

## How to Create a Buyer Account

1. Navigate to <https://aarp.yieldexdirect.com> and click on the "Apply" link.
2. Please fill out all of the application fields. After all of the fields have been filled in, click on the "Submit" button.
3. Once your application is approved, you will receive an automated email with a link where you will be able to set up a password for the account and accept the terms and conditions.
4. You will then have access to the AARP YieldexDirect portal and will be able to view the inventory catalog and create orders. You can navigate through the UI and search for the inventory you would like to purchase by scrolling through the product catalog or by utilizing the search box at the top of the screen.
5. You can check the availability of a product for a specific time period by adjusting the "Date Range" at the top left to mirror the potential flight of your campaign.
6. To add a specific product to a new order, simply click the "Add" button next to the product you want to purchase.
7. Adjust either the impression amount or the total budget for this line item in the dialogue box that appears and click "Add".
8. Repeat step 7 as many times as necessary to build your order and then click on the "Finish Order" button at the top right of the screen.
9. Once you are on the order page, fill in all of the order level information such as name, advertiser, agency (if applicable) and any notes / alternate IDs as desired.
10. Make any adjustments to specific order lines on this page as needed and upload a creative to each order line by clicking on the arrow next to each line.
11. Once all of the order lines are ready, and each creative icon displays as green or ready, read the terms and conditions and click the check box next to them at the top left of the screen.
12. You can then click on the "Submit" button at the top right of the order screen and you should receive a notification that this proposed order has been submitted to AARP.