

USER GUIDE

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ABOUT THIS GUIDE

This guide is intended for administrators and explains the two most important parts of phpAdsNew. It is highly recommended to read this guide before you start using phpAdsNew, because most questions you will have about running an ad server will be answered in the following chapters. If you want to know more about installing and configuring phpAdsNew, please read the guide called *Administrator Guide*.

First we will tell a bit about phpAdsNew, about the layout of the screen and how you can navigate through all the different screens. Once you understand the structure of phpAdsNew it will be quite easy to use.

If you want to know about how you need to manage clients, banners you need to read the second part of this guide. This part will explain how you can use the administrator interface and organize the contents of your ad server.

After you have learned how to use the administrator interface you need to know how to display the banners you defined in your ad server on your website. The last part of this guide will try to explain the different invocation types and how you can use them on your website.

If you have read this guide and still have questions, don't hesitate to ask them on our user support forum.



ABOUT PHPADSNEW



INTRODUCTION

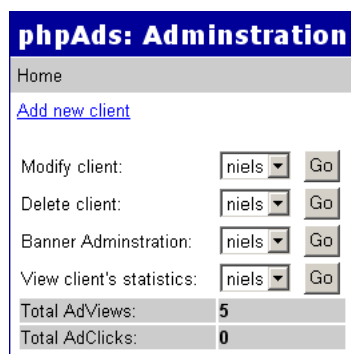
phpAdsNew is an ad server written in PHP and allows you to place banners on your website and lets you manage your banners in a professional way. phpAdsNew is open-source which means you have access to the source code and licensed under the General Public License.

Requirements

The administrator interface of phpAdsNew is designed to run on Internet Explorer 5 or higher, Netscape 6 or higher and Mozilla. JavaScript must be enabled to fully take advantage of all the features. Also make sure to enable cookies, because otherwise you cannot log in. A screen with a resolution of 1024 x 768 or higher is highly recommended.

HISTORY

In 1998 Tobias Ratschiller created phpMyAdmin, a tool to administer MySQL databases, written in PHP. After the launch of phpwizard.net, the home of the phpMyAdmin project, more projects were added, like phpIRC, phpChat, phpPolls and phpAds.



The screenshot shows the 'phpAds: Administration' interface. It includes a 'Home' link, an 'Add new client' link, and four rows of controls for client management: 'Modify client:', 'Delete client:', 'Banner Administration:', and 'View client's statistics:'. Each row has a dropdown menu with 'niels' selected and a 'Go' button. At the bottom, there are two statistics: 'Total AdViews: 5' and 'Total AdClicks: 0'.

phpAds started out as a free tool, which let webmasters place banners on their website. The code was covered by the GPL licence and a whole community of users grew around this wonderful piece of software. After about a year and four releases the project was abandoned because Tobias didn't have the time to continue working on it.

Meanwhile phpAds had really become a popular solution. People were asking for new features and started fixing the still existing bugs. Because the development on phpAds

wasn't controlled by anyone anymore Wim Godden decided it was time to breath life again in the old phpAds project and phpAdsNew was born, a new project, based on the old phpAds source code.

Wim started working on improving the old source code, adding new features and fixing the remaining issues. phpAds 1.4 grew into phpAdsNew 1.5 and kept evolving into phpAdsNew 1.8. Because of the time involved to maintain a project like phpAdsNew Wim asked for developers to help him improve phpAdsNew. A number of other developers like Phil Hord and Niels Leenheer joined the project and added their own new features. After the release of phpAdsNew 1.9 the developers really felt the project lacked a number of features which prevented the project from becoming a mature ad server.

Niels took it upon him to lead the development of phpAdsNew 2. The goals for phpAdsNew 2 were very high and a lot of work was spend on rewriting the code to make it more stable and implementing the features that were really essential for any serious ad server.

With help from a lot of developers all kinds of new features were added and a completely new user interface was developed. There are just too many changes in phpAdsNew to completely list them here. Halfway during the development of phpAdsNew 2 Matteo Beccati created a PostgreSQL port of phpAdsNew and joined the project to help us. Later on Stefan Morgenroth joined the project and contributed his own continuation of the phpAds project, called phpAdsPlus. A number of features found in phpAdsPlus, such as Flash support, were still missing in phpAdsNew and they were quickly adapted for phpAdsNew.

← The PostgreSQL port of phpAdsNew is called phpPgAds and can be downloaded from <http://www.sourceforge.net/projects/phppgads>

After 8 months and 6 beta versions it was decided to work towards the final release of phpAdsNew 2. This doesn't mean the development of phpAdsNew is coming to an end. Beta 7 will be the last 2.0 beta, but we are already planning new additions and great new features.

What can you expect from us in the future?

With the release of phpAdsNew 2 we think we have the basic requirements for a mature ad server, and this is the main thing we are focussing on right now. After this very important milestone we can build on these basic features and create an even better ad server. It is too early to give a complete feature list for the next major release of phpAdsNew but there are some things we want to work on in the future. Traditionally phpAdsNew is written to be deployed on only one website. This doesn't mean the current release isn't able to server ads for multiple websites, but it isn't optimised for this purpose. This is one of the things we want to change in the next major release. In addition to this we want to introduce more advanced features like user sessions which allow use to target users individually and much much more.
Stay tuned!

Also a final note: Wim, Phil, Niels, Matteo and Stefan are not the only developers who worked on this project. phpAdsNew wouldn't be the same without all the code contributed by a large number of other developers. Thanks to everyone who helped make this project possible, you know who you are. Also many thanks to Tobias Ratschiller who started all of this, without his early work on phpAds this project would probably not exist.

USING THE INTERFACE

Before you can start using the administrator interface you first need to identify yourself to the ad server. You can do this by pointing your browser to the directory where phpAdsNew is installed and enter your username and password in the appropriate fields.

← To be able to use the administrator interface you need to make sure your browser accepts cookies.



Welcome to phpAdsNew

Enter your username and password to log in

Username:

Password:

Login

After logging in to phpAdsNew you will be transported to the main statistics page of phpAdsNew. While the statistics pages are not covered by this manual they should be pretty easy to use once you figure out how the interface of phpAdsNew is structured.

All pages within phpAdsNew are very similar and have many things in common. On the top of the screen you will find a couple of tabs which allow you to select whether you want to view statistics, generate reports, manage your inventory or change settings. Next to the tabs is a small button which allows you to log out, for example if you are finished using the interface. Above this button is a small field which lets you search for items in your inventory, such as banners, campaigns, advertisers, zones and publishers.

On the left of the screen there are a couple sections which are used for navigating. The top section is called *Navigation* and contains a breadcrumb navigation structure which allows you to go back to a page which is located higher in the hierarchy.



This area contains the breadcrumb navigation which can take you quickly to pages higher up in the hierarchy.

Choose here whether you want to view statistics, create reports, manage your inventory or change settings.

Search for items in your inventory

Location of this item in your inventory

There are more settings for this item available, click on any of these tabs to view the other options.

This area contains shortcuts to related pages.

The area is only visible when there are functions available for editing, moving, copying or deleting an item.

The screenshot shows the phpAdsNew web application interface. At the top, there is a dark blue header with the 'phpAdsNew' logo on the left, a search bar in the center, and 'Help ?' and 'Logout' links on the right. Below the header is a navigation bar with tabs for 'Statistics', 'Reports', 'Inventory', and 'Settings'. The 'Inventory' tab is currently selected. On the left side, there is a 'Navigation' sidebar with a tree view showing the hierarchy: Administration, Advertisers & Campaigns, Campaign overview, Banner overview, and Banner properties. Under 'Banner properties', two items are listed: '[id11] Untitled' and '[id12] Untitled'. Below the navigation sidebar is a 'Modify banner' section with buttons for 'Duplicate', 'Move to' (with a dropdown menu showing '[id2] Default'), and 'Delete'. Below that is a 'Shortcuts' section with links for 'Advertiser properties', 'Campaign properties', and 'Banner history'. The main content area displays the details for the selected item '[id11] Untitled'. It shows the 'phpAdsNew [bannermanagement]' logo, followed by tabs for 'Banner properties', 'Delivery options', and 'Linked zones'. The 'Banner properties' tab is active, showing a form for editing the banner. The form includes a section for 'Local banner (SQL)' with a radio button to 'Keep your existing image' (selected) and a 'Browse...' button. Below this are fields for 'Destination URL (incl. http://)' (http://www.phpadsnew.com), 'Alt text', 'Status text' (Visit www.phpadsnew.com), 'Text below image', 'Size' (Width: 468, Height: 60), 'Keywords', 'Description', and 'Weight' (1). A 'Save Changes' button is at the bottom of the form.

The section called *Modify* is used for making modification to the item you are currently using. This section usually contain links for moving the item and deleting the item. Other possible actions are duplicating and applying settings to other items.




The *Shortcuts* section contains a number of links to pages which are related to the current page. For example if you are changing the properties of a certain banner it will contain a link to the properties of the campaign which owns this banner.

Tables

One thing used throughout phpAdsNew are tables and all have some features in common. On the top of a table you will find a description of every column of a table. It is possible to change the order in which the items appear inside the table, by clicking on a blue coloured column description. It is not possible to sort the table on a column which is black. The column which is used to determine the order of the table has a little black horizontal triangle (▼) next to it. If the triangle is pointed down the column is sorted alphabetically (a-z), if it is pointing up the column is sorted in reverse order (z-a). By clicking on the little triangle you can change the way the column is sorted.

Name ▼	ID	AdViews	AdClicks	CTR
▶  Niels	4	1	0	0.00%
▶  phpAdsNew	1	73	0	0.00%

On the picture above you can also see a blue triangle (▶) next to each client. By clicking on the triangle you can expand the item and see what other items are part of it. For example if you click on the triangle next to the advertiser *phpAdsNew* you will see what campaigns are owned by this advertiser. Each campaign will also have a triangle next to it, which will allow you to see the banners which are part of the campaigns. If you click again on an expanded triangle (▼) the item will collapse and all items it contains will be hidden.

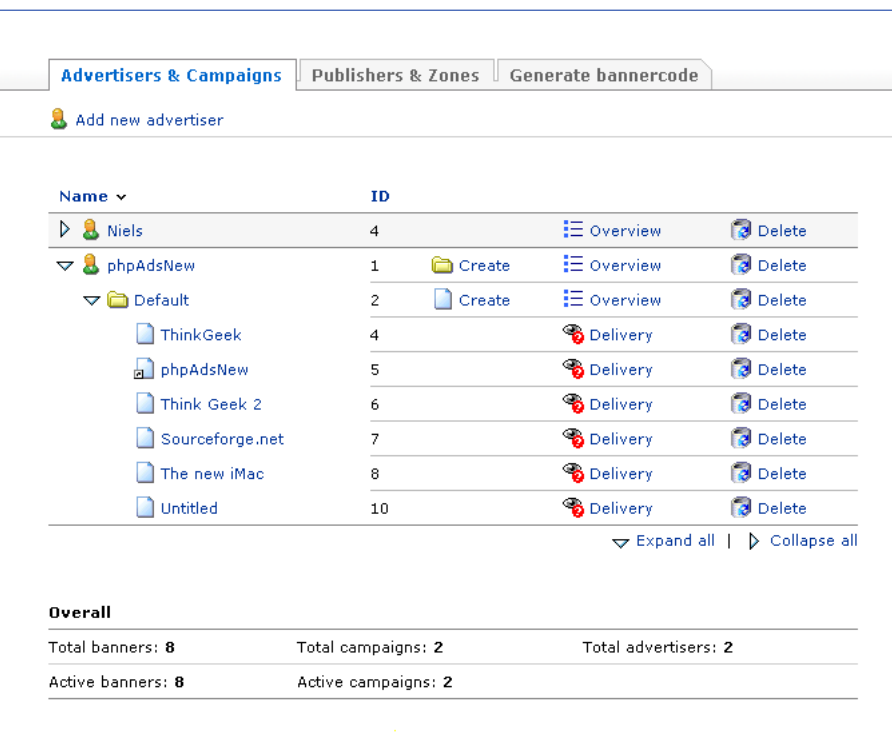
Name ▼	ID
▶  Niels	4
▼  phpAdsNew	1
▶  Default	2



MANAGING YOUR INVENTORY

INTRODUCTION

Your inventory consists of advertisers, campaigns and banners. Banners are always owned by a campaign and a campaign can own more than one banner. Campaigns are always owned by an advertiser and an advertiser can own multiple campaigns. On the following pages you can learn more about how to create advertisers, campaigns and banners.



Advertisers & Campaigns | Publishers & Zones | Generate bannercode

Add new advertiser

Name ▾	ID		
Niels	4	Overview	Delete
▼ phpAdsNew	1	Create Overview Delete	
▼ Default	2	Create Overview Delete	
ThinkGeek	4	Delivery Delete	
phpAdsNew	5	Delivery Delete	
Think Geek 2	6	Delivery Delete	
Sourceforge.net	7	Delivery Delete	
The new iMac	8	Delivery Delete	
Untitled	10	Delivery Delete	

▼ Expand all | ► Collapse all

Overall

Total banners: 8	Total campaigns: 2	Total advertisers: 2
Active banners: 8	Active campaigns: 2	

Managing your inventory starts on the Advertisers & Campaigns page. From here you can access all objects in your inventory from advertisers and campaigns to your banners.

ADVERTISERS

Advertisers are perhaps the most important part of an ad server. Advertisers run ad campaigns and supply the banners which belong to a specific ad campaign. phpAdsNew is based on this simple but effective structure and should make navigating your banner inventory much easier. Each banner belongs to a campaign and each campaign is owned by an advertiser. Before you can add banners to your ad server you need to create a campaign and add an advertiser first.

You can add new advertisers on the *Advertiser & Campaigns* page by clicking on the button called *Add new advertiser*. Each advertiser has a number of properties which need to be set before the advertiser can be added to your system.

Advertisers can be identified in phpAdsNew by the following icon: 🧑

Basic information

Name	<input type="text" value="phpAdsNew"/>
Contact	<input type="text" value="Niels Leenheer"/>
E-mail	<input type="text" value="niels@creatype.nl"/>
Language	<input type="text" value="Default"/>

Each advertiser has a unique name which is used in the administrator interface to differentiate between the different advertisers. You must enter the name in the *Name* field, otherwise the advertiser won't be added to your system. The name of the contact for this advertiser can be entered in the *Contact* field. This name is used for reports which are e-mailed to the advertiser. The e-mail address of the contact for this advertiser must be supplied in the *E-mail* field.

The *Language* field is used to specify the native language of the contact for this advertiser. The language you specify here is used for reports sent by e-mail and for the user interface of the advertiser interface.

Advertiser report

- ☒ Send a warning when a campaign is deactivated
- ☒ Send an advertising report via e-mail

Number of days between reports

It is possible to send advertisers a warning after a campaign is deactivated. The warning includes an explanation why the campaign is deactivated. If you want to send a warning you need to enable the checkbox called *Send a warning when a campaign is deactivated*. An advertising report includes the statistics of all the banners owned by this client. Advertising reports are sent by e-mail to the address you specified above. The *number of days between reports* can also be specified. If you want to send a regular advertising report you need to enable the checkbox called *Send an advertising report via e-mail*.

Login information

Username

Password

- ☒ Allow this user to modify his own settings
- ☒ Allow this user to modify his own banners
- ☐ Allow this user to deactivate his own banners
- ☐ Allow this user to activate his own banners

An advertiser can log into phpAdsNew' advertiser interface to look at all the statistics gathered for his campaigns and banners. In order to log in, the advertiser needs to have a unique *username* and a *password*. Without these properties the advertiser won't be able to log in. It is also possible to give the advertiser special permissions which allows him to make changes to his own banners.

If the checkbox *Allow this user to modify his own settings* is set the user is able to change his own advertiser properties. This includes the contact name and e-mail address, configure the warnings and advertising reports and his password for logging into the advertiser interface. If the checkbox *Allow this user to modify his own banners* is checked the advertiser is allowed to make small changes to his own banners, such as the image of the banner, the destination URL, Alt text and Status text. If the checkboxes *Allow this user to deactivate/activate his own banners* are set the user is allowed to deactivate or activate banners. By deactivating a banner an advertiser can temporary remove a banner from consideration for delivery. Deactivating and activating are split into two separate permissions, because in certain circumstances you might not want to give a advertiser the ability to activate banner you deactivated yourself.

CAMPAIGNS

Each campaign is owned by an advertiser and an advertiser can own multiple campaigns. A campaign is a set of banners with the same delivery settings. A campaign can own multiple banners with different sizes. Each campaign contains information about how many times the banners owned by this campaign must be delivered and how likely it is that a banner from this campaign is displayed.

← Campaigns can be identified in phpAdsNew by the following icon: 📁

You can create a new campaign on the *Advertisers & Campaigns* page. You need to expand an existing advertiser and click on the *Create* button next to the title of the advertiser. After you have created a new campaign you can add banners to it.

A campaign has a number of properties which influence the delivery of the banners which are owned by this campaign, such as *AdViews remaining*, *AdClicks remaining*, *Activation date*, *Expiration date* and *Priority*. Below we will give you an explanation of each property.

Basic information

Name

Default

Each campaign has a *Name*. The name is used by the administrator interface to distinguish the different campaigns. If you don't specify a name a default name is used.


Contract information

AdViews remaining	<input type="text"/>	<input checked="" type="checkbox"/> Unlimited
AdClicks remaining	<input type="text"/>	<input checked="" type="checkbox"/> Unlimited
Activation date	<input checked="" type="radio"/> Activate this campaign immediately <input type="radio"/> <input type="text"/> - <input type="text"/> - <input type="text"/>	
Expiration date	<input checked="" type="radio"/> Don't expire this campaign on a specific date <input type="radio"/> <input type="text"/> - <input type="text"/> - <input type="text"/>	
Priority	<input type="radio"/> Distribute the remaining AdViews evenly over the remaining number of days. The target number of AdViews will be set accordingly every day. <input type="radio"/> Show banners in this campaign with high priority. If you use this option phpAdsNew will try to distribute the number of AdViews evenly over the course of the day. Limit the number of AdViews to <input type="text"/> per day. <input checked="" type="radio"/> Show banner in this campaign with low priority. This campaign is used to show the left over AdViews which aren't used by high priority campaigns. Campaign weight: <input type="text"/>	

The field *AdViews remaining* holds the number of AdViews before this campaign will expire. Every time a banner from this campaign is delivered this value will be decreased by one. Once this value reaches zero the campaign will be expired. Usually this value is set during the creation of the campaign to the number of AdViews the client bought for this campaign. If you don't want to expire the campaign after a set number of AdViews you need to turn on the checkbox *Unlimited*.

It is also possible to expire a campaign after a preset number of AdClicks. The field *AdClicks remaining* holds the number of AdClicks before this campaign will expire. Every time a user clicks on a banner from this campaign this value will be decreased by one. Once this value reaches zero the campaign will be expired. If you don't want to expire the campaign after a specific number of AdClicks you need to turn on the checkbox *Unlimited*.

The field *Activation date* is used by phpAdsNew to set the date on which this campaign needs to be activated. If this date is in the future, banners in this campaign will not be considered for distribution until it reaches the set date. If you want to activate this campaign immediately you can do so by clicking on the radiobutton called *Activate this campaign immediately*.



If you want to deactivate a campaign on a specific date you can enter the date in the field called *Expiration date*. When this date is reached the campaign will be expired and its banners won't be considered for delivery anymore. If you do not want to expire a campaign on a specific date you can click on the radio button called *Don't expire this campaign on a specific date*.

The three different expiration methods described above can be used at the same time. You can expire a campaign on a specific date and after a specific number of AdViews. The campaign will then be expired if either one of these methods is reached. If both a deactivation date and the remaining number of AdViews are set the first priority option will be activated, to ensure the remaining number of AdViews will be evenly distributed over the remaining number of days.


The *Priority* field influences the likelihood of how many times the banners owned by this campaign will be delivered. If the number of AdViews remaining and the expiration date are set the only available option will be *distribute remaining Adviews*, otherwise the campaign can be set to *high priority* or *low priority*.

High priority campaigns and campaigns which are set to distribute the remaining AdViews are considered for delivery first and have a target number of AdViews for each day. If you are using a campaign which is set to distribute the remaining AdViews, the target number of AdViews will be calculated automatically everyday, otherwise you can set a target number of AdViews yourself and phpAdsNew will try to display the banners owned by this campaign exactly as many times. Low priority campaigns will be given all the left over AdViews and can be given a weight to determine the distribution over all the low priority campaigns.

Every hour phpAdsNew will decide how likely it is a banner owned by this campaign will be displayed. This probability factor will be calculated based on the settings of each campaign, real-time statistics and predictions based on old statistics.

High priority campaigns

If you choose to set your campaign to high priority, you can assign a target for the number of AdViews the campaign will have each day. Every day phpAdsNew will try to display the banners in your campaign exactly as many times as you specified as the target. For example if you set the target for a high priority campaign to 40000 AdViews, phpAdsNew will try to display the banners in that campaign 40000 times each day.



However this is not an exact science and this feature depends a lot on predictions based on already existing statistics. Every hour phpAdsNew will try to predict the total number of AdViews it will get during the day and how they are spread over the different hours. If a campaign is falling behind on the predictions phpAdsNew will increase the probability factor of the campaign in relation to the campaigns which are on schedule.

The prediction and compensation routines should be able to compensate for all kinds of external factors, including delivery limitations and should be able to spread the AdViews of high priority campaigns evenly of the course of the day.

The actual result will depend a lot on how consistent the existing statistics are, therefore it is not recommended to use high priority campaigns with only a few days of statistics available. If you do decide to use high priority campaigns without a couple of days of statistics, the prediction and compensation routines will try to meet the targets you have set, but it might not have enough data to spread the impressions evenly of the course of the day.

Also keep in mind, phpAdsNew only adjusts the probability of each campaign every hour and a lot can happen in one hour. If for example your website is visited a lot more than predicted phpAdsNew is not able to compensate for that until the next hour.

Low priority campaigns

If the high priority campaigns do not use all the predicted impressions to meet their targets, low priority campaigns will be displayed to fill the remaining impressions.

It is also possible to give one low priority campaign more impressions than another low priority campaign, by adjusting the weight of the low priority campaign. A low priority campaign with a weight of 2 will be displayed twice as much as a low priority campaign with a weight of 1. However the total number of impressions of a low priority campaign can not be set, only the ratio of impressions between two low priority campaigns. The actual number of impressions also depends on the number of impressions and the total target of all high priority campaigns. For example: if you usually have 10000 impressions each day and the high priority campaigns use 6000 impressions to meet their targets, only 4000 impressions will be used to display low priority campaigns.

Total of 50000 impressions


Campaign A	Target 10000	Actual impressions: 10000
Campaign B	Target 20000	Actual impressions: 20000

Total impressions used to meet set targets: 30000

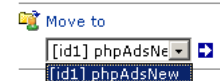
Impressions left for low priority campaigns: 20000

Campaign C	Weight 3	Actual impressions: 15000 (20000 / 4 * 3)
Campaign D	Weight 1	Actual impressions: 5000 (20000 / 4 * 1)

Moving a campaign to another advertiser

Campaigns are owned by one specific advertiser, but it is possible to move a campaign to another advertiser. To move a campaign you need to go to the *Campaign Properties* or *Banner Overview* page of the campaign. You need to select the advertiser you want to move this campaign to from a drop down menu on the left side of the screen and click on the  button next to it. Note: Not only the campaign is moved, but also all banners which are owned by this campaign, including the statistics of the banners.

Modify campaign

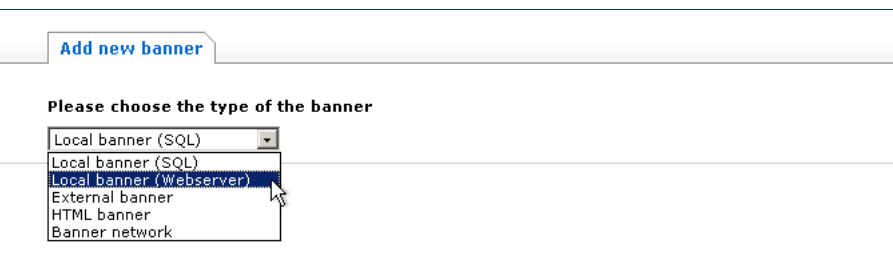


Deleting a campaign

You can delete a campaign from the ad server on the *Advertisers & Campaigns* page. The campaign will then be completely removed from your system, including all banners which are owned by this campaign and all the statistics for this campaign.

BANNERS

Banners are always part of a campaign and can only be created if there are campaigns available. You can create a new banner on the *Advertisers & Campaigns* page or on each campaigns *Banner overview* page. If you are on the *Advertisers & Campaigns* page simply expand a campaign and click on the *Create* button next to the name of the campaign. If you are on a campaigns *Banner overview* page you need to click on the *Add new banner* button on the top of the page.



Add new banner


Please choose the type of the banner

- Local banner (SQL)
- Local banner (SQL)
- Local banner (Webserver)
- External banner
- HTML banner
- Banner network

There are currently 3 types of banners, each has a different purpose. First of all there are Local banners, which are the simplest to use and are stored locally by phpAdsNew. There are two variants of Local banners, which only differ in the way they are stored by phpAdsNew. It is possible the administrator has disabled one of these variants, in that case there is only one variant available to you. External banners are stored on an external server (usually the advertisers server). Besides the two types described above, there are also HTML banners which consist of plain HTML code and can contain special banners such as plain text, forms, banners which consists of multiple images and external banner networks. Once you have created a banner it is not possible to change the type of the banner. You need to create a new banner with the type you require instead.

Local banner

If you want to add a Local banner you need to select an image file on your computer. After selecting the file by clicking on the *Browse...* button it will be uploaded to the server. The image file can be any regular image file type such as gif, jpeg or png. In addition to this phpAdsNew also supports many other types of files, such as dct (Shockwave), mov (QuickTime), rpm (Real Media) or swf (Flash). More information about adding Flash files can be found in chapter *Advanced Flash banners*.

Local banners can be identified in phpAdsNew by the following icon: 

Local banner (SQL)

Select the image you want to use for this banner	<input type="text" value="testbanner.swf"/> <input type="button" value="Browse..."/>
	<input checked="" type="checkbox"/> Check for hard-coded links inside the Flash file
Destination URL (incl. http://)	<input type="text" value="http://www.phpadsnew.com"/>
Target	<input type="text" value="_top"/>
Alt text	<input type="text" value="phpAdsNew [open source ad server]"/>
Status text	<input type="text" value="Visit www.phpadsnew.com"/>
Text below image	<input type="text"/>

The *Destination URL* field is used to define the destination for the banner. If a user clicks on the banner he will be sent to the URL you enter here. All URLs you define must begin with `http://`, otherwise phpAdsNew will assume the destination is located on the same server as phpAdsNew itself. If you are using a Flash file without hard-coded URLs this value will also be available as an ActionScript variable with the name *clickTAG*. If you are using a Flash file with converted hard-coded URLs you will see a *Destination URL* field for every converted link, with an additional radio button next to the actual field. You can use the radiobutton to select which *Destination URL* you want to use for the optional *Text below image*.

The *Target* field can be used to specify the target frame of window in which the *Destination URL* will be opened when the user clicks on the banner. If you don't specify this value phpAdsNew will use the value specified during invocation or the default value.

The *Alt text* is displayed by the browser if the image file is not yet completely downloaded. In most browsers this text will also appear in a yellow tooltip when you move the mouse over the banner. If you don't want an alt text you can leave this field empty.




The text you enter in the field called 'Alt text' will be shown as a tooltip when the users moves his mouse over the banner

The *Status text* field is used by JavaScript capable browsers to replace the browsers status text. If you move the mouse over the banner it will display this text instead of the destination URL. The status area of the browser is usually located in the lower left of the browser window. If you don't want to change the status text you can leave this field empty.

phpAdsNew is able to show a user defined text below each banner. The field *Text below image* is used for this purpose and can include simple HTML tags to format the text. If a user clicks on this text he will be transferred to the URL you entered in the *Destination URL* field. If you don't want to display a text below the banner you can leave this field empty.

External banner

If you want to add a banner which is stored on an external server you can use the *External banner* type. Instead of uploading a file, you can enter the URL of the image file (including http://). The file type of the external image can be gif, png, jpeg or swf (Flash). If you link to an external Flash banner phpAdsNew won't be able to change hard-coded URLs, so it won't be able to track AdClicks for this banner, however it is possible to use Flash files which are prepared according to the MFAA guidelines and keep the ability to track AdClicks.

External banners can be identified in phpAdsNew by the following icon: 

 **External banner**

Image URL (incl. http://)	<input type="text" value="http://www.phpadsnew.com/banner1.gif"/>
Destination URL (incl. http://)	<input type="text" value="http://www.phpadsnew.com"/>
Target	<input type="text" value="_top"/>
Alt text	<input type="text" value="phpAdsNew [open source ad server]"/>
Status text	<input type="text" value="Visit www.phpadsnew.com"/>
Text below image	<input type="text"/>
Size	Width: <input type="text" value="468"/> Height: <input type="text" value="60"/>

The *Destination URL* field is used to define the destination for the banner. If a user clicks on the banner he will be sent to the URL you enter here. All URLs you define must begin with http://, otherwise phpAdsNew will assume the destination is located on the same server as phpAdsNew itself.

The *Target* field can be used to specify the target frame of window in which the *Destination URL* will be opened when the user clicks on the banner. If you don't specify this value phpAdsNew will use the value specified during invocation or the default value.

The *Alt text* is displayed by the browser if the image file is not yet completely downloaded. In most browsers this text will also appear in a yellow tooltip when you move the mouse over the banner. If you don't want an alt text you can leave this field empty.

The *Status text* field is used by JavaScript capable browser to replace the browsers status text. If you move the mouse over the banner it will display this text instead of the destination URL. The status area of the browser is usually located in the lower left of the browser window. If you don't want to change the status text you can leave this field empty.

phpAdsNew is able to show a user defined text below each banner. The field *Text below image* is used for this purpose and can include simple HTML tags to format the text. If a user clicks on this text he will be transferred to the URL you entered in the *Destination URL* field. If you don't want to display a text below the banner you can leave this field empty.


You also need to specify the size of the banner you want to add. Because the image file is located on an external server phpAdsNew is not able to detect the size automatically.

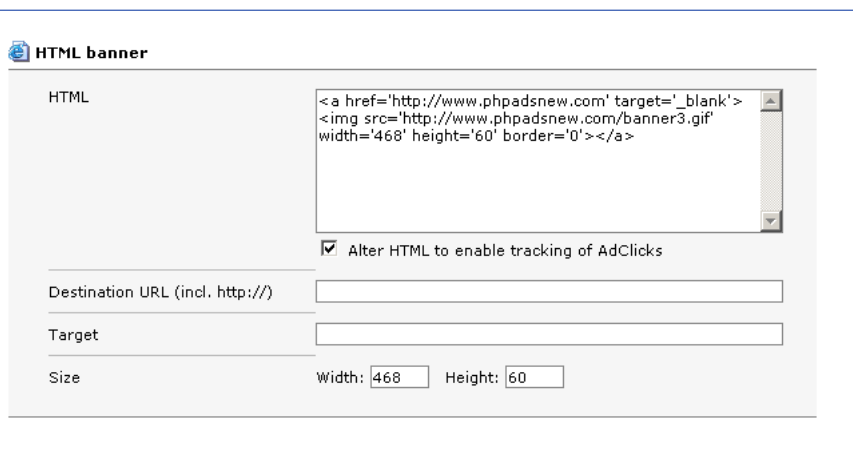
HTML banner

A HTML banner consists of a piece of HTML code which can be entered in the *HTML* field. Any piece of HTML can be used, including JavaScript and (if permitted by the administrator) PHP code. During delivery the HTML code will be placed inside an existing document, so the HTML code should not include `<html>` or `<body>` tags.

← The text you enter in the field called 'Status text' will be shown in the lower left part of the browser window when the users moves his mouse over the banner



← HTML banners can be identified in phpAdsNew by the following icon: 



HTML banner

HTML

```
<a href='http://www.phpadsnew.com' target='_blank'>  
<img src='http://www.phpadsnew.com/banner3.gif'  
width='468' height='60' border='0'></a>
```

☒ Alter HTML to enable tracking of AdClicks

Destination URL (incl. http://)

Target

Size Width: Height:

Tracking of AdClicks for HTML banners can become a bit complicated, but phpAdsNew has a feature which could make the necessary changes to the supplied HTML automatically. This feature will work for most banners, but may not be sufficient for complex HTML code. phpAdsNew is only able to replace links with its own logging mechanism in

plain links or in forms. This feature can be turned on by checking the field *Alter HTML in order to track AdClicks*. If you don't want phpAdsNew to alter the HTML you supplied you can turn this feature off. If you don't want to use this feature phpAdsNew might still be able to help you log AdClicks, for more information please read chapter *Advanced HTML banners*.

The *Destination URL* field is used to define the destination for the banner. Because the destination is usually defined inside the HTML code this field is ignored on most occasions, however if the supplied HTML code doesn't include a link or form, phpAdsNew will create a link with the destination URL you specified. If you do not want phpAdsNew to automatically create a link you should leave this field empty.

The *Target* field can be used to specify the target frame of window in which the *Destination URL* will be opened when the user clicks on the banner. If you don't specify this value phpAdsNew will use the value specified during invocation or the default value.

Because phpAdsNew is not able to detect the size of the specified HTML code, you need to specify it yourself. You can enter the width and height of the banner in the appropriate fields.

Keywords & Description

Each banner also has the following additional properties: *Keywords* and *Description*. These properties are available for all banner types.

Keywords	<input type="text" value="phpadsnew main"/>
Description	<input type="text" value="Main banner for phpadsnew"/>
Weight	<input type="text" value="1"/>

The *Keywords* field can be used to assign one or more keywords to the banner. These keywords are used by the delivery engine to determine which banner must be displayed in a certain condition. More information about using keywords to select a banner can be found in chapter *Making a selection*. If you want to assign more keywords to the same banner you need to separate the different words with a space. There are currently two reserved keywords which have a special meaning: *default* and *global*. Banners with the keyword *global* are always considered for delivery. Banners with the keyword *default* will be automatically linked to zones without any linked banners.

The *Description* is only used by the interface and can be used to distinguish the different banners. You can enter anything you like or keep this field empty.

Banner weight

Up till now we have only talked about how the predicted number of AdViews are spread over the different campaigns and how you can adjust the probability of how many times a campaign is displayed in relation to another campaign, but it is also possible to adjust how the number of impressions are spread among the banners inside a campaign.

In contrast with older versions of phpAdsNew the banner weight will only affect the probability of how much a banner is displayed in relationship with other banners in the same campaign. The campaign weight or target will determine how the impressions relate to other campaigns. If you have a banner with a weight of 3 it will be displayed three times as much as a banner with a weight of 1, but only within the same campaign. Another banner inside another campaign with weight 1 may be displayed more often than your banner with weight 3, because the campaign itself might be displayed more often.

Campaign N (15000 impressions)

Banner A	Weight 1	Actual impressions: 5000
Banner B	Weight 2	Actual impressions: 15000


Campaign M (80000 impressions)

Banner C	Weight 2	Actual impressions: 40000
Banner D	Weight 1	Actual impressions: 20000
Banner E	Weight 1	Actual impressions: 20000

Duplicating an existing banner

If you want to create a new banner based on an existing banner you need to go to the *Banner properties* page and click on *Duplicate*. A new banner will be created with exactly the same properties as the original banner. If you have defined *Delivery limitations* they will also be duplicated. After you have clicked on the *Duplicate* button you will be transported to the properties page of the new banner and any changes you make here will be applied to the new banner.

Moving a banner

A banner is always owned by a specific campaign, however it is possible to move a banner to a different campaign. If you go to the *Banner properties* page, you will see a dropdown list on the left side of the screen. If you select a different campaign and click on , the banner will be moved to the campaign you selected. Note: the logged statistics of the banner will also be moved to the other campaign. This means that the number of impressions of the campaign where the banner originally belonged to will be reduced by the number of impressions of the banner and the number of impressions of the campaign where the banner was moved to will be increased by the number of impressions of the banner.

Deactivating or activating a banner

If you temporarily don't want a certain banner to be considered for delivery you can deactivate the banner. Deactivated banners won't be displayed until it is reactivated again. You can deactivate a banner from the *Banner overview* page of the campaign to which the banner belongs.

Deleting a banner

If you want to permanently remove a banner from your system you can simply delete it. There is also a drawback, if you delete a banner you will also delete all the statistics for that banner. We are currently working on a way to hide a banner from your system, without deleting it completely.



ADVANCED FLASH BANNERS

phpAdsNew has transparent support for Flash banners. phpAdsNew can handle Flash banners just like normal banners. For example; you can simply click on *Add new banner* in the administrator interface and select the type of banner you want to add. If you choose *Local banner (Webserver)* or *Local Banner (SQL)* you can select the .swf file and upload it like you would do with a regular banner. It is also possible to link to an external Flash banner (*External Banner*) and specify the full URL to the .swf file.

phpAdsNew will automatically detect the type of the file and generate the HTML code needed to display the banner during invocation. Please note: Flash banners will not be displayed if you are using normal remote invocation. Only remote invocation with JavaScript, iframes or local mode can display Flash banners.

Using Flash banners has always been a problem for ad servers. After adding a Flash banner, you will probably notice phpAdsNew won't track AdClicks for that banner. This is normal behavior. Usually the destination URLs are hard-coded in the Flash banner and if the user clicks on the banner the Flash player will tell the browser to visit the hard-coded URL directly. Once this URL is set by the creator of the Flash file it wasn't possible for the ad server to replace it with its own AdClick logging mechanism. Different ad servers use different mechanisms to overcome this problem, but usually it required the creator of the Flash file to supply a specially prepared version of the Flash file.

Converting hard-coded URLs

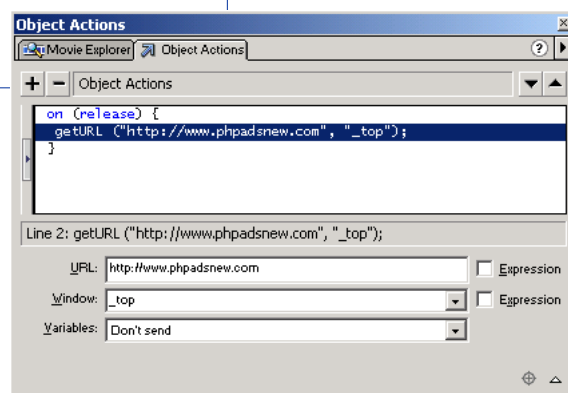
phpAdsNew has a unique feature which allows you to use any Flash file (even compressed Flash MX files), with hard-coded URLs or not, and still log AdClicks for that particular banner. Due to a small Flash editor which is included in phpAdsNew the hard-coded URLs can be converted and changed to any value you want. And the best thing of all: it is as easy as a simple click. You don't need to have any knowledge about Flash to enable the tracking of AdClicks.

Convert Flash links

The Flash file you just uploaded contains hard-coded urls. phpAdsNew won't be able to track the number of AdClicks for this banner unless you convert these hard-coded urls. Below you will find a list of all urls inside the Flash file. If you want to convert the urls, simply click **Convert**, otherwise click **Cancel**.

Please note: if you click **Convert** the Flash file you just uploaded will be physically altered. Please keep a backup of the original file. Regardless of in which version this banner was created, the resulting file will need the Flash 4 player (or higher) to display correctly.

URL	Target
 http://www.phpadsnew.com	_blank



If you create a new banner and select a Flash file, a small checkbox called *Check for hard-coded URLs* will be displayed below the upload field. Once you submit the new banner and if this box is checked it will automatically check for hard-coded URLs inside the Flash file. If phpAdsNew finds hard-coded URLs in the uploaded file it will ask whether you want to convert these URLs. All you need to do is click on *Convert* and the URLs will be converted to phpAdsNew's own AdClick tracking mechanism.

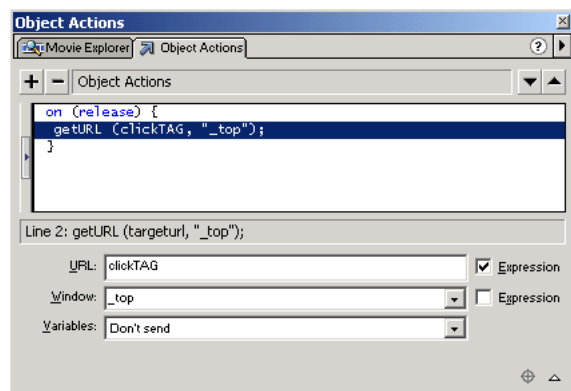
After the hard-coded links are converted they will be listed as *Destination URL* on the *Banner properties* page. If you want, you can make changes to the URLs. A radio button is displayed right behind each converted link. The *Destination URL* you select here will be used as the destination for text which is displayed below the banner.

If you use this feature you might want to keep a backup of each banner, because phpAdsNew will physically alter the file to make the necessary changes. The original file will not be saved by phpAdsNew.

The MFAA ClickTAG

phpAdsNew also supports Flash banners which are prepared using the guidelines set by the Macromedia Flash Advertising Alliance. Flash banners which are built using these guidelines will not only work correctly in phpAdsNew but also in DoubleClick, Engage, L90, TargetNet, 24/7Media and many other professional ad servers.

Preparing a .swf banner according to the MFAA guidelines is not very difficult, but you will need to have access to the original Flash movie source. In the example below the hard-coded URL is replaced with an ActionScript variable called *clickTAG*.



phpAdsNew will give the Flash player the correct value for the *clickTAG* ActionScript variable during delivery. The *clickTAG* ActionScript variable will contain the URL which is needed for tracking clicks and will redirect to the URL specified in the *Destination URL* field on the *Banner properties* page.

More information about the MFAA can be found on <http://www.macromedia.com/resources/richmedia/>

If you want more information on how to prepare banners according to the MFAA guidelines, you can download the Flash Tracking Kit from the url mentioned above.

ADVANCED HTML BANNERS

Tracking of AdClicks can be very complicated. Most HTML banners include hard-coded links to the destination URL. This will cause the browser to visit the destination URL directly, without using phpAdsNew's AdClick tracking mechanism.

However if you are using simple HTML banners phpAdsNew can automatically alter the HTML you entered in such a way it will replace the hardcoded destination URL with the AdClick logging mechanism. This behaviour is turned on by default. If you want to turn it off, you should uncheck the *Alter HTML in order to track AdClicks* checkbox.

Text

The most simple HTML banner you could use is just plain text, with or without HTML layout tags. If you enter the target destination in the field *Destination URL* phpAdsNew will automatically create a link to the target destination and will track the AdClicks. If you leave the *Destination URL* field empty phpAdsNew will not alter the HTML in any way.

```
<h2>Simple text banner</h2>
```

Links

Links are probably the most used type of HTML banners. Hard-coded URLs normally will prevent phpAdsNew from tracking AdClicks, but if *Alter HTML in order to track AdClicks* is enabled phpAdsNew will try to replaced these hard-coded URLs with the correct code to track AdClicks. If the HTML banners contains multiple links to multiple destinations it will replace all links while keeping their destination URLs intact.

```
<a href='http://www.foobar.com'>Simple link</a>
```

Forms

If your HTML banner contains a form phpAdsNew can automatically alter the HTML in order to track AdClicks. The action parameter will be replaced with the AdClick logging mechanism and the original destination will be added as a hidden field. All fields which are not needed for the functioning of phpAdsNew will be passed on to the URL specified in the original action parameter. phpAdsNew can handle both GET and POST methods, but will always use the GET method to pass the contents of the fields to the original URL. The following fieldnames should not be used: bannerid, zoneid, dest, ismap, source and cb.

```
<form action='http://www.foobar.com/form.cgi'>
  <input name='field1' type='text'>
  <input name='field2' type='text'>
  <input type='submit'>
</form>
```

Inserting variables

As you can read in the section above, phpAdsNew can automatically alter HTML banners in a way clicks are automatically tracked. In certain cases the HTML banner is just too complicated to let phpAdsNew do this automatically. In that case you need to do this manually. In order to make this as easy as possible, a number of variables can be used to assist you. Each variable will be replaced with the appropriate code during delivery.

{timestamp}

You can use this variable to include a timestamp. This variable is replaced with the number of seconds since the UNIX-epoch.

{random}

In certain cases, you may want to add a random string to your HTML banner. The string *{random}* will be replaced with a random number of eight digits. If you need a random number with a different length, you could optionally specify the length: *{random:x}* (x can be any number from 1 to 32).

If you use multiple random variables inside your HTML banner they will all be replaced with the same random string. There is one exception: if you specify random variable of a different length than the previous random variable a new random number will be generated.

{bannerid}

If you want to include the id of the banner, which is displayed in the HTML, you can use this variable. Every occurrence of the string `{bannerid}` will be replaced by the correct id.

{targeturl}

The `{targeturl}` variable is used for manually adding the AdClick tracking routines to your HTML banner. There are two different ways to use this variable: without an URL and with a URL.

```
<a href='{targeturl}'>Click me</a>
```

The variable will be replaced with the correct code to track the click and redirect the browser to the URL you specified in the *Destination URL* field. If you specify this variable multiple times it will redirect to the URL specified in the *Destination URL* field every time.

```
<a href='{targeturl:http://www.foobar.com}'>Click me</a>
```

The variable will be replaced with the correct code to track the click and redirect the browser to the URL you specified inside the variable, in this case `www.foobar.com`. You can specify this variable multiple times inside the same HTML code, even if your HTML code includes multiple links to different URLs. Every link will redirect to the URL specified and will track the click if the user decides to click on one of those links, for example:

```
<a href='{targeturl:http://www.foobar.com/ }'>Main page</a>
<a href='{targeturl:http://www.foobar.com/producta/}'>Product A</a>
<a href='{targeturl:http://www.foobar.com/productb/}'>Product B</a>
```


Embedding PHP code

In certain cases you may want to embed PHP code inside an HTML banner.

You can do this in the same way as you would normally embed PHP code inside an HTML document. PHP code starts with `<?php` and ends with `?>`. All code between these two tags will be executed just as it would if it were embedded inside a normal HTML document.

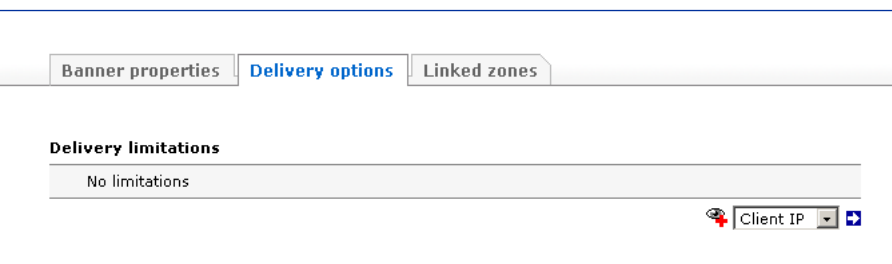
```
<a href='http://www.mybanner.com/click'>
<?php
    echo "The current time is: ";
    echo date ("H:i:s");
?>
</a>
```

There are some exceptions: It is not possible to define functions or classes and include or require other files. The `print()`, `echo` and `printf()` functions will still work and can be used to print strings to the HTML banner.

DELIVERY LIMITATIONS

Delivery limitations are used by phpAdsNew to set additional requirements that must be met before a banner will be displayed. These requirements differ very much from requirements, such as keywords, which can be specified at banner invocation. Delivery limitations are configured from the administrator interface. It is possible to specify multiple limitations per banner and it is even possible to use logical operators to create very specific situations in which the banner is displayed.

Before you can use delivery limitations you might need change your *Invocation and Delivery* settings, because delivery limitations are disabled by default. More information about changing settings and configuring phpAdsNew can be found in the guide *Installation and Configuration*.



The screenshot shows the phpAdsNew administrator interface. At the top, there are three tabs: 'Banner properties', 'Delivery options' (which is selected and highlighted in blue), and 'Linked zones'. Below the tabs, the 'Delivery limitations' section is visible. It contains a text box with the text 'No limitations'. To the right of this text box, there is a dropdown menu labeled 'Client IP' with a small icon to its left and a plus sign to its right.

To setup the delivery limitation for a specific banner you need to go to the *Delivery options* page. There are different ways to reach this page, for example: on the *Advertisers & Campaigns* page you can click on the button called *Limitations* next to the name of the banner, or on the *Banner Properties* page you can click on the tab called *Delivery options*.

Managing delivery limitations

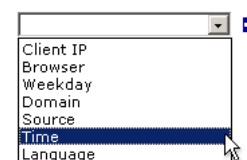
Because delivery limitations can become very complicated the next part of this chapter will deal with how to manage the limitations for each banner and how to apply a set of limitation to other banners.

Creating a new limitation

The following limitations can be used: *Client IP*, *Domain*, *User agent*, *Language*, *Weekday*, *Time* and *Source*. You can add one of these limitations by selecting one from a dropdown menu at the top of the page and clicking on the blue arrow next to it.

After clicked on the blue arrow a new limitation will appear at the bottom of already existing limitations. Please don't forget, the changes you make won't be saved until you have clicked the button called *Save changes* on the bottom of the screen.

← Select a limitation from the dropdown list and click on the blue arrow to add it to your list of limitations:



Changing an existing limitation

If you want to change the setting of a limitation you can do this by simply editing one of its parameters, you entered the correct values you need to make sure you have saved the changes. You can save changes by clicking on the button *Save changes* on the bottom of the screen. It is possible make changes to multiple limitations and save them all at the same time.

Moving a limitation

You can change the order of the limitations by clicking on the two triangles on the bottom right of each limitations. By clicking on the ▲ button the limitation will move one position up and by clicking on the ▼ button the limitation will move one position down. These changes won't be saved until you click the *Save changes* button on the bottom of the screen.

Deleting a limitation

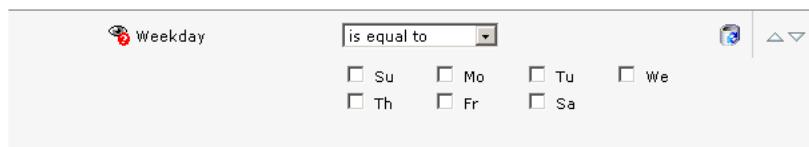
You can delete a limitation by clicking on the 🗑 button. It is not possible to remove all limitations at once. Please don't forget to save the changes by clicking on the *Save changes* button on the bottom of the screen.

Applying a set of limitations to another banner

If you want to use the same set of limitations for multiple banners you can copy the limitations from one banner. This can be very helpful, because otherwise you would have to recreate all the limitations for each of the banners that needs to have the same limitations. First you need to create the limitations for one of your banners, after which you can select the destination banner from a dropdown menu on the left side of the screen.

Limiting delivery by weekday

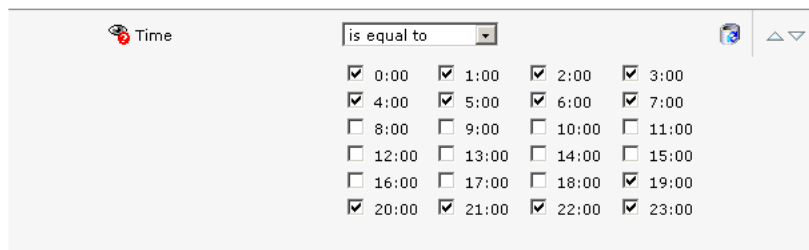
If you want to display a banner only on specific day you can use the Weekday limitation to specify on which day of the week you want to display the banner. You can select multiple days at the same time. For example if you want to display a banner only on Saturday and Sunday, you can simply select these two days.



The screenshot shows a configuration panel for 'Weekday' limitation. It features a dropdown menu set to 'is equal to'. Below the dropdown are seven checkboxes for the days of the week: Su, Mo, Tu, We, Th, Fr, and Sa. The 'Sa' (Saturday) checkbox is selected.

Limiting delivery by time

You can use the time as a limitation and specify whether the banner should be displayed or not. You can select multiple hours at the same time. If you want the banner to be shown only during office hours, you can simply select all hours which fall within this period. It is only possible to make a distinction per hour. For example if you select 8:00 as the condition on which the banner will be shown it will be displayed from 8:00 till 8:59.



The screenshot shows a configuration panel for 'Time' limitation. It features a dropdown menu set to 'is equal to'. Below the dropdown is a grid of 24 checkboxes, each representing an hour of the day from 0:00 to 23:00. The checkboxes for 0:00, 1:00, 2:00, 3:00, 4:00, 5:00, 6:00, 7:00, 8:00, 9:00, 10:00, 11:00, 12:00, 13:00, 14:00, 15:00, 16:00, 17:00, 18:00, 19:00, 20:00, 21:00, 22:00, and 23:00 are all checked.

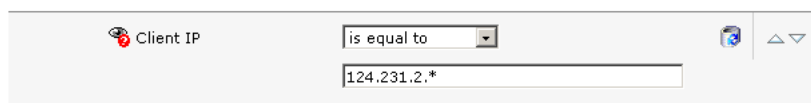
Limiting delivery by client IP

If you want to target your banners for a specific IP range, you can use the Client IP limitation. Each user connected to the internet has a unique IP address. IP addresses are not geographically distributed, but each ISP has been assigned a number of block. If you want to display a banner for users of a specific ISP, you could specify all blocks assigned to this ISP and allow or deny access to this banner.

There are two ways to specify a block of IP addresses: by providing the base IP and the net mask, or by using wildcards:

212.187.0.0/255.255.0.0 will match all IPs from 212.187.0.0 to 212.187.255.255

64.12.*.* will match all IPs from 64.12.0.0 to 64.12.255.255



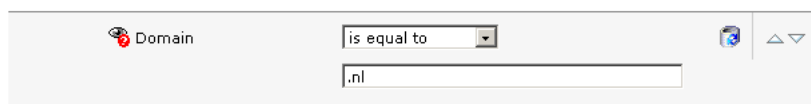
The screenshot shows a configuration window for 'Client IP'. It features a dropdown menu set to 'is equal to', a text input field containing '124.231.2.*', and a small icon with up and down arrows.

Limiting delivery by domain

This limitation could be used for providing different types of banner for different nationalities. Most users do not only have an unique IP address assigned to them when they connect to the internet, but also a domain name. The domain name usually is a human-readable version of the IP address, and usually includes the country suffix. For example: the user domain could look like: ipc3797d8d.dial.wxs.nl or ppp211-104-59-62.dialup.zonnet.nl or e156107.upc-e.chello.nl or

The Domain limitation can match a specific portion of the users domain. If you specify .nl as the limitation, you can deny or allow all users who are online in The Netherlands.

How can this be useful? If you own a website which targets different countries and a client want to show his banner in only one specific country, you could allow this banner to be displayed only from that specific country. The client could also provide you with the same banner translated in a whole lot of different languages. All you have to do is to specify the correct country suffix with each banner.



The screenshot shows a configuration window for 'Domain'. It features a dropdown menu set to 'is equal to', a text input field containing '.nl', and a small icon with up and down arrows.

Limiting delivery by language

The Domain limitation can be quite effective of targeting a specific banner in a specific geographical region. The Language limitation is a refinement of the limitation mentioned above. Every browser provides phpAdsNew with information about the default language of the browser. For example a browser in Germany will tell phpAdsNew that the default language of that specific browser is German. Of course you could use the Domain limitation to get the same information, but that doesn't apply in all cases. The Language limitation must be equal to or different from a specific code, identifying the desired language. A list of possible language codes is provided in appendix *Language codes*.

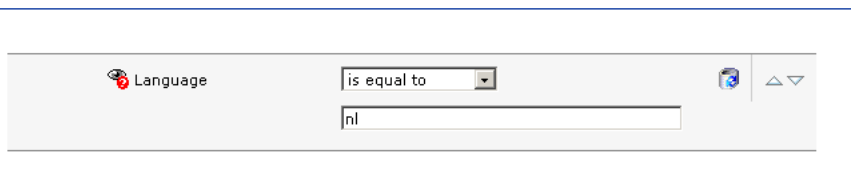
For example: Belgium, a small country in Western-Europe is bi-lingual. In some parts of Belgium people speak Dutch, in other parts people speak French. If you operate a website in Belgium, or another country which is bi-lingual, it isn't possible to determine which language is spoken by your visitors by using Domain limitation, since both languages are spoken in the same country. However if you use Language limitation you could target a banner for a specific language.

The Dutch version of the banner could only displayed be when the limitation is equal to *nl-be*, and the French version of the banner could only be displayed when the limitation is equal to *fr-be*.

Language code usual consist of only 2 characters, in the example above, the language code is appended by a country code as well. This is because the language 'Dutch' isn't only spoken in Belgium, but also in the Netherlands. The same applies to French, which is spoken in Belgium, but also in France.

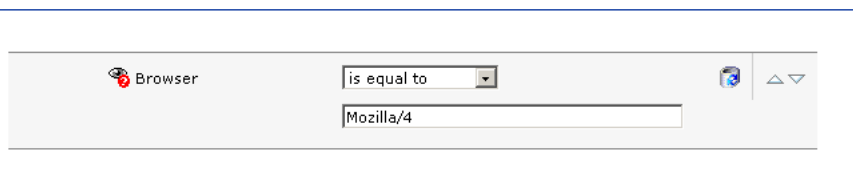
If you want to target all users, who are using the French language you could just specify the language code *fr*. If you want to target only French speaking users in Belgium, you will have to specify the language code and the country code, in this case *fr-be*.

It is possible to specify multiple languages inside your browser, but phpAdsNew will only take the default language into account. If you configure a banner to show only when the language limitation is equal to *de* (German), it won't show the banner if the default language is different from German, even if you specified German as a secondary language.



Limiting delivery by browser

Each browser will tell phpAdsNew its name and version. The string provided by the browser is called the User Agent. It is quite useful to use the User agent to prevent specific banners to be displayed on specific browsers. For example if you have an HTML banner which uses Internet Explorer specific DHMTL you don't want it to be shown on Netscape browsers. You could use the User agent limitation to prevent it from being shown in browsers other than Internet Explorer.



You must specify a POSIX 1003.2 compliant regular expression, which must match the browser specified User agent.

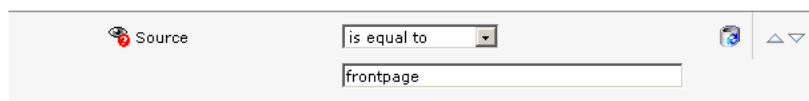
For example:

Mozilla/4 will only match the Netscape 4 browser.
MSIE 4 will only match Microsoft Internet Explorer 4.
MSIE will match all versions of Internet Explorer.
MSIE [456] will match Internet Explorer 4, 5 and 6.

More information about
POSIX regular expressions
can be found in the
regex.7 man pages:
[http://linux.com.hk/
man/showman.cgi?
manpath=/man/man7/
regex.7.inc](http://linux.com.hk/man/showman.cgi?manpath=/man/man7/regex.7.inc)

Limiting delivery by the source parameter

This limitation is linked to the source parameter of the banner invocation code. You can specify any keyword during invocation and check whether the banner should be shown. This feature can be useful to show a banner only on a specific page or section of your website. It is also possible to create this behaviour with regular keywords, but this could be an additional way to display banner only on a specific page. The advantage of using this condition is it is pretty easy to change the display location of a banner by using the admin interface.

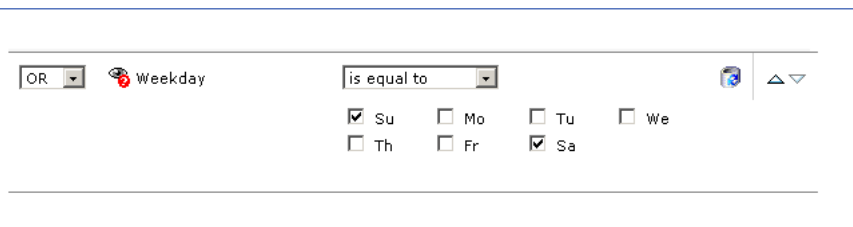
A screenshot of a web interface for configuring banner source parameters. It features a label 'Source' with a small icon. To its right is a dropdown menu currently showing 'is equal to'. Below the dropdown is a text input field containing the word 'frontpage'. To the right of the input field are two small icons: a globe and a triangle pointing down.

For example:

If you specify *frontpage* as the source parameter during banner invocation and set the limitation of a banner also to *frontpage* the banner will shown. If you don't specify *frontpage* as the source parameter during banner invocation, the banner won't be shown.

Comparison expressions

Each limitation can be set to *is equal to* the user specified value or *is different from* the user specified value. If the current value of the limitation and the user specified value meets the comparison it will evaluate to true. The banner will only be shown if all conditions evaluate to true.



Logical operators

It is possible to use logical operators to create very complex situations in which the banner is displayed. If you use multiple conditions you can set a logical operator between each limitation. An logical operator can be either an OR operator or an AND operator.

true AND true = true	true OR true = true
true AND false = false	true OR false = true
false AND true = false	false OR true = true
false AND false = false	false OR false = false

OR operators have precedence over AND operators. This means all AND operators will be evaluated first. The resulting expression will only consist of OR operators and only one of the parts left need to evaluate to true in order for the total result to be true. The banner will only be shown if the result of all limitations evaluates to true, however this doesn't have to mean every limitation must be true.

```
false AND false OR true AND true OR false
(false AND false) OR (true AND true) OR false
false OR true OR false
true
```

```
false OR false AND true OR true AND false
false OR (false AND true) OR (true AND false)
false OR false OR false
false
```

For example: If you want show a banner only during the business week during the evening, and during the weekend:

Delivery limitations

Only display this banner when:

Weekday is equal to
☐ Su ☒ Mo ☒ Tu ☒ We
☒ Th ☒ Fr ☐ Sa

AND Time is equal to
☐ 0:00 ☐ 1:00 ☐ 2:00 ☐ 3:00
☐ 4:00 ☐ 5:00 ☐ 6:00 ☐ 7:00
☐ 8:00 ☐ 9:00 ☐ 10:00 ☐ 11:00
☐ 12:00 ☐ 13:00 ☐ 14:00 ☐ 15:00
☐ 16:00 ☐ 17:00 ☒ 18:00 ☒ 19:00
☒ 20:00 ☒ 21:00 ☒ 22:00 ☒ 23:00

OR Weekday is equal to
☒ Su ☐ Mo ☐ Tu ☐ We
☐ Th ☐ Fr ☒ Sa

Client IP

Weekday is equal to mo, th, we, tu, fr

AND Time is equal to 18:00, 19:00, 20:00, 21:00, 22:00, 23:00

OR Weekday is equal to sa, su

Let's take a closer look. The first line (*Weekday is equal to mo, th, we, tu, fr*) only evaluates to true on monday to friday. The second line (*Time is equal to 18.00 ...*) only evaluates to true on evenings. The third line only evalutes to true during the weekend.

Lets assume it is Wednesday, 21.00 hours, the banner should be displayed:

true AND true OR false (true AND true) OR false true OR false true

Now lets assume it is Wednesday, 14.00 hours, the banner should not be displayed:

true AND false OR false (true AND false) OR false false OR false false

And finally Saturday, 13.00 hours, the banner should be displayed:

false AND false OR true (false AND false) OR true false OR true true

DELIVERY CAPPING

phpAdsNew has some advanced features which will help you target banners and popups more accurate. It is possible to specify how many times a banners must be shown to a specific user and how much time there must be between two impressions.

Delivery capping

Once this banner has been delivered once, don't show this banner again to the same user for: hours minutes seconds

Do not show this banner to the same user more than: times

The capping settings can be found on the *Delivery options* page of each banner, but will only work if *Use beacons to log AdViews* is enabled.

Time based capping

By setting a time limit you can influence how often a banner is delivered to a specific user. Once the banner has been delivered once, the banner will not be considered any more for as long as the set time limit. After the limit has expired, the banner will be considered for delivery again.

Frequency capping

If you want to limit how many times a specific user will see a banner, you can enter the maximum number of impressions in the field *Do not show this banner to the same user more than*. Once the user has seen the banner as many times as specified the banner will no longer be considered for delivery.



DISPLAYING BANNERS ON YOUR WEBSITE BY USING ZONES



INTRODUCTION

After you have set up your banner inventory you are only half way. The next step is to setup the delivery configuration and prepare your website for banner invocation. There are two ways to display banners on your website; by selecting a banner directly from your banner inventory or by using publishers and zones.

The default way of displaying banners would be to use publishers and zones, which are pretty easy to setup. Zones can be fully configured from the administrator interface and allows you to link banner from your inventory to a zone. After you have setup your zones you can generate a small piece of HTML called *banner code* or *invocation code*, which you can place on your website. The invocation code directly calls your zone to show the banners which are linked to it. Using zones is also slightly faster than directly selecting a banner from your inventory, because zones are cached and which will result in a lower load on you database server and ad server.

While zones are very easy to configure they are not as powerful as a direct selection. If the limitations of zones are too restricting for you, it is possible to create a custom piece of banner code, which is able to directly select and display a banner from you inventory without using zones. You can select a banner by almost all of its properties, such as id, keywords and size. It is even possible to use multiple expressions and logical operators to further pinpoint the selection of banners. While this method of displaying banners is very advanced it lacks the easy configuration of zones. If you need to change the selection of banners on a certain position of your website you need to change the banner code, which can take quite a bit of time if you need to change hundreds of pages.

PUBLISHERS

After you have added banners to your inventory you need to define how banners are delivered from your ad server to the visitors. The delivery model of phpAdsNew is ready for multiple websites, and each can have multiple zones where banners are displayed.

← Publishers can be identified in phpAdsNew by the following icon: 🏠

Before you can define which banners are displayed you need to create at least one *Publisher*. Usually the first publisher you define is used for your own website. If you have more websites, that use the same ad server, you can also create a new publisher for each of your other websites. It is also possible to add new publishers for partner websites which do use your ad server, but are not under your control. Publishers can be created on the *Publishers & Zones* page, by clicking on the button called *Add new publisher*.

Basic information

Name	<input type="text" value="Creatype"/>
Website	<input type="text" value="http://www.creatype.nl"/>
Contact	<input type="text" value="Niels Leenheer"/>
E-mail	<input type="text" value="niels@creatype.nl"/>
Language	<input type="text" value="Default"/>

First of all you need to supply a *Name* for your new publisher. The name must be unique and will be used throughout the administrator interface to differentiate between the different publishers.

The field *Website* is used to store the URL of the website on which the zones will be defined. This value is currently not yet used by phpAdsNew, but may be used for your own reference.

The *Contact* field is used to store the name of the contact for this publisher. This name will be used in mailed reports. The e-mail address to which reports are mailed can be entered into the *Email* field.

The *Language* field is used to specify the native language of the contact for this publisher. The language you specify here is used for reports send by e-mail and for the user interface of the publisher interface.

Login information

Username

Password

- ☒ Allow this user to modify his own settings
- ☒ Allow this user to modify his own zones
- ☒ Allow this user to link banners to his own zones
- ☐ Allow this user to define new zones
- ☐ Allow this user to delete existing zones


A publisher can log into phpAdsNew' publisher interface to look at all the statistics gathered for his zones. To be able to log in the publisher interface, the publisher needs to have a unique *username* and *password*. Without these properties the publisher won't be able to log in. It is also possible to give the publisher special permissions which allows him to make changes to his own zones.

If the checkbox *Allow this user to modify his own settings* is set, the publisher will be able to change the properties of this publisher by himself, except for the name of this publisher and the special permissions. If the checkbox *Allow this user to modify his own zones* is set the publisher will be able to make modifications to existing zones, but won't be able to decide which banners are linked to his zones. If the checkbox *Allow this user to link banners to his own zones* is also set, the publisher will be able to decide which banners are displayed in his zones. The user will be able to link new banners to his zones and removed banners from his zones. If the checkbox *Allow this user to define new zones* is set the publisher is able to create new zones and define which banners are displayed in this new zone. If the checkbox *Allow this user to delete existing zones* is set he will also be able to delete existing zones, or delete newly created zones. All changes the publisher makes will only affect his own zones. Zones which are owned by other publishers won't be affected.





ZONES

Zones are used to define a space on a website which is used for advertising. A zone can be a single specific space on only one page, or a space which is used on multiple pages, but show the same banners. For example it is possible to define one zone for the frontpage of your website, which includes special banners. It is also possible to define a one zone which is used to display banners on the top of all article pages.

Zones always belong to an publisher, so you need to create a publisher before you can create any zones. Zones can be created on the *Publishers & Zones* page by expanding an existing publisher and clicking on the *Create* button next to the name of the publisher. It is also possible to create zones on the *Zone Overview* page of each affiliate, by clicking on the *Add new zone* button on the bottom of the screen.

← Zones can be identified in phpAdsNew by the following icon: 

Basic information

Name	<input type="text" value="Frontpage"/>
Description	<input type="text" value="Collection of banners for use on the frontpage"/>
Zone type	<input checked="" type="radio"/>  Banner, Button or Rectangle <input type="radio"/>  Interstitial <input type="radio"/>  Popup
Size	<input checked="" type="radio"/> IAB Full Banner (468 x 60)  <input type="radio"/> Width: <input type="text" value="468"/> Height: <input type="text" value="60"/>

Each zone has a unique *Name* which can be used to differentiate between all the available zones. In addition to this it is also possible to specify a *Description* of each zone, which will be displayed in the administrator interface also. This way it is pretty easy to determine what a specific zone is used for.

The *Zone type* you select here determines how the banners of this zone will be displayed on your website. The options available from the invocation code generator depend on the type you select here. If you want to display a banner inside or next to the regular content of your website you need to select *Banner*, *Button* or *Rectangle*. *Interstitials* are used for displaying banner on top of your regular content. The banner usually appear when the page is initially loaded and will disappear after a set number of seconds. If you select *Popup*, the banner will be displayed in a new window, which will appear above or below the window in which your website is shown.

A zone has a specific width and height and only banners with the same dimensions will be shown in that specific zone. When you create a new zone you can choose the *Size* of the zone from a drop down menu which includes all the standard dimensions, defined by the IAB. It is also possible to specify the width and height of the zone yourself. This should only be necessary when you use non-standard banners. In certain conditions you might need a zone which isn't limited to a specific size, for example when you want to create a bar of different banners which have the same width, but may have a different height. If you specify an *asterix (*)* as the width or height (or both), phpAdsNew will ignore this property. For example if you set the size to 150 x *, all banners with a width of 150 pixels could be displayed in this zone. The height of the banners will be ignored.

Creating chains

It is possible a zone isn't linked to any active banners or campaigns, or the currently linked banners can't be displayed due to delivery limitations. In that case you might want to create a chain of zones, to prevent that no banners are delivered at all. The first zone of a chain is usually called directly by the invocation code, if that zone can't display any banners the second zone in the chain is automatically called. On the *Chains* page there are three different options:

Chain settings


If no banners from this zone can be delivered, try to...

☐ Stop delivery and don't show a banner

☒ Display the selected zone instead:

 [id4] Demo

☐ Select a banner using the keywords entered below:



Stop delivery and don't show a banner

If the current zone can't display any banners, no other banners will be shown and the space on your website reserved for banners from this zone will be left empty.

Display the selected zone instead

The zone you select here will be used as the second zone in the chain. If the first zone can't display any banners, banners from the selected zone will be displayed.

Select a banner using the keywords below

As an alternative to selecting a zone as the second item in a chain it is also possible to display a banner using keywords. If the first zone can't display any banners, an alternative banner will be selected using the keywords you enter here. For example: if you enter *default* as the keyword, all banners with the keyword *default* will be considered for delivery if this zone can't display any banners. The possibilities of this method is much more advanced as the example given above. It is also possible to use logical operators and other selection criteria such as banner id, client id and campaign id. The syntax of this field is the same as the syntax for the what parameter during invocation, if you are making a direct selection from your banner inventory, with the following exception: the keyword method doesn't support multiple expressions, separated by a |. Please read chapter *Making a selection* for a full explanation of the possibilities.

Appending other invocation codes

In certain conditions you might want to append another invocation code to the HTML generated during invocation. For example if you want to show a pop-up banner on the same pages as a certain zone, you can simply append the invocation code of the pop-up to the zone of the regular banner. Every time a banner from the regular zone is delivered, the invocation code you enter here is also executed.

Always append the following popup or interstitial invocation code to banners displayed by this zone

Linking banners to a zone

After you have created a zone you can link banners to it. Only linked banners will be displayed in the zone. You can link banners to a zone on the *Linked banners* page of each zone. In addition to this it is also possible to link a banner to a zone on the *Linked zones* page of each campaign or banner. There are currently three ways of linking banners which are both described below.

Campaign selection







The easiest way of linking banners is to use the *Campaign selection* method. If you choose to use this method a list of all campaigns which hold banners which will match the dimensions of the zone will be shown, after which you can select the campaign you want to display by clicking on the checkbox in front of the name of the campaign. Only campaigns which are selected are considered for delivery. To remove a campaign from your zone, you simply need to deselect the campaign by clicking on the checkbox in front of the name of the campaign.

Banner selection

The second method works exactly the same as the one described above, but instead of selecting a campaign, you can select the exact banners you want to display inside a specific zone. This way of linking is a bit more complicated than *Campaign selection*, but offers more control over which banners are actually selected.

Please choose the type of linking banners

Banner selection  

Name	ID	Description
<input checked="" type="checkbox"/>  ThinkGeek	4	
<input checked="" type="checkbox"/>  phpAdsNew	5	
<input checked="" type="checkbox"/>  Think Geek 2	6	
<input checked="" type="checkbox"/>  Sourceforge.net	7	
<input type="checkbox"/>  The new iMac	8	
<input type="checkbox"/>  Untitled	10	
<input type="checkbox"/> Check all / none		

Keyword

If you choose *Keyword* as the method of linking banners, it is possible to enter one or more keywords. Banners which have the same keywords as you entered here will be considered for delivery. For example: if you enter *frontpage* as the keyword linking banners to this zone, all banners with the keyword *frontpage* will be considered for delivery. The possibilities of this method is much more advanced as the example given above. It is also possible to use logical operators and other selection criteria such as banner id, client id and campaign id. The syntax of this field is the same as the syntax for the *what* parameter during invocation, if you are making a direct selection from your banner inventory, with the following exception: the keyword method doesn't support multiple expressions, separated by a `|`. Please read chapter *Making a selection* for a full explanation of the possibilities.

Probability

The *Probability* page of each zone includes a list of all the banners which are currently considered for delivery for this zone. The list includes the name and id of the banner and also includes the probability of how often a banner is delivered. If you want to change the probability of a specific banner you can do this by changing the priority of the campaign to which this banner belongs or by changing the weight of the specific banner. Please note: these change not only affect this zone, but all zones to which the banner or campaign are linked to.



DISPLAYING BANNERS ON YOUR WEBSITE BY DIRECT SELECTION



INTRODUCTION

In the previous chapter you read about how to use publishers and zones to make a selection from your inventory, but there is also another way. By using direct selection it is possible to display banners directly from your inventory by selecting banners based on one or more campaign or banner properties.

The big advantage of this method is the increased flexibility in selecting banners. Because you can use multiple expressions, logical operators and different types of statements, direct selection is much more powerful than using zones. There is also a big drawback; because the selection is made during invocation, it will be necessary to change to invocation code everytime you want to change the selection. Also keep in mind, because direct selection is much more powerfull, it is also much more difficult to implement on your website. Direct selection is only intended for advanced users.

MAKING A SELECTION

You can make a selection from your banner inventory by creating a string which consists of expressions, logical operators and statements. After you enter this string in the corresponding field of the invocation code generator, the generated invocation code will only display those banners which are part of the selection you made.

Expressions

The selection can consist of one or more expressions. Each expression will be executed when the previous expression has failed. Multiple expression must be separated with the character | and may not be separated by spaces.

If you don't provide an expression and leave the selection empty phpAdsNew match any active banner and will display one randomly.

If the first expression does not match any banner the second expression will be executed. If the second expression does not match any banner the third expression will be executed. This also means that if the first expression does match a banner, the second and third expression won't be executed. You can specify as much expressions as you like, but each additional expression may require some extra system resources, such a processing time and database queries.

-
- ☒ expression1
 - ☒ expression1|expression2|expression3
 - ☒ expression1 | expression2

Logical operators

Each expression can consist of one or more statements. Each statement tries to match one or more banners. The simplest expression would only consist of one statement. phpAdsNew will try to find a banner that matches this statement. However, it is possible to use multiple statements and use logical operators. The logical operators look a bit different than the ones used in MySQL and PHP, but work the same way. Statements need to be separated by a comma (,) and a statement can begin with a switch to set the behavior. Do not put a space between the operator and the statement. If you separate statements without a switch (only a comma), the separator will become an OR operator.

statement,statement

☒ statement OR statement

If you use the + or _ switch the separator will become an AND operator. Please note: you can't use the + switch in remote invocation and must use the _ switch, which means exactly the same.

statement,+statement

statement,_statement

☒ statement AND statement

If you use the - switch the separator will become a NOT operator. You can use the - switch on the first statement.

statement,-statement

☒ statement NOT statement

-statement,-statement

☒ NOT statement NOT statement

For example

statement1,statement2,statement3

☒ statement1 OR statement2 OR statement3

statement1,+statement2,+statement3

☒ statement1 AND statement2 AND statement3

statement1,+statement2,-statement3

☒ statement1 AND statement2 NOT statement3

OR takes precedence over AND and NOT. AND and NOT have equal precedence. At this moment it is not possible to use parentheses to force precedence!

statement1,+statement2,statement3

☒ (statement1 AND statement2) OR statement3

statement1,+statement2,statement1,+statement3

☒ (statement1 AND statement2) OR (statement1 AND statement3)
statement1 AND (statement2 OR statement3)

statement1,statement2,-statement3

☒ statement1 OR (statement2 NOT statement3)

statement1,-statement3,statement2,-statement3

☒ (statement1 NOT statement3) OR (statement2 NOT statement3)
(statement1 OR statement2) NOT statement3

Statements

There are different types of statements available for making a selection, but all are related to either the advertiser, the campaign or the banner. Each statement tries to match a specific property and if the property matches the supplied information the statement evaluates to true.

bannerid:[digits] or [digits] You can select a banner by looking at the id of that banner. If you specify a banner id phpAdsNew will try to select the banner with the same id as you specified.

48

☒ Match a banner with id 48

bannerid:23

☒ Match a banner with id 23

clientid:[digits] You can match a banner by looking at the id of the owner of the banner. phpAdsNew will try to find a banner, which owner's id is equal to the digits you specified. The owner of a banner can be an advertiser or a campaign.

clientid:32

☒ Match a banner which owner has id 32

[width]x[height] You can match a banner by looking at the dimension of the banner. phpAdsNew will try to find a banner with the same width and height you specified.

468x60

☒ Match a banner with width 468 and height 60

width:[digits] It is also possible to match only by looking at the width of the banner, which could be very useful if you want to try and build a vertical banner-bar.

width:120

☒ Match a banner with width 120

format:[type] or html You can match a banner by looking at the content type of the banner. phpAdsNew will try to find a banner with the same format as the type you specified. If you want to match html banners you can use a shortcut and specify only *html*. Currently the following content types are supported by phpAdsNew: gif, jpeg, png, html, swf (Flash movie), dcr (Shockwave movie), rpm (Real movie) and mov (QuickTime movie).

format:html

☒ Match a banner of type HTML

html

☒ Match a banner of type HTML

[keyword] You can select a banner by looking at the keywords of the banner. phpAdsNew will try to find a banner with the keyword you specified. If the banner you want to select contains multiple keywords, you only need to specify one of those keywords to select the banner. You can use digits in your keywords, but every keyword must contain at least one character other than a digit or an *x*. You can't use a colon (:) in your keywords.

mybanners

☒ Match a banner with keyword *mybanners*

frontpage

☒ Match a banner with keyword *frontpage*

The global keyword

In phpAdsNew you can define global banners. If you want to turn a banner into a global banner you need to add the *global* keyword to the banner by using the administrator interface. Global banners will always be considered a match. The behavior only works if you are using one expression with only keywords. Otherwise you will have to add the *global* keyword to the selection string by hand.

key1

- ☒ Match a banner with keyword *key1* or *global*. Because there is only one expressions and only keywords are used; global banners are also considered a match.

key1|key2,global

- ☒ Match a banner with the keyword *key1*. If there are no banners with this keyword try to match a banner with keyword *key2* or *global*. Because there are two expressions, global banners are not considered a match. Because we want to match the global banners in the second statement, the *global* keyword is added manually.

key1|global

- ☒ Match a banner with the keyword *key1*. If there are no matching banners, match a banner with keyword *global*. This example is slightly different from the first, instead of displaying both banners with the keyword *key1* and global banners, this selection will only contain global banners if there are no banners with the keyword *key1*

Examples

Below you will find examples of how the selection string could be configured. The examples include different statements, logical operators and multiple expressions.

key1|main

- ☒ Match a banner with keyword *key1*. If there are no banners with this keyword try to match a banner with keyword *main*.

key1,key2|clientid:3

- ☒ Match a banner with keyword *key1* or *key2*. If there are no banners with this keyword try to match a banner with client id 3.

key1,-clientid:2

- ☒ Match a banner with keyword *key1*, don't match banners with client id 2.

4|clientid:2,clientid:4|key1|global

- ☒ Match a banner with id 4. If there are no matching banners try to match a banner with client id 2 or 4. If there are no matching banners try to match a banner with keyword *key1*. If there are no matching banners try to match a banner with keyword *global*.

html,+key1,+key2,-clientid:2

- ☒ Match a html banner with keyword *key1* and *key2*, but don't match banners from client with id 2.

3,+468x60,4,+468x60,5,+468x60

- ☒ Match a banner with a width of 468 and a height of 60. The banner id must be 3, 4 or 5.

key1,-468x60,key2,-468x60

- ☒ Match a banner with keyword *key1* or *key2*. The banner must not have a width of 468 and a height of 60.



GENERATING THE INVOCATION CODE FOR YOUR WEBSITE



INTRODUCTION

To place a banner on your website you need to have a piece of HTML which retrieves a banner from the ad server and displays it. This piece of HTML is usually called invocation code or banner code. Creating the invocation code manually can be very complicated, but to help making it simpler there is a code generator available. With the code generator you only have to specify the type of invocation and set a couple of additional parameters. There are two different invocation code generators; one for direct selection and one for publishers and zones.

There are a couple of different types of invocation code, each with its own abilities and limitations. The most powerful type of invocation is local mode, which can be used only if your website uses PHP and is located on the same server as phpAdsNew, but there are also a couple of types of remote invocation which allow you to use phpAdsNew on external websites and without the requirement of PHP on the external server.

One very important thing to remember is to generate the invocation code twice if you want to display two banners on the same page, even if the selection of the banners is the same. Each invocation code has a unique identifier embedded to help phpAdsNew keep track of which banner is clicked on by the user. If you would copy the generated banner code and paste it multiple times on the same page it is possible the user will be redirected to the wrong destination URL.

Publishers and zones

If you are using publishers and zones to make a selection of the banners you want to display, you can find the invocation code generator next to the Zone properties, Banner selection and Probability tabs. To create your invocation code you need to go to the *Invocation code* page of the zone you want to show on your website and select the type of code you want to create, setup a couple of additional parameters and click on *Generate*.



Zone properties | Linked banners | Probability | **Invocationcode**

Please choose the type of banner invocation

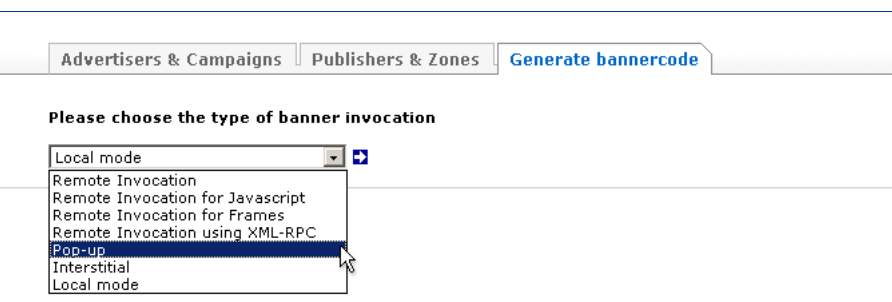
Remote Invocation +

- Remote Invocation
- Remote Invocation for Javascript
- Remote Invocation for Frames
- Remote Invocation using XML-RPC

On the Zone properties page you can choose the type of the zone and based on this choice phpAdsNew may let you choose different invocation types. If the type of the zone is *Banner*, *Button* or *Rectangle* only normal invocation types are available. If the type of the zone is *Interstitial* or *Popup*, you don't have to choose an invocation type, because for each of those zone types there is only one JavaScript based invocation type.

Direct selection

If you want to select a banner directly from your inventory, creating this invocation code is a bit more difficult than using zone, but the basics are the same. Just go to *Generate bannercode* page and select the type of code you want to create, setup a couple of additional options and click on *Generate*. The only difference between using zones and direct selection are two additional parameters.



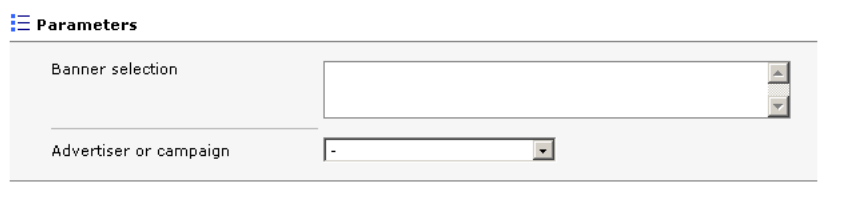
Advertisers & Campaigns | Publishers & Zones | **Generate bannercode**

Please choose the type of banner invocation

Local mode +

- Remote Invocation
- Remote Invocation for Javascript
- Remote Invocation for Frames
- Remote Invocation using XML-RPC
- Pop-up
- Interstitial
- Local mode

If you choose to use the generator for direct selection there are two additional parameters available for each invocation type. These two parameters will be explained once below, but are available for every invocation type.



The image shows a web form titled "Parameters" with a blue icon of three horizontal lines. It contains two input fields. The first field is labeled "Banner selection" and is a large text box with a small vertical scroll bar on its right side. The second field is labeled "Advertiser or campaign" and is a smaller dropdown menu with a small downward arrow on its right side.

Banner selection This parameter is used to make the actual selection from your banner inventory. If you want to know more about this parameter please read chapter *Making a selection*, which will explain the exact format of this parameter in detail.

Advertiser or Campaign The optional argument is used to limit the banner selection you made with the *Banner selection* parameter to a certain client. This argument is not used by default.

BANNER, BUTTON OR RECTANGLE

Remote invocation

The most simple method to show banners on your website is by using remote invocation. Remote invocation consists of a simple `<a>` construction, which calls `phpAdsNew` to select a random banner from your zone. While remote invocation is the most simple method, it is also the most limited method: cookies must be enabled on the users' browser and this method is not able to shown rich media banners, such as Flash, Shockwave, Quicktime, Real and HTML.

Important: If you want to display two banners on the same page you must generate this code twice, because each time a unique code is embedded in the banner code. It is not possible to copy the code and paste it twice on the same page. It is possible to use the same code on two or more different pages.

Parameters

Target frame	<input type="text" value="_blank"/>
Source	<input type="text" value="frontpage"/>

Target frame The optional argument *Target frame* allows you to specify a frame target to be used when the user clicks on the ad. For example, use `_blank` to force a new browser window to open, `_top` to replace the current window (and break frames), etc. For more information about this parameter you can take a look at the target attribute in the HTML specifications.

Source The optional argument *source* allows you to specify the name of the current page (for example: *mainpage* or *subpage1*). You can later add a delivery limitation use the administrator interface to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read chapter *Delivery Limitations*.

-
- ☒ Works in all browsers
 - ☒ Does not slow down page loading
 - ☒ Cookies needs to be enabled to work correctly
 - ☒ No support for rich-media banners
 - ☒ Needs to be generated twice for multiple banners on the same page

Remote invocation for JavaScript

By embedding a small piece of JavaScript code on you page you will be able to shown any banner from your zones. Unlike normal remote invocation this method will allow you to use rich media banners such as Flash, Shockwave, QuickTime, Real or HTML. This method will only work properly if the user has enabled JavaScript in his browser and it will slow down the loading of the page, because the browser will wait with rendering the contents which appears below the banner. However if JavaScript is not enabled, this invocation type will still work, only it won't show rich media banners.

Parameters

Target frame	<input type="text" value="_blank"/>
Source	<input type="text" value="frontpage"/>
Show text below banner	<input type="radio"/> Yes <input checked="" type="radio"/> No
Don't show the banner again on the same page	<input type="radio"/> Yes <input checked="" type="radio"/> No

Target frame The optional argument *Target frame* allow you to specify a frame target to be used when the user clicks on the ad. For example, use *_blank* to force a new browser window to open, *_top* to replace the current window (and break frames), etc. For more information about this parameter you can take a look at the target attribute in the HTML specifications.

Source The optional argument *Source* allows you to specify the name of the current page (for example: *mainpage* or *subpage1*). You can later add a delivery limitation use the administrator interface to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read chapter *Delivery Limitations*.

Show text below banner The optional argument *Show text below banner* allows you to show a banner with its associated line of text below it (for example, “Support our sponsor” is a common line of text). The *Show text below banner* parameter is turned off by default. If want to turn it on you should set this parameter to true.

Don't show the banner again on the same page Remote invocation for JavaScript has a very special feature, which is not available with other invocation types; by enabling this parameter you can make sure the banner with this invocation code isn't displayed again on this page. There is one restriction on this feature; it will only block the banner if all of the other banner codes on the same page are also invoked by JavaScript.

-
- ✓ Works in all browsers
 - ✓ Support for rich-media banners
 - ✗ Slows down page loading

Remote invocation for Frames

Usually iframes are used to embed an external HTML page inside another HTML page, but it can also be perfectly used to place a banner on a page. phpAdsNew will generate a HTML page which includes the banner and the iframe will place the banner on your website. Because iframes are not supported on older browsers, the user will need to have at least Internet Explorer 4, Netscape 6 or Mozilla. Netscape 4 has a similar way of embedding external HTML inside a webpage, called ilayers. If Netscape 4 is used the iframe code will be ignored and the ilayer code is used instead. On older browsers the iframe and ilayer will be ignored, so phpAdsNew can't display rich media banners.

Banners which are displayed with this method have one unique feature: the ability to rotate between multiple banners. You can specify the number of seconds after which the banner will be replaced by a new one. Unfortunately this function will only work in Internet Explorer 4 or higher, Netscape 6 or Mozilla.

Important: If you want to display two banners on the same page you must generate this code twice, because each time a unique code is embedded in the banner code. It is not possible to copy the code and paste it twice on the same page. It is possible to use the same code on two or more different pages.

Parameters

Target frame

Source

Refresh after

sec

Resize iframe to banner dimensions

☒ Yes
☐ No

Make the iframe transparent


☒ Yes
☐ No

Target frame The optional argument *Target frame* allow you to specify a frame target to be used when the user clicks on the ad. For example, use *_blank* to force a new browser window to open, *_top* to replace the current window (and break frames), etc. For more information about this parameter you can take a look at the target attribute in the HTML specifications.

Source The optional argument *Source* allows you to specify the name of the current page (for example: *mainpage* or *subpage1*). You can later add a delivery limitation use the administrator interface to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read chapter *Delivery Limitations*.

Refresh after If you want to automatically refresh the banner you can specify the amount of seconds between each reload. After each refresh a new banner from your zone will be displayed.

Frame size You need to specify the initial size of the iframe or ilayer. This value must match the banners that will be displayed inside this iframe or ilayer. This option is only available if you use direct selection, because when using zones you already specified the size of the zone when you created it.



Resize iframe to banner dimensions It is possible to have banners with different dimensions in one zone. In that case you might want to enable this feature, because otherwise it might be possible the banners won't fit in the space used by the iframe and only a part of the banner will be shown. This option only works if the website and the adserver are installed on the same domain, and is hidden when using zones and the url of the publisher is not equal to the url of phpAdsNew.

Make iframe transparent If you set this parameter to true the background of the iframe will become transparent, which means the background of the original page will be visible. This feature will only work in Internet Explorer 5.5 or higher.

Include Netscape 4 compatible ilayer Because of compatibility problems the Netscape ilayer isn't included by default anymore. If you want to include an Netscape 4 compatible ilayer you can enable this feature now by hand. Please be aware: Netscape 4 are notoriously buggy when used inside tables, so if you want to use ilayers, please do not place this banner inside a table cell.

-
- ☑ Does not slow down page loading
 - ☑ Works in all browsers
 - ☑ Support for rich-media banners

INTERSTITIAL

Interstitials are banners which are displayed on top of the contents of your website. Usually the interstitial will disappear after a set number of seconds to make the contents accessible. While this ensures the user sees the banner, it will also decrease the usability of your website.

Parameters

Target frame	<input type="text"/>
Source	<input type="text"/>
Style	<input type="text" value="Geocities"/>

Target frame The optional argument *Target frame* allow you to specify a frame target to be used when the user clicks on the ad. For example, use *_blank* to force a new browser window to open, *_top* to replace the current window (and break frames), etc. For more information about this parameter you can take a look at the target attribute in the HTML specifications.



Source The optional argument *Source* allows you to specify the name of the current page (for example: *mainpage* or *subpage1*). You can later add a delivery limitation use the administrator interface to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read chapter *Delivery Limitations*.

Style There are currently two types of interstitials: Simple and Geocities. The first one is the most used type of interstitial and until the banner disappears it will always be visible on screen, even if the user scroll to the bottom of the page. The second type is inspired by the banners which are shown on every Yahoo Geocities member pages.

Simple

If you choose *Simple* as the style of the interstitial, the banner will be displayed inside a box on top of the contents of your website. By changing the following parameters you can change the way the interstitial looks like and where it is displayed.

Horizontal alignment	<input type="text" value="Right"/>
Vertical alignment	<input type="text" value="Top"/>
Show close button	<input type="text" value="No"/>
Automatically close after	<input type="text" value="-"/> sec

Banner padding	<input type="text" value="2"/> px
Horizontal shift	<input type="text" value="0"/> px
Vertical shift	<input type="text" value="0"/> px
Background color	<input type="text" value="#FFFFFF"/> 
Border color	<input type="text" value="#000000"/> 


Horizontal alignment You need to specify on what side of the window the banner needs to be displayed. There are three possible setting; the left side of the window, the center of the window or the right side of the window. If the window is resized while the banner is visible, the banner will also move to the correct new position.

Vertical alignment This setting is very similar to the previous setting, but instead you can specify whether the banner must be displayed on the top of the window, in the middle of the window or on the bottom of the window. If the window is resized or if the user scrolls the contents of the window, the banner automatically moves to a new position to ensure it is displayed with the correct alignment.

Show close button If you enable this option you are giving the visitors of your website the possibility to close the banner by themselves.

Automatically close after If you want the banner to disappear automatically after a set number of seconds you can use this option.

Banner padding In this field you can specify the number of pixels between the border of the interstitial and the banner inside of it. This property is set to two pixels by default.



Horizontal shift By default the interstitial is displayed exactly on the position set by the *Horizontal alignment* field. The width you enter here will be inserted between the border of the interstitial and the border of the window. For example if you align the interstitial to the left and set a shift of 40 pixels, the interstitial will be displayed 40 pixels from the left border of the window.

Vertical shift The interstitial is displayed by default exactly on the position set by the *Vertical alignment* field. The value you enter into this field will be inserted between the border of the window and the border of the interstitial. For example if you align the interstitial to the top of the window and set a shift of 20 pixels, the interstitial will be displayed 20 pixels from the top of the window.

Background color The color you choose here will be used to determine the color of the space between the border of the interstitial and the border of the banner inside of it. You can change the space between these two border by changing the *Banner padding* field.

Border color The interstitial has a default border of one pixel and by changing this field you can change the color of the border.

-
- ☒ Does not slow down page loading
 - ☒ Support for rich-media banners
 - ☒ Will work in all modern browsers
 - ☐ JavaScript must be enabled

Geocities

The following type of interstitial is heavily inspired by the way banners are shown on the members pages of Yahoo Geocities. This type of interstitial is shown in one of the top corners of the window and has three different states: full, collapsed and closed. By default the banner is fully displayed and by clicking on one of the buttons just above the actual banner the interstitial can be collapsed, so only the buttons are shown. A collapsed banner can be closed by the user by clicking on one of the available buttons.

Alignment	<input type="text" value="Right"/>
Close text	<input type="text" value="[Close]"/>
Automatically collapse after	<input type="text" value="-"/> sec
Banner padding	<input type="text" value="2"/> pixels

Alignment The selection you make here will determine in what corner of the window the interstitial will be shown. The default value will be the right top corner of the window, but it is also possible to show the interstitial in the left top corner or centered in the top of the window.

Close text The text you enter into this field will be displayed just below the actual banner. If a user clicks on this text, the interstitial will be closed and will disappear.

Automatically collapse after It is possible to collapse the interstitial automatically after a set number of seconds. After the banner is collapsed there will still be a couple of small buttons visible on screen, and by clicking on those buttons, the user can close the banner or re-display the full banner.

Banner padding The value of this field determines how many pixels will be inserted between the border of the interstitial and the border of the banner inside of it.



-
- ✓ Does not slow down page loading
 - ✓ Support for rich-media banners
 - ✓ Will work in all modern browsers
 - ✗ JavaScript must be enabled

POPUP


It is possible to show a banner inside an external window, which will either appear on top or behind the users' current browser window. This invocation type will not change anything in the current browser window. The window in which the banner will be displayed has the same dimensions as the banner itself, with one exception: in most browsers the external window has certain minimal dimensions. It is recommended to use banners inside pop-ups which are at least 200 x 200 pixels, otherwise the external windows will be bigger than the banner inside it.

The title of the external banner will be the same as the *Alt text* field you specified when you created the banner. If left the *Alt text* field empty, phpAdsNew will use the generic text *Advertisement* as the title of the external window.

Parameters

Target frame	<input type="text" value="_blank"/>
Source	<input type="text" value="frontpage"/>
Pop-up type	<input checked="" type="radio"/>  Pop-up <input type="radio"/>  Pop-under
Initial position (top)	<input type="text" value="-"/> px
Initial position (left)	<input type="text" value="-"/> px
Automatically close after	<input type="text" value="30"/> sec

Target frame The optional argument *Target frame* allow you to specify a frame target to be used when the user clicks on the ad. For example, use *_blank* to force a new browser window to open, *_top* to replace the current window (and break frames), etc. For more information about this parameter you can take a look at the target attribute in the HTML specifications.



Source The optional argument *Source* allows you to specify the name of the current page (for example: *mainpage* or *subpage1*). You can later add a delivery limitation use the administrator interface to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read chapter *Delivery Limitations*.

Pop-up type You can specify whether you want the external window to appear on top of the current browser window by selecting Pop-up. If you choose Pop-under, the external window will appear below the current browser window and will become visible when the user closes the current browser window.

Initial position If you want the external banner to appear on a specific position on the screen you can set the x and y coordinates here. For example if you specify 300 as the x coordinate and 200 as the y coordinate, the external banner will appear 300 pixels from the left of the screen and 200 pixels from the top of the screen.

Automatically close It is possible to close the pop-up automatically after a set number of seconds. phpAds-New will start counting right after the banner appears and will close the external banner after the number of seconds you specify here. If you leave this setting empty the banner will stay on the screen until the user closes the window manually.

-
- ☒ Does not slow down page loading
 - ☒ Support for rich-media banners
 - ☒ Will work in all browsers
 - ☒ JavaScript must be enabled



LOCAL MODE

If the ad server is located on the same server as your website, you could use local mode for as the invocation type. There is one very big requirement for local mode: it can only be used in PHP files (or other filetypes which are parsed by PHP). If phpAdsNew is installed on a different server, or you don't use PHP for your website you are forced to use a form of remote invocation.

Not all options of this invocation method can be set from the administrator interface. If you want to access these additional options you need to manually alter the generated code.

There are a couple of advantages to using the local mode invocation type. First of all local mode is a bit faster than remote invocation because it is directly called from the page where the banner is displayed and it doesn't rely on an external which is placed embedded on the page. Secondly, local mode is able to display rich media banner regardless of the browser and regardless whether JavaScript or cookies are enabled.

On every page you want to have a banner, you have to include *phpadsnew.inc.php*. This file is in your phpAdsNew installation directory. Banners are displayed using the `view()` function. The `view()` function does not work well in template-based websites (for example phplib, smarty or fasttemplate), because the `view()` function prints the banner directly to the screen. The banner would appear before the rest of the page is printed. In order to make phpAdsNew work in template based websites there is an option that returns both the html code and the banner id in an array. The function does not print anything to the screen.

Parameters

Target frame	<input type="text" value="_blank"/>
Source	<input type="text" value="frontpage"/>
Show text below banner	<input type="radio"/> Yes <input checked="" type="radio"/> No
Don't show the banner again on the same page	<input checked="" type="radio"/> Yes <input type="radio"/> No
Store the banner inside a variable so it can be used in a template	<input type="radio"/> Yes <input checked="" type="radio"/> No

Target frame The optional argument *Target frame* allow you to specify a frame target to be used when the user clicks on the ad. For example, use *_blank* to force a new browser window to open, *_top* to replace the current window (and break frames), etc. For more information about this parameter you can take a look at the target attribute in the HTML specifications.

Source The optional argument *Source* allows you to specify the name of the current page (for example: *mainpage* or *subpage1*). You can later add a delivery limitation use the administrator interface to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read chapter *Delivery Limitations*.

Show text below banner The optional argument *Show text below banner* allows you to show a banner with its associated line of text below it. The *withtext* parameter is turned off by default. If want to turn it on you should set this parameter to true.

Don't show the banner again on the same page If you enable this option phpAdsNew will try to make sure the banner which is displayed will not be displayed again on the same page. This option is very handy if you want to create a list of different banners which is displayed next to your contents.

Store the banner inside a variable so it can be used in a template If this option is enabled phpAdsNew will use the `view_raw()` function to fetch a banner. This will mean the invocation code won't display a banner directly on screen, but store the HTML code needed to display the banner in a PHP variable instead. If you are using a template system this is very handy because you can easiliy assign the contents of the variable to the template you are using. For instruction on how to assign a variable to your template please read the documentation of your template system.

The context parameter

The optional argument *context* is an array specifying banners to limit the search to or/and banners to be excluded from the search. The option *Don't show the banner again on the same page* also uses this parameter to prevent a banner from being displayed twice (or more) on the same page.

The format of the parameter is an array containing as many associative arrays as you want. The key of the entries must either be `==` to denote a banner to which the search is limited to or `!=` to denote a banner to be excluded from the search. The value of an entry is a banner id.

```
$context = array(  
    array("==" => 1)  
    array("==" => 2)  
    array("!=" => 3)  
);
```

For example, to show the same randomly selected banner on the top and bottom of a page, you could use the following code:

```
// Top of the page:  
$phpAds_id = view("main");  
  
// Bottom of the page  
$phpAds_context = array(  
    array("==" => $phpAds_id)  
);  
  
view("main", 0, "", "", 1, $phpAds_context);
```

-
- ✓ Does not slow down page loading
 - ✓ Support for rich-media banners
 - ✓ Will work in all browsers
 - ✗ Will only work on pages parsed by PHP
 - ✗ Bannercode may need to be modified to work correctly



APPENDICES



GLOSSARY

ACL

Renamed to Delivery limitations

AdViews

The number of times a banner is send to the user.

AdClicks

The number of times a user clicked on the banner.

Publisher

A publisher uses your ad server to display banner on his own website.

Beacon image

A small invisible image which is send along with the banner. This image is used for counting the AdViews.

Campaign

A set of banners which logically belong to each other. All banners inside a campaign all share the same contract information.

Click Through

See AdClicks

Click Through Ratio (CTR)

The percentage of how AdViews which result in an AdClick.

Advertiser

An advertiser supplies banners, which can be displayed using your ad server.

Contract information

Includes settings which determines how often a banner is delivered and how after how much AdViews or AdClicks the banner inside the campaign must be deactivated.

Combined remote invocation

An invocation method which combines the three different types of remote invocation. The browser will try to use the invocation method with the most capabilities and will fall back to another type if the browser doesn't support the preferred method.

Destination URL

The address of the website where the user will be sent to when he clicks on the banner.

Delivery limitations

A way of targeting your banner. You can decide when your banner is shown and to whom.

Flash banner

A banner in the Macromedia Flash format. Flash banners usually include animation and can include sound.

FTP

A protocol which is used to transfer files. Webservers usually use FTP to allow the user to place files on it. phpAdsNew can use FTP to store banners on a webserver.

HTML banner

A banner which consists of HTML code. HTML banner can include other images, multimedia files and code to link phpAdsNew to a banner network.

Impressions

See AdViews

Invocation code

The HTML or PHP code which should be inserted in your website to enable phpAdsNew to display a banner.

Invocation method

The type of HTML or PHP code which is used to display a banner.

Linking banners and zones

If you want to display a certain banner inside a zone the banner must be linked to that zone. Banners can be linked to multiple zones and zones can be linked to multiple banners.

Local mode invocation

An invocation method which uses a piece of PHP code to display banners. This method can only be used if the ad server and the website are located on the same web server

MySQL

An open-source database server which speaks the SQL language

PHP

An open-source scripting language, which is usually used to generate dynamic web-pages.

Priority

Every banner has a certain priority. This value determines how likely it is that the banner is displayed. Banners with a higher priority will be displayed more often.

Remote invocation

An invocation method which uses an image and a link to the ad server to display images. This method is invocation is the most limited and can't display flash or HTML banners.

Remote invocation with JavaScript

An invocation method which uses an simple javascript code to display banners. This method only works when javascript is enabled inside the webbrowser.

Remote invocation for iframes

An invocation method which uses the `<iframe>` html code to display a banner. This method only works if the user uses Internet Explorer 4 or higher, Netscape 6 or Opera 5.



SQL

A language which is spoken by database servers.

Weight

Every banner has a certain weight. Campaigns can also have a weight. Weight affects the priority of the banner.

Zone

A predefined space which can be used for advertising. A website can contain multiple zones which all can have different banners.

LANGUAGE CODES

Below you will find an list of possible languages which browsers use to tell which is the default language. The list is not complete and is not intended to be a complete list, only an indication of possible values. The first column is the code which is used by the browser, the second column is the full english name of the language. If the language is used by more than one country, the code also includes an identifier for the specific country.

af	Afrikaans	el	Greek
sq	Albanian	hu	Hungarian
eu	Basque	is	Icelandic
bg	Bulgarian	id	Indonesian
be	Byelorussian	ga	Irish
ca	Catalan	it	Italian
zh	Chinese	ja	Japanese
zh-cn	Chinese/China	ko	Korean
zh-tw	Chinese/Taiwan	mk	Macedonian
hr	Croatian	no	Norwegian
cs	Czech	pl	Polish
da	Danish	pt	Portuguese
nl	Dutch	pt-br	Portuguese/Brazil
nl-be	Dutch/Belgium	ro	Romanian
en	English	ru	Russian
en-gb	English/United Kingdom	gd	Scots Gaelic
en-us	English/United States	sr	Serbian
fo	Faeroese	sk	Slovak
fi	Finnish	sl	Slovenian
fr	French	es	Spanish
fr-be	French/Belgium	es-ar	Spanish/Argentina
fr-ca	French/Canada	es-co	Spanish/Colombia
fr-fr	French/France	es-mx	Spanish/Mexico
fr-ch	French/Switzerland	es-es	Spanish/Spain
gl	Galician	sv	Swedish
de	German	tr	Turkish
de-au	German/Austria	uk	Ukrainian
de-de	German/Germany	bs	Bosnian
de-ch	German/Switzerland		



USEFUL LINKS

phpAdsNew homepage

The official home of the phpAdsNew project. If you have any questions about this software you can use the forums, download new versions and submit bug reports.

<http://www.phpadsnew.com>

Internet Advertising Bureau

The IAB has defined all kinds of standard regarding internet advertising including the banner dimensions used by phpAdsNew.

<http://www.iab.com>

Macromedia Flash Advertising Alliance

The MFAA was formed by Macromedia and a number of leading advertisers, publishers and technology companies to solve problems related to advertising online with Flash banners. The MFAA have defined guidelines which help advertisers create banners which can be used on almost all professional ad servers.

<http://www.macromedia.com/mfaa>



phpAdsNew is designed to work with:

