

I'M SO NC

THE OFFICIAL VIDEO ARCHIVE OF NORTH CAROLINA CULTURE

IM SO NC AD AGENCY

Get Started

Everything an advertiser needs: how to place your video ad in front of North Carolina, how long it runs, and how to log in to see your ads, your invoices and your own video folder.

OPEN THE AD AGENCY

15 / 30 / 60 sec

Pick the ad length that fits your message.

Weekly runs

Each ad runs 7 days, starting on the date you pick.

One dashboard

Ads, results, invoices and videos in one place.

Four steps to go live

01 Create your free account

Go to imsonc.com/get-started, click **Sign In** at the top right (on a phone, tap **You** in the bottom menu), then click **Join Now** and choose the free **Supporter Pass**.

Important: use the same email address you will put on your ad form. That is how your ads and invoices are matched to your dashboard.

02 Submit your ad

Open imsonc.com/submit-your-ad, fill in your business info, choose your plan and upload your video.

- **15-second ad** – \$35 per week
- **30-second ad** – \$60 per week
- **60-second ad** – \$100 per week
- Pick how many weeks and the date you want it to start.
- Add the link to your website or social page and the text for your button.
- Pay online when you finish. Your invoice is created automatically.

03 Your video file

Follow these rules so your ad is approved quickly.

- MP4 or MOV, **horizontal (16:9)**.
- Exactly 15, 30 or 60 seconds to match your plan.
- Up to 100 MB. Logos and photos (JPG, PNG, WebP) can be added too.
- Every video is stored safely in the **IM SO NC ADS** folder, filed under your business name.

04 We review it, then it goes live

We review every ad and let you know before it goes live. Once it is live, your video plays right before videos on imsonc.com. Video ads run on I'M SO NC video pages only, not on I'M SO NC TV LIVE.

- Viewers can skip after 5 seconds.
- A button on your ad sends them straight to your website or social page.
- Each ad runs for 7 days from your start date.

Log in to IM SO NC Ad Agency

Visit imsonc.com/ad-agency and log in with your IM SO NC account. You will only ever see your own business.

My Ads

Every ad you uploaded, how long it is (15, 30 or 60 sec), when it runs, its status and how it is doing: times shown, views and clicks.

Invoices

An invoice for every ad with the amount and paid date. Open any invoice to print it or save it as a PDF.

My Video Folder

Every video you uploaded to IM SO NC, kept in the IM SO NC ADS folder under your business name. Press play to watch.

Ad status explained

Awaiting payment	Your ad is saved. It moves forward once payment is received.
In review	We are checking your video and setting your run dates.
Scheduled	Approved. It will start on your chosen date.
Live	Your ad is playing on IM SO NC right now.
Ended	The run is finished. Your invoice and video stay in your dashboard.

Quick answers

- **I can't see my ads.** Log in with the same email you used on the ad form.
- **Forgot your password?** Use Lost Password on the login screen.
- **Want to run another ad?** Press **Submit a new ad** inside your dashboard.
- **Questions?** [Contact I'M SO NC](#) and we will help.

SUBMIT YOUR AD