

Nusbaum Medical Centers CoolSculpting Google Adwords & Facebook Ads Q1 2020 (1/1/2020 - 3/31/2020)

search beta coolsculpting: \$1,489.41
search alpha coolsculpting: \$1,132.51

Total Google Ads: \$2,621.92
Total Facebook Ads: \$1,002.95
Total Media Spend: \$3,624.87

Google Ads | Chris Zelig > Dr. Nusbaum - NEW 7 -20... 341-349-9911 | All campaigns

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#) [HIDE](#)

Overview | Recommendations | Campaigns | Auction insights | Ad groups | Advertisements | Ad extensions | Landing pages | Keywords | Audiences | Demographics | Placements | Settings | Locations | Ad schedule | Devices | Advanced bid adj. | Change history | Drafts & experiments

Campaigns | Custom | Jan 1 - Mar 31, 2020

Ad status: All | Campaign name contains cool | [View all](#) | [ADD FILTER](#)

| Campaign | Budget | Status | Clicks | CTR | Cost |
|-----------------------------------|--------------|--------|--------------|--------------|--------------------|
| search beta coolsculpting | \$103.45/day | Paused | 50 | 4.20% | \$1,489.41 |
| search alpha coolsculpting | \$66.00/day | Paused | 38 | 7.04% | \$1,132.51 |
| search beta coolsculpting OLD | \$142.00/day | Paused | 0 | - | \$0.00 |
| Total: Filtered campaigns | | | 88 | 5.08% | \$2,621.92 |
| Total: Account | \$0.00/day | | 5,517 | 5.32% | \$20,682.07 |

Reporting is not real-time. Time zone for all dates and times: (GMT-04:00) Eastern Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

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Google Ads | Chris Zelig > Dr. Nusbaum - NEW 7 -20... 341-349-9911 | All campaigns > search | beta | coolsculpting

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Overview | Recommendations | Ad groups | Advertisements | Ad extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Locations | Ad schedule | Devices | Advanced bid adj. | Change history | Drafts & experiments

Ads | Custom | Jan 1 - Mar 31, 2020

Ad status: All | [ADD FILTER](#)

| Ad | Ad group | Status | Clicks | CTR | Cost |
|--|-------------------------------|---|-----------|--------------|-------------------|
| Total: Ads | | | 50 | 4.20% | \$1,489.41 |
| #1 Provider in New Jersey Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more nusbaummedicalcenters.com/coolsculpting/new-jersey #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details | 0. coolsculpting - general | Campaign paused Approved (limited): Restricted medical content +1 more | 13 | 4.42% | \$401.90 |
| (Keyword: Best Price in New Jersey) Nusbaum Medical Centers Flexible Payment Options nusbaummedicalcenters.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today. | 1. coolsculpting - price | Campaign paused | 7 | 7.87% | \$171.72 |
| 25% Off All CoolSculpting® Cost New Client Special Nusbaum Medical Centers nusbaummedicalcenters.com/coolsculpting/special #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details | 1. coolsculpting - price | Campaign paused Approved (limited): Restricted medical content +1 more | 2 | 12.50% | \$130.68 |
| CoolSculpting in New Jersey #1 Fat Reduction Treatment Best Prices. FDA-Cleared. nusbaummedicalcenters.com/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off. Is Freezing Fat Right For You? Book a Free CoolSculpting® Consultation Today | 6. coolsculpting - fat freeze | Campaign paused Approved (limited): Restricted medical content +1 more | 3 | 3.61% | \$120.06 |
| #1 Provider in New Jersey Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more nusbaummedicalcenters.com/coolsculpting/new-jersey #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details | 5. sculpsure | Campaign paused Approved (limited): Restricted medical content +1 more | 5 | 7.69% | \$106.39 |
| 25% Off All CoolSculpting® Affordable & Quick Treatments Nusbaum Medical Centers nusbaummedicalcenters.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now! | 1. coolsculpting - price | Campaign paused | 3 | 8.11% | \$97.98 |

Google Ads | Chris Zelig > Dr. Nusbaum - NEW 7 -20... 341-349-9911 | All campaigns > search | beta | coolsculpting

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Overview | Recommendations | Ad groups | Advertisements | Ad extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Locations | Ad schedule | Devices | Advanced bid adj. | Change history | Drafts & experiments

Ads | Custom | Jan 1 - Mar 31, 2020

Ad status: All | [ADD FILTER](#)

| Ad | Ad group | Status | Clicks | CTR | Cost |
|--|-------------------------------|---|-----------|--------------|-------------------|
| Total: Ads | | | 50 | 4.20% | \$1,489.41 |
| 25% Off All CoolSculpting® Affordable & Quick Treatments Nusbaum Medical Centers nusbaummedicalcenters.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options. How Much is CoolSculpting? A Lot Less Than You Might Think. Book A Free Consultation Now! | 1. coolsculpting - price | Campaign paused | 3 | 8.11% | \$97.98 |
| 25% Off All CoolSculpting® Best Price in New Jersey Nusbaum Medical Centers +6 more nusbaummedicalcenters.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today. | 1. coolsculpting - price | Campaign paused Approved (limited): Restricted medical content +1 more | 2 | 4.55% | \$94.15 |
| Best Price in New Jersey Nusbaum Medical Centers Flexible Payment Options nusbaummedicalcenters.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA-Cleared. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today. | 1. coolsculpting - price | Campaign paused | 1 | 4.00% | \$94.10 |
| #1 Provider in New Jersey Quick & Painless Fat Freezing Fat Freezing for 25% Off +9 more nusbaummedicalcenters.com/fat-freezing/new-jersey #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey for Freezing Fat. Free Consult. Expert, Safe Fat Loss With Quick... View assets details | 6. coolsculpting - fat freeze | Campaign paused Approved (limited): Restricted medical content +1 more | 2 | 7.41% | \$63.57 |
| Nusbaum Medical Centers Freezing Fat Really Works 25% Off First Treatment nusbaummedicalcenters.com/coolsculpting/fat-freezing Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting® Provider in New Jersey. Schedule a Free Consultation | 6. coolsculpting - fat freeze | Campaign paused Approved (limited): Restricted medical content +1 more | 3 | 13.64% | \$48.55 |
| CoolSculpting in New Jersey #1 Fat Reduction Treatment No Surgery & Minimal Downtime nusbaummedicalcenters.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation | 5. sculpsure | Campaign paused | 2 | 12.50% | \$44.01 |

Google Ads | Chris Zelig > Dr. Nusbaum - NEW 7 -20... 341-349-9911 | All campaigns > search | beta | coolsculpting

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Overview | Recommendations | Ad groups | Advertisements | Ad extensions | Landing pages | Keywords | Audiences | Demographics | Settings | Locations | Ad schedule | Devices | Advanced bid adj. | Change history | Drafts & experiments

Ads | Custom | Jan 1 - Mar 31, 2020

Ad status: All | [ADD FILTER](#)

| Ad | Ad group | Status | Clicks | CTR | Cost |
|---|----------------------------|---|-----------|--------------|-------------------|
| Total: Ads | | | 50 | 4.20% | \$1,489.41 |
| CoolSculpting in New Jersey #1 Fat Reduction Treatment No Surgery & Minimal Downtime nusbaummedicalcenters.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation | 3. body sculpting | Campaign paused | 1 | 5.26% | \$41.46 |
| 25% Off All CoolSculpting® Nusbaum Medical Centers #1 Provider in New Jersey nusbaummedicalcenters.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 0. coolsculpting - general | Campaign paused | 1 | 1.15% | \$28.18 |
| CoolSculpting in New Jersey #1 Fat Reduction Treatment No Surgery & Minimal Downtime nusbaummedicalcenters.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation | 0. coolsculpting - general | Campaign paused | 3 | 1.85% | \$20.33 |
| #1 Provider in New Jersey Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more nusbaummedicalcenters.com/coolsculpting/new-jersey #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details | 2. cryolipolysis | Campaign paused Approved (limited): Restricted medical content +1 more | 1 | 4.55% | \$18.04 |
| #1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Nusbaum Medical Centers nusbaummedicalcenters.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading CoolSculpting Provider in New Jersey. Schedule a Free Consultation | 0. coolsculpting - general | Campaign paused | 1 | 1.49% | \$8.29 |
| (Keyword: #1 CoolSculpting Deal 25% Off) Fat Reduction in New Jersey 25% Off CoolSculpting Cost +6 more www.nusbaummedicalcenters.com #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in New Jersey. Free Consult. Save on CoolSculpting® - Freeze... View assets details | coolsculpting | Campaign paused Approved (limited): Restricted medical content +1 more | 0 | - | \$0.00 |

Google Ads | Chris Zelig | Dr. Nusbaum - NEW 7 -20... | 341-349-9911 | search | alpha | coolsculpting

None of your ads are running - Your campaigns and ad groups are paused or removed. Enable them to begin showing your ads. [LEARN MORE](#) [HIDE](#)

Overview: Paused, Type: Search, Budget: \$66.00/day, More details

Recommendations: Ad status: All, ADD FILTER

| Ad groups | Ad | Ad group | Status | Clicks | CTR | Cost |
|----------------------|---|-------------------------------|---|--------|-------|--------|
| Ads & extensions | Expert, Safe Fat Loss With Quick Results: Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in New Jersey. Schedule a Free Consultation | 2. coolsculpting - fat freeze | Approved (limited): Restricted medical content +1 more | 0 | 0.00% | \$0.00 |
| Extensions | #1 Provider in New Jersey Safe & Effective Fat Reduction 25% Off All CoolSculpting® +9 more nusbauomedicalcenters.com/coolsculpting/new-jersey #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Expert, Safe Fat Loss With Quick... View assets details | 3. coolsculpting - location | Campaign paused Approved (limited): Restricted medical content +1 more | 0 | - | \$0.00 |
| Automated extensions | #1 CoolSculpting Deal 25% Off Freeze Away Stubborn Fat Nusbau Medical Centers nusbauomedicalcenters.com/coolsculpting Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Leading Cool Sculpting Provider in New Jersey. Schedule a Free Consultation | 3. coolsculpting - location | Campaign paused Approved (limited): Restricted medical content +1 more | 0 | - | \$0.00 |
| Landing pages | CoolSculpting in New Jersey #1 Fat Reduction Treatment No Surgery & Minimal Downtime nusbauomedicalcenters.com/coolsculpting Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. #1 Fat Reduction Treatment. Target Belly Fat & Love Handles. Book A Free Consultation | 3. coolsculpting - location | Campaign paused Approved (limited): Restricted medical content +1 more | 0 | - | \$0.00 |
| Keywords | 25% Off All CoolSculpting® Nusbau Medical Centers #1 Provider in New Jersey nusbauomedicalcenters.com/coolsculpting #1 CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Consult. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 3. coolsculpting - location | Campaign paused Approved (limited): Restricted medical content +1 more | 0 | - | \$0.00 |
| Audiences | Total: Ads 38 | | | | | |
| Demographics | Total: Campaign 38 | | | | | |
| Settings | Total: Ads 38 | | | | | |
| Locations | Total: Campaign 38 | | | | | |
| Ad schedule | Total: Ads 38 | | | | | |
| Devices | Total: Campaign 38 | | | | | |
| Advanced bid adj. | Total: Ads 38 | | | | | |
| Change history | Total: Campaign 38 | | | | | |
| Drafts & experiments | Total: Ads 38 | | | | | |

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Google Ads | Chris Zelig | Dr. Nusbaum - NEW 7 -20... | 341-349-9911 | search | alpha | coolsculpting

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Overview: Paused, Type: Search, Budget: \$66.00/day, More details

Recommendations: Extensions, Custom Jan 1 - Mar 31, 2020

Ad groups: Extension type: All, ADD FILTER

Associations view

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|---|--------------------|---------------------------------|----------|----------|--------|--------|----------|
| Sitelink extension | | | | | | | |
| 25% Off All Fat Areas Save 25% Off on CoolSculpting. New Client Special | Sitelink extension | search alpha coolsculpti... | Campaign | Approved | 0 | - | \$0.00 |
| State-of-the-Art Facility Advanced Fat Freezing Technology. Latest Applicators & Dual Sculpting | Sitelink extension | search alpha coolsculpti... | Campaign | Approved | 0 | - | \$0.00 |
| 5 Star Reviews Real CoolSculpting Reviews & Patient Testimonials | Sitelink extension | search alpha coolsculpti... | Campaign | Approved | 0 | - | \$0.00 |
| Before and After Photos See CoolSculpting Before and After Photos | Sitelink extension | search alpha coolsculpti... | Campaign | Approved | 0 | - | \$0.00 |
| Call extension | | | | | | | |
| (973) 998-9833 | Call extension | Account | Account | Approved | 2 | 3.70% | \$63.39 |
| (973) 998-9833 (mobile) | Call extension | Account | Account | Approved | 1 | 2.08% | \$30.65 |
| Callout extension | | | | | | | |
| New Clients 25% Off | Callout extension | search alpha coolsculpti... | Campaign | Approved | 15 | 11.36% | \$434.62 |
| Nonsurgical Fat Reduction | Callout extension | search alpha coolsculpti... | Campaign | Approved | 12 | 11.43% | \$371.63 |
| Freeze Your Fat | Callout extension | search alpha coolsculpti... | Campaign | Approved | 11 | 8.94% | \$339.80 |
| Highlights: No Surgery | Callout extension | search alpha coolsculpti... | Campaign | Approved | 10 | 8.26% | \$285.48 |
| Total: Call extensions 23 | | | | | | | |
| Total: Structured snippet extensions 0 | | | | | | | |
| Total: Call extensions 3 | | | | | | | |
| Total: Promotion extensions 21 | | | | | | | |

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Overview: Paused, Type: Search, Budget: \$66.00/day, More details

Recommendations: Extensions, Custom Jan 1 - Mar 31, 2020

Ad groups: Extension type: All, ADD FILTER

Associations view

| Extension | Extension type | Added to | Level | Status | Clicks | CTR | Cost |
|---|------------------------------|---------------------------------|----------|--|--------|-------|----------|
| Structured snippet extension | | | | | | | |
| Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite Reduction, Double Chin Reduction, Coolmini, Fat Reduction | Structured snippet extension | search alpha coolsculpti... | Campaign | Approved | 0 | 0.00% | \$0.00 |
| Promotion extension | | | | | | | |
| 25% off for New Clients | Promotion extension | search alpha coolsculpti... | Campaign | Approved (limited): Restricted medical content | 21 | 7.64% | \$644.19 |
| Total: Callout extensions 23 | | | | | | | |
| Total: Structured snippet extensions 0 | | | | | | | |
| Total: Call extensions 3 | | | | | | | |
| Total: Promotion extensions 21 | | | | | | | |

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Ads Manager | nusbau (1456404737728171) | Updated just now

We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.55 on 2020-03-24 to the payment method on your ad account 1456404737728171. We appreciate your accommodation for the inconvenience this refund may have caused.

Search: Filters | Add filters to narrow the data you are seeing. Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

| Campaign Name | Delivery | Bid Strategy | Budget | Results | Reach | Impressions | Cost per Result | Amount Spent | Ends | Frequency | Unique Link Clicks | Landing Page Views |
|------------------------------|-----------------|------------------|-------------------|----------------|---------------|--------------|-------------------|------------------------|--------------|-----------------|--------------------|--------------------|
| Botox-PRR | Off | Lowest cost | \$10.00 Daily | 3 Leads | 17,536 | 56,214 | \$364.24 Per Lead | \$1,092.72 | Ongoing | 3.21 | 315 | 5 |
| CoolSculpting | Off | Lowest cost | \$32.89 Daily | 31 Leads | 12,748 | 38,687 | \$32.35 Per Lead | \$1,002.95 | Ongoing | 3.03 | 256 | 241 |
| The Genetic Diet- Launch | Ad Set Error(s) | Lowest cost | \$50.00 Daily | Reach | - | - | Per 1,000 ... | \$0.00 | Ongoing | - | - | - |
| Botox-PRR - Copy | Off | Lowest cost | \$25.00 Daily | Estimated ... | - | - | Per Estimat... | \$0.00 | Ongoing | - | - | - |
| Botox - Traffic | Off | Using ad set ... | Using ad se... | Link Click | - | - | Per Link Click | \$0.00 | Ongoing | - | - | - |
| NMC Retargeting | Off | Lowest cost | \$700.00 Lifetime | Coolsculpti... | - | - | Per Coolscul... | \$0.00 | Dec 31, 2019 | - | - | - |
| \$10 Botox PRR - Livingston | Off | Lowest cost | \$235.00 Lifetime | Link Click | - | - | Per Link Click | \$0.00 | Mar 23, 2020 | - | - | - |
| \$10 Botox PRR - short hills | Off | Lowest cost | \$10.00 Daily | Link Click | - | - | Per Link Click | \$0.00 | Ongoing | - | - | - |
| \$10 Botox PRR Morristown | Off | Lowest cost | \$15.00 Daily | Link Click | - | - | Per Link Click | \$0.00 | Ongoing | - | - | - |
| CoolSculpting - Instagram | Off | Lowest cost | \$8.22 Daily | Lead | - | - | Per Lead | \$0.00 | Jan 19, 2020 | - | - | - |
| NMC Summer 47 offer | Off | Lowest cost | \$20.00 | - | - | - | - | \$0.00 | Jan 19, 2020 | - | - | - |
| Results from 29 campaigns | | | | - | 29,472 People | 94,901 Total | - | \$2,095.67 Total Spent | - | 3.22 Per Person | 570 Total | 246 Total |

Ads Manager | nusbau (1456404737728171) | Updated just now

We recently detected activity on Ad Breaks, Instant Articles, or Audience Network that violated our Network Policies and are refunding advertising spend for impacted ads. The impacted ads may have run on third-party mobile apps, mobile website or Instant Articles. We have refunded \$0.55 on 2020-03-24 to the payment method on your ad account 1456404737728171. We appreciate your accommodation for the inconvenience this refund may have caused.

Search: Filters | Add filters to narrow the data you are seeing. Jan 1, 2020 - Mar 31, 2020

Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

| Ad Name | Bid Strategy | Budget | Last Significant Edit | Results | Reach | Impressions | Cost per Result | Quality Ranking | Engagement Rate | Conversion Rate | Amount Spent |
|-------------------------------------|-------------------------|---------------|-----------------------|----------|---------------|--------------|------------------|-----------------|-----------------|-----------------|------------------------|
| 2020-01 - CS - Women - Dynamic | Lowest cost Conversions | Using camp... | Jan 27, 2020, 5:2... | 31 Leads | 12,748 | 38,687 | \$32.35 Per Lead | - | - | - | \$1,002.95 |
| CoolSculpting 25% Off - Halloween | Lowest cost Conversions | Using camp... | Nov 8, 2019, 7:18... | Lead | - | - | Per Lead | - | - | - | \$0.00 |
| CoolSculpting 25% Off - Halloween | Lowest cost Conversions | Using camp... | - | Lead | - | - | Per Lead | - | - | - | \$0.00 |
| CoolSculpting 25% Off | Lowest cost Conversions | Using camp... | - | Lead | - | - | Per Lead | - | - | - | \$0.00 |
| Results from 4 ads | | | | 31 Leads | 12,748 People | 38,687 Total | \$32.35 Per Lead | - | - | - | \$1,002.95 Total Spent |

Left sidebar containing account information, search filters, and a list of ad sets under the 'CoolSculpting' campaign.

Main content area showing the 'Ad Preview' for the selected ad set, including a '13 Placements' section and a 'Publish' button.

Footer text: 'By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.'