



User Guide

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1. Ad Server Core Concepts

What are Ads?

Digital creative that is typically interactive. Banners, buttons, interstitials and key words are all examples of online advertisements. The digital creative can be text, static graphic, animated graphic, video, audio or other. Ad Server supports following Ad formats:

Image Ads, Text Ads, Flash Ads, Java Applet Ads, Third Party Ads, Movie Clip Ads, Advanced Html Ads, Mobile Image Ads, Mobile Text Ads, SMS and MMS

Ad Server provides a facility to specify Geo targeting parameters to ads so that they can be targeted to users from specific geographical locations.

What are contextual Ads?

Contextual ads are formatted text ads. Contextual ads enable users to define ad headline, 2 lines of descriptions, URL to display and destination URL for the URL being displayed.

Several contextual ads can fit into a zone.

What are regions?

Region can be one single webpage or a group of pages, or section/category of your site, which has one thing in common. For example, a news section, sports sections, or registration page.

So a region is different "pages/places" throughout your site! Once the program is properly installed, one region will automatically be added, with following details "Front Page - Example region".

The name/comments of this region can be edited, but this region cannot be removed from the program. All regions have a specific numbers. You do not have to remember the numbers, since the HTML CODE that you need to call up the program is generated by the "Code generator" in campaigns section, and all the necessary details are inserted in the code automatically.

Pop windows are also treated as regions. So, if you wish to set up some pop windows, you will need set up regions and then indicate them as pop window.

What are zones?

Zones are basically different places on your pages (read regions). For example if you need to show a banner in the Top Header of all the, you need to set a zone called Top Header. Zones have their own sizes, for example, your top header may have 468x60 as its size.

ALL Ads must be set to have one zone. This is done through the Ad add/edit page. Ad will only be shown in its assigned zone. A particular zone can set to be used on only ONE particular page or it can be used on group of pages, or all places in your site, for example, Top Header. Zones are referenced by a number, which you do not have to remember since the HTML Code Generator program will take care of adding necessary codes/parameters.

Another advantage of having zones is showing multiple Ads in different places in one page!

Once the program is properly installed, one zone will automatically be added, with following

details "Top Header - 468x60". The name/sizes of this zone can be edited, but this zone cannot be removed from the program.

Each publisher gets several pre-loaded IAB standard zones. Some zones have the ability to hold contextual ads. Pre-loaded zones cannot be edited or deleted, whereas custom zones created by publishers can be deleted.

What are campaigns?

All Ads must belong to a campaign. Campaign is basically a method of assigning rules to one/group of banners. And a campaign can be applied to one or more regions to which all assigned ads will be targeted to.

Campaigns enable publisher to specify several rules of ad rotation. Rules include time based parameters, targeting parameters (browser, OS, channels), counters (impressions, clicks, per day), bidding parameters (bid amount), keyword targeting and IP exclusion/inclusion.

What is Ad Management?

Ad Management module enables publishers to:

- Manage ads from advertisers they have signed up directly and advertisers pay flat fee to publishers.
- Manage ads from advertisers who upload ads directly and pay based on pricing set up for different ad spots by publishers. This also includes a bidding process.

What is Ad Network?

Ad Network module enables a network administrator to operate a b2b exchange where:

- Advertisers can place their ads on the network into specific channels and publishers.
- Advertisers can locate publishers and place ads with them based on pricing set by publishers.

What is Affiliate?

Affiliate module enables merchants advertise their products and sell them through publishers (also called affiliates). The system enables merchants to specify flexible programs like pay per sale.

What is Affiliate Network?

Affiliate Network module enables a network administrator to operate a b2b exchange where merchants and publishers interact.

What is Banner Exchange?

Banner exchange module enables publishers to stream each others ads and build credits. Credits may also be purchased.

What is Placement Pricing?

Publishers can flexibly define pricing for their Ad Spots. Ad Spot is defined as a combination of region, zone and type of ad. E.g. a publisher may define price for the home page (region) where Video ads may be streamed in the top header (Zone).

Publisher can specify pricing flexibly as described below:

- Tiered rates can be defined. Up to 5 tiers supported. Pricing can be specified for CPM, CPC and by number of days to run an ad campaign for.
- For each pricing type, per unit rate can also be indicated. E.g. \$0.001 per CPM or \$5 per CPC or \$20 per day.

How are spots priced and sold?

Advertisers have the ability to review each ad spot. Following information is provided with each ad spot that is priced and defined by publisher:

- Rate for each tier for CPM, CPC and by Days
- Total impressions served for that ad spot (Region x Zone)
- Total clicks for that ad spot
- CTR
- Maximum bid amount
- General information about publisher like web site details and Alexa rating.

Once this pricing is defined by publisher, advertisers can buy ad spots, pay and launch their campaign.

Advertisers can buy spots based on their preference that includes:

- Purchase by CPM, CPC or by number of days
- Purchase spot rate by tiered pricing or
- Purchase spot rate by entering total CPM, CPC or days or
- Bid for that ad spot

How is affiliate programs defined?

Merchant has the ability to upload ads in the form of programs. For each program, merchant can define the commission types. E.g. pay per sale or pay per lead. For each commission type, a flat commission may be paid or a percent of total sale value.

What are ad codes?

Ad codes are code snippets that can be plugged into publisher websites. These ad codes then pull ads from the ad server system.

Ad server provides several types of integration, most important being iframe, javascript and web services.

While generating ad codes for contextual ads, each ad code can be customized for appearance.

Publisher Portal Integration

Ad server system has following access points into the system:

- Secure: All entities like network admin, publisher, advertiser, affiliates sign on to the system with their login id and password and use the system.
- Publishers can integrate "unsecured pages" into their main web portal. These pages do not require prior sign on and can be integrated with the main publisher website for general visitors to review and buy spots. All these pages can be branded by publisher based on their preferences. Given below is a list of unsecured pages that are available:

- Place order: This page displays ad spot rates. This page is a starting point into a full ecommerce workflow for advertiser to purchase spot and launch campaign.
- Create Ad: This page will enable advertisers to create ad in the system. These can be both regular and contextual ads.
- Search publishers by channels: This page will enable advertisers to locate publishers by subscribed channels.
- Ad targeting: This page can be used to specify geo targeting for the ad uploaded.
- Create campaign: This page will enable advertiser to launch a campaign by specifying all campaign parameters.
- Pay: This page will be used to initiate a payment processing. Payment gateway integration may have to be customized, depending on the payment processor used by the publisher.

2. Product Workflows

Given below are typical workflows that pertain to different modules of ad server.

For each workflow, number of steps has been outlined. Section 3 has screen shot of the feature and associated details. Help link is also available on screen for detailed instructions on how to use a feature.

Ad Management

Workflow 1 – Ad rotation without e-commerce

1. Log in as publisher
2. Create a new advertiser Advertisers->New Advertiser. Or for existing advertisers, go to [Advertisers->Manage Advertisers].
3. Go to [Advertisers->Manage Advertisers->View/Modify Ads] to create new Ad for this advertiser or to manage existing Ads. You can create regular ads (Image, Text etc) or you can create contextual Ads.
4. Come back to [Advertisers->Manage Advertisers] and go to Create Campaign. If you wish to edit an existing campaign, go to [Campaigns->Manage Campaigns].
5. Create campaign. In addition to specifying various campaign parameters, select the Ads that will go with this campaign. Note that campaigns that you set for different advertisers will rotate Ads on the basis of region selected and the zone Ads belong to.
6. Go to [Placement->Ad Codes] and extract Ad Code that will go to your website. Select Pricing Type as “Unpriced Spots” and Ad format of Regular or Contextual, depending on type of Ads you wish to show in this spot.

Workflow 2 – Ad rotation with e-commerce

1. Log in as publisher
2. Go to [Placement->Placement Pricing] to define pricing information for various combinations of region and zone. You can also define granular pricing by Ad Content Type or just define price for all content types. Content type will enable you to define different pricing for Image and Video ads, as Video ads consume more bandwidth. For each placement, you can enter tiered or unit based pricing. Pricing can be entered for CPM, CPC or by days. You can also upload an image that can indicate where the Ad will show up on your web site along with a description of this ad spot.
3. Create a new advertiser Advertisers->New Advertiser. Or for existing advertisers, go to [Advertisers->Manage Advertisers].
4. Go to [Advertisers->Manage Advertisers->View/Modify Ads] to create new Ad for this advertiser or to manage existing Ads. You can create regular ads (Image, Text etc) or you can create contextual Ads.

5. Come back to [Advertisers->Manage Advertisers] and go to [Order Ad Space->Place Order].
6. On Place Order page, select one or more region and zone combinations that customer would like their Ad to be placed. Also specify if this advertiser will pay a fee for this placement or if they would want to bid for that ad spot.
7. Once an order is placed, complete payment. If you have received payment outside of this system, select "Payment Already Received".
8. Come back to [Advertisers->Manage Advertiser->Order Ad Space]. This page will display all Orders that have been placed and paid for. Click on Create Campaign to set up a campaign against this order.
9. Go to [Placement->Ad Codes] and extract Ad Code that will go to your website. Select Pricing Type as "Tiered or Bidded" and Ad format of Regular or Contextual, depending on type of Ads you wish to show in this spot.

Ad Network

Workflow 3 – Pre-requisites for Ad Network Administrator

1. Log in as network administrator.
2. Go to [Placement->Placement Pricing] to define pricing information for various combinations of region and zone. You can also define granular pricing by Ad Content Type or just define price for all content types. Content type will enable you to define different pricing for Image and Video ads, as Video ads consume more bandwidth. For each placement, you can enter tiered or unit based pricing. Pricing can be entered for CPM, CPC or by days. You can also upload an image that can indicate where the Ad will show up on your web site along with a description of this ad spot.
3. Your publishers and advertisers can now sign up on the system. As administrator, you can create advertiser and publisher for your network.

Workflow 4 – Advertiser workflow on Ad Network

1. Log in as advertiser.
2. Advertiser can set up regular or contextual ads from My Ads menu. This menu can also be used to manage existing Ads.
3. Advertiser can then advertise on the network. Two models of advertising is supported as given below:

- 3.1. Advertiser on Network (Also called Run on Network) [Ad Space->Advertise on Network]

This option enables advertiser to splash their Ads across the network to all publishers. This run on network can be narrowed down by channels and subsequently by publisher.

- 3.2. Advertise on Publisher Exchange [Ad Space->Advertise on Publisher Exchange]

This option enables advertisers to splash their Ads on a specific publisher website. Advertisers can search for publishers by channels and then advertiser will pay pricing set by the publisher. Publishers will be required to set Placement->Placement Pricing from publisher interface.

4. Based on Advertising model selected, advertiser can then “Buy Space” or “Place Bid”. For “Buy Space” option, advertiser can pay a tiered fee or buy units. For “Place Bid” option, advertiser can place a bid that will then compete with other advertisers in the network.
5. After order is placed, Advertiser will proceed to pay (demo version has a manual payment button). Once paid, advertiser will come to the completed orders page (can also be reached from Ad Space->My Completed Orders). Here, advertiser can create campaign for each order placed.
6. Once campaign has been created, advertiser ads will begin splashing on the network based on selected criteria.

Workflow 5 – Publisher workflow on Ad Network

1. Log in as publisher.
2. Go to [Placement->Placement Pricing] to define pricing information for various combinations of region and zone. You can also define granular pricing by Ad Content Type or just define price for all content types. Content type will enable you to define different pricing for Image and Video ads, as Video ads consume more bandwidth. For each placement, you can enter tiered or unit based pricing. Pricing can be entered for CPM, CPC or by days. You can also upload an image that can indicate where the Ad will show up on your web site along with a description of this ad spot.
3. Extract ad codes by going to [Ad Codes->Ad Codes]. These ad codes will pull ads from the network based on type of Ad Code selected. Select Pricing Type as “Tiered or Bidded” and Ad format of Regular or Contextual, depending on type of Ads you wish to show in this spot.

Affiliate and Affiliate Network

Workflow 6 – Merchant Interface

1. Log in as merchant.
2. Set up pay types from [Reference->New or Manage Pay Types]. For example, Pay Per Lead or Pay Per Sale.
3. Set up fraud preferences from [Fraud Meter->Fraud Preferences].
4. Set up Affiliate Preferences and Email Templates from Preferences menu.
5. From Financials menu, set up Bonus information that you would like to pay to your affiliates. Bonus set up is volume based (tiers).
6. From [Program menu], set up regions and zones from which you wish to advertise your products.
7. From [Placement->New Ad or Placement->Manage Ads] menu, set up Ads that will be used to advertise your products.
8. From [Placement->New or Manage Campaigns], set up campaign that will be run to advertise your products. Each campaign can hold various ads that represent a product to be sold through affiliates. For each campaign, set up commission numbers from [Manage Campaign] menu.
9. From Affiliate menu, Create new affiliate or manage existing affiliates.

10. From [Integration->Code/Instructions] menu, integrate your point of sale/lead features in your portal with the supplied code. Given below are integration instructions as mentioned on the menu option:

Please use the HTML code above to post commissions for your affiliates. This code may be integrated with various modules of your application that are meant to give commissions to your affiliates. For example, shopping cart or a lead generation form. The click through link that you provide in each Ad that is part of a campaign will point to pages like lead generation form. When click through happens, the click through URL is appended with [a] pcode [b] campaigncode.

So the click through page will dynamically maintain the pcode and campaigncode values. These values will be populated into the HTML code. In addition to above fields, following fields will have to be populated as described below: Salevalue: This field will be populated with the final sale amount from shopping cart or any equivalent module of your ecommerce website. Refno: This field will be populated with any sale reference number. E.g. credit card receipt id.

11. For sales posted by affiliates, go to [Financials->Approve/Decline Sale] feature to approve or deny a sale.

Workflow 7 – Affiliate interface

1. Log in as affiliate.
2. From [Programs->Search/Join], search for merchant campaigns.
3. Join a campaign and grab ad code. Place it on your website.
4. From Statistics menu, monitor rotation/clicks and sales statistics.

Workflow 8 – Affiliate Network administrator

1. Log in as affiliate network administrator.
2. Set up network preferences. Main network preference is the percentage commission that network administrator will take for each transaction a merchant and affiliate performs.
3. Accounts menu can be used to manage merchant and affiliate accounts.

Banner Exchange

Workflow 9 – Administrator interface

1. Log in as administrator.
2. Set up preferences from [Reference->Exchange Preferences] menu.
3. From [Placement] menu, manage zones or create new zones.
4. From [Members] menu, manage members or create new members.
5. If you wish to assign credits or transfer credits from one member to another, use the [Credits] menu option.

Workflow 10 – Member interface

1. Log in as administrator.
2. From [Ads] menu, manage ads or create new ads.

3. From placement menu, extract ad codes and integrate with your website.
4. From statistics menu, display the credits report for a time period.

3. Special Features Implementation

3.1. Implementation of click through on flash ads.

To implement click through in flash ads, following three approaches are recommended:

1. Inside flash, embed the click thru link that goes via adserver.
2. Code flash such that it takes the click thru link as a parameter to the object tag and in Adserver, there is a way to specify click thru link dynamically.
3. Provide a text link under the ad and disable the link inside flash. This way if someone really intends to click, they will click on the text link underneath the ad.

Recommended options are #2 and #3. For #1, please contact product support.

Ad Server Setup

Option #2 Implementation

Your flash file will need to include a clickTAG parameter. This is an industry standard parameter that is used to implement click through in flash.

This flash file can then be uploaded into the adserver system by selecting Flash Ad as Ad Type.

Flash Setup

Tagging Flash (FLA) Creative

Flash 5 or below:

Use the getURL() function in the Object Actions panel to write the tracking code.

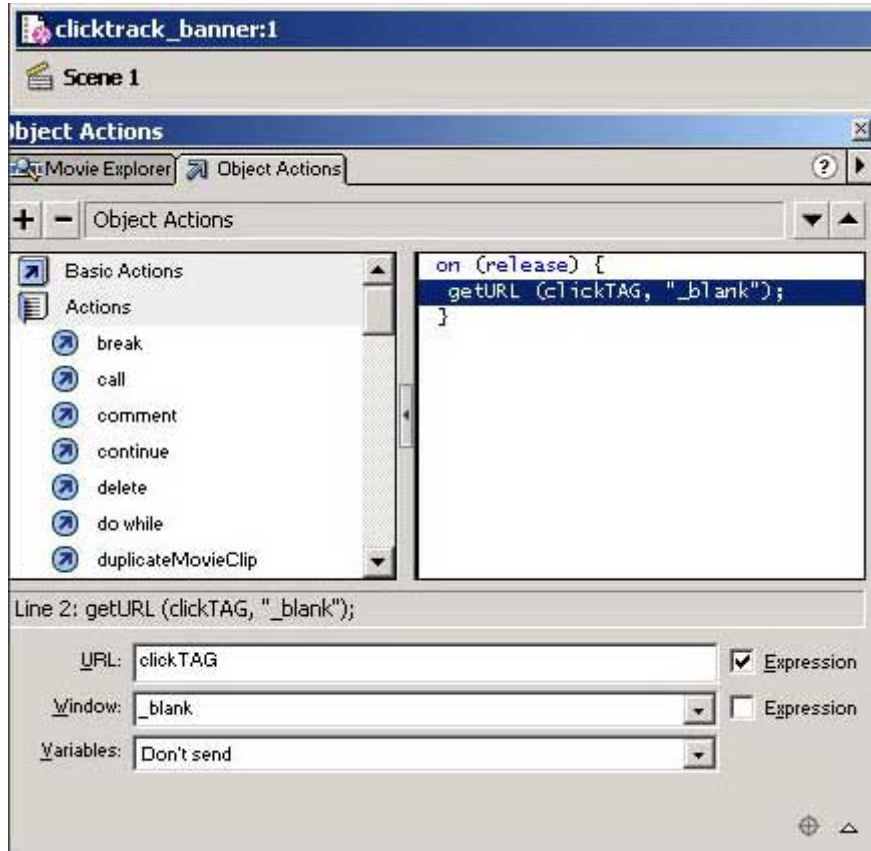
1. Add an extra layer to the top of the layer panel.
2. Select that layer with the Selection tool.
3. Choose the Rectangle tool and cover the creative throughout the entire timeline of the movie.
4. Convert the rectangle into a "Button" symbol.
5. Make the rectangle transparent: Effect panel > Alpha > 0%
6. In the Object Actions panel, associate the following action to the transparent rectangle:
 - On Mouse Event: Release
 - GetURL: clickTAG
 - Window: _blank
7. Check the Expression box so there are no quotes around clickTag (see picture below).

The script should look like this:

```
on (release) {
```

```

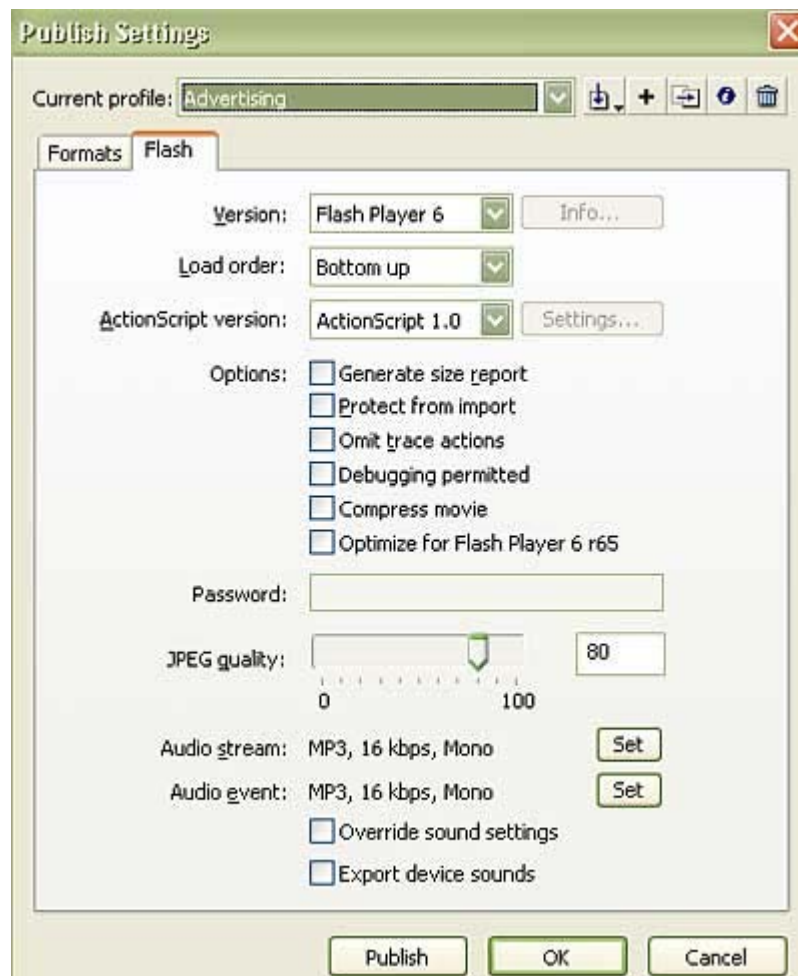
getURL (clickTAG, "_blank");
}
    
```



- Export into a SWF file. Send the SWF along with a separate text file that tells us the landing URL to be tracked and the Flash version the creative was developed in.
- NOTE: Do not hard-code the URL into the Flash button. This will bypass the Ad server system and clicks will not be recorded.

Please note the following items to check to ensure the SWF file works properly:

- Assign the ActionScript to the button object.
- Make sure the clickTag button layer is at the top of the layer panel.
- No embedded click-throughs other than the getURL command for web links that you want to be tracked.
- All buttons that use a getURL() command must exist directly on the main stage.
- Only implement the function "on (release)" — all other controls (on press, on rollOver, etc.) are not compatible.
- Include the attribute "_blank" so a new browser window opens upon click.
- Since passing the click variable is case sensitive.
- We recommend Action Script 1.0 for version 6 flash player. We recommend the publish settings shown below:



- Note: the default AS version for flash 8 is 2.0 and the default Flash Player version is 7, with compress movie option selected.

Flash MX/Flash or MX 2004/Flash 7 Users

The appearance of your screen may differ depending on the Flash version you're working in.

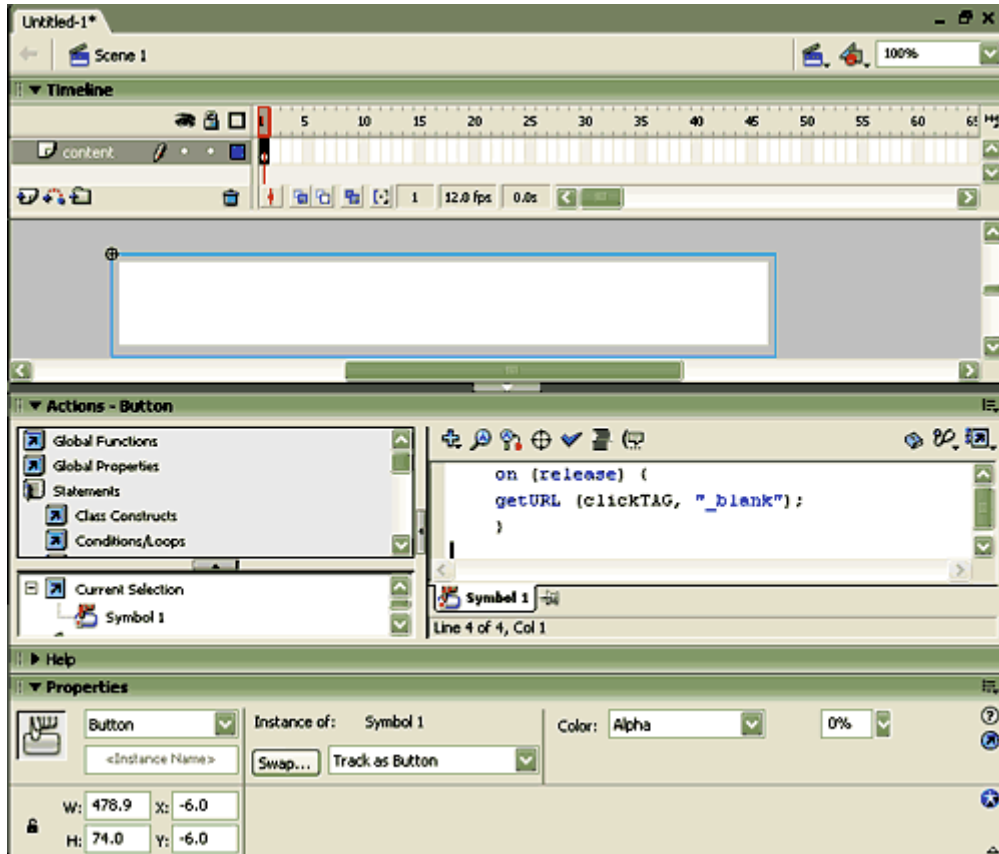
Flash MX/Flash 6:

getUrl(clickTAG) & choose "_blank" by the window option in the action window

Flash MX 2004/Flash 7:

getUrl(clickTAG,"_blank")

Below is a screen-shot of the implementation page in v.7:



3.2. Using Geo targeting features

For customers who have deployed geo targeting database or they use Geo targeting web service, information below will be useful in setting up Ads with Geo targeting.

Adserver products enable users to specify geo targeting information at Ad level. After Ads are created, users can go into Manage Ads screen and then specify targeting information. Adserver supports following types of Geo targeting:

- Targeting by Continent
- By Country
- By Region
- By State
- By City
- By Zip (USA Zip codes only)

Some important items to take note of are:

- If our Geo system does not have data for the IP address of visitor's browser, system will display the Ads without applying any Geo checks.
- In cases where lets say country is available for an IP but state is not, and user has specified both as targeting parameters, system will just check for country and ignore state.
- Country level targeting is over 95% accurate whereas other forms of targeting are not as accurate. Reason being that internet service providers connect it's users through geographically distributed servers. So someone connecting from Florida may actually be connected to internet via Chicago switch of the ISP.

3.3. Displaying Ads inside Flash Files

This section is a step by step instruction on how to display ads inside a flash file. There are three steps to implementing this. Please note that this will require involvement from programming and flash designing teams.

Step 1 – CMS Changes

Your flash files are likely to be stored in your separate CMS. These flash files are displayed on your website using flash code. Flash code generated by your cms will have to be changed to include the following:

```
<PARAM NAME=FlashVars VALUE="">
```

Also, the <object tag must have a unique ID attribute.

Step 2 – Flash changes

Each flash file must be changed to receive the ad url and the associated clickthrough url. Given below are steps to do so:

1. To add the action scripts to that movie clip. There are 2 main events :
 - a. Movie load.
 - i. In this function **loaderComplete** we read the 2 values i.e. image file name and click tag URL.
 - ii. `var flashVars=this.root.loaderInfo.parameters;` - this will load the flash vars which are passed from the html file in an variable.
 - iii. First value which we read from the above flash var is the ClickTag for e.g. `clickvalue=flashVars.clickTag;`
 - iv. Second value `flashVars.imageFilename;`
 - v. We create an flash loader object which is used to load the image in the movie clip.
 - vi. `loader.load(new URLRequest(flashVars.imageFilename));` in this loader object we load the movie URL which we get from flash vars.
 - b. Movie Click
 - i. Now we need to add one click event handler, so when click on the image it will open the URL
 - ii. `mc.addEventListener(MouseEvent.CLICK, onClick);` - this is the event handler when click on the movie clip. Which has to be defined before making an method.
 - iii. Then we need to add a method which will be called when clicked - **function onClick (event: MouseEvent): void.**
 - iv. In this method we need to make one URL Request object, which will navigate to the URL which we are reading thru flash vars.
 - v. `navigateToURL(request,"_blank");` - this will open new window for the URL.

Step 3 – Ad Code Integration

The Ad Code generation feature will enable you to specify that the upload ad is meant to be displayed inside a flash file. This Ad Code will be javascript ad code that will be placed inside the html page that will display the flash content (will come from CMS again).

The important thing to note here is that the ID attribute used in the ad code must match the ID of the flash code generated from CMS.

3.4. Fraud Prevention in Affiliate Module

Given below are various fraud prevention options in affiliate module.

Notification – Administrator notifications	
Affiliates Who Have Exceeded The Limit	Those affiliates who have exceeded their earnings per month.
Affiliates With a High Number of Invalid URL Referrals	Affiliate traffic that does not match their registered url.
New Affiliate Signups	New affiliates that sign up are notified.
Tracking Code Authorization Failures	Fraudsters who attempt to resend tracking code via robots.
Weights – Weights assigned to different fraud options	
Address Is a PO Box	Affiliates with PO Box.
Affiliate Has Lead Pixel Calls from an Invalid Referring Domain for the Previous Day	Self descriptive
Affiliate Is Paid Via PayPal	Self descriptive
Affiliate State and Zip Code Do Not Match	Self descriptive
Checks Are Made Payable to an Individual	It implies that an affiliate is not a business but an individual entity
Exceeds Conversion Threshold	Too many sales occurring from an affiliate which could be fraudulent.
Exceeds EPC Threshold	Exceeds earnings per click threshold.
Multiple Affiliate Accounts	One person/business has multiple accounts.
Minimum Fraud Score	Minimum fraud score before an affiliate is marked for action.
Auto Denial	
Address Is a PO Box	Deny this affiliate (deactivate) if address is PO Box

3.5. Integration of Action URL into Advertiser Clickthrough Pages

For CPA campaigns, advertisers can provide a click through URL that point to a page where users would typically fill out a form. Advertisers can get their IT teams to incorporate a tracking code into their application and report the action back to adserver.

For example, for a banner ad, following is the click through URL:

<http://www.advertiser.com/submitemail.asp>

When user clicks on the banner ad and clicks through to the website, following will be the url:

<http://www.advertiser.com/submitemail.asp?lid=490>

where lid value will be different every time a click through happens.

Advertisers can then extract the value of <lid> and then place a 1x1 invisible tag in their form submission code. After form is submitted (submitemail.asp), this tag will be downloaded to the users browser. Image tag will look like this:

```

```

Where

Adserverdomain string will be replaced by the domain where adserver is installed.

For hosted customers, replace Adserverdomain with enterprise.adserverolutions.com.

Value of lid will be taken from the querystring that was initially received when click through to advertisers page took place.

4. Feature Descriptions

These feature descriptions map to each screen that appears for various users of the Ad server system.

1021: New Zone

[Ads_New_Zone]

Zone identifies a section on your website page where an ad can be displayed. Zones are specified using dimensions in terms of width and height. A zone can hold both regular ads (image etc) and contextual ads (mutiple text ads).

Adserversolutions

My Profile Advertisers Campaigns Placement Statistics Billing System

Placement Pricing
New Region
Manage Regions
New Zone
Manage Zones
Ad Codes

New Zone		Help
Name	<input type="text"/>	Please enter zone name.
Size - Width	<input type="text"/>	Please enter Width for this zone.
Size - Height	<input type="text"/>	Please enter Height for this zone.
Add New Zone		

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1022: Manage Zones

[Ads_Manage_Zones]

This is a list of available zones that may be edited or deleted. IAB standard zones come pre-loaded with the application and cannot be edited or deleted.

Adserversolutions

My Profile Advertisers Campaigns Placement Statistics Billing System

Placement Pricing
New Region
Manage Regions
New Zone
Manage Zones
Ad Codes

Manage Zones				Help
Zone Code		Comments	Action	
21		728x90		
22		468x60		
23		125x125		
24	Half Banner	234x60		
25	Skyscraper	120x600		
26	Wide Skyscraper	160x600		
27	Small Rectangle	180x150		
28	Vertical Banner	120x240		
29	Small Square	200x200		
30	Square	250x250		
31	Medium Rectangle	300x250		
32	Large Rectangle	336x280		
33	Half Page Ad	300x600		
34	Vertical Rectangle	240x400		

1023: Edit Zone

[Ads_Edit_Zone]

Zone identifies a section on your website page where an ad can be displayed. Zones are

specified using dimensions in terms of width and height. A zone can hold both regular ads (image etc) and contextual ads (multiple text ads).

1024: Affiliate Categories

[Ads_New_AffiliateCategories]

Categories or channels are various industries that may be used by advertisers or affiliates to organize their ads. Ads from these channels may be used by affiliates.

1025: Manage Affiliate Channels

[Ads_Manage_AffiliateCategories]

This screen will be used to add or edit existing channels. Channels may be used by administrator to organize ads.

1026: Edit Channels

[Ads_Edit_AffiliateCategories]

Channels may be added or edited.

1027: Manage Ads

[Ads_Manage_Advertisers_Manage_Ads]

This screen displays all ads for an advertiser. These ads may be edited or deleted. Geo targeting information may also be specified for these ads.



1028: Create Ad

[Ads_Manage_Advertisers_New_Banner]

Ad creation process provides an extremely flexible way of creating all types of ads, namely:

- Text Ad
- Image Ad
- Flash Ad
- Java Applet Ad
- Third Party Ad
- Movie Ad
- Advanced HTML Ad
- Mobile Text Ad
- Mobile Image Ad

Every ad must be given an Ad name that will be used to identify the Ad throughout the system. Each ad will also be assigned a zone. All Ad Types except Text, Mobile and Third Party Ad give user an ability to upload a file that's relevant to the Ad.

Described below are all general parameters that may be specified when uploading a file for an ad:

- Upload Image: upload a file that's relevant to the Ad being created.
- External Object URL: If you have an Ad that's stored in another URL location, the location may be specified and there will not be a need to upload a file.
- Clickthrough URL: URL that will be redirected to when user clicks on an Ad.
- Object Width: Width of the object. Object width may be smaller than the zone size. This will be applicable in the case of HTML ads where an Ad is embedded in an HTML code.
- Object Height: Height of the object.
- Object Border: Border around the Ad. This applies to Image Ads.
- Opens clicks in: This will give you options for opening clickthrough page. Text link under Ad: This field can be used to display a text under an Ad. This is especially useful for Ads that cannot be clicked or they need special programming for clickthrough. Examples are flash and video ads.
- URL for Text Link: For text links specified under ad, this URL will be used for clickthrough.

Advanced HTML Code

Many Ad Types have an associated HTML code that shows up in text area. HTML code has

several pre-defined tags that must not be tampered with. However, these tags may be used by advanced users in HTML ads. For example, if there are 5 links in an HTML Ad and each needs a clickthrough URL, then [ADS_CLICK_URL] can be specified. System will take the click through URL value and apply it to the HTML code, before sending it to browser. Given below is description of each pre-defined tag:

- [ADS_OBJECT_URL] contains the url of the object that has been uploaded.
- [ADS_CLICK_URL] contains the click through URL.
- [ADS_WIDTH] contains width of the object.
- [ADS_HEIGHT] contains height of the object.

1029: Edit Ad

[Ads_Manage_Advertisers_Edit_Banner]

Ad creation process provides an extremely flexible way of creating all types of ads, namely:

- Text Ad
- Image Ad
- Flash Ad
- Java Applet Ad
- Third Party Ad
- Movie Ad
- Advanced HTML Ad
- Mobile Text Ad
- Mobile Image Ad

Every ad must be given an Ad name that will be used to identify the Ad throughout the system. Each ad will also be assigned a zone. All Ad Types except Text, Mobile and Third Party Ad give user an ability to upload a file that's relevant to the Ad.

Described below are all general parameters that may be specified when uploading a file for an ad:

- Upload Image: upload a file that's relevant to the Ad being created.
- External Object URL: If you have an Ad that's stored in another URL location, the location may be specified and there will not be a need to upload a file.
- Clickthrough URL: URL that will be redirected to when user clicks on an Ad.
- Object Width: Width of the object. Object width may be smaller than the zone size. This will be applicable in the case of HTML ads where an Ad is embedded in an HTML code.
- Object Height: Height of the object.
- Object Border: Border around the Ad. This applies to Image Ads.
- Opens clicks in: This will give you options for opening clickthrough page. Text link under Ad: This field can be used to display a text under an Ad. This is especially useful for Ads that cannot be clicked or they need special programming for clickthrough. Examples are flash and video ads.
- URL for Text Link: For text links specified under ad, this URL will be used for clickthrough.

Advanced HTML Code

Many Ad Types have an associated HTML code that shows up in text area. HTML code has several pre-defined tags that must not be tampered with. However, these tags may be used by advanced users in HTML ads. For example, if there are 5 links in an HTML Ad and each needs a clickthrough URL, then [ADS_CLICK_URL] can be specified. System will take the click through URL value and apply it to the HTML code, before sending it to browser. Given below is description of each pre-defined tag:

- [ADS_OBJECT_URL] contains the url of the object that has been uploaded.
- [ADS_CLICK_URL] contains the click through URL.
- [ADS_WIDTH] contains width of the object.

- [ADS_HEIGHT] contains height of the object.

1032: Manage Paytypes

[Ads_Manage_Paytypes]

An affiliate administrator can flexibly define pay types that they would support for their affiliate system. Example, pay per lead, pay per action.

1033: Add Paytype

[Ads_Add_Paytypes]

An affiliate administrator can flexibly define pay types that they would support for their affiliate system. Example, pay per lead, pay per action.

1034: Edit Pay Type

[Ads_Edit_Paytypes]

An affiliate administrator can flexibly define pay types that they would support for their affiliate system. Example, pay per lead, pay per action.

1035: Edit Region

[Ads_Edit_Region]

A region may be edited for its name. A region may also be indicated as a region that is inline (within the publisher webpages) or a pop window that may be launched from publisher page. A pop window is treated as a separate region into which ads may be streamed.

1036: Manage Channels

[Ads_Manage_AdCategories]

This screen may be used by ad network admin to manage channels. For example, Automobile or Ecommerce.

Adserver Solutions

Accounts Placement Statistics Reference System

Manage Channels New Channel

Manage Channels Help

Category Name	Active	Edit
Arts & Entertainment	Y	Edit
Hobbies & Interests		Edit
News & Media		Edit
Real Estate		Edit
Reference & Education		Edit
Science & Nature		Edit
Shopping		Edit
Society & Government		Edit
Sports & Recreation		Edit
Travel		Edit

[Next](#) | [Last](#)

1 | 2 |

Total Records : 18

1037: New Channel

[Ads_New_AdCategories]

This screen may be used to create new channels. For example, Automobile or Ecommerce.

Adserver Solutions

Accounts Placement Statistics Reference System

New Channel Help

AdCategory Name Sample Help

Active Sample Help

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1038: Edit Channels

[Ads_Edit_AdCategories]

This screen may be used to update channels. For example, Automobile or Ecommerce. Please see screen shot for New Channel.

Adserver Solutions

Accounts Placement Statistics Reference System

Update AdCategories New Channel

Manage Channels Help

Preferences

AdCategoryCode 1

Category Name Update Category Name

Active Yes No

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1039: Manage Campaigns

[Ads_Manage_Campaigns]

This screen displays all advertisers associated campaigns. If a campaign has not yet been defined, publisher can create a new campaign. For each campaign, total credits available or left is also displayed. Credits include total available impressions, clicks or total time left for the campaign.

Adserversolutions

My Profile Advertisers **Campaigns** Placement Statistics Billing System

Manage Campaigns

Manage Advertiser Campaigns [Help](#)

Company Name	Campaign	Total	Credits Left	Status	Action
Prod Test	camp1	Unlimited	Unlimited	Active	Edit Delete

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1040: New Campaign

[Ads_New_Campaigns]

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My Profile Advertisers Campaigns **Placement** Statistics Billing System

New Campaign

General Settings

Campaign Name

Status

Display Settings

Start Date

End Date

Max Impressions

Max ClickThrus

Counter Type Impressions Clicks Days Unlimited

Impressions Per Day

Bid Type

Bid Amount

Daily Budget

Show on days

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

Show on days	<input checked="" type="checkbox"/> Sunday <input checked="" type="checkbox"/> Monday <input checked="" type="checkbox"/> Tuesday <input checked="" type="checkbox"/> Wednesday <input checked="" type="checkbox"/> Thursday <input checked="" type="checkbox"/> Friday <input checked="" type="checkbox"/> Saturday
Show on hours between	00:00 AM and 12:00 PM
Operating System	<input checked="" type="checkbox"/> Linux <input checked="" type="checkbox"/> Unix <input checked="" type="checkbox"/> Mac <input checked="" type="checkbox"/> Windows <input checked="" type="checkbox"/> AIX <input checked="" type="checkbox"/> BSD <input checked="" type="checkbox"/> IRIX <input checked="" type="checkbox"/> SunOS <input checked="" type="checkbox"/> Windows 3.2 <input checked="" type="checkbox"/> Windows 95 <input checked="" type="checkbox"/> Windows 98 <input checked="" type="checkbox"/> Windows NT <input checked="" type="checkbox"/> Windows 2000 <input checked="" type="checkbox"/> Windows Me <input checked="" type="checkbox"/> Unknown OS
Browsers	<input checked="" type="checkbox"/> Internet Explorer <input checked="" type="checkbox"/> Netscape Navigator <input checked="" type="checkbox"/> Mozilla <input checked="" type="checkbox"/> Web TV <input checked="" type="checkbox"/> Opera <input checked="" type="checkbox"/> iCab <input checked="" type="checkbox"/> AOL <input checked="" type="checkbox"/> Lynx <input checked="" type="checkbox"/> MSN <input checked="" type="checkbox"/> NeoPlanet <input checked="" type="checkbox"/> NetCaptor <input checked="" type="checkbox"/> NetPositive <input checked="" type="checkbox"/> Konqueror <input checked="" type="checkbox"/> Unknown browser
Keywords	<input type="text"/>

Include IP Address	<input type="text"/>
Exclude IP Address	<input type="text"/>
Regions	<input type="checkbox"/> Home Page <input type="checkbox"/> Inner Page <input type="checkbox"/> Front Page <input type="checkbox"/> Front Page <input type="checkbox"/> Front Page
Mobile Targetting	<input checked="" type="checkbox"/> Iphone-All Models <input checked="" type="checkbox"/> Blackberry-All Models <input checked="" type="checkbox"/> Motorola-All Models <input checked="" type="checkbox"/> NEC-All Models <input checked="" type="checkbox"/> Nokia-All Models <input checked="" type="checkbox"/> Palm-All Models <input checked="" type="checkbox"/> PocketPC-All Models <input checked="" type="checkbox"/> Samsung-All Models <input checked="" type="checkbox"/> Sharp-All Models <input checked="" type="checkbox"/> Siemens-All Models
Channel Targetting (If you wish to target specific publishers in selected channels, save this campaign first and go into edit mode)	<input type="checkbox"/> Arts & Entertainment <input type="checkbox"/> Automotive <input type="checkbox"/> Business & Economy <input type="checkbox"/> Business-to-Business <input type="checkbox"/> Careers

Banner's Set:	
<input type="checkbox"/> Banner Name: 03 Radio lobo -- Zone: Banner -- Weight: 0	
<input type="checkbox"/> Banner Name: 04 Concierto -- Zone: Banner -- Weight: 0	
<input type="checkbox"/> Banner Name: 05 El gallo -- Zone: Banner -- Weight: 0	

There are several ways to create a campaign, depending on the modules being used and role of the user accessing the system.

Method 1

In Ad management, a publisher can create a campaign by going to Manage Advertisers. This campaign can be created without a need for an order and publisher will have the ability to

decide how many credits they wish to offer this advertiser. This is suitable where an advertiser pays publisher for Ad Spots without using the ecommerce portion of the application.

Method 2

In Ad management, a publisher can first place an order on behalf of an advertiser. This order can be placed for specific Ad Spots that have set prices defined by publisher. Upon completion of order and its payment (for prepaid customers), publisher can create a campaign. Campaign created will pre-populate values from the order based on selected pricing type. An advertiser can also place an order directly from advertiser interface.

Method 3

In Ad network, an advertiser can place an order directly on network (RON) or directly with publisher on exchange. In both cases, once an order has been completed and paid for (prepaid customers only), advertiser will have ability to create a campaign.

Campaign Creation

Campaign Name	Name of the campaign.
Status	A campaign may be active or on hold. On Hold option also applies to situations where an advertiser wishes to stop a RON and restart it by adjusting parameters.
Start/End Dates	These identify dates between which a campaign will run. End date may be set to OFF for an open ended campaign. For orders that are placed by days (e.g. 5 day campaign for \$99.99), end date is automatically set.
Max Impressions and Clickthrough	These limits may be set for a campaign and all ads in this campaign will stop running when limits are reached. For orders that are placed by CPM or CPC, these values are automatically populated.
Impressions Per Day	This is useful for preventing fraudulent activities and per day limit may be set.
Pricing/Bid Type	An advertiser may place an order for an ad spot as either tiered rates (defined by adnetwork or publisher) or as a bid. And bids may be placed as CPM or CPC bids. For each bids, a daily budget may be specified and campaign will run each day until daily budget is reached.
Show on Days	This indicates the days of a week on which campaign will run.
Show hours between	This indicates the hours of a day between which this campaign will run.
OS/Browser	This indicates the OS and Browsers to which ads in this campaign will be targeted to.
Keywords	These keywords apply to all ads in this campaign. Based on keywords that are supplied from the Ad Codes on publisher sites, system will target ads for those keywords.
Include/Exclude IP	This field can be used to specify comma separate IP addresses that should be blocked from viewing these ads. This feature is useful for blocking spiders that may create false impressions.
Regions	Ad server product provides flexibility to not only price zones, but also regions. A region is basically a web page on publisher website. Region concept enables publishers to define pricing by region and zones. For example, region home page that holds zone banner can be priced higher than a region which is on an inner page of the website. One or more regions can be selected so all Ads under this campaign will be

Mobile Targeting	For mobile ads, devices can be identified to which these mobile ads will be targeted to.
Channel Targeting	This will be applicable in the adnetwork scenario where all ads in a campaign can be targeted to specific channels only. Channel targeting can be further refined to target ads to specific publishers in those channels. Publisher targeting can be defined once a new campaign has been saved and campaign is open in Edit mode.
Ad Set	Ads that will form part of this campaign will be selected here.

1041: Edit Campaign

[Ads_Edit_Campaigns]

Edit campaign can be used to update existing campaigns. This can also be used by advertisers to re-bid for a certain ad spot, if their current bid does not get them higher placement. Please see screen shot for new campaign.

All fields for edit campaign are same as for new campaign.

1042: Manage Publisher

[Ads_Manage_Publisher]

This screen may be used to manage publishers currently in the network. For each publisher, following actions are available:

- View/Modify publisher account
- Set commission %
- Set monthly fee
- Earnings report
- Record payment

1043: New Publisher

[Ads_New_Publisher]

This screen may be used to create new publishers in the network. A number of attributes can be defined for a publisher, including web site summary and description. Given below is partial screen shot for new publisher.

Adserversolutions

● Accounts ● Placement ● Statistics ● Reference ● System

New Publisher [Help](#)

Username	<input type="text"/>
Password	<input type="password"/>
Email	<input type="text"/>
Home Page	<input type="text"/>
Name	<input type="text"/>
Company Name	<input type="text"/>
Phone	<input type="text"/>
Address	<input type="text"/>
Country	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Zip	<input type="text"/>
Fax	<input type="text"/>
Credit Card No	<input type="text"/>

1044: Edit Publisher

[Ads_Edit_Publisher]

This screen may be used to edit publisher details.

Adserversolutions

● My Profile ● Affiliate ● Programs ● Placement ● Statistics ● Billing ● Reference ● System

My Profile [Help](#)

Company Name	<input type="text" value="Adserversolutions"/>
Username	<input type="text" value="pubadmin"/>
Password	<input type="password"/>
Email	<input type="text"/>
Home Page	<input type="text"/>
Contact Name	<input type="text"/>
Phone	<input type="text"/>
Address	<input type="text"/>
Country	<input type="text"/>
City	<input type="text"/>
State	<input type="text"/>
Zip	<input type="text"/>
Fax	<input type="text"/>
Credit Card No	<input type="text"/>
Website Summary	<input type="text"/>
Website Details	<input type="text"/>

1047: Manage Region

[Ads_Manage_Region]

This screen will be used to manage regions defined for a publisher site. A region is a web page on publisher website where an Ad may be displayed. Publishers can define one region for each web page. E.g. Home Page, Contact US Page. Pop windows are treated as separate regions.

Adserversolutions

[My Profile](#) [Advertisers](#) [Campaigns](#) [Placement](#) [Statistics](#) [Billing](#) [System](#)

Manage Region Help			
Region Code	Name	Comments	Edit
3	Home Page	Home Page	Edit . Delete
4	Inner Page	Inner Page	Edit . Delete
34	Pop	Pop	Edit . Delete . Pop

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1050: Placement Pricing

[Ads_Edit_Pricing]

Ad server system enables publishers to specify prices for their ad spots or placements. For example, price can be specified for Ads HomePage (region) and Top Banner (zone). Additionally, publishers can specify pricing for the type of Ad (Ad Content Type) that will be shown in a zone. For example, Video Ads rotated in Home Page x Top Banner will be more expensive than text ads.

There are three pricing models currently supported in Ad Server.

- Pricing by CPM - Price per 1000 impressions
- Pricing by CPC - Cost per click
- Pricing by Days - Set rate for specific number of days

For each pricing model, 5 tiers of prices can be defined (Tiered Pricing).

Additionally for each combination of region x zone x ad content type, publisher can provide a long description and also upload a screen shot of how that placement will look on their website.

1051: Place Order
[Ads_Place_Order]

An order may be placed by advertiser to stream ads in an ad spot defined as a combination of region and zone. Orders can be placed as bids or as fixed rates.

Tiered Rates - There are three types of pricing applicable. [a] CPM Pricing [b] CPC Pricing [c] Pricing by Days. Total impressions per day can be specified. For ads being placed by publishers, discount can be specified.

Bids - Bids can be placed for ad spots by CPM or CPC. Advertiser with highest gets priority on the ad spot. Total daily budget can be specified by advertiser.

Orders are placed in a shopping cart model where several ad spots may be purchased as one order.

1052: Order Payment

[Ads_Payment]

This screen will be used to pay for a placed order. Orders may also be deleted from the cart before making final payment. Based on gateway preferences indicated by publisher, a payment gateway may be selected for completing payment. Once payment is made, an ad spot will begin streaming ads

1053: New Advertiser

[Ads_New_Advertiser]

New advertisers may be created under a publisher for a standalone ad management system. In Ad network, advertiser can be created in a network. Given below is partial screen shot for new advertiser feature.

Adserversolutions

My Profile
 Advertisers
 Campaigns
 Placement
 Statistics
 Billing
 System

New Advertiser		Help
Company Name	<input type="text"/>	Please Enter Company Name
Username	<input type="text"/>	Please Enter Username
Password	<input type="text"/>	Please Enter Password
Email	<input type="text"/>	Please Enter Email
Home Page	<input type="text"/>	
Name	<input type="text"/>	Please Enter Name
Phone	<input type="text"/>	Please Enter Phone
Address	<input type="text"/>	Please Enter Address
Country	<input type="text"/>	Please Enter Country
City	<input type="text"/>	Please Enter City
State	<input type="text"/>	Please Enter State
Zip	<input type="text"/>	Please Enter Zip
Fax	<input type="text"/>	Please Enter Fax
Credit Card No	<input type="text"/>	
Credit Card Type	<input type="text" value="Visa"/>	Select Card Type

1054: Edit Advertiser

[Ads_Edit_Advertiser]

Advertiser information may be edited from this page.

Adserversolutions

My Profile
 Advertisers
 Campaigns
 Placement
 Statistics
 Billing
 System

Edit Advertiser		Help
Company Name	<input type="text" value="Prod Test"/>	
User Name	<input type="text" value="prodtest"/>	Update User Name
Password	<input type="text"/>	Update Password
Email	<input type="text" value="rajiv@telescient.com"/>	Update Email
Home Page	<input type="text"/>	
Contact Name	<input type="text" value="Rajiv Nigam"/>	Update Name
Phone	<input type="text"/>	Update Phone
Address	<input type="text"/>	Update Address
Country	<input type="text"/>	Update Country
City	<input type="text"/>	Update City
State	<input type="text"/>	Update State
Zip	<input type="text"/>	Update Zip
Fax	<input type="text"/>	Update Fax
Credit Card No	<input type="text"/>	
Credit Card Type	<input type="text" value="Visa"/>	
Expiry	<input type="text"/>	
TZ	<input type="text" value="(GMT-05:00) Eastern Time (US & Canada)"/>	

1055: Ad Space Status

[Ads_Manage_Credits]

This screen displays various orders that have been placed and paid. For orders that have been paid, campaign may be created to begin ad streaming. This screen also displays credits

left for an order/campaign.

Adserversolutions

My Profile Advertisers Campaigns Placement Statistics Billing System

Ad Space Status [Help](#)

Order ID	Order Date	Name	AdContent Type	Region Name	Zone Name	Order Detail	Credits Left	Order Status	Action
10001	5/26/2008 3:15:33 AM			Home Page	Leaderboard	0 CPM		Paid	Create Campaign

[Place New Order](#) - [Pending Orders](#)

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1056: Manage Affiliates

[Ads_Manage_Affiliates]

This screen will be used to manage existing affiliates under a publisher.

Adserversolutions

My Profile Affiliate Programs Placement Statistics Billing Reference System

Manage Affiliates [Help](#)

Company Name	Username	Home Page	Status	Approved	Action
Complete	aff1	http://www.completeresults.com	Active	Approved	Edit - Post Sale - Delete

1 | Total Records : 1

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1057: New Affiliate

[Ads_New_Affiliate]

This screen will be used to create a new affiliate in a system. Given below is partial screen for new affiliate.

Adserversolutions		
<input type="radio"/> My Profile <input type="radio"/> Affiliate <input checked="" type="radio"/> Programs <input type="radio"/> Placement <input type="radio"/> Statistics <input type="radio"/> Billing <input type="radio"/> Reference <input type="radio"/> System		
New Affiliate		Help
Company Name	<input type="text"/>	Please Enter Company Name
User Name	<input type="text"/>	Please Enter User Name
Password	<input type="text"/>	Please Enter Password
Email	<input type="text"/>	Please Enter Email
Home Page	<input type="text"/>	Please Enter Home Page
Contact Name	<input type="text"/>	Please Enter Name
TaxID	<input type="text"/>	Please Enter TaxID
Phone	<input type="text"/>	Please Enter Phone
Address	<input type="text"/>	Please Enter Address
Click Thru Page	<input type="text"/>	Please Enter Click Thru Page
Country	<input type="text"/>	Please Enter Country
City	<input type="text"/>	Please Enter City
State	<input type="text"/>	Please Enter State
Zip	<input type="text"/>	Please Enter Zip

1058: Edit Affiliate

[Ads_Edit_Affiliate]

This screen will be used to edit an affiliate in the system. Please see screen shot for new affiliate.

Adserversolutions		
<input type="radio"/> My Profile <input checked="" type="radio"/> Affiliate <input type="radio"/> Programs <input type="radio"/> Placement <input type="radio"/> Statistics <input type="radio"/> Billing <input type="radio"/> Reference <input type="radio"/> System		
Edit Affiliate		Help
Company Name	<input type="text" value="Complete"/>	Please Enter Company Name
User Name	<input type="text" value="aff1"/>	Update User Name
Password	<input type="text"/>	Update Password
Email	<input type="text" value="rajiv@telescient.com"/>	Update Email
Home Page	<input type="text" value="http://www.completeeres"/>	Update Home Page
Contact Name	<input type="text" value="Rajiv"/>	Update Name
TaxID	<input type="text"/>	Update TaxID
Phone	<input type="text"/>	Update Phone
Address	<input type="text"/>	Update Address
Click Thru Page	<input type="text"/>	Update Click Thru Page
Country	<input type="text"/>	Update Country
City	<input type="text"/>	Update City
State	<input type="text"/>	Update State
Zip	<input type="text"/>	Update Zip
Fax	<input type="text"/>	Update Fax
Approved	<input checked="" type="radio"/> Y <input type="radio"/> N	Select
Status	Active <input type="button" value="v"/>	Update Status

1059: Manage Affiliate Programs

[AdsManageAffiliatePrograms]

This screen displays all programs defined by a publisher of an affiliate system. A program may be edited, or commission information may be added for a program.

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[My Profile](#)
[Affiliate](#)
[Programs](#)
[Placement](#)
[Statistics](#)
[Billing](#)
[Reference](#)
[System](#)

Manage Affiliate Programs [Help](#)

New Program

Status: [Active](#) | [On Hold](#) -- Zone: Leaderboard -- Weight: 10 [Edit](#) [Commissions](#) [Ad Code](#) [Details](#)



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[Programs](#)
[Placement](#)
[Statistics](#)
[Billing](#)
[Reference](#)
[System](#)

Manage Affiliate Programs [Help](#)

Pay Types	Selected	Commission Type	Commission Value
Pay Per Sale	NO <input type="button" value="v"/>	Percentage <input type="button" value="v"/>	<input type="text"/>
Pay Per Lead	NO <input type="button" value="v"/>	Percentage <input type="button" value="v"/>	<input type="text"/>
<input type="button" value="Update"/>			

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1060:
[AdsNewAffiliatePrograms]

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[My Profile](#)
[Affiliate](#)
[Programs](#)
[Placement](#)
[Statistics](#)
[Billing](#)
[Reference](#)
[System](#)

New Program [Help](#)

Program Channels	Arts & Entertainment <input type="button" value="v"/>	Please select ad category.
Program Name	<input type="text"/>	Please select Banner Name
Zone	ID:21 - Leaderboard - 7: <input type="button" value="v"/>	Please Select Zone.
Ad Type	--Select Ad Type-- <input type="button" value="v"/>	Please Select Ad Type
Upload Image	<input type="text"/> <input type="button" value="Browse..."/>	New Upload Image/Flash Shockwave(swf)/Applet Class/Javascript File URL.
Applet File Type	<input type="radio"/> Class File <input type="radio"/> Archive File (.jar,zip)	Please select Applet File Type
Class File (.class)	<input type="text"/>	Please select Class File to Execute in Archive File (.jar,zip)
Movie Object Properties	<input type="checkbox"/> Loop Movie <input type="checkbox"/> Show Control	Please select Movie Object Properties
Existing Object URL	<input type="text"/>	Please select URL. (alternative to upload Object)
Use Hard Coded Link in Ad	<input type="checkbox"/>	Please select Text Link Under Object
Link URL	<input type="text"/>	Please select Link URL
Object Width	<input type="text"/>	Please select Object Width
Object Height	<input type="text"/>	Please select Object Height
Object Border	<input type="text"/>	Please select Object Border
Link Target	<input type="text"/>	Please select Link Target
Text Link Under Object	<input type="text"/>	Please select Text Link Under Object. Leave blank to disable.
Text Link URL	<input type="text"/>	Please select Text Link URL


1061:

[AdsEditAffiliatePrograms]

Adserversolutions

My Profile
Affiliate
Programs
Placement
Statistics
Billing
Reference
System

Edit Program
Help



Ad Channels	<input type="text"/>	
Banner Name	<input type="text" value="p1"/>	Please select Banner Name
Zone	ID:21 - Leaderboard - 72	Please Select Zone.
Ad Type	Image Ad	Please Select Ad Type
Existing Object URL	http://enterprise.adserverolutions.com/ads/53.gif	
Upload Image	<input type="text"/> <input type="button" value="Browse..."/>	New Upload Image/Flash Shockwave(swf)/Applet Class/Javascript File URL
Applet File Type	<input type="radio"/> Class File <input type="radio"/> Archive File (.jar;.zip)	Please select Applet File Type
Class File (.class)	<input type="text"/>	Please select Class File to Execute in Archive File (.jar;.zip)
Movie Object Properties	<input type="checkbox"/> Loop Movie <input type="checkbox"/> Show Control	Please select Movie Object Properties
Existing Object URL	<input type="text"/>	Please select URL (alternative to upload Object)
Hard coded link	<input type="checkbox"/>	Please select Text Link Under Object
Link URL	<input type="text"/>	Please select Link URL
Object Width	<input type="text" value="468"/>	Please select Object Width
Object Height	<input type="text" value="60"/>	Please select Object Height
Object Border	<input type="text" value="0"/>	Please select Object Border

1062:
[Ads_Advertiser_History]

Adserversolutions

My Profile
Advertisers
Campaigns
Placement
Statistics
Billing
System

Advertiser History
Record Payment
Help

Advertiser	Select Advertiser
<input type="text" value="Prod Test"/>	
Start Date	
<input type="text" value="May"/> <input type="text" value="28"/> <input type="text" value="2007"/> <input type="text" value="May"/> <input type="text" value="28"/> <input type="text" value="2008"/>	
<input type="button" value="View History"/>	

Order History										
Inv#	Order#	Date	Type	Region	Zone	Qty	Price	Disc.	Total	Status
1000	10001	5/26/2008 3:15:33 AM		Home Page	Leaderboard	0 CPM	\$0	0%	\$0.00	Paid

Payment History					
Invoice ID	Payment ID	Created On	Payment Mode	Receipt ID	Payment Amount
1000	10021	5/19/2008 7:07:50 PM	Manual		\$0.0000
	10024	5/26/2008 3:15:38 AM	Manual		\$0.0000

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1065:
[Ads_Affiliate_History]

1066:

[Ads_AffiliateSalesLog]

1069:

[Ads_New_AdvPayment]

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My Profile Advertisers Campaigns Placement Statistics Billing System

Advertiser History
Record Payment

Record Payment Help

Advertiser	Prod Test	Select Advertiser
Order ID		Please Enter Order ID
Payment Type	Received	Please Select Payment Type
Receipt ID		Please Enter ReceiptID
Payment Amount		Please Enter Payment Amount
<input type="button" value="Add Payment"/>		

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1070:

[Ads_New_AffPayment]

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My Profile Affiliate Programs Placement Statistics Billing Reference System

Record Affiliate Payout

Record Affiliate Payout Help

Affiliate	aff1	Select Affiliate
Order ID		Please Enter Order ID
Payment Type	Recieved	Please Select Payment Type
Receipt ID		Please Enter ReceiptID
Payment Amount		Please Enter Payment Amount
<input type="button" value="Add Affiliate Payout"/>		

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1071: Ad Codes

[Ads_Ad_Codes]

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Ad Codes
[Help](#)

Generate:	NON SSI IFRAME <input type="button" value="v"/>
SSI Language:	ASP.NET Local <input type="button" value="v"/>
Target Device:	Browser <input type="button" value="v"/>
On Zone:	Leaderboard - 728x90 <input type="button" value="v"/>
Code for Region:	Home Page <input type="button" value="v"/>
Keywords	<input type="text"/>
No Repeat Filter:	<input type="checkbox"/>
Autorefresh:	<input type="checkbox"/> If checked, enter seconds <input type="text" value="10"/>
Ad Format:	<input checked="" type="radio"/> Regular <input type="radio"/> Contextual
Pricing Type:	<input checked="" type="radio"/> Unpriced Spots <input type="radio"/> Tiered Rates <input type="radio"/> Bidded
Contextual Ads:	
Page Background Color:	<input type="text" value="#FFFFFF"/> <input type="button" value="c"/>
Zone Border Color:	<input type="text" value="#bbbbbb"/> <input type="button" value="c"/>
Headline Color:	<input type="text" value="#0000aa"/> <input type="button" value="c"/>
Ad Text Color:	<input type="text" value="#000000"/> <input type="button" value="c"/>
URL Color:	<input type="text" value="#007700"/> <input type="button" value="c"/>
<input type="button" value="View"/>	

Copy and Paste the code below in the region and zone specified above

Ad codes are hooks that can be placed in publisher website pages. These hooks make calls to Ad server system to fetch ads based on several criteria. Given below is a description of each option that can be used to generate ads codes:

Generate	Depending on technology used by publisher for their website, this option can be used accordingly. NON SSI Frame is an HTML based code that is technology independent. SSI or Server Side Includes are codes that can be used in website scripts written in technologies like asp, asp.net, java and php. Under SSI model, publisher webpages directly interface with the ad server system. NON SSI Javascript is also an HTML code but it uses javascript code instead of IFRAME.
SSI Language	If SSI is being used to integrate with Ad Server, this field lets publisher select the scripting language being used in publisher site.
Target Device:	Target device may be selected here. Default is Browser.
On Zone	Zone selection enables publisher to stream ads of specific size to the client device.
Code for Region	Region selection enables publisher to stream ads to a specific webpage. Regions may also be pop windows.
Keywords	Keywords enable publisher to stream ads that match specified keywords. This will be a comma separated field. Publishers can also dynamically populate this field in the ad code based on content of the page on which ad code is placed.
No Repeat Filter	No repeat filter ensures that same ad is not rotated in sequence.
Autorefresh	Autorefresh refreshes the webpage on which ads are being displayed.
Ad Format	A region and zone combination can stream either regular single ads or can stream contextual ads (multiple text ads).
Pricing Type	Publishers have the flexibility to specify if they want to stream tiered rates ads or bidded ads. If you are using an admanagement module and you create ads and campaigns outside the order process, then use unpriced spots to stream those ads.

Ad Network Type	Ad network type enables publishers to stream ads that are placed on the network by advertisers. Publishers can also indicate if they wish to stream only ads that have been directly placed with them on the adnetwork exchange.
Contextual Ad Formating	For contextual ads (mutiple text ads per zone), a number of formatting parameters can be specified.

1072:

[Ads_Statistics_Advertiser]

This screen enables publishers and advertisers to view statistics related with ad rotation and clicks. It provides a very flexible way to extract reports in both tabular and graphical formats.

- Report can be extracted for all or one advertiser
- Reporting period can be specified
- Report can be grouped by duration that includes daily, monthly and yearly.
- Report provides two more levels of grouping based region, zone, campaign, ad types and other parameters.
- Report can show unique or non-unique stats.
- Report can be extracted in various formats like xls and pdf.
- Report can be mailed to a specific email id.

1074:

[Ads_Aff_AdCode]

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Ad Code For Program [Help](#)

Given below is ad code that can be distributed to affiliates who wish to join the program. These ad codes will also be accessible to the affiliates through the affiliate interface.

Select Affiliate :

Given below is code for the publisher to integrate with their website for this program. This code will need to be integrated with part of your application that will process various pay types. For example, when a customer comes from an affiliates site to buy a product and you pay this affiliate a commission.

Select Paytype :

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1075:
[Ads_Edit_Preference]

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[New Paytype](#)
[Manage Paytypes](#)
[Affiliate Preferences](#)

Edit Preference [Help](#)

Notify Sale	<input type="text" value=""/>	Select Notify Sale
Cookie Life	<input type="text" value=""/>	Update Cookie Life
Sign Up Thanks	<div style="border: 1px solid #ccc; height: 40px;"></div>	Update Sign Up Thanks
Mass Mail Letter	<div style="border: 1px solid #ccc; height: 40px;"></div>	Update Mass Mail Letter
Affiliate Letter	<div style="border: 1px solid #ccc; height: 40px;"></div>	Update Affiliate Letter
Auto Sales Approval	<input type="text" value=""/>	Select Auto Sales Approval
Auto Affiliate Approval	<input type="text" value=""/>	Select Auto Affiliate Approval
Affiliate Approval Letter	<div style="border: 1px solid #ccc; height: 40px;"></div>	Update Affiliate Approval Letter

1077:
[Ads_Edit_Personalize]

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My Profile Advertisers Campaigns Placement Statistics Billing System

Personalize [Help](#)

Page Properties	
Page color	<input type="text" value="white"/>
Link color	<input type="text" value="#6666ff"/>
Page Font	<input type="text" value="arial"/>
Page Font Size	<input type="text" value="12"/>
Header Properties	
Header	<input type="radio"/> Logo <input checked="" type="radio"/> Company Name
Upload Image	<input type="text"/> <input type="button" value="Browse..."/>
Header color	<input type="text" value="#660000"/>
Header Font Color	<input type="text" value="#ffff"/>
Header Font Size	<input type="text" value="20"/>
Page Subheading Properties	
Background	<input type="text" value="#aa2200"/>
Font Color	<input type="text" value="#ffff"/>
Font	<input type="text" value="Verdana"/>
Font Size	<input type="text" value="14"/>
Table Properties for Data	
Table Background	<input type="text" value="#cccc"/>

1078:
[Ads_Add_AffPstSale]

Adserversolutions

My Profile Affiliate Programs Placement Statistics Billing Reference System

Post Sale [Help](#)

Program	<input type="text" value="p1"/>
Pay Type	<input type="text" value="Pay Per Sale"/>
Enter Amount	<input type="text"/>
Reference Number	<input type="text"/>
Country Of Sale	<input type="text"/>
Commision Value	<input type="text"/>
Sale Status	<input type="text" value="Approved"/>
<input type="button" value="Post Sale"/>	

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1079:
[Ads_Manage_Banner]

1080:
[Ads_Lang]

1081:

[MyPubChannels]

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My Profile Advertisers Campaigns Placement Statistics Billing System

My Channels [Help](#)

Select	Channel
<input type="checkbox"/>	Arts & Entertainment
<input type="checkbox"/>	Automotive
<input type="checkbox"/>	Business & Economy
<input type="checkbox"/>	Business-to-Business
<input type="checkbox"/>	Careers
<input type="checkbox"/>	Family
<input type="checkbox"/>	Food & Drink
<input type="checkbox"/>	Games
<input type="checkbox"/>	Health & Fitness
<input type="checkbox"/>	Hobbies & Interests
<input type="checkbox"/>	News & Media
<input type="checkbox"/>	Real Estate
<input type="checkbox"/>	Reference & Education
<input type="checkbox"/>	Science & Nature
<input type="checkbox"/>	Shopping
<input type="checkbox"/>	Society & Government
<input type="checkbox"/>	Sports & Recreation
<input type="checkbox"/>	Travel

1083:
[My_Exchange_Channels]

1084:
[Ads_Edit_Channel]

1085:
[Aff_Edit_Channel]

1086:
[Ads_Assign_Credits]

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My Account Members Placement Credits Statistics Billing Reference System

Assign Credits Transfer Credits Help

Publisher	pubadmin	Sample Help
Total Credits	<input type="text"/>	Sample Help

Submit

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1087:
[Ads_Transfer_Credits]

Adserversolutions

My Account Members Placement Credits Statistics Billing Reference System

Assign Credits Transfer Credits Help

Transfer From :	pubadmin	Sample Help
Transfer To :	pubadmin	Sample Help
Total Credits	<input type="text"/>	Sample Help

Submit

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1097:
[Ads_Xchange_Pref]

Adserversolutions

My Account Members Placement Credits Statistics Billing Reference System

Exchange Preferences Help

Credits Per Imp	<input type="text" value="1"/>	Sample Help
SignUp Credits	<input type="text" value="0"/>	Sample Help

Submit

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1099:
[Ads_Statistics_Affiliate]

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Sales Statistics [Help](#)

Affiliate	aff1
Reporting Period	May 28 2007 May 28 2008
Pay Type	All Paytypes
Status	All Statuses
Export	Display on Screen
Email Address	<input type="text"/>
<input type="button" value="Get Statistics"/>	

Banner Name	PayType Name	Sale Value	Create Date	Reference Number	Country Of Sale	Commision Value	Source Of Sale	Referrer	Sale Status
Total Commision: \$0									

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1100: [Ads_Statistics_Exchange]

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[Ads](#)
[Placement](#)
[Statistics](#)
[Billing](#)
[System](#)

[Credit Report](#)

Exchange Statistics [Help](#)

Reporting Period	May 28 2008 May 28 2008
Export	Display on Screen
Email Address	<input type="text"/>
<input type="button" value="Get Statistics"/>	

Credits Earned						
Banner Name	Publisher	Channel	Earned Credits	Impression	Clicks	CTR
Credits Used						
Banner Name	Publisher	Channel	Used Credits	Impression	Clicks	CTR
Credit Assignments & Transfers						
Total Credit	Credit Type					
Credit Summary						
Total Earned	Total Used	Asignments/Transfer	TOTAL			

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1103: [Ads_Edit_Pop]

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Ads Edit Pop [Help](#)

Position	<input type="radio"/> Always Lowered <input checked="" type="radio"/> Always Raised
Dependent	<input type="checkbox"/> Yes
Directories	<input type="checkbox"/> Yes
Height	<input type="text"/>
Hotkeys	<input type="checkbox"/> Yes
Inner Height	<input type="text"/>
Inner Width	<input type="text"/>
Location	<input type="checkbox"/> Yes
Menubar	<input type="checkbox"/> Yes
Outer Height	<input type="text"/>
Outer Width	<input type="text"/>
Resizable	<input type="checkbox"/> Yes
ScreenX	<input type="text"/>
ScreenY	<input type="text"/>
Scrollbars	<input type="checkbox"/> Yes
Status	<input type="checkbox"/> Yes
Titlebar	<input type="checkbox"/> Yes
Toolbar	<input type="checkbox"/> Yes
Width	<input type="text"/>

1106:
[Webf_Login]

[Welcome to Ad Server Solutions](#)

Login

UserID:

Password:

Module: Ad Management

Please enter username and password
[Forgot Password?](#)

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1107:
[Ads_Contact_History]

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[Contact](#)

Contact Publisher [Help](#)

Campaign	<input type="text"/>	Please Select Campaign
Banners	<input type="text" value="ban1"/>	Please Select Ads
Subject	<input type="text" value="---Select Subject---"/>	Please Select Subject
Other	<input type="text"/>	
Comments	<input type="text"/>	Comments

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1108:
[Ads_Delete]

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Delete Confirmation [Help](#)

Are you sure you want to delete this record?

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1110:
[Ads_Invoice]

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Invoices [Help](#)

Invoice Id

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1111:
[Ads_Rotation_Affiliate]

1112:
[Ads_Approve_Sales]

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My Profile Affiliate Programs Placement Statistics Billing Reference System

Approve Sales [Help](#)

Banner	Pay Type	Sale Value	Create Date	Reference Number	Country Of Sale	Commission Value	Source Of Sale	Referrer	Action
p2	Pay Per Sale	150	May 28 2008 10:25PM	fgfsdfsdf	US	68.00			Approve . Decline

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1113:
[Ads_Edit_Approve]

1114:
[Ads_Contact_Affiliate]
This feature is used to send mass mailing letter to all affiliates.

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Contact Affiliates [Help](#)

Mass Mail Letter

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1115:
[Ads_GW_Preference]
This screen may be used to specify which payment gateways a publisher wishes to use for payment integration.

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Payment Gateway Preference Help			
Gateway	Userid	Password	Txn Key
<input type="checkbox"/> Pay Pal	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Authorize.Net	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> World Pay	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> 2Checkout	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="button" value="Submit"/>			

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1116: [Ads_Place_Order_Un]

Your Portal

Plans	Select Adtype	Create Ad	Targeting	Launch Campaign	Pay	Create Profile
--------------	---------------	-----------	-----------	-----------------	-----	----------------

[Buy Space](#)
[Place Bid](#)

Home Page x Banner [468x60] [0% CTR]

Please indicate if you wish to bid for this ad space by CPM or CPC. Also indicate bid amount and daily budget.

Bid Type: CPM CPC, Bid Amount: \$ Daily Budget: \$

General Information

You may use this space to provide information in this space for advertisers to review, prior to making purchase for ad space.

[Link 1](#)
[Link 2](#)
[Link 3](#)

1117: [Ads_New_Adv_Un]


1118: [Ads_Banner_Targeting]

This screen can be used by publishers to specify geo parameters for Ads uploaded.

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My Profile Advertisers Campaigns Placement Statistics Billing System

Banner Targeting [Help](#)



Select Targeting Category: Geo - State

Available Values	Selected Values
ALABAMA ALASKA ARIZONA ARKANSAS CALIFORNIA COLORADO CONNECTICUT DELAWARE DISTRICT OF COLUMBIA FLORIDA	<input type="button" value="Submit"/>

Current Selections

Geo - City	ALL
Geo - Continent	AS
Geo - Country	ALL
Geo - State	ALL
Geo - TimeZone	ALL
Geo - Zip	ALL

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1119:
[Ads_Un_New_Pub]

1120:
[Ads_Un_List_Pub]

1121:
[Ads_Na_Pref]

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Accounts Placement Statistics Reference System

New Channel
Manage Channels [Help](#)
Preferences

Adnetwork Commission			
Adnetwork Commission	<input type="text" value="0.00"/>	%	
Exchange Commission	<input type="text" value="0.00"/>	%	
Adv Sign Up Bonus	<input type="text" value="0.00"/>		
Upload Image	<input type="text"/>	<input type="button" value="Browse..."/>	
<input type="button" value="Submit"/>			

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1122:
[Ads_Manage_Adv_New_Banner_Un]

Your Portal

Plans	Select Adtype	Create Ad	Targeting	Launch Campaign	Pay	Create Profile
-------	---------------	-----------	-----------	-----------------	-----	----------------

Ad Name	<input type="text"/>
Ad Type	Image Ad <input type="button" value="v"/>
Zone	ID:2 : Banner - 468x60 <input type="button" value="v"/>
Upload Image	<input type="text"/> <input type="button" value="Browse..."/>
External Object URL	<input type="text"/>
Clickthrough URL	<input type="text"/>
Object Width	468 <input type="text"/>
Object Height	60 <input type="text"/>
Object Border	0 <input type="text"/>
Open Clicks In	New browser window <input type="button" value="v"/>
Text Link Under Ad	<input type="text"/>
URL for Text Link	<input type="text"/>

1123:
[Ads_Banner_Targeting_Un]

Your Portal

Plans	Select Adtype	Create Ad	Targeting	Launch Campaign	Pay	Create Profile
-------	---------------	-----------	-----------	-----------------	-----	----------------



**Fresh Los Angeles Jobs
Post Your Resume Today
and Beat the Competition!!!**

Select Targeting Category

City:

Current Selections

Day	ALL
Continent	ALL
Country	ALL
State	ALL
TimeZone	ALL
Zip	ALL

General Information

You may use this space to provide information in this space for advertisers to review, prior to making purchase for ad space.

[Link 1](#)
[Link 2](#)
[Link 3](#)

1124:
[Ads_Payment_Un]

1125:
[Ads_View_Logs]
This feature is useful to share with application support team if errors occur in the application. We recommend customers to copy/paste errors from this page and send it to support team.

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My Profile Advertisers Campaigns Placement Statistics Billing System

Product Activation Personalize View Logs Active Users Clear Log Help

Logs Details

5/26/2008 3:01:08 AM E ENC004 DecryptPassword Error in Decryption:Padding is invalid and cannot be removed.

5/26/2008 3:01:08 AM E ENC004 DecryptPassword Error in Decryption:Padding is invalid and cannot be removed.

5/26/2008 3:01:08 AM E DB0009 Execute Method Error while executing Execute Method.

5/26/2008 3:59:31 AM E ENC004 Encrypt Error in Encryption:Value cannot be null.
Parameter name: password

5/26/2008 3:59:59 AM E DB0009 Execute Method Error while executing Execute Method.

5/26/2008 3:59:59 AM E DB0009 Execute Method Error while executing Execute Method.

5/26/2008 4:00:00 AM E DB0009 Execute Method Error while executing Execute Method.

5/26/2008 4:00:21 AM E ENC004 DecryptPassword Error in Decryption:Padding is invalid and cannot be removed.

5/26/2008 4:00:21 AM E ENC004 DecryptPassword Error in Decryption:Padding is invalid and cannot be removed.

5/26/2008 4:00:21 AM E DB0009 Execute Method Error while executing Execute Method.

5/26/2008 4:25:46 AM E ENC004 DecryptPassword Error in Decryption:Padding is invalid and cannot be removed.

5/26/2008 4:25:46 AM E ENC004 DecryptPassword Error in Decryption:Padding is invalid and cannot be removed.

5/26/2008 4:25:46 AM E DB0009 Execute Method Error while executing Execute Method.

5/26/2008 5:17:03 AM E ENC004 DecryptPassword Error in Decryption:Padding is invalid and cannot be removed.

5/26/2008 5:17:03 AM E ENC004 DecryptPassword Error in Decryption:Padding is invalid and cannot be removed.

5/26/2008 5:17:03 AM E DB0009 Execute Method Error while executing Execute Method.

5/26/2008 5:17:12 AM E ENC004 DecryptPassword Error in Decryption:Padding is invalid and cannot be removed.

1128:
[Ads_Edit_Fee]

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Accounts Placement Statistics Reference System

Edit Fee Help

User Code	2	Sample Help
Publisher Fee	<input type="text" value="0.0000"/>	Sample Help
Fee Term	<input type="text" value="0"/>	Sample Help

Submit

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1129:
[Ads_Manage_Reseller]

Feature will be made available soon.

1130:
[Ads_New_ResellerType]

Feature will be made available soon.

1131:
[Ads_Manage_ResellerType]

Feature will be made available soon.

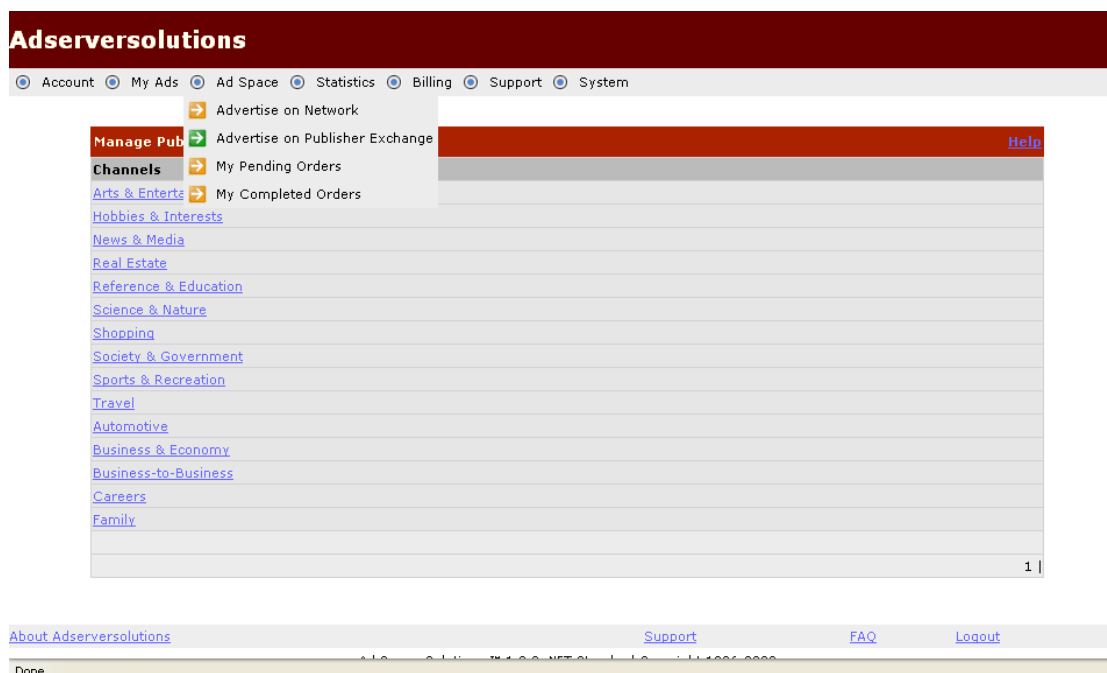
1132:

[Ads_Edit_ResellerType]

Feature will be made available soon.

1133:

[Ads_List_Pub]



1134:

[Ads_Network_Bid]

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Create Contextual Ad [Help](#)

[This is a sample headline](#)
This is sample text for your ad.
www.adserverolutions.com

Ad headline	<input type="text"/>	Maximum 25 characters.
Description 1	<input type="text"/>	Maximum 35 characters.
Description 2	<input type="text"/>	Maximum 35 characters.
Display URL	<input type="text"/>	Maximum 25 characters.
Destination URL	<input type="text"/>	Maximum 1024 characters.

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1135:
[Ads_New_Channel]

1136:
[Ads_Edit_Bid]

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Edit Contextual Ad [Help](#)

Great Deals !!!
Great Deals !!!
Great Deals !!!
http://www.greatdeals.com

Ad headline	<input type="text" value="Great Deals !!!"/>	Maximum 25 characters.
Description 1	<input type="text" value="Great Deals !!!
Great Deals !!!"/>	Maximum 35 characters.
Description 2	<input type="text"/>	Maximum 35 characters.
Display URL	<input type="text" value="http://www.greatdeals.com"/>	Maximum 25 characters.
Destination URL	<input type="text" value="http://www.greatdeals.com"/>	Maximum 1024 characters.

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1138:
[New_Reseller]

To be available soon.

1140:
[Ads_Reseller_Report]

To be available soon.

1141:
[Ads_CreditAccount]

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Account My Ads Ad Space Statistics Billing Support System

Support
Credit Account
Invoices
Account History

Credit Account Help

Payment

Card Type: Visa

Name on Card:

Billing Address:

Card Number:

Expiry: /

CCV2:

Enter an Amount:

CCV2 is a 3 digit number located at the back of your card.

100% SATISFACTION GUARANTEED

Pay Now

1142:
[Ads_List_Earnings]

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My Profile Placement Ad Codes Statistics System

Statistics
Rotation/Clicks
My Earnings

List Earnings Help

Start Date: May 28 2007 May 28 2008

View History

Earning History

OrderID	Date	Campaign Name	PublisherEarning
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5. Appendix A – General Advertising Terms

Above the Fold: In reference to ad placement in traditional media, such as newspapers, this defines the top half of a page. On the web, this portion of the page is viewed without scrolling.

Ad (Advertisement): Digital creative that is typically interactive. Banners, buttons, interstitials and key words are all examples of online advertisements. The digital creative can be text, static graphic, animated graphic, video, audio or other.

Ad Network: Historically, an organization charged with the representation of advertising space for a group of Websters for the purpose of maximizing revenue and minimizing administrative costs through aggregation. The role of an Internet advertising network is to transact, serve, track and report the distribution of creative from advertisers to publishers using an efficient, interactive marketplace.

Ad Product - A specific advertising opportunity on a website. Example: banners, jump pages, pop-ups, splash pages and tickers.

Ad Rotation: Different ads and different ad sources are often rotated in the same space on a web page. Ad rotation can be static (one ad per page view) or dynamic (more than one ad per page view cycled based on elapsed display time). This is usually done automatically by software on the web site such as [Ad Server Solutions](#). This function is related to, but different from ad serving provided by a network.

Ad server: Name for the organization, hardware, and software that deliver advertising creative to the user's browser. The ad server typically is responsible for selecting the appropriate ad to serve by frequency control and targeting. The ad server also performs a variety of other administrative tasks including real time reporting of impressions, clicks, uniques, and more.

Ad Space: The space on a web page reserved to display advertising.

Audit Bureau of Verification Services (ABVS): The interactive auditing unit of the Audit Bureau of Circulations (ABC).

Ad View: See [Impression](#).

Advertiser: Any individual or entity purchasing online advertising space including agency media buyers, OEM media buyers, and sole proprietors.

Affinity Marketing: Marketing efforts aimed at consumers on the basis of established buying patterns.

Agency: An organization beholden with the responsibility to design, produce and manage the advertising for its customers. Agencies that handle digital creative and online campaigns are typical called interactive agencies. Many agencies handle both interactive and traditional media.

Affiliate: Typical term for a web site that drives traffic to another web site in exchange for a percent of sales from users driven to the site.

Alias: A URL that points to another web site. Many web sites use aliases to differentiate traffic.

Alternate text: Text that appears while a banner is loading or when a cursor moves over a banner.

Animated GIF - The combination of multiple GIF images in one file to create animation. The multiple images, displayed one after another, give the appearance of movement. Studies show that animated banners are more effective than static banners. They generate higher ad awareness and recall, and click-throughs.

Application Service Provider (ASP): Entities that manage and distribute services and solutions to customers across a wide area network from a central data center. Internet advertising networks are sometimes referred to as ASPs. We provide a Remotely Hosted Solutions at [Ad Serving Solutions](#).

Applet: A small application served along with or instead of an image file for the purpose of executing a specific animation, visual or audio sequence. Some [rich media](#) creatives are served using a Java applet. Applets are typically intended to provide an enhanced web user experience, comparable to a [plug-in](#).

B

Bandwidth: Digital throughput capacity. A measure of how much digital signal or information can be passed through a device or interconnect. Bandwidth is usually measured in bits per second. A 2400 baud modem can handle 2.4 kilobits per second. A T3 industrial interconnect can handle 45 megabits per second. A 100 base-T ethernet interconnect can handle 100 mega-bits-per-second. Bandwidth is analogous to the size of a water pipe.

Banner: An interactive online advertisement in the form of a graphic image that typically runs across the top or bottom of a web page, or is positioned in a margin or other space reserved for ads. Banner ads are historically GIF images. Many ads are animated GIFs since animation has been shown to be more effective. The standard banner is 468 pixels wide by 60 pixels high. The standard banner is still the mainstay of online advertising, but is quickly giving up ground to newer, potentially more effective forms of online advertising, such as email and interstitials. See [Creative](#).

Banner Burnout: Over exposure of an advertising creative that contributes to a drop in click-through rates. Frequency control reduces burnout for a particular creative or campaign.

Beyond The Banner: online advertising not involving standard GIF and JPEG banner ads.

Booked Space: web site advertising space that is already sold or otherwise unavailable to receive new campaign commitments.

Branding: A traditional advertising method used to elicit a latent response from a target based on cumulative impressions and positive reinforcement.

Browser: An application used to access files from the Internet. Such browsers include Internet Explorer, Netscape Navigator, Opera and more.

Browser Caching: See [Cache](#).

Business to Business (B2B): Businesses doing business with other businesses. The term is most commonly used in connection with e-commerce and advertising, when you are targeting businesses as opposed to consumers.

Business to Business (B2B) Targeting: The targeting of online advertising to web sites that cater to business users, or targeting the business users directly.

Button: An interactive online advertisement in the form of a small graphic image that typically resides in the margin of a web page. Buttons are typically 88 x 31 pixels. The same button is often recurring for every page view on a particular site. Affiliate programs and sponsorships often use buttons to drive traffic.

C

Cache: To store pages, images, or other items, on a local server or user's computer to speed the rate at which web pages load. Ads, like other images, are cached unless some sort of cache-busting technique is used. When ads are cached, they will be served but will not be counted by an ad server. This can lead ad servers to under count the number of times a page is viewed, and this can in turn skew monitoring techniques.

Cache Busting: The process of blocking the caching of certain files to guarantee new delivery from the external server for each page view. Cache busting is necessary for the successful execution on online advertising.

Campaign: A contracted agreement between an advertiser or advertising agency and either a publisher or a representative of a publisher. The campaign is specific to the [creative](#) to be published and the issue, or duration of the publication. Online advertising campaigns are defined by a number of variables, including the digital creative, the duration or flight dates, the pricing program, the publishers to be used and any user targeting applied.

Category Targeting: The controlled delivery of creative to categorized web sites. Categories focus a campaign to those users most likely to be interested in the products or services being offered, thus increasing the effectiveness of the campaign.

Click, Click-Thru or Click-Through: The activation of a hyperlink using a mouse or other input device. The click-through is essential to the interactivity of online advertising.

Click-Through Rate (or Ratio) (CTR): The rate of activated ads to total ads displayed. A typical CTR is 0.5% (1 in 200). Also called Click-Through Percent (CTP). The click-through rate of an advertising creative is one measure of its effectiveness.

Click-through URL: When users click on a banner or text link, the click-through [URL](#) is the new destination to which they are directed.

Click Tracking: The process of counting and auditing the clicks for a campaign. Click tracking can be done by a different entity than that which serves the creative.

Commission: The percentage of the advertising fee paid to the Publisher for hosting the creative on their web site Typical commissions range from 50 to 75 percent.

Common Gateway Interface (CGI): Interface creation scripting programs that create web pages in real-time based on dynamic end user interactive data.

Cookie: A cookie is a file used to record and store a variety of information on a user's computer. Cookies are placed by an external source during a certain event, such as the display of an ad. A cookie can be read only by the server in the domain that stored it. Cookies placed on user's computers as part of the ad serving process by ad server solutions do not collect, store or transmit personally identifiable information. Users can accept or deny cookies, by changing a setting in their browser preferences. The denial of cookies severely limits the customization and interactivity of a user's online experience.

Cost per 1,000 Impressions (CPM): An advertising campaign pricing model based on an estimate of the number of impressions of a particular creative in a particular media at a particular time (TV) or issue (printed media). The vast majority of online banner advertising is priced using the CPM model. The "M" is the Roman numeral for 1,000. The cost is aggregated per thousand for convenience; the cost for individual impressions would be very small. CPM is strongly associated with the "branding" school of marketing.

Cost per Action or Acquisition (CPA): An advertising campaign pricing model based on paying for direct results. The direct correlation between the action taken and the payment for the advertising that led to the action is desirable to advertisers. This model takes many forms (leads, sales, etc.) and is increasing in popularity online due to the ease of implementation and accounting compared to traditional media. CPA is strongly associated with the "direct response" school of marketing. Also called Cost per Transaction

Cost per Click-through (CPC): An advertising campaign pricing model base on paying only for those ads that experience a click-through CPC can be considered a measure of direct response, but is not a measure of true action taken by a user.

Cost per Lead (CPL): A CPA pricing method that typically pays a fixed fee for the acquisition of a customer lead, such as a filled out form or an opt-in email address.

Cost per Sale (CPS): A CPA pricing method that typically pays a transaction percentage for the acquisition of a customer that makes a purchase.

Creative: The materials used in advertising to convey a message. Digital creative can be text, static graphic, animated graphic, video, audio or other. See [Banner](#).

Customer Acquisition Cost: The cost associated with acquiring a new customer.

D

Data Reporting: The presentation and delivery of publisher web site and advertiser campaign data. Data reporting is typically a combination of tabular and graphic presentation.

Demographics: Statistical data that describes the makeup of a given user base, and includes information such as age range, gender, education levels, and average household income. Demographic data is one of the tools used to match ad space with an advertising campaign.

Digital Creative: Advertising creative that is in digital format. Digital creative is easily stored, retrieved and delivered online. Common forms of digital creative include hypertext, HTML files, GIF image files, MPEG video files and AVI audio files.

Direct Response: A traditional advertising method used to elicit a direct response from a target by providing immediate access to the means to make a purchase. The interactivity of the Internet is ideal for the implementation of direct response advertising campaigns.

E

Even Delivery: The uniform distribution of advertising creative across designated web sites and over the flight of the campaign given targeting parameters, if any. Reputable ad serving systems like [Ad Server Solutions](#) have a variety of methods to maximize even delivery.

Exclusive: A contract that forces a Publisher to sell all specified inventory through a certain channel for a specified period of time. Advertisers can also be bound to purchase media only through a certain channel for a specified period of time.

Exit Transfer: The automatic launch of a browser window containing the advertiser's content triggered by the visitor exiting a particular web page or web site.

Exposures: Similar to Impressions, except it refers directly to the accessing of the Ad Banner.

F

Flight Dates: The time period, and associated start and end dates, over which an advertising campaign runs.

Frequency: The rate a particular user is exposed to a particular creative or a particular campaign during a single session or period of time. **Frequency capping** is essential to the success of online advertising campaigns to maximize creative effectiveness.

G

Graphic Interchange Format (GIF): A common graphics format that can be displayed on almost all web browsers. GIFs typically display in 256 colors and have built-in compression. Static or animated GIF images are the most common form of banner creative.

Geo Targeting: Serving of ads to a particular geographical area or population segment. Geo-Targeting.

Hang: When a web page is prevented from loading completely or at all due to a technical difficulty at the server end or at the user end. Online advertising that is poorly served may have the tendency to hang pages, thus irritating the user and publisher alike.

Hit: The sending of a single file from a web server to a user's computer. Most web pages contain several files, including all HTML, graphics, audio, etc. Hit is not the same as impression, page view, or number of unique visitors. Information about hits is valuable to the provider for server loading and bandwidth predictions, but used alone, it is of little value as a metric of online advertising, or online use in general.

Host: The individual or web site that displays online advertising. See [Publisher](#).

House Ad: A Self promotional ad a company runs on its media outlets to put unsold inventory to use.

Hybrid Campaign: An advertising campaign pricing model base on combining different individual pricing models into one. A CPM/CPA hybrid campaign combines the benefits of branding and direct response into the same campaign. The relative weighting of each individual model is adjustable within the hybrid campaign, and can be modified during the campaign run to maximize ROI.

Hyperlink: The foundation of online interactivity. This is the clickable link in text or graphics on a web page that takes you to another place on the same page, another page, or another web site.

Hypertext Markup Language (HTML): The standard file format for internet documents (web pages).

HTML Banner: A banner ad using HTML elements, often including interactive forms, instead of (or in addition to) standard graphical elements.

Hypertext: The text version of the hyperlink.

Hypertext Transfer Protocol (HTTP): The networking protocol that allows hyperlinks to work.

I

Impression: Also called an ad or page impression. The display of a single creative to a consumer on a website. A single page view can have more than one impression if there is more than one advertising location on the page, or if dynamic ad rotation is used.

Interactive Agency: An advertising agency, or division of an advertising agency dedicated to interactive advertising, primarily published online.

Interactive Media: The online, Internet, or web environment is the primary interactive media for advertising. It is dubbed interactive because the user, or advertising target, can typically interact with the content and advertising.

Interactive Creative: A digital creative that uses a hyperlink to transfer the user to another website or open a separate interactive window.

Interstitial Ads: Interstitial ads are ads that appear in a separate browser window while another page is loaded. If a user, on page A, clicks a hyperlink to go to page B, the user will see the interstitial ad before arriving at page B. Newer concepts called superstitials or metastitials attempt to be more acceptable to consumers by being less intrusive, subtle and more interesting with the use of rich media components such as video.

Inventory: The ad space available for sale on a website. Ad inventory is determined by the number of ads on a page, the number of pages containing ad space and an estimate of future page views. It's also called ad availability.

Internet Protocol Address (IP Address): The numerical system used to identify the components of the Internet. Every system connected to the Internet has a unique IP address.

J

Jump Page: See [Splash Page](#). The page that is displayed when a user clicks on a banner. Can be used for just about anything from promoting a website, product or service, user registration to contests.

Java: An object-oriented programming language developed by Sun Microsystems, Java supports animation and real-time information transfer. Web pages that have Java applets embedded are recognized by Java supported web browsers.

Joint Photographic Experts Group (JPEG): Easily compressed graphics format that displays photographic as well as graphic images. JPEG is a newer format than GIF.

K

Keyword: A word or phrase used to focus an online search and to target advertising. Advertisers can purchase keywords on search engines to guarantee that their website information is displayed prominently and/or display an associated creative.

L

Lag Time: The amount of time between making an online request or command and receiving a response. A primary goal of advertising network efficiency is to minimize lag time.

Link: See [Hyperlink](#). When clicked on, a link brings you to another web page, or to another place on the same page.

Last Call: An opportunity for buyers to find broad penetration at low prices through last-minute, wide-ranging [Run-of-Network](#) buys.

M

Make-Good: Impressions not delivered. If 600,000 impressions are bought and only 200,000 are delivered, the make-good is 400,000. Make-good impressions typically run in the month following the end of flight date or are credited to the campaign invoice.

Media: The forms of publication. Traditional advertising media include newspapers, magazines, billboards, radio and television. Digital interactive advertising media started with the Internet, accessed at an indoor computer, but is quickly spreading to television, cellular devices and outdoor locations.

Media Broker: An individual or organization that represents and is authorized to sell the advertising space of one or more publishers. Advertising networks can act as brokers for online publishers.

Media Buyer / Media Planner: An individual working directly for an advertiser, or for an advertising agency, charged with the responsibility of purchasing advertising space. An interactive media buyer makes online ad space purchases, sometimes through an ad network. **Metric:** Any standardized measurement used for comparison purposes. Online advertising metrics include [Click-through Ratio](#) and [Unique Page Views](#).

N

Net Dollars: The total amount a publisher receives for inventory.

O

Opt-In Email: Email received based on a user's choice to opt-in is only used to send messages which will be of interest to them. Opt-in email continues to build market share in the online advertising world. More often than not, opt-in is the default and user action, such as a check box, is required to opt-out.

P

Page View: The number of times users request a web page. Page view is used interchangeably with page impression. The loading of a webpage by a browser. A single [User Session](#) may result in multiple page views and numerous [Impressions](#).

Pay-per-Click: See [Cost per Click](#).

Pay-per-Impression: See [CPM](#).

Pay-per-Lead: See [Cost per Lead](#).

Pay-per-Sale: See [Cost per Sale](#).

Pixel: See [Tracking Pixel](#).

Plug-in: A modification to a browser that allows the execution of a certain type of custom file, such as Macromedia's Flash. Plug-ins are typically designed to enhance the web user experience by providing animation, video or audio content.

Pop Under: A window that pops (launches automatically) behind the current browser window. Also known as a pop-behind or go-behind

Pop Up: An ad that displays in a new browser window.

Publisher: An individual or entity selling online advertising space, including portal media planners, Webmasters and other ad networks. Publisher, web publisher, Webmaster and host are synonymous with respect to online advertising.

Psychographics: Behavioral characteristics of a target audience, such as online shopping habits.

Rate Card: Advertising price list. Rates to buy and sell advertising space on an ad network.

Reach: The total number of people who will see a given ad. Percent of [Unique Visitors](#) reached.

Redirect: The process of forwarding a call for a creative to another server based on availability and frequency capping, among other criteria.

Referral: A new member of the ad network (either a publisher or advertiser) referred directly by a current member through a button link or other means.

Refresh: To reload the same web page.

Release Date: The actual day an Ad Cycle begins.

Remnant Space: web site ad space that is relatively undesirable and is often resold to a third party to be filled with low dollar advertising.

Rep Firm: Company that represents advertising sold on a web site, often exclusively.

Request for Proposal (RFP): A request to provide a competitive proposal to handle a particular campaign for publication. The best proposal is typically awarded a contract to perform the service.

Return on Investment (ROI): The actual or perceived future value of an expense or investment. Ad campaign ROI is a metric that attempts to determine what the advertiser receives in return for the cost of the advertising, usually in terms of new sales. The difficulty in determining ad campaign ROI is tied to the type of online campaign used.

Rich Media: A general term used to describe advances in online creative that take advantage of enhanced sensory features such as animation, audio and video. Rich media takes many different digital file forms. The serving of rich media creative can require more bandwidth and software modifications for older systems. Rich media creative will become more useful as user bandwidth increases.

Rotating: A single Ad Spot will display a different Advertisement upon each calling of the page.

Run-of-Group (ROG): Refers to a rotation of your ad throughout a specified group of pages (Group A, B, or C). Advertisers are given more control by selecting the group desired (from the pre-designated groups available) and then selecting the number of total monthly

impressions to be delivered. The system then delivers a random rotation throughout only the group of pages selected.

Run-of-Network (RON): A campaign buy that distributes creative to all or most of a network of publisher web sites with no targeting or other filtering applied, other than standard frequency capping. Run-of-Network campaigns provide Advertisers with the greatest reach at the lowest cost.

ROS (Run of Site) -Provides the advertiser with the opportunity to reach a broad audience by running ads throughout a web site. There is, however, no specific targeting in this model.

S

Search Engine - A program that acts as a catalog for the Internet. Using keywords, search engines to help a user locate their desired information. Examples: Yahoo, Google, Overture, Alta Vista, Lycos, and Excite.

Serving: The real-time, controlled distribution of advertising creative to publisher web sites.

Single Pixel GIF (SPG): See [Tracking Pixel](#).

Site Function Targeting: A simple way to target advertising by the primary use of a web site (to buy or sell, to get information, to be entertained). Site function targeting is complementary to traditional category targeting.

SkyScraper Ad: An online ad significantly taller than the 120x240 vertical banner.

Splash page: A highly expressive page between an advertisement and an advertiser's web site that often provides product information. Some splash pages automatically jump to another page on the advertiser's web site after a certain amount of time has elapsed.

Sponsorship: A long term advertising relationship that typically involves the payment of a fixed fee to display a banner or other graphic on a web site, or be included in an email newsletter. Integrates an advertiser's message with content on an exclusive or non-exclusive basis. Identified by "Brought to you by..." or "Sponsored by..." messages.

Stats: Data about the use of a web site or the effectiveness of an ad campaign. Make sure your ad server software provides real time stats like [Ad Server Solutions](#).

Stickiness: A performance metric based on the ability of a web site to hold a visitor's attention. A web site's stickiness is average duration per user session or per unique visitor.

Surplus Inventory: web site ad space available for purchase. Surplus inventory is often [Remnant Space](#).

Surround Session: Advertising sequence in which a visitor receives ads from one advertiser throughout an entire site visit.

T

Tag: HTML fragment that enables a web site to serve an impression.

Targeting: The process of delivering an advertiser's ad to the user through either content matching, profiling, or filtering. The control of the distribution of ad creative to only those web

sites or those users that fit within the particular targeting parameters. Targeting has the potential to dramatically improve the advertiser's ROI.

Text Ad: Advertisement using text-based hyperlinks.

Third Party Auditing: The use of an independent serving authority to provide the definitive accounting of the execution of an ad campaign. The campaign contract is usually written so that the auditor's numbers are final, rather than those of either the advertiser or publisher. Third party auditing is sometimes performed by a separate enterprise than third party serving, thus involving a total of four parties. If third party remnant space or affiliates are involved, the total number of entities involved in a single interactive advertising event can be five or more.

Third Party Serving: The task of managing the frequency capping, redirection and accounting of advertising events between publishers and advertisers.

Tracking: The collection and automated analysis of data associated with the serving of digital creative. Tracking provides the frequency control, accounting, stats data and anti-fraud components of a campaign.

Traffic: The number and types of people who come to a website. Measured in many different ways. Traffic is the currency of online success, but is not the only factor. Massive, low grade traffic to a web site with poor content will inevitably result in failure. To an ad network Traffic Management is the ongoing effort to balance Publisher inventory with booked campaigns.

Tracking Pixel: The method used to track post-click actions. A small piece of HTML code is placed in the advertiser's action page. This causes a clear, single pixel GIF image (1X1) to be loaded which counts the action if a corresponding tracking cookie exists on the visitors computer.

Transfer Click: Another term for the automatic loading (pop) of a new browser window containing the advertiser's content.

U

Under Delivery: Delivery of less impressions, visitors, or conversions than contracted for a specified period of time.

Unique Users: Users marked by either a Global User ID (GUID) or a cookie in the form of an ID that is attached to a user's browser. Unique users do not include repeat users during a specified session.

Uniform Resource Locator (URL): an HTTP address used by the World Wide Web to specify a certain site. It usually begins with "http://". Every file and page on the Web has a unique URL. This is the unique identifier, or address, of a web page on the Internet.

Unique Page Views: The total number of unique pages on a web site by a unique visitor.

Unique Visitor and User Session: A unique IP address visiting a web site for the first time in a specified period. Unique visitor is more often associated with long periods of time, such as a month. User session is more often associated with shorter periods of time, such as 30 minutes. Both are valuable traffic metrics for many web sites. Frequency control in ad campaigns is a function of unique visitor and user session definitions.

V

Vertical Banner: A banner ad measuring 120 pixels wide and 240 pixels tall.

Viral Marketing: The use of a self-perpetuation mechanism, such as a referral or affiliate program, to grow a user base in a manner similar to the spread of a virus. Good viral marketing campaigns have extraordinary ROI.

W

Web Page: The traditional presentation of information online. web sites are made up of web pages, analogous to the pages in a book. If frames are used, multiple pages can be displayed at the same time, resulting in multiple Page Views.

Webmaster: The individual responsible for the management of a web site. See [Publisher](#).

Web Site: A virtual location online designated by a unique URL. A web site is made up of one or more web pages.

Web Site Categories: System of grouping based on content or demographic interests. These may include automotive, Internet, financial sites, etc.

Web Site Profile: Details that may include historical demographic and psychographic information about visitors to the web site, or a portion thereof.

X Y Z

Zip Code Targeting: Real-time geographic targeting of advertisements based on the zip code of the user.