are regulated to move money in a way we are not.

The practical effect is this: **money for a booking goes from the advertiser to your bank account. We never hold it.** That is safer for you than the alternative, and it is why Stripe has to confirm who you are before a cent can move.

Sole trader? That is fine, and it is what most hosts are

When Stripe asks how the business is set up, choose **individual**. You will not need a company number or an NZBN. You will need your own name, date of birth, address and ID, which is the same thing a bank asks for when you open an account.

What Stripe will ask you for

WHAT THEY ASK	WHAT THAT MEANS IN PRACTICE
Sole trader or company	Individual for a sole trader. Company if you are a registered company, which then needs the company name and number.
Your full legal name	Exactly as it appears on your ID, which is not always the name you go by.
Date of birth and home address	Your own, not the business address.
A photo of your ID	Driver licence or passport. Take it with your phone, both sides for a licence.
Your bank account	A New Zealand account in the name of the business or the person who owns it.
What the business does	One line. "Cafe" is enough.
Sometimes, proof of address	A rates notice, bank statement or power bill with your name and address on it. Only asked for sometimes.

Doing it

1

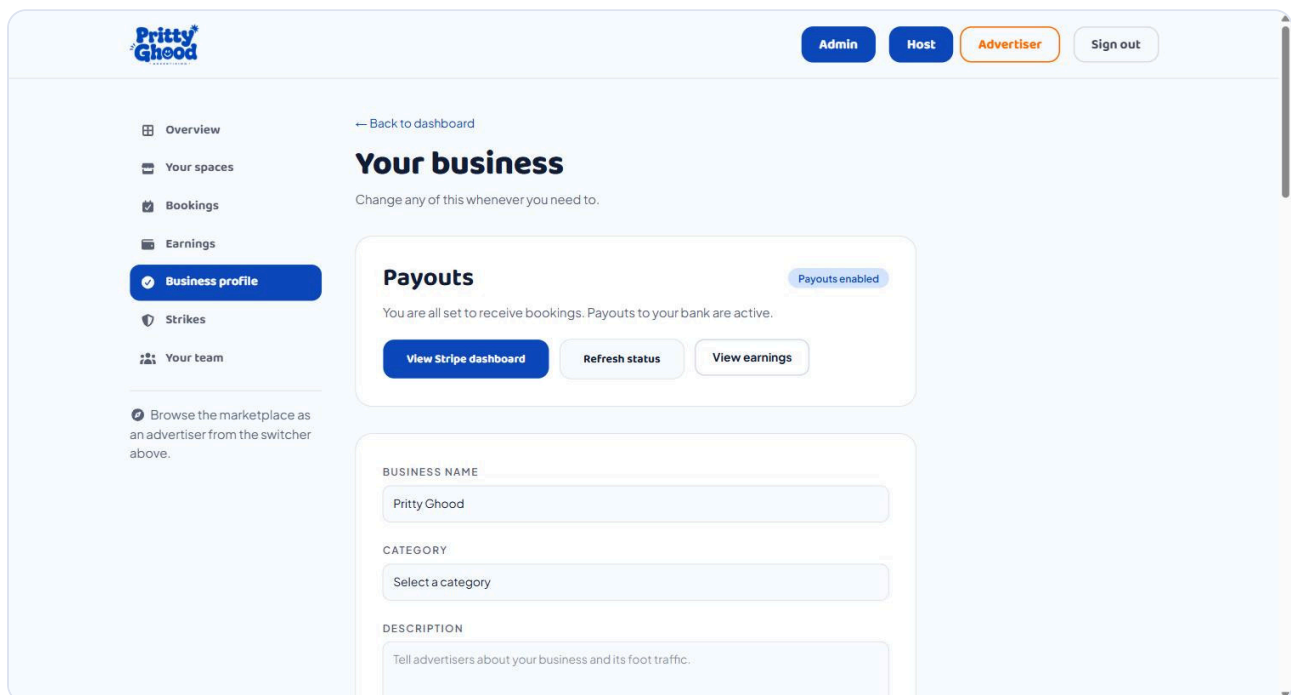
Open your business profile

From your dashboard, go to **Business profile**. You will also see a reminder on the dashboard itself until this is done, and again above any request that is waiting on you.

2

Find the Payouts panel and press Set up payouts

There is a status chip in the corner of that panel that tells you where you are at a glance. It reads **Not started** to begin with.



The status chip is the thing to watch. It reads Not started until you begin, and Payouts enabled when Stripe is satisfied. This one is finished.

3

Work through Stripe's screens

You leave our site and land on Stripe's. Their screens change from time to time, so we are not going to print pictures of them that go out of date, but the order is always roughly: how the business is set up, who you are, proof of who you are, then the bank account.

If you get interrupted you can close it and come back. Press **Set up payouts** again and you carry on where you stopped.

4

Come back and check the chip

When you return, the panel tells you plainly where things stand. If Stripe still wants something, we list it in words rather than in their language. You will see lines like "A photo of your ID" or "The bank account you want to be paid into", not codes.

What the statuses mean

STATUS	WHAT IS HAPPENING	WHAT YOU DO
Not started	You have not begun.	Press Set up payouts.
Setup incomplete	Stripe is waiting on something from you.	The panel lists it. Press Continue.
Being checked	Stripe is verifying what you sent.	Nothing. Usually a day or two. We email you when it clears.
Payouts enabled	Done. You can accept bookings.	Nothing. Go and list a space.
Payouts paused	A deadline passed, or Stripe has a concern.	The panel explains it. If it says get in touch, email us and we will help.

You can list without this. You cannot accept without it

Your listings go live and people can send you requests before payouts are set up. What you cannot do is press Accept, because there would be nowhere to send the money. If a request is sitting there and you are not set up, that is what the reminder above the Accept button is telling you.

List your first space

A listing is one place, photographed once, described once. If you have four windows along the same frontage, that is still one listing with four rows in it, not four listings.

The one idea worth understanding first

Most hosts have more than one thing to sell in the same spot. Four windows. Three counter positions. A left panel and a right panel. Each might be a different size and a different price, but the photos, the description and the address are all the same.

So a listing is made of **rows**. Each row is one thing an advertiser can book: it has a name, a size and a price. The advertiser picks the row they want, and the moment they ask for it, that row greys out for everyone else.

There are two ways to sell several of them, and the form asks which one the moment you add a second row. It is the only question on the page that changes what everything else means, so it is worth knowing the answer before you start.

WHICH ONE	WHAT IT MEANS
Included in my price	One price buys the lot. "Your advertising at our gym, \$95 a week" gets the entrance window, the exit window and the front desk card together. They can be any mixture of kinds. There is one price box for the listing and none on the rows.
Each one priced on its own	Advertisers pick which one they want and pay for that one. They all have to be the same kind of space: a window at \$55 and a counter card at \$35 want different photos and a different description, which makes them two listings.

WHAT YOU HAVE	HOW TO LIST IT
One window	One listing, one row. The row needs no name, because the listing's name already says what it is.
Four windows along the front, sold separately	One listing, four rows priced on their own: "Window by the door", "Second window" and so on.
A window, a counter card and a mirror sticker, sold as one deal	One listing, three rows, included in one price. Different kinds of space is exactly what this is for.
A window and a counter display, sold to two different advertisers	Two listings. Two products, two sets of photos, two descriptions.
A club fence with six panels	One listing, six rows priced on their own, named however your members would know them.

You can change your mind

The answer is shown above the rows once you have given it, with a **Change** link beside it. Going back to a single row takes the question away again, because with nothing else on the listing there is nothing for the price to be shared with.

Take the photos first

It is much easier than stopping halfway through the form to go and take them. You can add up to eight; three or four good ones beat eight ordinary ones.

- One from where a customer stands, so the space is in context.
- One close up of the space itself, straight on.
- One of the wider premises, so people know what sort of business it is.
- Daylight if you can. Wipe the glass first if it is a window.

Portrait photos from a phone are fine. The gallery shapes itself around whatever you upload rather than cropping the middle out of it.

Filling in the form

It is three screens. The **details**, then the **photos**, then a **preview** of the finished listing before you decide whether to publish it. A **Next** button moves you along and a Back link brings you back

with nothing lost. Nothing is public until the last screen.

1

Dashboard, then Add space

[Your spaces](#) then [Add a space](#), or the Add space button on the dashboard itself.

There is no title box

The listing's name is made for you from what you sell and the name of your business: **Window poster at Franklin Roastery**. Four windows sold separately reads **Window poster 1 of 4 at Franklin Roastery**, and several spaces sold as one deal reads **Multi space listing at Franklin Roastery**. Under it, the site lists what is on offer, one line per kind and size: "1 x A2 Window poster", "8 x Mirror decals". The top of the form shows you the name as you build it. Where the space is goes in the description.

What you are selling: the rows

Each row has four boxes. **Kind of space** is Static or Digital: static is anything printed and put up, digital is a screen. **Space** is the thing itself, from the family you chose: a window poster, a counter display, a mirror decal, coasters, a bar runner, a wall screen. **Size** and **Weekly price** follow.

Press [+ Add more spaces](#) for each separate thing you are selling, and from two upwards a Name column appears. **The first time you press it you get the question from the start of this part:** is the space you are adding included in your price, or sold on its own? Included means one price box for the whole listing and rows that can be any kind of space. Sold on its own means a price against every row, all of them the same kind.

Size is a dropdown: A0 down to A6, DL, or Custom. Custom opens a box under the dropdown to write whatever fits, such as "Max size 1m x 1m" or "55 inch portrait". Every kind of space offers the same list, and a blank is fine where there is nothing to say.

On a poster, a display or a decal, the size you pick is also what we print if the advertiser asks us to produce their advertisement, so measure rather than guess. On a screen, a flag or an A-frame it is a description for the advertiser and nothing is printed to it.

ADD A SPACE Step 1 of 3: Details

1. Details 2. Photos 3. Preview

The space ⓘ

LISTING TITLE
Window poster 1 of 2 at Pritty Ghood
1 x A2 Window poster
1 x A3 Window poster

What you are selling ⓘ

Priced separately. An advertiser picks which window posters they want. [Change](#)

NAME	KIND OF SPACE	SPACE	SIZE	WEEKLY PRICE
Left of the door	Static	Window posters	A2 (420 x 51)	45
Right of the door	Window posters Same as the first		A3 (297 x 42)	40

[+ Add more spaces](#)

Give each one a name an advertiser would recognise on sight: "Entrance", "Exit window", "Front desk". It is how they are listed, and how they pick.

Two or more rows each need a name an advertiser would recognise on sight. A single row needs none, because the listing's name already says what it is.

About the price you type

This is what you get paid. Type 45 and you receive \$45. Advertisers see a higher figure on the site, because the price they see has our fee and the card cost already inside it and is rounded up to the next \$5, so \$45 a week shows on your listing as \$55 a week. None of that comes out of your money. You are paid the number you typed, in full.

There is an **i** beside "What you are selling" on the form that says the same thing, any time you want to check.

3

Location: indoor, outdoor, or both

Both is a real answer, not a cop-out. A cafe with table tents on the inside tables and on the courtyard tables is genuinely both, and choosing it means the listing turns up under either filter.

4

Charged per week, month or year

A window is usually weekly. A club sponsorship is usually yearly. One answer for the whole listing, because nobody sells the left window by the week and the right one by the year. The price column above changes its heading to match.

5

Description

Where it is and what it looks out on. "Front window, left of the door" is the sort of thing that belongs here, now that the name is made for you. What a person walking past or standing at the counter actually sees. Foot traffic in plain words is useful: "about 200 people through the door on a Saturday" means more than an adjective.

6

Choose the charity this listing supports

Every booking on this listing sends a donation to one charity, and this is where you name it. The dropdown puts your own charities at the top, under **Your charities**, and everything else we give to underneath.

One per listing, not one per business. If you have a window and a counter you can send one to the rescue helicopter and the other to the local kids' club. It starts on the first charity from your profile, so it is already answered if you are happy with that.

It costs you nothing. The donation comes out of our side of the booking, never out of your price. The advertiser sees the charity's name on the listing before they book and again on their booking, so it is worth picking one you would be glad to be asked about.

The screenshot shows the Pritty Ghood Advertiser interface. On the left is a sidebar with navigation links: Overview, Your spaces (highlighted), Bookings, Earnings, Business profile, Strikes, and Your team. Below these is a link to 'Browse the marketplace as an advertiser from the switcher above.' The main content area is titled 'Your spaces' and contains several form sections:

- LOCATION:** A dropdown menu set to 'Indoor'.
- CHARGED PER:** A dropdown menu set to 'Week'.
- DESCRIPTION:** A text area containing the text: 'Two street-facing windows either side of the front door, on the main road through Pukekohe. About 200 people through the door on a Saturday, and everyone who walks past on the way to the supermarket.'
- THIS LISTING SUPPORTS:** A dropdown menu set to 'Hospice New Zealand'.
- This advertising space would benefit:** A section with two dropdown menus: 'KIND OF BUSINESS' (set to 'Choose a kind...') and 'WHICH ONES' (set to 'Choose a kind first'). Below these is a note: 'Optional. It helps the right advertisers find you, and never stops anyone else booking.'
- How this is sold:** A section with two options: 'They choose the dates' (selected) and 'One fixed term'.

Your own charities come first. You can pick any of the others instead, and it does not change your profile.

7

This advertising space would benefit

Choose a kind of business, then the specific ones. A hardware store might pick builders, plumbers, electricians and landscapers.

This moves matching listings up an advertiser's search results. It is optional, and it never hides your listing from anyone: somebody outside those trades still finds you, they just do not see you first.

How this is sold, and how long a campaign can run

Two cards, and most listings are the first:

- **They choose the dates.** Two weeks up to your maximum, starting on a Monday. Right for a window, a screen or a counter. Underneath it, **Max advertising duration** is the longest a single booking can run, anywhere up to twelve months. Longer is usually better for you: somebody who wants three months and can only book six weeks often books nothing.
- **One fixed term.** You set the length and the start date, and the advertiser gets no date controls at all. Right for a season, an event, or a year of sponsorship. When one term is taken the listing automatically offers the next one.

Then press **Next**. That saves what you have typed as a private draft and moves you to the photos.

The screenshot shows the Pritty Ghood Advertiser interface. The top navigation bar includes 'Admin', 'Host', 'Advertiser' (highlighted), and 'Sign out'. The left sidebar lists various menu items: Overview, Your spaces (highlighted), Bookings, Earnings, Business profile, Strikes, Your team, and a marketplace option. The main content area is titled 'Hospice New Zealand'. It features a section 'This advertising space would benefit' with two dropdown menus for 'KIND OF BUSINESS' and 'WHICH ONES'. Below this is a section 'How this is sold' containing two cards: 'They choose the dates' (highlighted) and 'One Fixed term'. The 'They choose the dates' card explains that advertisers can book up to a maximum duration starting on a Monday. Below the cards is a 'MAX ADVERTISING DURATION' dropdown set to '3 months'. A large blue 'Next' button is at the bottom.

Next is not publishing. It saves a draft only you can see and takes you to the photos.

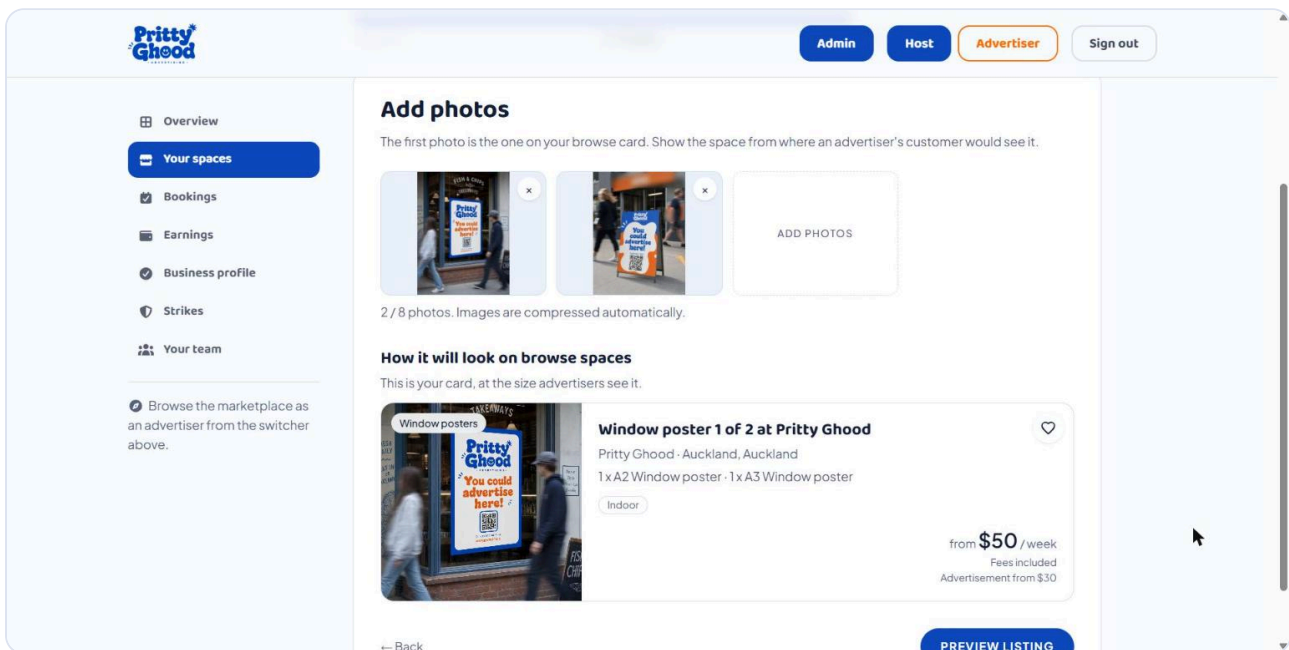
9

Add your photos, and see your card

Press **Add photos**. Up to 8, and the first one is the cover, which is what shows in search results. Put your best there. Images are compressed automatically, so a photo straight off your phone is fine.

Under the photo boxes the screen shows your listing exactly as it will appear on the browse page, at the size advertisers see it, and it updates as each photo lands. If the name or the price is not what you expected, Back takes you to the form with everything still filled in.

Happy with the card? Press **Preview listing**.



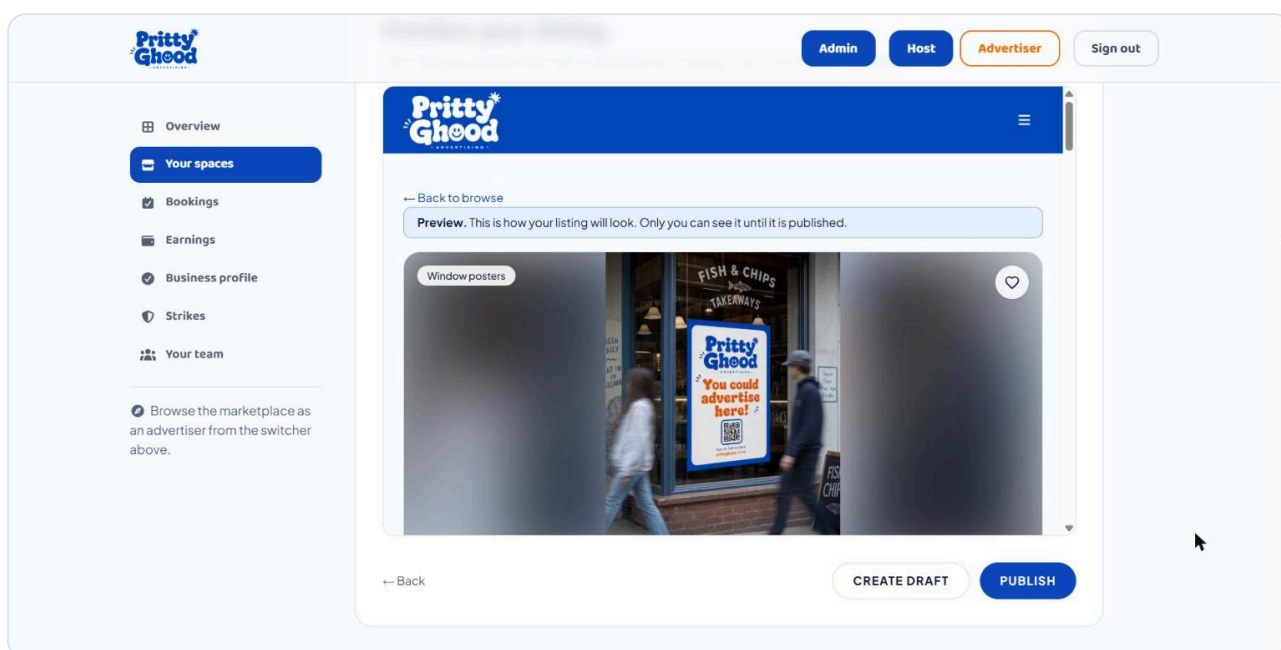
The card is the real thing, not a mock-up: it is built from what you have saved.

Preview, then Create draft or Publish

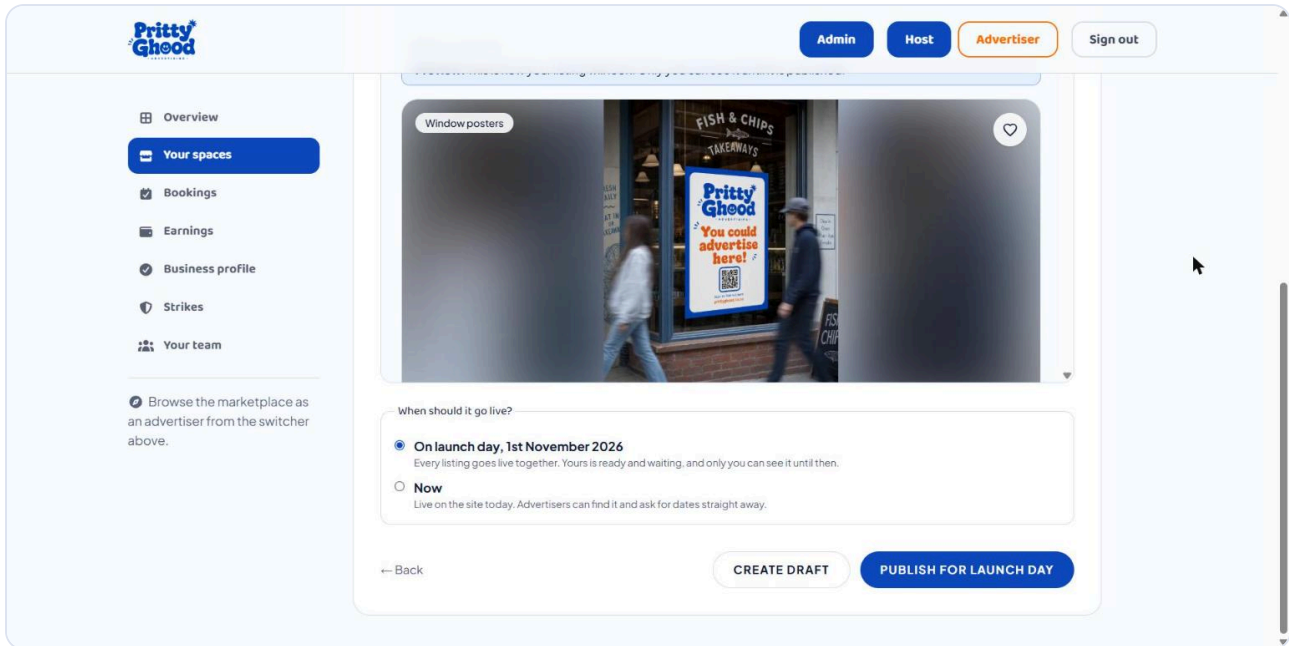
The last screen shows the listing page itself, photos at the top, inside a frame you can scroll. It is the page an advertiser opens. Only you can see it until it is published.

Create draft keeps it private and opens its manage screen, for when you want to come back to it. **Publish** puts it in search, where anyone can request it. Before the site opens on 1 November you are asked one more thing: go live **on launch day**, which is the default, or **now**.

If something is missing, the button tells you what rather than just refusing. A listing with more than one row, for instance, cannot go live until every row has a name.



Scroll inside the frame. What you see is what an advertiser sees, minus the ability to book it yet.

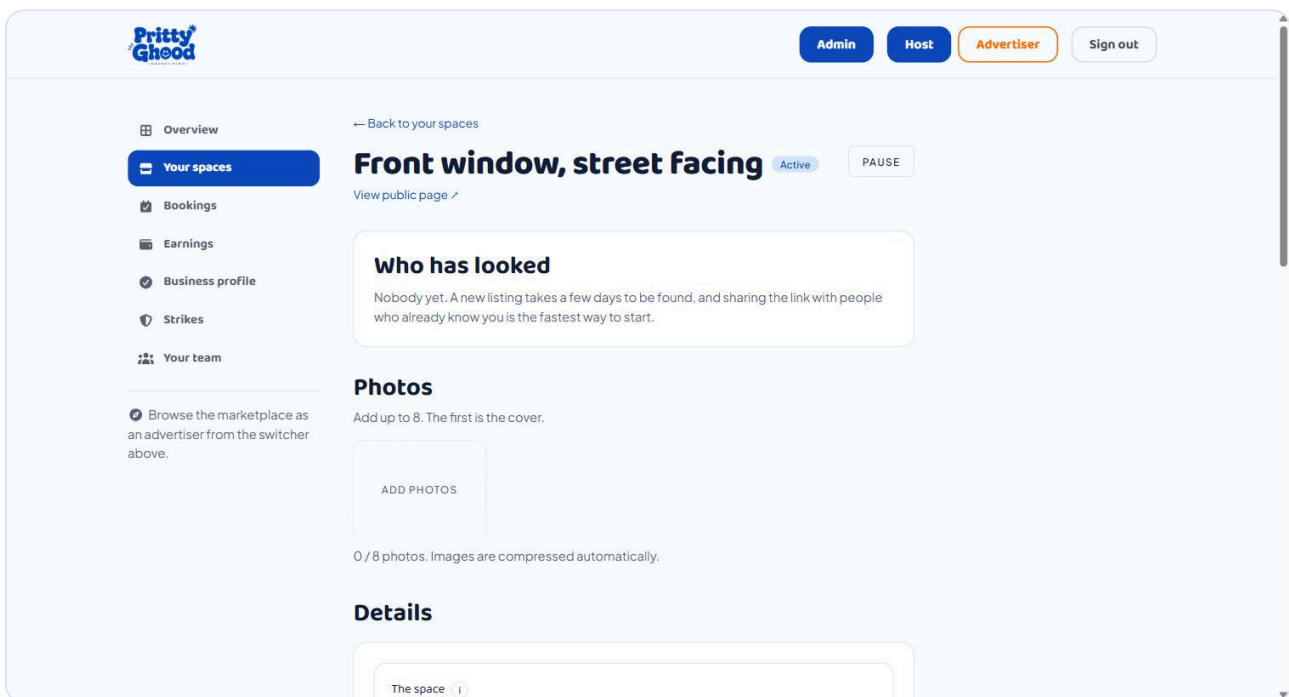


Launch day is the default. Every listing goes live together, and only you can see yours until then.

11

Afterwards: the manage screen

Everything about one listing lives on its manage screen from then on: the photos, the details, the availability, and whether it is live. Once live it reads **Active**, and the publish button becomes **Pause**. Pausing stops new requests and leaves any existing bookings alone. A draft has a **Publish** button here and on your listings page.



Everything about one listing lives here. Photos, details, availability, and whether it is live.

Blocking out dates

Further down the manage screen there is an **Availability** section. Block out a refit, a holiday, or a period you have already promised to somebody offline. Blocked dates simply cannot be booked, and the calendar an advertiser sees shows them as unavailable without saying why.

The second date box is labelled **Until (exclusive)**, which means the block stops the day before it. To block the whole of June, put 1 June and 1 July.

Seeing whether it is working

Your listings page shows how many people have looked at each one and how many looked this week. The manage page adds a little more detail.

Two things worth knowing about those numbers. **Your own views are not counted**, so refreshing your own listing does not flatter it. And one person is counted once per hour, not once per refresh, so the figure is people rather than clicks.

Active, Paused and Draft all sit on one page, each with View, Manage and a pause or publish button.

Running a club or an event? There is a guide for that

A club selling a season, or an event selling naming rights and prizes, is a different shape of listing: priced by the year or the day, named after a team or a hole, with a list of what the sponsor actually receives. It has its own guide, the **Sports and Events Guide**, which covers the same account and payment screens in its own words. Ask us for it, or download it from prittyghood.com/guides.

A listing with no views is a pricing or photo problem

A listing with plenty of views and no requests is usually a price problem. A listing with almost no views is usually a photo or a description problem. Both are a two minute fix and you can change either as often as you like.

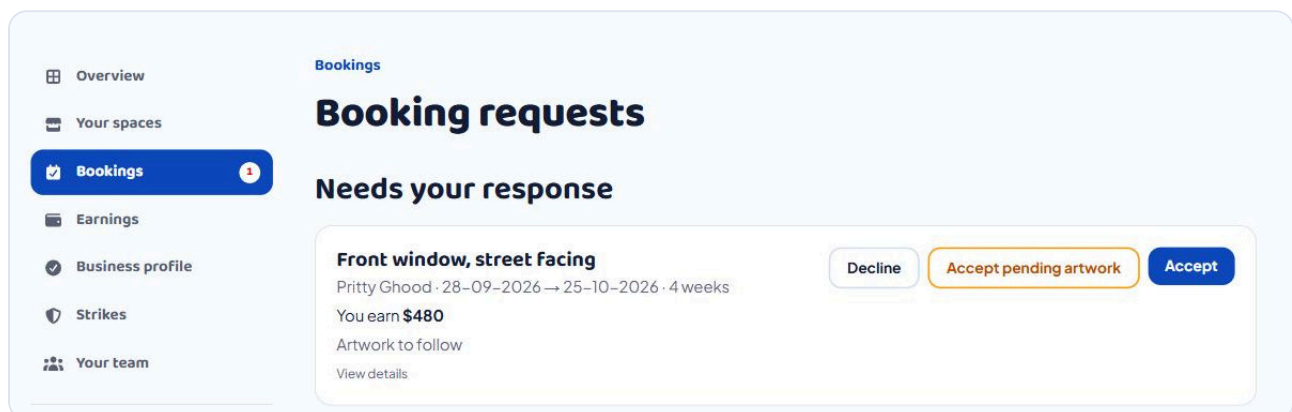
When a request comes in

This is the part with a clock on it. You have 72 hours to answer, and after that the request expires on its own and the dates go back on sale.

How you find out

We email you. If you have staff set up, we email all of them, because a request that waits a fortnight for the owner to come back from holiday is a request that never becomes a booking.

It also appears under **Bookings** in your dashboard, under the heading **Needs your response**.



Everything you need to decide is on the card: who, which space, what dates, and what you earn.

What you are looking at

- **Which space**, and which rows of it. An advertiser can take several rows of one listing in a single request: three windows along your frontage is one request, one answer and one payment, not three.
- **Who** the advertiser is.
- **The dates**, and how long the campaign runs.
- **What you earn**. This is the figure that reaches your bank, not a figure with something to come off it.
- **The artwork**, if they have already uploaded it. Click to view it full size. A request for several rows carries a piece of artwork for each.

Your three choices

1

Accept

You are happy with it. The advertiser is told immediately and has 72 hours to pay. Once they pay, the dates are yours to keep clear and the booking is confirmed.

2

Accept pending artwork

Use this when you are happy to take the booking but want to see what is going on your wall first. It tells the advertiser exactly that, and asks them to upload the artwork. Nothing is committed until you have seen it and accepted properly.

This is the right button for most first-time advertisers, and it is better than declining something you would have been fine with.

3

Decline

No is a complete answer and you never have to explain it. Declining a request costs you nothing at all: there is no penalty, no mark against you, and no effect on your listing.

Declining is free. Cancelling later is not

Once you have accepted and the advertiser has paid, they have arranged artwork and planned around those dates. Cancelling at that point can put a strike against the business, which is explained in Part 8. So if you are unsure, decline now rather than accept now and think about it later.

What happens after you accept

STRAIGHT AWAY

The advertiser is told, and asked to pay

They have 72 hours. The dates are held for them in the meantime.

WHEN THEY PAY

The booking is confirmed and your money is on its way

Your share is transferred to your Stripe account at the moment the card is charged. It is not held until the campaign finishes.

IF THEY DO NOT PAY

The booking expires and the dates go back on sale

Nothing for you to do. It happens by itself and we tell you.

BEFORE THE START DATE

The advertisement arrives

Either from the advertiser, or posted to you by us if they asked us to produce it. Campaigns cannot start sooner than ten working days from when they are booked, which is there to give this time to happen.

ON THE START DATE

You put it up, and photograph it

See Part 6. The photo takes ten seconds and saves a lot of emails.

If the advertiser asked us to produce the advertisement

Some advertisers organise their own printing. Others ask us to do it. If they asked us, you do not have to do anything differently and you are not charged anything: we produce it and post it to your business address, ready to go up.

You get an email with the courier and tracking number the moment it is sent, so you know roughly when to expect it.

You never see a printing price, and that is on purpose

What an advertiser pays us to produce their advertisement is between them and us. It is not part of your price and none of it comes off what you are paid.

Getting paid

The most common question we get is "when does the money actually turn up". Here is the whole answer.

How much you get

The price you set, multiplied by the term. If your row is \$45 a week and somebody books eight weeks, you are paid \$360. There is nothing to subtract.

The advertiser paid more than \$360. The difference is our fee and the cost of processing their card, and it sits on top of your price rather than coming out of it. Your number is your number.

Advertiser pays

One all-in price on their card

Stripe splits it

Your share and our share, automatically

Your Stripe balance

Your share arrives here at once

Your bank

Paid out on a schedule

When it turns up

There are two separate waits, and mixing them up is why the timing surprises people.

THE FIRST TIME ONLY

7 to 14 days after your first payment

A one-off waiting period while Stripe finishes verifying a brand new account. It happens once, it cannot be shortened, and it is the reason to do Part 2 before you need it.

EVERY TIME AFTER THAT

4 business days, paid out daily

New Zealand settles on a four business day cycle. Money from a Monday payment reaches your bank on the Friday. A Thursday payment picks up the weekend and lands the following Wednesday. Business days are Monday to Friday and exclude public holidays.

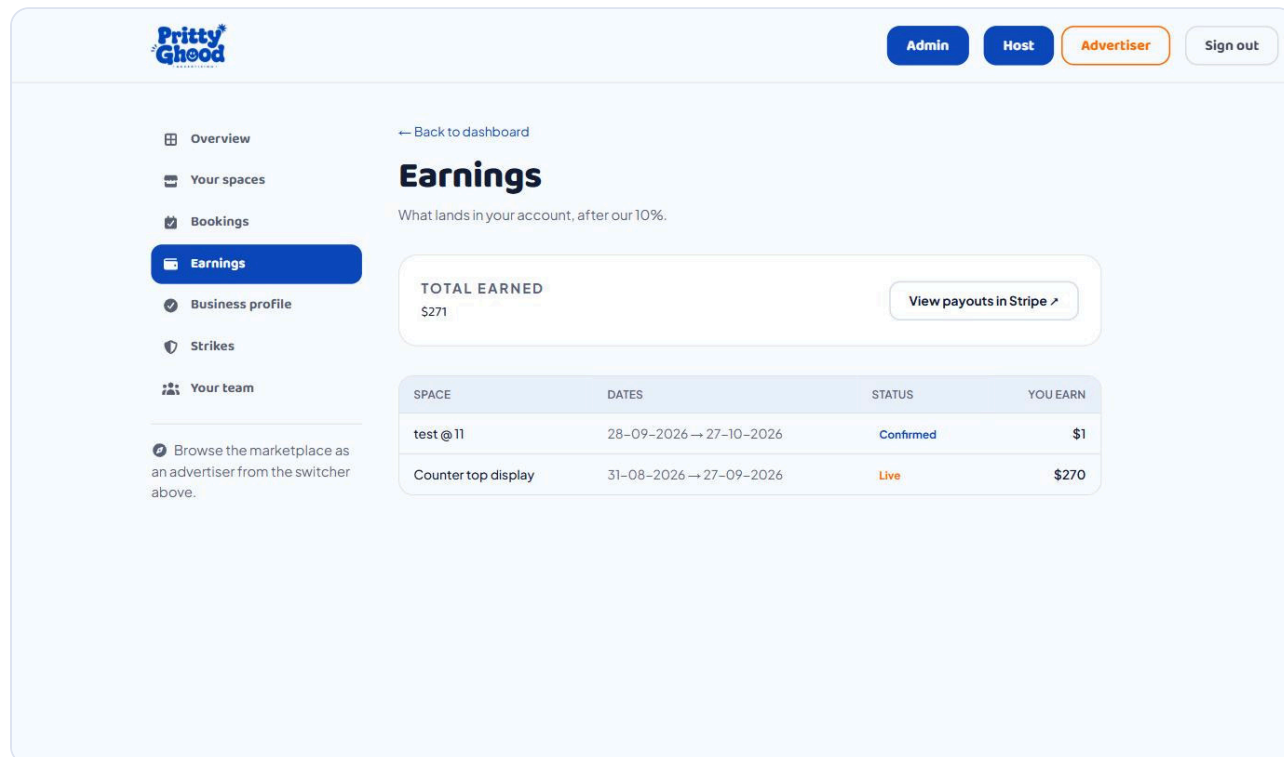
You are paid when the advertiser pays, not when the campaign ends

This is worth saying plainly, because a lot of platforms hold the money until the job is done. We do not. A twelve month sponsorship booked in March is paid to you in March.

Where to look

Earnings in your dashboard shows every booking, its status, and what you earn from it, with a running total at the top.

The **View payouts in Stripe** button on that page opens your own Stripe dashboard, which is where the actual bank transfers are listed. That is the place to look if you are asking "where is my money", because it shows the payout, its status and the date it should arrive.



The screenshot shows the Pritty Ghood Advertiser dashboard. The top navigation bar includes the Pritty Ghood logo, role buttons for Admin, Host, and Advertiser (highlighted), and a Sign out button. The left sidebar contains a menu with Overview, Your spaces, Bookings, Earnings (highlighted), Business profile, Strikes, and Your team. Below the menu is a link to browse the marketplace as an advertiser. The main content area is titled 'Earnings' with a 'Back to dashboard' link. It states 'What lands in your account, after our 10%.' and shows a 'TOTAL EARNED' of \$271. A button 'View payouts in Stripe' is present. Below this is a table with columns: SPACE, DATES, STATUS, and YOU EARN.

SPACE	DATES	STATUS	YOU EARN
test @11	28-09-2026 → 27-10-2026	Confirmed	\$1
Counter top display	31-08-2026 → 27-09-2026	Live	\$270

Not counted beside a booking means it has not been paid for yet, so it is not money you have.

Reading a Stripe payout

Two words on a Stripe payout cause most of the confusion, so it is worth knowing what they mean.

WHAT IT SAYS	WHAT IT ACTUALLY MEANS
Succeeded , on a payment	The advertiser's card was charged. The money is with Stripe. Nothing has left for your bank yet.
Pending , on your balance	Inside the four business day settlement window. Normal.
In transit , on a payout	It has left Stripe and is in the banking system.
Paid , on a payout	Stripe has done its part. Your bank may still take until the stated arrival date, often overnight into that morning.
Failed , on a payout	Almost always a wrong account number. The money comes back to your Stripe balance. Fix the account and it goes again.

If a payout has not arrived

Check the arrival date on the payout in Stripe before assuming anything has gone wrong. If that date has passed by more than one working day, check the bank account number on file, then email us at support@prittyghood.com and we will chase it.

The donation

Every booking that goes ahead sends a donation to the charity named on that listing. You pick it when you create the listing and you can change it at any time, and different listings can support different charities.

It costs you nothing and it is not deducted from your payment. It comes out of our side. We mention it because hosts like telling their customers about it, and you are welcome to.

GST

If you are registered for GST, your booking income is your income and GST is your responsibility as it would be on any other sale. If you are not registered, there is nothing to do. Either way, tell us your status in your business profile so the paperwork is right, and tell us if it changes.

While the advertisement is up

Almost nothing to do. Put it up on the start date, take one photo, take it down at the end.

Take the photo

Once the advertisement is up, open the booking and upload a photo of it in place. The advertiser sees it on their campaign page.

If the booking covered several of your rows, each one asks for its own photo. A picture of the left window is not evidence that the right one went up too, and the advertiser is paying for both.

This is the single most useful thing you can do as a host. The advertiser is usually not local and has no way of knowing their poster is actually on the wall. One photo removes every "has it gone up yet" email, and it is what turns a one-off booking into somebody who books again.

The QR code

Most advertisements carry a QR code that we generate. If we printed the advertisement, it is already on it. If the advertiser had it made themselves, they were given the code to pass to their signwriter. A booking covering several of your rows carries a different code on each, so the advertiser can tell which of your spaces is doing the work.

Nothing for you to do with it. It is worth knowing what it is, because customers ask. Scanning it takes a person to the advertiser's website, and it lets the advertiser see how many people scanned it, which is how they judge whether the space was worth it. A space that produces scans gets rebooked.

The printed link never changes

The code points at our site first and we forward it on. That means the advertiser can change where it goes without reprinting anything, which is the whole reason we do it that way.

At the end

Take it down on the finish date and the booking marks itself as finished. There is nothing to press. The dates go back on sale automatically.

If the advertiser wants to keep going, they book again. There is no automatic renewal, because an automatic renewal of a space somebody else now wants is a problem rather than a convenience.

Let your staff help

Your manager can answer requests without you handing over your password, and without being able to touch your bank details.

How it works

You invite somebody by email. They set up their own login with their own password. You choose what they are allowed to change, and you can withdraw it instantly at any time.

1

Go to Your team and press Invite someone to help

2

Enter their email address and choose their ticks

3

Tick the box confirming you understand the responsibility

Explained below. It is the important part of this page.

4

Send the invitation

It is valid for 14 days and can be used once. It only works for the address you sent it to, so a forwarded invitation cannot let somebody else in.

The screenshot shows the Pritty Ghood user interface. At the top, there's a navigation bar with the Pritty Ghood logo and buttons for 'Admin', 'Host', 'Advertiser', and 'Sign out'. A sidebar on the left contains a menu with options: Overview, Your spaces, Bookings, Earnings, Business profile, Strikes, and 'Your team' (which is highlighted). Below the sidebar, there's a link to 'Browse the marketplace as an advertiser from the switcher above.' The main content area is titled 'Your team' with a 'Back to dashboard' link. It includes a warning: 'Advertisers expect an answer within a day or two, and you will not always be there to give it. Add the people who can answer for you.' Below this is the 'Invite someone to help' form. The form has a title, a description, and a field for 'Their email address' (pre-filled with 'name@example.co.nz'). It also has a section 'What can they do?' with four checkboxes: 'Answer booking requests' (with a sub-note), 'Manage listings' (with a sub-note), 'Read and reply to messages' (with a sub-note), and 'See earnings' (with a sub-note).

Ticks, not ranks. Manager means something different in a cafe and a gym, so we do not use the word.

The five ticks

TICK	WHAT IT LETS THEM DO
Answer booking requests	Accept or decline requests, cancel a booking, and send the photo of the advertisement in place.
Manage listings	Create and change listings, upload photos, set availability, put a listing live or on hold.
Read and reply to messages	See and answer message threads with advertisers.
See earnings	See what the business has been paid and what is still to come.
Change the business profile	Business details, address and opening hours. Not bank details, and not the charity.

Ticks control changing things, not seeing them

Everyone on your team can see the business, its listings including drafts, its bookings and its view counts. Someone with no ticks at all is a read-only pair of eyes, which is a useful thing to be. The two exceptions are earnings and messages, which are hidden unless you tick them.

Four things that can never be given away

Not by a tick, not by anyone. These stay with you as the owner, permanently:

- **Bank details and payout setup.** Nobody but you can change where the money goes.
- **The charity** your bookings support.
- **Disputing a strike.** That is a legal answer from the person who holds the contract.
- **The team itself.** Staff cannot invite other staff or give themselves more ticks.

What your staff do is what you have done

This is the part to read twice. If somebody on your team accepts a booking, that booking is accepted. It is a real agreement between you and the advertiser, exactly as if you had pressed the button yourself, and you cannot undo it by saying they should not have.

So tell them your rules before you give them the tick. Which advertisers you would not take. Which dates are already spoken for. Anything you would never have in your window. We do not know your house rules and cannot answer for them.

If nobody who knows the rules is going to be about, do not leave a request to somebody who does not.

Removing somebody

One button on the team page, effective immediately. They get an email letting them know they no longer have access. Their own login still exists, it simply has nothing to do with your business any more.

We record which person accepted, declined or cancelled each booking, so you can always see who did what.

Changing, pausing and cancelling

Things change. Most of what you might want to do costs nothing. One thing does, and it is worth understanding before you need it.

The free things

WHAT YOU WANT TO DO	HOW	COST TO YOU
Change your price	Edit the listing. Existing bookings keep the price they were made at.	Nothing
Change photos or wording	Edit the listing at any time.	Nothing
Stop taking new bookings for a while	Put the listing on hold. Existing bookings carry on.	Nothing
Block out dates	Availability section on the manage page.	Nothing
Decline a request	The Decline button. No reason needed.	Nothing
Take a listing down entirely	Remove it. Any live bookings on it still run.	Nothing

Cancelling a booking you already accepted

This is the one with a consequence. Somebody has paid you, arranged artwork and planned around your dates. The advertiser gets all their money back, and a strike is proposed against the business.

What a strike is

- You get **5 working days' notice** before it counts.
- You can **dispute it**, and a disputed strike does not count while it is being looked at.
- It **expires 12 months** after the cancellation.
- **Three counting strikes** suspends the business for three months.

You can see any strikes, and dispute one, under **Strikes** in your dashboard. Only you can dispute one. It cannot be given to staff.

Declining inside the 72 hours is never a strike

Saying no to a request costs you nothing, ever. A strike only comes from cancelling something you had already accepted and been paid for. That is the whole difference, and it is why it is worth taking the 72 hours to think rather than accepting quickly and reconsidering later.

If you genuinely have to cancel

Fires, floods, sales of the business and burst pipes all happen. Cancel the booking so the advertiser gets their refund straight away, then email us at **support@prittyghood.com** and tell us what happened. That is exactly what the dispute process is for.

Questions people ask

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

What does it cost me to list?

Nothing. There is no listing fee, no monthly fee and no minimum. If nobody books your space you have lost half an hour.

So how do you make money?

Our fee sits on top of your price and is paid by the advertiser. It is not deducted from you. You set \$45, the advertiser sees a slightly higher all-in price on the site, and you are paid \$45. If you want the exact split on any booking, ask us and we will send it.

Can I say no to an advertiser?

Always, for any reason or none, and it costs you nothing. It is your premises. Decline and move on.

What if I do not like the artwork?

Use **Accept pending artwork** instead of Accept. That tells the advertiser you are happy in principle but want to see it first. Nothing is committed until you have looked and accepted properly.

I rent my premises. Can I still do this?

Usually yes, but check your lease first, and check with your landlord or body corporate if you are unsure. You confirm at sign-up that you are allowed to display advertising, so it is worth two minutes now rather than an argument later. Some council areas also have signage rules, mostly for outdoor signs.

I am not GST registered. Is that a problem?

Not at all, and most of our hosts are not. Just tell us, so what we send out is correct.

Do I have to print anything?

No. Either the advertiser arranges it and sends it to you, or they ask us to produce it and we post it to you. You put it up. That is the extent of it.

How many spaces can I list?

As many as you have. Remember that one listing holds several rows, so four windows on the same frontage is one listing, not four.

What if my space is damaged, or the advertisement is?

Tell us. Fair wear and tear is nobody's fault. If something needs replacing mid-campaign we will sort it out with the advertiser rather than leaving you in the middle of it.

Can I set different prices for different times of year?

Not automatically. Change the price on the listing when you want it different. Bookings already made keep the price they were made at, so putting your price up never affects somebody already running.

Somebody wants to book privately, outside the site. Can they?

That is between you and them and we are not going to police it. What you lose is the payment protection, the automatic refund rules, the artwork handling and any record of what was agreed. When it goes well, nothing. When it goes badly, all of it.

How long until my first booking?

Honestly, it depends on how many advertisers are looking in your area, and early on that number is small and growing. The things in your control are a good photo, a clear title, a sensible price and picking the trades your space suits. Those four make more difference than anything else.

Can I see who looked at my listing?

You see how many people, not who. We do not store anything that identifies a visitor, and we do not keep their address.

What happens if I sell the business?

Tell us before settlement. Any live bookings need to be either transferred to the new owner with the advertiser's agreement, or cancelled and refunded. Do not simply hand over your login: the payout account is tied to you personally.

Do I need insurance?

Nothing specific to this. Your normal business cover is what applies. If you are putting up something large or outdoors, it is worth telling your insurer in passing.

Can I list a space I do not own, like a club fence?

If the club has authorised you to, yes, and that is exactly what the premises confirmation at sign-up covers. Get it in writing from the committee first.

How do I delete my account?

Email support@prittyghood.com. If you have live bookings we will need to settle those first, because they are agreements with real people on the other end.

Where everything lives

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

SCREEN	WHAT YOU DO THERE
Overview	Your dashboard. A summary of your spaces, and any warning that needs dealing with.
Your spaces	Every listing, live or draft, with view counts. Add a space from here.
Manage (on a listing)	Edit details, photos, rows and prices. Block out dates. Publish or put on hold.
Bookings	Requests waiting on you, and every booking you have ever had.
Earnings	What you have earned, booking by booking, and the way through to Stripe.
Business profile	Your details, address, opening hours, the charity, and payout setup.
Your team	Invite staff, set their ticks, remove them.
Strikes	Any strikes against the business, and the way to dispute one.

Emails we send you

WHEN	WHAT IT SAYS
A request comes in	Who, which space, what dates, what you earn. Sent to your whole team.
An advertiser pays	The booking is confirmed and the dates are yours to keep clear.
We post a printed advertisement to you	The courier and tracking number.
Payouts are switched on	Once ever, when Stripe finishes verifying you.
Stripe needs something	Only when what they want has changed, never just to nag.
A booking is cancelled or expires	What happened and what it means for the dates.

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, and we would like to know.