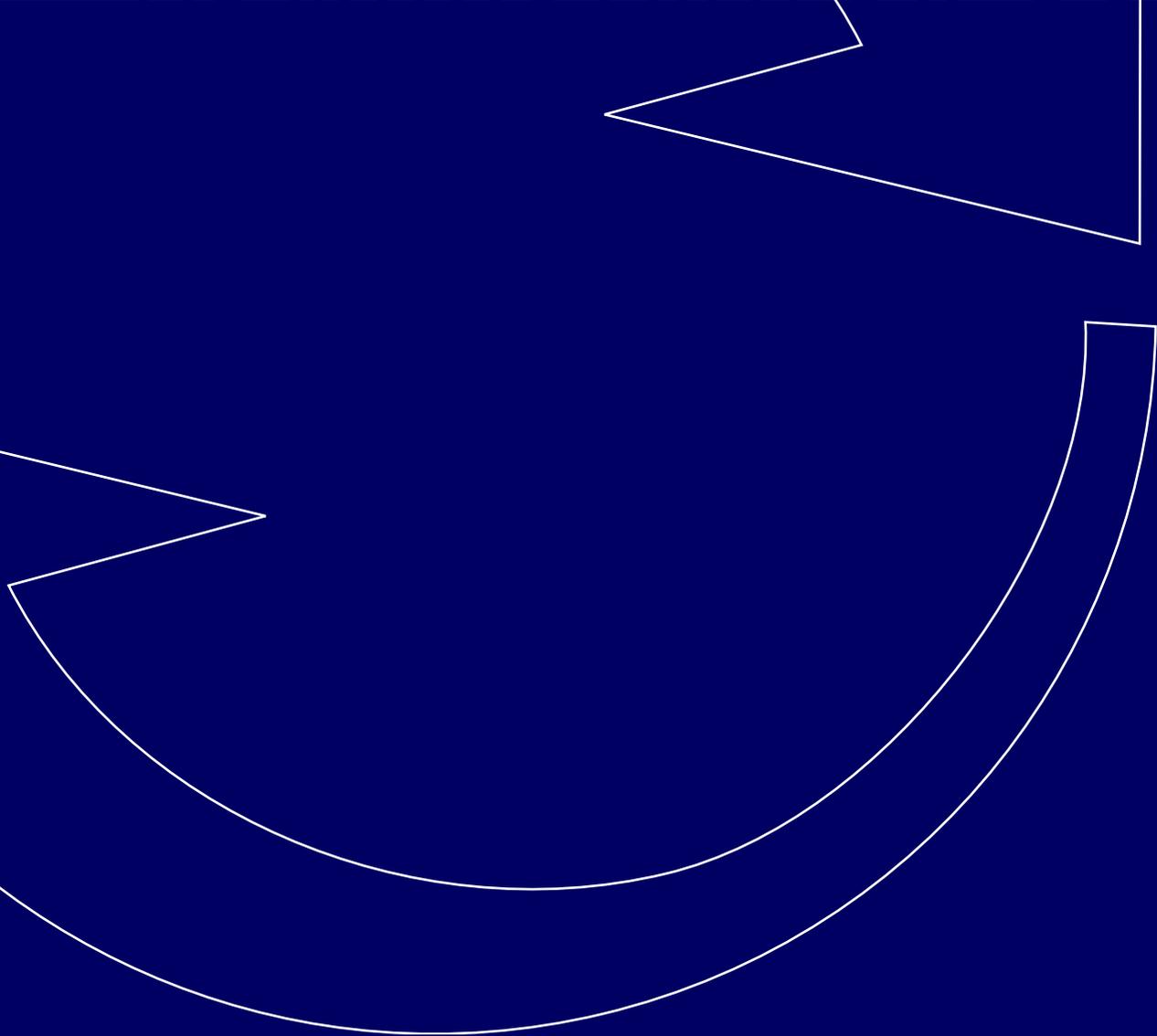
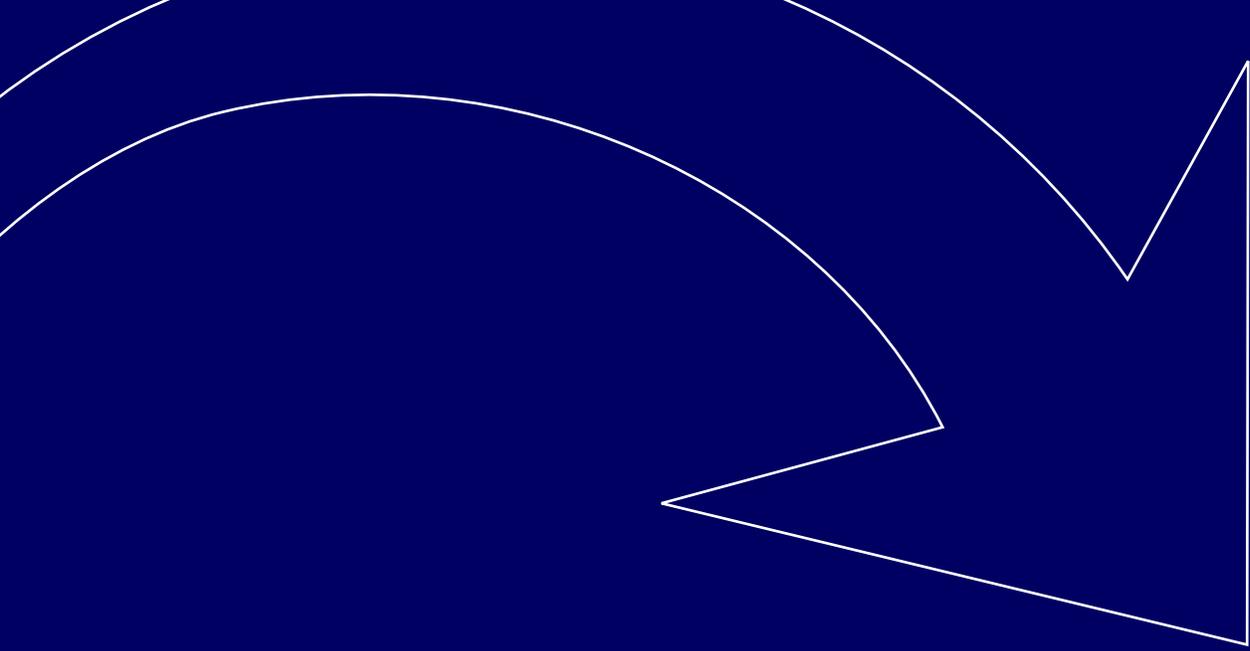


# ADMINISTRATOR GUIDE





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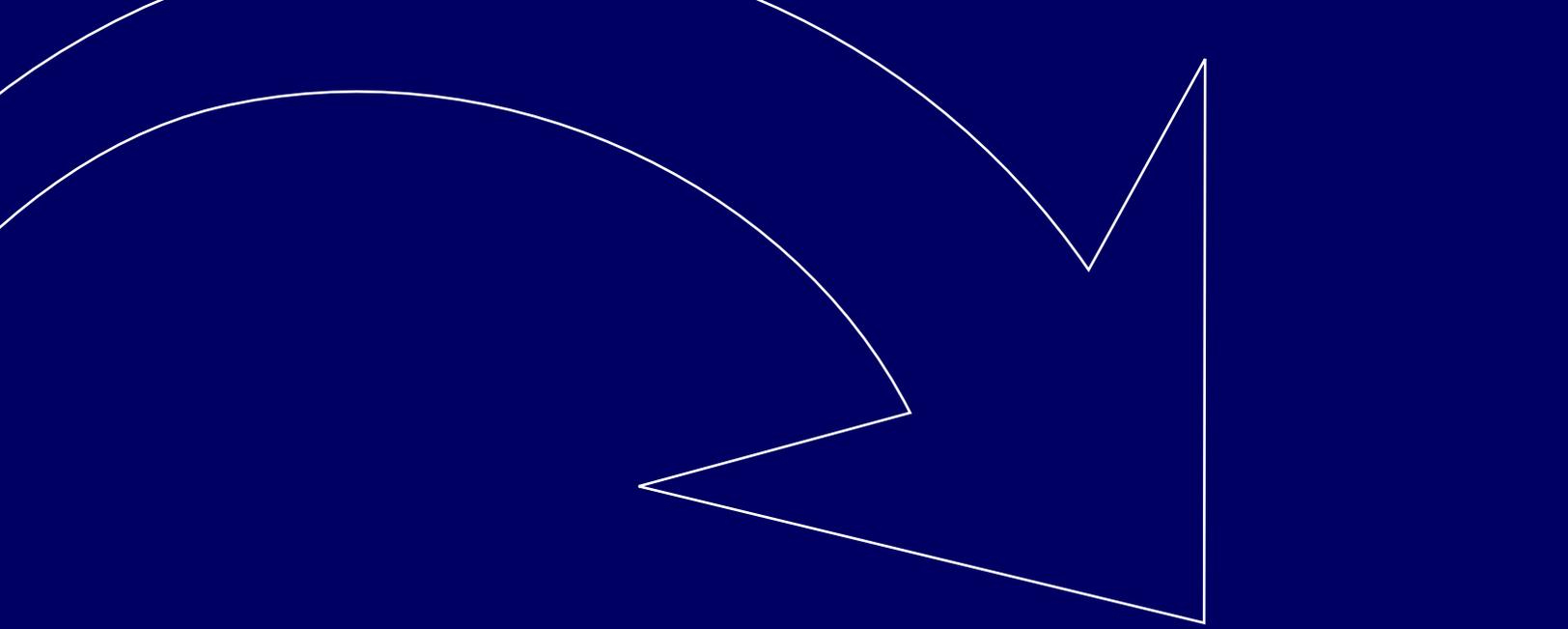
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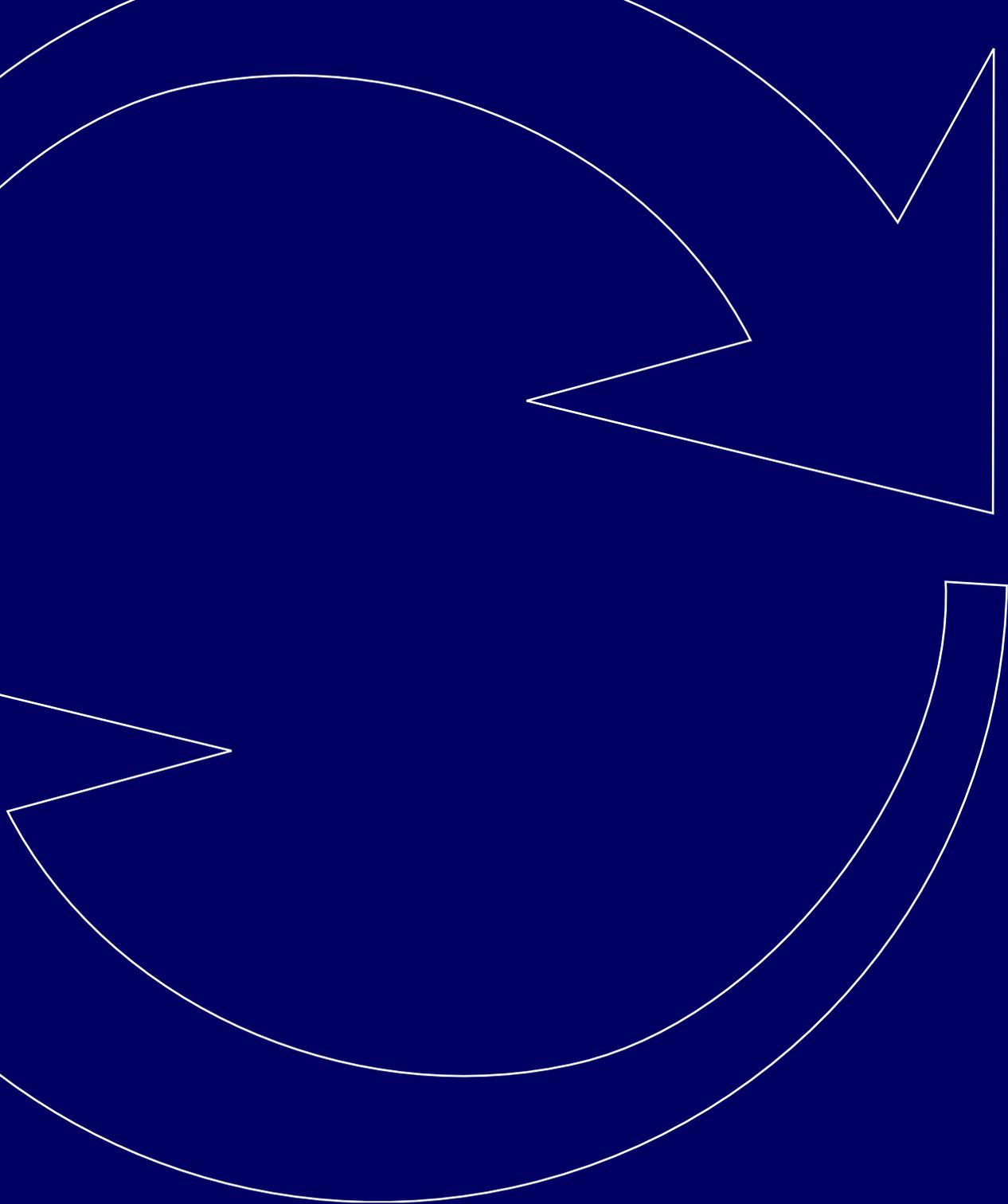
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## ABOUT THIS GUIDE

Welcome to the *Administrator guide*. This guide is intended for system administrators who want to setup and configure phpAdsNew. After you finished reading this guide you will know how to install and configure phpAdsNew. Before you install phpAdsNew be sure you understand the license under which this software is released. A copy of the GNU Public License can be found in the back of this guide.

The setup process is fairly simple but there are some things you should take a close look at. You also might want to take a look at the chapter *Configuration* which might help you determine the way phpAdsNew need to be set up.



# INSTALLING AND UPGRADING

# SYSTEM REQUIREMENTS

Before you can start the installation you need to make sure your server meets the requirements describe below.

## Webserver

phpAdsNew should be able to run on any webserver which is supported by PHP. phpAdsNew has been tested with Apache running on Linux and Windows. Other servers might also work as long as PHP is supported, but they are currently untested and unsupported by phpAdsNew.

## PHP

phpAdsNew is written in PHP and requires that PHP is installed on your server. For security reasons the use of PHP 4.2.2 or higher is highly recommended, but phpAdsNew should also work fine with PHP 4.0.0 or higher. Most features should also work on PHP 3.0.17, but this is unsupported. For more information about PHP, please look at the following website: <http://www.php.net>.



**It is not recommended to run PHP as a CGI binary.  
If possible always run PHP as an Apache or ISAPI module.**

Unlike previous versions, phpAdsNew is fully compatible with PHP 4.2, including when the `register_globals` setting is turned off. We've also added support for running phpAdsNew when `magic_quotes_gpc` is turned off and `magic_quotes_runtime` is turned on.

phpAdsNew depends on the following PHP configuration settings:

- track\_vars needs to be turned on (*this option is always on when using PHP 4.03 or higher*),
- file\_uploads need to be turned on.

phpAdsNew doesn't require any exotic extensions to be present, but it is recommended to include at least the FTP extension. If the FTP extension is not present it will try to simulate the FTP extension, but this might not be as stable as using the actual extension.

Because phpAdsNew uses a MySQL database, the MySQL extension needs to be included, but in most installations this is enabled by default.

Additionally the zlib extension is required if you want to convert hard-coded links inside compressed Flash files which are generated by Flash MX. Without the zlib extension phpAdsNew is not able to uncompress the Flash file and won't detect any hard-coded links.

## MySQL

phpAdsNew requires a MySQL database to store the banner inventory and statistics. If you need more information about MySQL take a look at <http://www.mysql.com>.



There are no special requirements for the MySQL database server, but it is recommended to use at least MySQL 3.23. phpAdsNew is compatible with all table types, but if you are going to serve a lot of banners daily it is recommended to use a table type which supports row locking, such as InnoDB.

If you want to run phpAdsNew on a PostgreSQL database, please take a look at the phpPgAds project, which is a phpAdsNew port for PostgreSQL, created by one of our developers. The phpPgAds project is actively maintained and should be up to date with the latest release of phpAdsNew.

# INSTALLATION

## Copying phpAdsNew to the web server

The first step is to extract the files from the downloaded file and copy the files to a directory on the web server. If you are using a Windows system you can use a tool like WinZip to expand the tar.gz or .zip file. On a Linux or Unix based web server you can use the tar command to expand the tar.gz file.

```
tar xvfz phpAdsNew_x.tar.gz
```

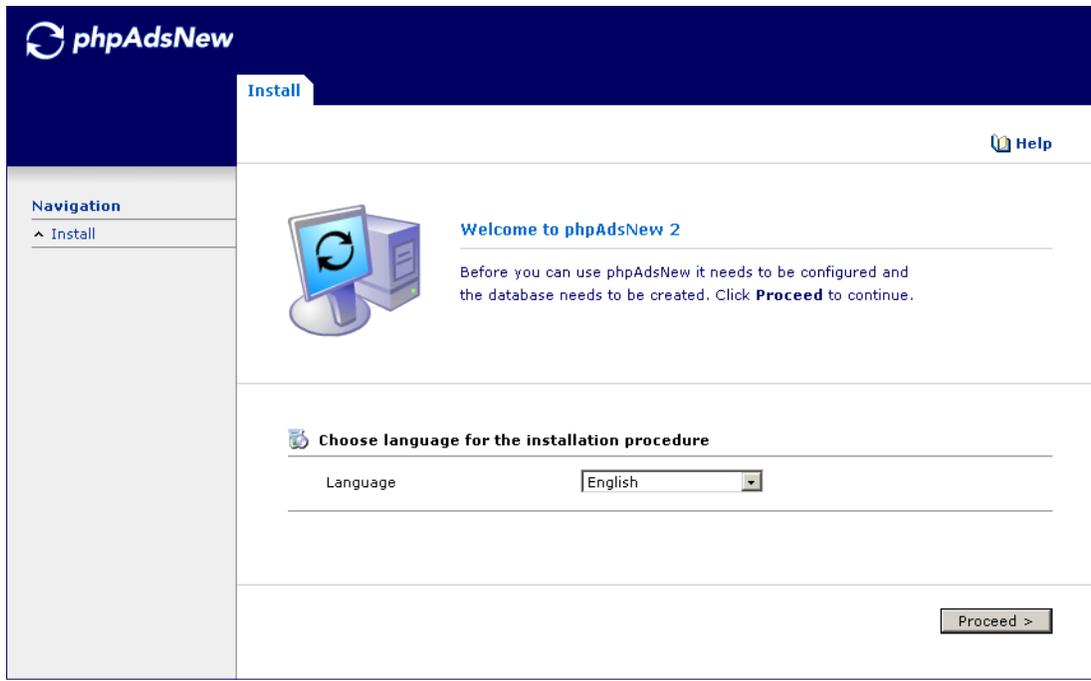
Now that the files are placed on the webserver, you need to make sure the webserver can change file config.inc.php which holds the basic configuration settings. If you are using a Windows webserver check the properties of the file and make sure the read-only flag is not set. If you are using a Linux or Unix webserver you can alter the write permissions with the chmod command from the command prompt:

```
chmod a+w config.inc.php
```

If you do not have command line access to your web server then your ftp client should be able to change file permissions.

## Running the installer

In step one you have copied the necessary files to the webserver, now that the files are in place, you need to run the installer. To start the installer you need to open a web browser and point it to the directory in which phpAdsNew is copied.



### Detecting the server configuration

The first thing the installer will do is to determine the capabilities of the webserver. If all the requirements are met the installer will continue with the next step.

If phpAdsNew fails to determine if it can run properly it display one or more error messages. If you want to know more about these error messages and how to solve them, please read the section Installation Troubleshooting.

### Choosing the default language

Once all install conditions are met the installer will ask you for the default language which will be used in phpAdsNew.

### Setting up the database

phpAdsNew uses a MySQL database to store all of its data. On this page you need to provide the basic information on how to contact the database, this includes the hostname of the database server, the username and password to connect to the database and the name of the database itself.

Usually all table names used by phpAdsNew have the *phpAds\_* prefix, so they don't conflict with other tables used by other scripts. Unless you want to use multiple installations of phpAdsNew on the same server you can use the default value of the table prefix setting.

Mysql supports multiple table types. Each type of table has unique properties and some can speed up phpAdsNew considerable. myisam is the default table type and is available in all installations of MySQL. Other table types may not be available on your server.

If you click *Proceed* after you have filled in the basic database settings, the installer will check if it can connect to the database and if the supplied user has enough privileges to create the database structure. A warning will be displayed when any of these checks fails. If you want to know more about these warnings and how to solve them, please read the chapter *Installation Troubleshooting*.

### Administrator and other settings

The next step would be to setup a username and password for the administrator. You need to enter the password twice to avoid typos. You can use this username and password from now on the log in to the administrator interface.

In order to function correctly phpAdsNew needs to know where it is located on the webserver. The installer will try to auto-detect the right location, but if this isn't correct, please supply the right location in the *url prefix* field (don't use a trailing slash).

### Finishing the automatic installation

After you have supplied all the information above, the installer will try to create the tables inside the database and store the information in the *config.inc.php* file. If something goes wrong in this last step the installer will display an error message. If you want to know more about these errors, please read the section *Installation Troubleshooting*.

After the installation is complete you will be able to fully configure phpAdsNew from the administrator interface. More information about all the settings can be found in the chapter *Configuration*.

Please do not forget to setup a scheduled hourly maintenance task. More information about this can be found in chapter *Automatic maintenance*.

# UPGRADING

## Copying phpAdsNew to the web server

The first step is to backup your old installation and keep it in a safe place. If anything goes wrong during the upgrade you can simply use this backup. Also make sure to keep the old config.inc.php, you will need this file later on.

Now you have to extract the files from the downloaded file and copy the files to a directory on the web server. If you are using a Windows system you can use a tool like WinZip to expand the tar.gz or .zip file. On a Linux or Unix based web server you can use the tar command to expand the tar.gz file.

```
tar xvfz phpAdsNew_x.tar.gz
```

Copy the old config.inc.php file to the directory where the new version of phpAdsNew is installed. You need to overwrite the supplied config.inc.php with your old version.

Now that the files are placed on the webserver, you need to make sure the webserver can change file config.inc.php which holds the basic configuration settings. If you are using a Windows webserver check the properties of the file and make sure the read-only flag is not set. If you are using a Linux or Unix webserver you can alter the write permissions with the chmod command from the command prompt:

```
chmod a+w config.inc.php
```

If you do not have command line access to your web server then your ftp client should be able to change file permissions.

## Running the installer

In step one you have copied the necessary files to the webserver, now that the files are in place, you need to run the installer. To start the installer you need to open a web browser and point it to the directory in which phpAdsNew is copied.

First phpAdsNew will ask you for your old username and password, then after you click *Proceed*, the installer will read the old *config.inc.php* and will try to upgrade the existing database. Once the database is up to date, the installer will replace the old *config.inc.php* with a new one, containing the old settings.

## Configuration

After you have finished running the installer you can log into the administrator interface with your old username and password. Once you are logged in you can change all the settings and configure phpAdsNew to suit your needs. If you want to know more about all the different options, please read chapter *Configuration* of this guide.

After you have properly configured phpAdsNew you must not forget to lock the *config.inc.php* file again, to prevent security problems. If you are using a Windows webserver check the properties of the file and make sure the read-only flag is set. If you are using a Linux or Unix webserver you can alter the write permissions with the *chmod* command from the command prompt:

```
chmod a-w config.inc.php
```

If you do not have command line access to your web server then your ftp client should be able to change file permissions.

## Updating your inventory

Congratulations, your system is now up to date. All your existing advertisers should still be there. However, if you are updating from a version of phpAdsNew which doesn't yet support campaigns, you will need to create a campaign for each advertiser before you can make changes to your banners. If you look at the *Advertisers & Campaigns* page, you won't be able to see your banners, but instead there will be a line called *Banners without a campaign*. To make your existing banners usable, click on the *Move banners to a new campaign* button.

If you are upgrading from a version which supports zones, but doesn't yet support publishers, you need to convert your zones. If you go to the *Publishers & Zones* page, you will see a line with the following text: *Zones without a publisher*. If you click on the *Move zones to a new publisher* button, a new publisher will be created, which holds all your existing zones.

Some older versions of phpAdsNew used a daily maintenance task. This is changed to an hourly scheduled task, so you might need to reconfigure your existing maintenance task. For more information about this subject, please read chapter *Automatic maintenance*.

# AUTOMATIC MAINTENANCE

It is very important to run the maintenance task every hour. Without automatic maintenance phpAdsNew won't be able to assign priority to each banner. The file *maintenance.php* located in the directory *maintenance*. The file *maintenance* is also responsible for emailing reports to advertisers and deactivating / activating campaigns once a day.

## Scheduling tasks on \*nix based servers

If you are using a \*nix based servers, such as Linux or bsd you can use the cron daemon to automatically run the *maintenance.php* file. You can edit your scheduled tasks using the *crontab* utility. If you don't have permission to use *crontab*, please contact your service provider or server administrator.

Because every server or service provider is different it is not easy to provide a way to schedule tasks that will work on every server. Depending on the configuration of your server you can use one of the following tools to actually run the maintenance file: *curl*, *fetch*, *lynx* or *wget*.

If your system supports *curl* you can add the following line to your *crontab*:

```
0 * * * * curl http://www.server.com/phpAdsNew/maintenance/maintenance.php
```

If your system supports *fetch* you can add the following line to your *crontab*:

```
0 * * * * fetch -o - http://www.server.com/phpAdsNew/maintenance/maintenance.php
```

If your system supports lynx you can add the following line to your crontab:

```
0 * * * * lynx -dump http://www.server.com/phpAdsNew/maintenance/maintenance.php
```

If your system supports wget you can add the following line to your crontab:

```
0 * * * * wget -q -O - http://www.server.com/phpAdsNew/maintenance/maintenance.php
```

### Scheduling tasks on Windows 2000/XP servers

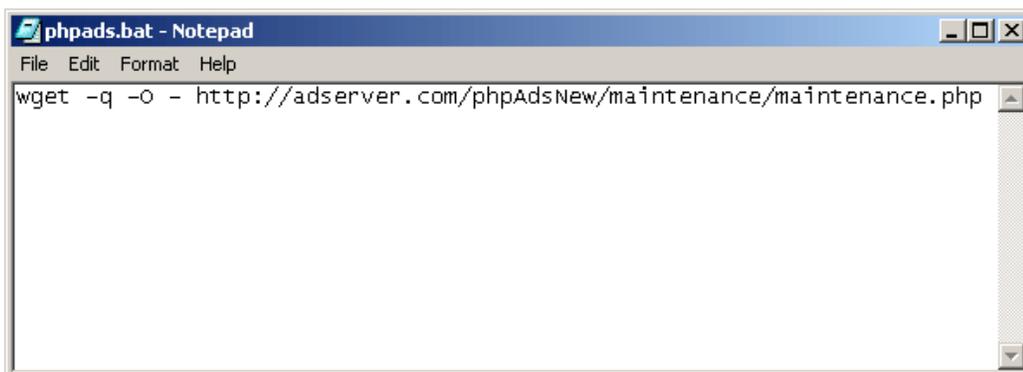
If you are using a Microsoft Windows 2000 based server you can use the Scheduled Tasks to automatically run the maintenance file. However there is no standard tool available to actually run the maintenance file.

#### Downloading wget

The first thing to do is to download wget, which is a command line utility to get the contents of a file stored on a webserver. Wget is available for all kinds of operating systems, including Windows. After you have downloaded the zip file you need to copy the wget.exe file to the directory where Windows is installed.

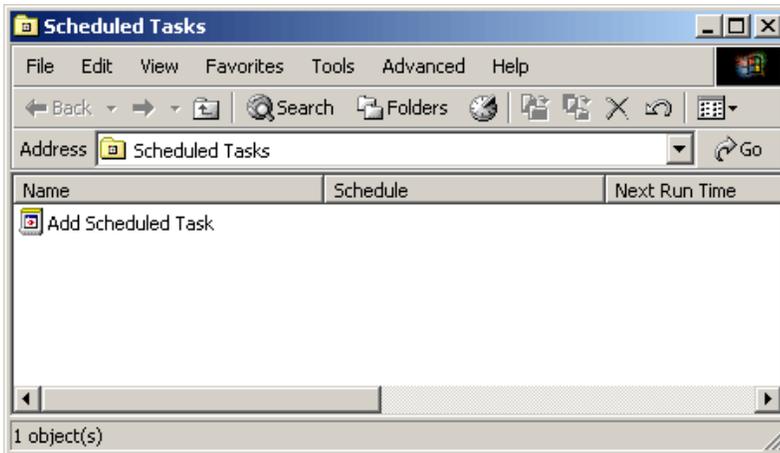
#### Creating a batch file

The next step is creating a small batch file which will call the wget utility with the correct parameters. This file can be executed as a Scheduled Task later on. You can use Notepad to create a new file and add the information below, then save the file as phpads.bat. You can save the file anywhere you like, but it is wise to keep it in a location that isn't going to change, and isn't accessible by the webserver. Also make sure to specify the correct URL inside the batch file, the URL below is just an example.



## Creating the scheduled task

The next step would be to actually add a new Scheduled Task. You can find all Scheduled Tasks inside a directory inside the Control Panel.



Now click on *Add Scheduled Task*. The wizard will begin and after you click on *Next* it will ask you for the program to run. Just click on *Browse...* and select the batch file you just created. Now you need to give this Scheduled Task a name and select to perform this task daily.



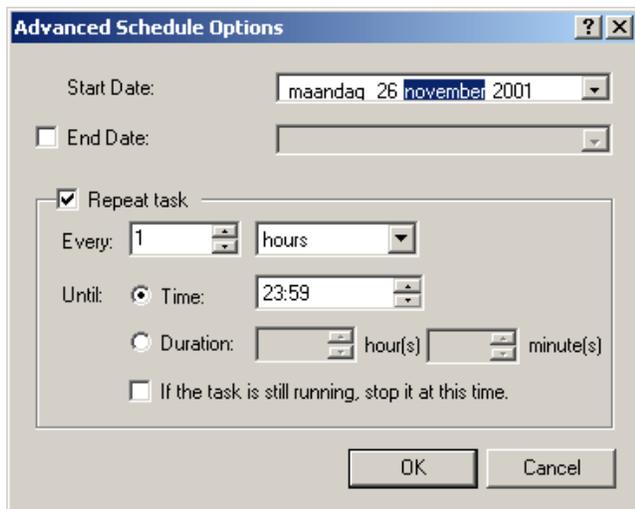
Click on *Next* and set the Start time to 0:00 and choose to perform this task every day. If you click *Next* the wizard will ask you for your username and password.



After you supplied your username and password click on *Next*. Make sure to select *Open advanced properties...*, because you will need to make some modification to this task. Now click on *Finish*.



To make sure this task runs hourly you will need to go to the *Schedule* tab and select the *Advanced...* button. Now check *Repeat task* and make sure the task is repeated every hour. Also select the radio button *Time* and set the value to 23:59. Now click *OK* to close this dialogbox and click *Apply* to save all settings.

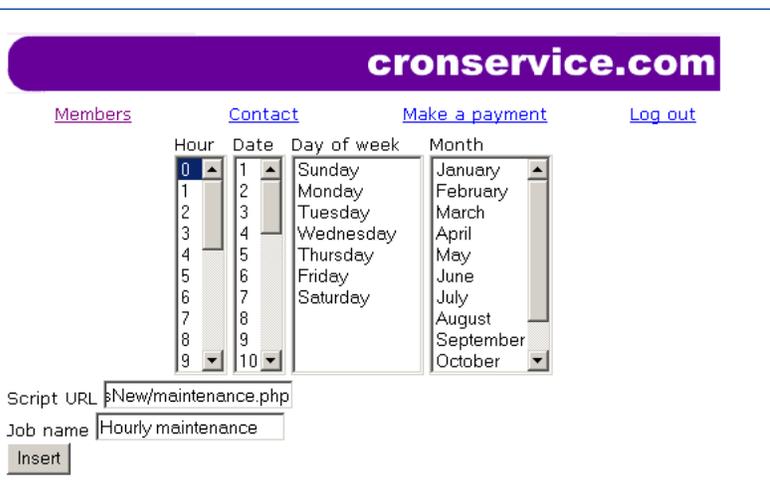


## Using an external cron server

If your server doesn't support Scheduled Tasks or cron jobs, it is still possible to run the maintenance file every hour automatically, by using an external cron server.

### Cronservices.com

For just \$9.95 a year, cronservices.com allows you to add as many scheduled tasks as you want by using a simple webbased interface. After logging in at cronservices.com, you need to specify which task you want to run by clicking the *Add new job* button.



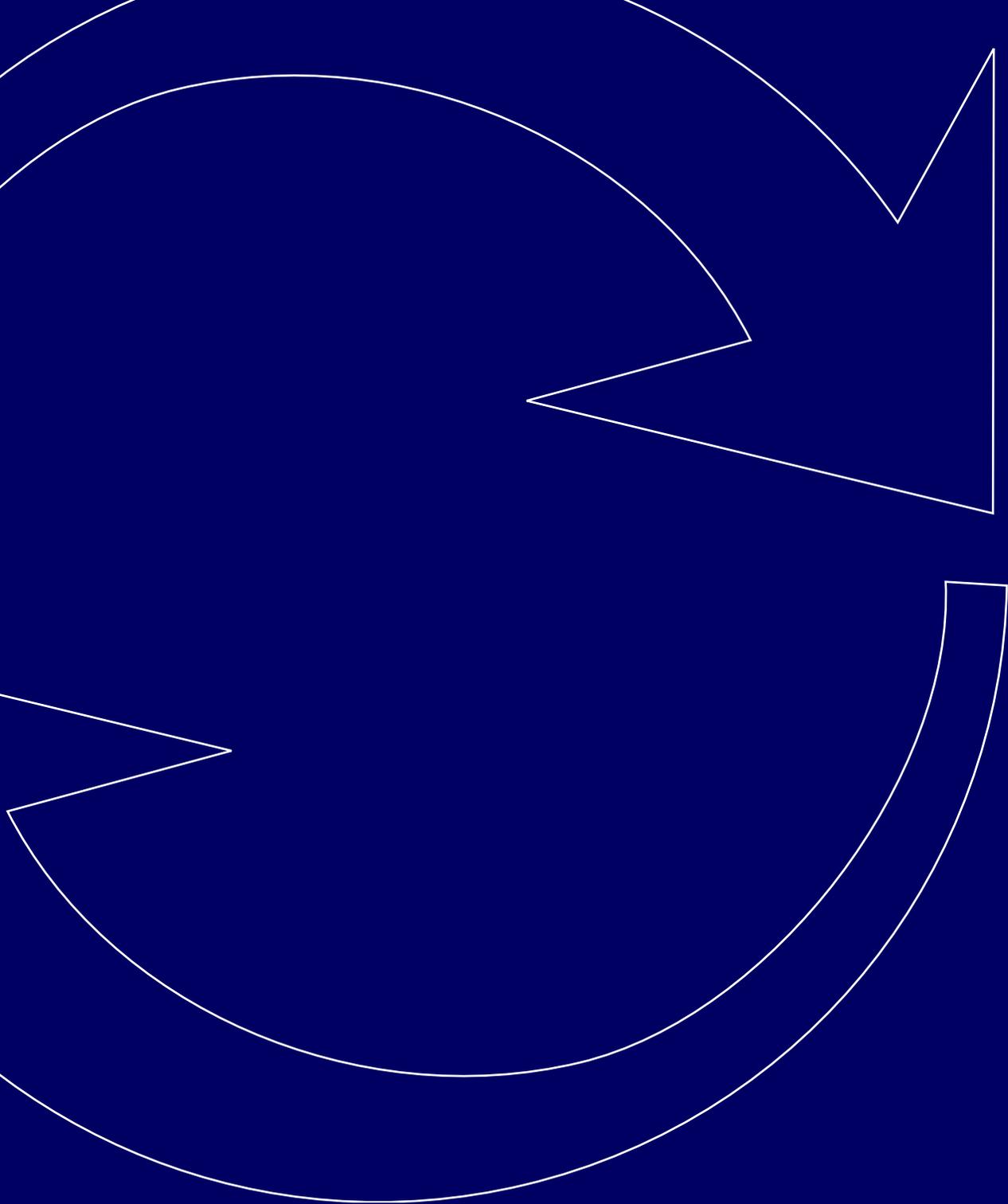
The screenshot shows the cronservice.com website interface. At the top, there is a purple header with the text "cronservice.com". Below the header, there are four navigation links: "Members", "Contact", "Make a payment", and "Log out". The main content area features a table with four columns: "Hour", "Date", "Day of week", and "Month". Each column has a dropdown menu. The "Hour" dropdown is set to "0", "Date" to "1", "Day of week" to "Sunday", and "Month" to "January". Below the table, there are two text input fields: "Script URL" with the value "http://www.server.com/phpAdsNew/maintenance.php" and "Job name" with the value "Hourly maintenance". An "Insert" button is located at the bottom left of the form.

Hour	Date	Day of week	Month
0	1	Sunday	January
1	2	Monday	February
2	3	Tuesday	March
3	4	Wednesday	April
4	5	Thursday	May
5	6	Friday	June
6	7	Saturday	July
7	8		August
8	9		September
9	10		October

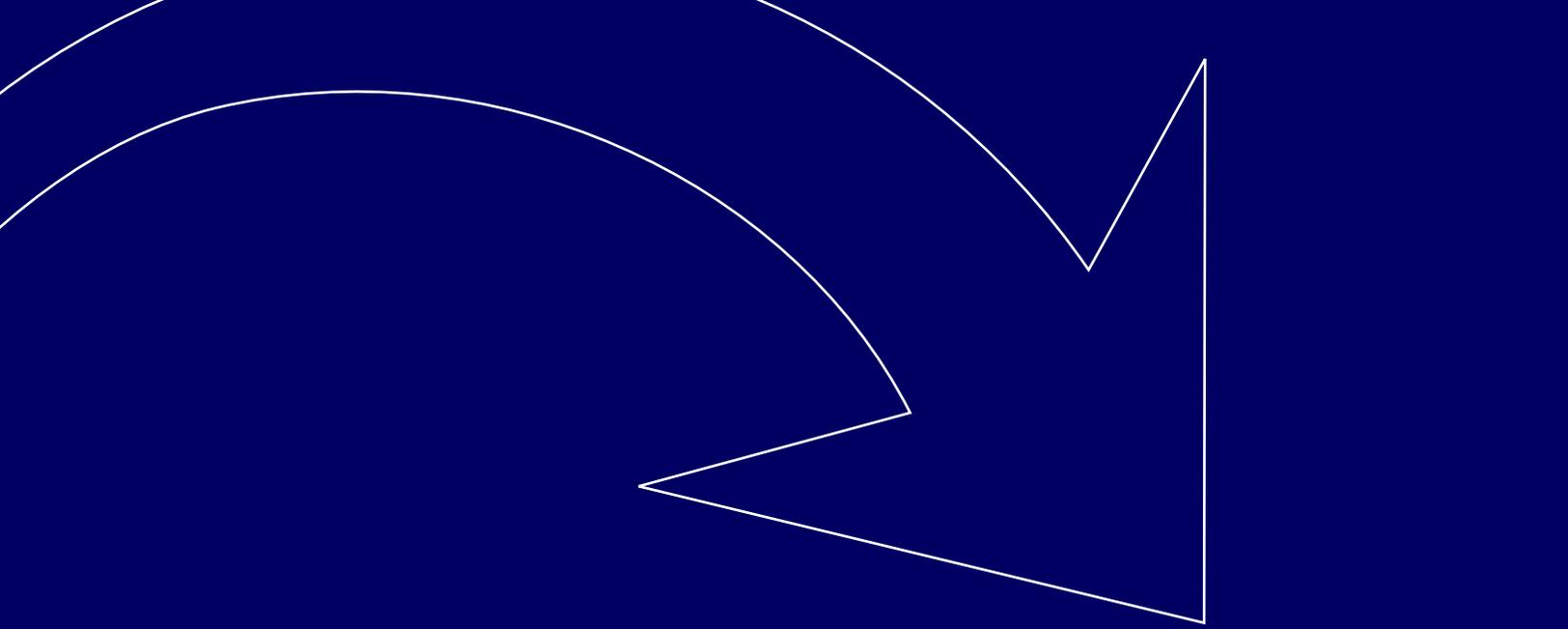
Script URL

Job name

If you want to run a job hourly you need to select all *hours*. Don't select a *date*, *day of week* or *month*. Then enter the full URL of the maintenance file in the *Script URL* field. For example: if you installed phpAdsNew on <http://www.server.com/phpAdsNew/>, the full url would be <http://www.server.com/phpAdsNew/maintenance/maintenance.php>. After entering a *job name* you can click on the *Insert* button.



# CONFIGURATION



# INTRODUCTION

phpAdsNew can be configured by using the *Settings* tab of the Administrator interface. All configurable options are grouped into seven sections, which can be selected from a drop down menu at the top of the screen. There are currently seven sections: Database settings, Invocation and delivery settings, Banner settings, Statistics settings, Administrator settings, User interface configuration and Interface defaults

After you have made changes in one of the above sections, you need to click the *Save changes* button to store the settings. After you have clicked on this button you will be redirected to the next section.

Some settings are stored inside a small configuration file for speed improvements, other settings are stored inside the database. Only settings stored in the database can always be edited. The settings which are stored in the configuration file can only be edited if it is writable by the webserver.

## Locking and unlocking the config.inc.php file

Before you can edit the settings stored inside the *config.inc.php* file you need to unlock the file and allow the webserver to make changes to it. By default the webserver is not allowed to make changes to the file for security reasons. If you are finished editing the settings you need to make sure the file is locked, because otherwise it would be possible other users on the same webserver would be able to edit the settings.

 It is possible to edit all settings because the configuration file is not locked, but this could lead to security leaks. If you want to secure your system, you need to lock the config.inc.php file.

 It is not possible to edit these settings because the configuration file is locked for security reasons. If you want to make changes, you need to unlock the config.inc.php file first.

## Unlocking the config.inc.php file

If you are using a Windows webserver check the properties of the file and make sure the read-only flag is not set. If you are using a Linux or Unix webserver you can alter the write permissions with the `chmod` command from the command prompt:

```
chmod a+w config.inc.php
```

If you do not have command line access to your web server then your ftp client should be able to change file permissions.

## Locking the config.inc.php file

If you are using a Windows webserver check the properties of the file and make sure the read-only flag is set. If you are using a Linux or Unix webserver you can alter the write permissions with the `chmod` command from the command prompt:

```
chmod a-w config.inc.php
```

If you do not have command line access to your web server then your ftp client should be able to change file permissions.

# DATABASE SETTINGS

Before you can use phpAdsNew you need to tell phpAdsNew which database to use and which username and password to use.

## Database server

Database hostname	<input type="text" value="localhost"/>
Database username	<input type="text" value="phpads"/>
Database password	<input type="password" value="*****"/>
Database name	<input type="text" value="phpads"/>

### **Database hostname**

phpAdsNew needs a mysql database where it can store information about the banners, campaigns and clients. Specify the hostname or the ip address of the database server.

### **Database username**

Specify the username which phpAdsNew must use to gain access to the database server.

### **Database password**

Specify the password which phpAdsNew must use to gain access to the database server.

### **Database name**

A MySQL server usually contains a lot of different database, for all kinds of different users or projects. Each database has a unique name. You need to specify the name of the database which is used for phpAdsNew.

#### Database optimisations

- Use persistent connections
- Use delayed inserts
- Use database compatibility mode

### **Use persistent connections**

If you want to use persistent connections to the database server check this option. The use of a persistent connection can speed up phpAdsNew considerably and may even decrease the load on the server. There is a drawback however, on sites with a lot of visitors the load on the server can increase and become larger than when using normal connections. Whether you should use regular connections or persistent connections depends on the number of visitors and the hardware you are using. If phpAdsNew is using too many resources, you should take a look at this setting first. Persistent connections are turned off by default.

### **Use delayed inserts**

Mysql locks the table when it is inserting a row and this is exactly what happens if an AdView is logged. If you have many visitors on your website, it is possible phpAdsNew is waiting before an AdView is logged, because the database is still locked. When you use delayed inserts, phpAdsNew doesn't have to wait and the row will be inserted at a later time when the table is not in use by any other thread. Another major benefit of using delayed inserts is that inserts from many users are bundled together and written by the database in one large block. This is much faster than doing many separate inserts, but could cause data corruption when the database server should crash. This option is turned off by default.

### **Use database compatibility mode**

If you are having problem integrating phpAdsNew with another third-party product it might help to turn on the database compatibility mode. If you are using local mode invocation (inserting a few PHP commands inside a PHP script to serve the banners) phpAdsNew can affect already opened database connections. This should only happen if the third-party product uses a connection to another database on the same database server as phpAdsNew. If the database compatibility is turned on phpAdsNew should leave the state of the database connection exactly the same as it was before phpAdsNew ran. This option is a bit slower (only slightly) and therefore turned off by default.

# INVOCATION AND DELIVERY

This setting deals with all options which relate to the invocation and delivery engine. All of these settings are stored inside the configuration file, so if you want to change these settings the configuration file needs to be unlocked.

## Allowed invocation types

- Allow Remote Invocation
- Allow Remote Invocation for Javascript
- Allow Remote Invocation for Frames
- Allow Remote Invocation using XML-RPC
- Allow Local mode

---

- Allow Interstitials

---

- Allow Popups

### **Allow ....**

If you want to prevent publishers from using particular invocation types, you can disable any of the available types here. Even if certain types of invocation are disabled, exiting banner codes of that type will still continue to function. Only generation of new banner codes of that type is not allowed. If you disable interstitials or Popups, this will also disable the corresponding zone types.

#### Delivery limitations

Use delivery limitations

Type of geotracking database

Geotracking database location

### Use delivery limitations

If you are not using delivery limitations you can disable limitation checking altogether with this parameter, this will speed up phpAdsNew. If you have disabled delivery limitations with this parameter you can't modify any existing limitations from the admin interface.

### Type of geotracking database

If you want to enable geotracking delivery limitations, you need to choose which type of geotracking database you have. phpAdsNew currently supports the IP2Country and GeoIP database. The GeoIP database is supported as an Apache module and directly by phpAdsNew. If you have the GeoIP database you should always try to use the Apache module if possible. For more information about geotracking and how to obtain a database you should read the *Geotracking* chapter in the *User guide*.

### Geotracking database location

Unless you are the GeoIP Apache module, you should tell phpAdsNew the location of the geotracking database. It is always recommended to place the database outside of the web-servers document root, because otherwise people are able to download the database. If you don't want to use Geotracking you can leave this field empty.

#### Keyword retrieval

- Use conditional keywords
- Use multiple keywords

### Use conditional keywords

phpAdsNew includes a powerful banner retrieval system. For more information, please read the *User guide*. With this option, you can activate conditional keywords. This is turned on by default.

### Use multiple keywords

For each banner, you can specify one or more keywords. This option is needed if you want to specify more than one keyword. This is turned on by default.

#### Zone retrieval

- Cache zones, this should speed things up when using zones

Time between cache updates (in seconds)

### Cache zones

If you are using zones this setting allows phpAdsNew to store the banner information inside a cache which will be used later on. This will speed up phpAdsNew a bit, because instead of retrieving the zone information and retrieving the banner information and selecting the right banner, phpAdsNew only needs to load the cache. This feature is turned on by default.

### Time between cache updates

If you are using cached zones, the information inside the cache can become outdated. Once in a while phpAdsNew needs to rebuild the cache, so new banners will be included in the cache. This setting lets you decide when a cached zone will be reloaded, by specifying the maximum lifetime of the cached zone. For example: if you set this setting to 600, the cache will be rebuilt if the cached zone is older than 10 minutes (600 seconds).

The all zone caches will be automatically rebuilt when a banner is deleted or deactivated from the admin interface. Also changes to the zone settings will result in a rebuild of the zone cache. If you want to manually rebuild the zone cache you can do so in the Admin Interface.

#### P3P Privacy Policies

Use P3P Policies

P3P Compact Policy

CUR ADM OUR NOR STA NID

P3P Policy Location

### Use P3P Policies

Internet Explorer 6 is the first browser to implement the w3c P3P standard. The P3P standard is created to protect the privacy of your users. By default Internet Explorer will reject thirth-party cookies, unless a valid privacy policy header is also sent, together with the cookies. These setting will allow you send these privacy policies headers together with the cookies which are being sent by phpAdsNew. If you want to enable phpAdsNew' P3P Privacy Policies you must turn this option on.

### P3P Compact Policy

The compact policy which is sent together with cookies. The default setting is: 'CUR ADM OUR NOR STA NID', which will allow Internet Explorer 6 to accept the cookies used by phpAdsNew. If you want you can alter these settings to match your own privacy statement.

### P3P Policy Location

If you want to use a full privacy policy, you can specify the location of the policy.

# BANNER SETTINGS

This section allows you to configure all options which are related to banners, such as default banners, allowed banner types and storage settings.

## Default banners

Default image URL	<input type="text" value="http://www.phpadsnew.com/banners/default.gif"/>
Default destination URL	<input type="text" value="http://www.phpadsnew.com"/>

### **Default image URL and Default destination URL**

If phpAdsNew can't connect to the database server, or can't find any matching banners at all, for example when the database crashed or was deleted, it won't display anything. Some users may want to specify a default banner, which will be displayed in these situations. The default banner specified here will not be logged and won't be used if there are still active banners left in the database. Be aware this default banner should only be used as a failsafe, not as a regular banner. This is turned off by default.

#### Allowed banner types

- Allow local banners (SQL)
- Allow local banners (Webserver)
- Allow external banners
- Allow HTML banners

### Allow local banners (SQL), Allow local banners (Webserver), Allow external banners and Allow HTML banners

phpAdsNew can use different types of banners and store them in different ways. The first two options are used for local storage of banners. You can use the admin interface to upload a banner and phpAdsNew will store the banner in the SQL database or on a web server. You can also use a banner stored on a different external web server or use HTML to generate a banner. You can disable any one of these types by altering these settings. By default all banner types are turned on.

If you disable a certain banner type while there are still banners available of the this type, phpAdsNew will allow the use of these banners, but will not allow the creation of new banners of this type.

#### Local banner (Webserver) configuration

Storing method	<input type="text" value="Local directory"/>
Public URL	<input type="text" value="http://www.phpadsnew.com/banners"/>
Local directory	<input type="text" value="\home\users\phpadsnew.com\banners"/>
FTP Host	<input type="text"/>
Host directory	<input type="text"/>
Login	<input type="text"/>
Password	<input type="text"/>

### Storing method

If you want to use local banners which are stored on the web server, you need to configure this setting. If you want to store the banners in a local directory set this option to *Local directory*. If you want to store the banner on an external FTP server set this option to *External FTP server*. On certain web servers you may want to use the FTP option even on the local web server.

### Public URL

If you store banners on a web server, phpAdsNew needs to know which public URL corresponds with the local directory or directory on the webserver. Do not specify a trailing slash (/).

### Local directory

Specify the directory where phpAdsNew needs to copy the uploaded banners to. This directory needs to be writable by PHP, this could mean you need to modify the unix permissions for this directory (*chmod*). The directory you specify here needs to be in the web server's document root, the web server must be able to serve the files directly.

Do not specify a trailing slash (/). You only need to configure this option if you have set the storing method to *Local directory*.

### FTP Host, Host directory, Login and Password

Specify the FTP server where phpAdsNew needs to copy the uploaded banners to. The directory you specify here needs to be in the web server's document root, the web server must be able to serve the files directly. If you don't specify a directory phpAdsNew will upload the banner to the root directory of the ftp server. If you don't specify a username and password phpAdsNew will try to login as an anonymous user with the administrators e-mail address. It is not recommended to store your banners on an FTP server, which can be accessed by anonymous users!!! Do not specify a trailing slash (/). You only need to configure this option if you have set the storing method to *External FTP server*.

#### HTML banner options

- Automatically alter HTML banners in order to force click tracking
- Allow PHP expressions to be executed from within a HTML banner

### Automatically alter HTML banners in order to force click tracking

If this option is turned on phpAdsNew will automatically alter HTML banners in order to allow the clicks to be tracked. However even if this option is turned on it will be possible to disable this feature on a per banner basis.

### Allow PHP expressions to be executed from within a HTML banner

It is possible to let phpAdsNew execute PHP code embedded inside HTML banners. Running PHP code is always a security risk, unless you are the only one using this system. This feature is turned off by default.

# STATISTICS

All options which are related to the gathering of statistics, mailed reports are grouped into this section. Most of these settings are stored in the configuration file, which needs to be unlocked to be able to change these settings.

## Statistics format

- Use beacons to log AdViews
- Use Compact Stats

- Log AdViews

Multiple log protection (sec.)

- Log AdClicks

Multiple log protection (sec.)

### Use beacons to log AdViews

Beacons are small invisible images which are placed on the page where the banner also is displayed. If you turn this feature on phpAdsNew will use this beacon image to count the number of impressions the banner has received. If you turn this feature off the impression will be counted during delivery, but this is not entirely accurate, because a delivered banner doesn't always have to be displayed on the screen. For example: if you want to display a banner on the bottom of a large page it is possible the user moves to another page before the banner is actually displayed. If this feature is turned on the impression will not be counted, if this feature is turned off the impression will be counted. The IAB recommends using beacon images for logging, because of its accuracy.

### **Use Compact Stats**

Traditionally phpAdsNew used rather extensive logging, which was very detailed but was also very demanding on the database server. This could be a big problem on sites with a lot of visitors. phpAdsNew can also use a new kind of statistics called compact statistics, which is less demanding on the database server, but also less detailed. The compact statistics collects AdViews and AdClicks for each hour. Individual AdClicks and AdViews are not separately stored inside the database anymore, if you need more detail you can turn the compact statistics off.

### **Log Adviews**

Usually all AdViews are logged, but if for some reason you don't want to gather statistics about AdViews you can turn this off.

### **Multiple log protection**

If a visitor reloads a page an AdView will be logged by phpAdsNew every time. This feature is used to make sure that only one AdView is logged for each unique banner for the number of seconds you specify. For example: if you set this value to 300 seconds, phpAdsNew will only log AdViews if the same banner isn't already shown to the same visitor in the last 5 minutes. This feature only works when *Use beacons to log AdViews* is enabled and if the browser accepts cookies.

### **Log Adclicks**

Usually all AdClicks are logged, but if for some reason you don't want to gather statistics about AdClicks you can turn this off.

### **Multiple log protection**

If a visitor clicks multiple times on a banner an AdClick will be logged by phpAdsNew every time. This feature is used to make sure that only one AdClick is logged for each unique banner for the number of seconds you specify. For example: if you set this value to 300 seconds, phpAdsNew will only log AdClicks if the visitor didn't click on the same banner in the last 5 minutes. This feature only works when the browser accepts cookies.

### E-mail warnings

Mail Headers for the reflection of the sender of the daily ad reports

Warn Limit

Warn Admin

Warn Advertiser

Enable qmail patch

### Mail Headers

You can alter the e-mail headers used by the e-mails which phpAdsNew sends.

### Warn Limit

When the number of AdViews left in a campaign is equal to this value phpAdsNew will try to send a warning e-mail to the administrator and advertiser. You can disable this feature for each type of user with the settings below. The default limit is 100 AdViews.

### Warn Admin

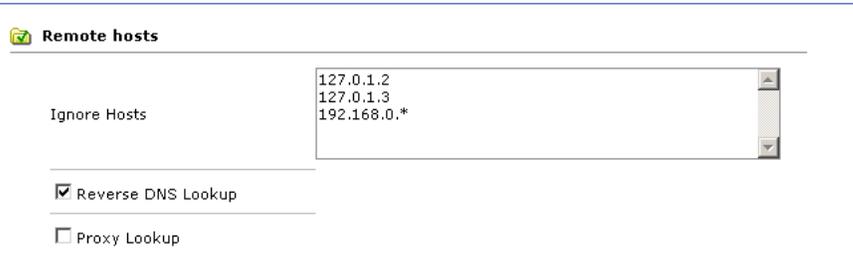
phpAdsNew can sent you an e-mail if an advertiser has only a limited number of AdClicks or AdViews left. This is turned on by default.

### Warn Advertiser

phpAdsNew can sent the advertiser an e-mail if he has only a limited number of AdClicks or AdViews left. This is turned on by default.

### Enable qmail patch

Some versions of qmail are affected by a bug, which causes e-mail sent by phpAdsNew to show the headers inside the body of the e-mail. If you enable this setting, phpAdsNew will send e-mail in a qmail compatible format.



### Ignore Hosts

If you don't want to count clicks and views from certain computer you can add these to this setting. You will have place each host on a new line. If you have enabled reverse lookup you can add both domain names and IP addresses, otherwise you can only use IP addresses. You can also use wildcards (i.e. *\*.altavista.com* or *192.168.\**).

### Reverse DNS Lookup

phpAdsNew logs the IP address of each visitor by default. If you want phpAdsNew to log domain names you should turn this on. Reverse lookup does take some time; it will slow everything down.

### Proxy Lookup

Some users are using a proxy server to access the internet. In that case phpAdsNew will log the IP address or the hostname of the proxy server instead of the user. If you enable this feature phpAdsNew will try to find the ip address or hostname of the user behind the proxy server. If it is not possible to find the exact address of the user it will use the address of the proxy server instead. This option is not enable by default, because it will slow logging down.

#### Database pruning

Prune statistics

Maximum age of statistics  
(3 weeks minimum)

Prune user log

Maximum age of user log  
(3 weeks minimum)

### Prune statistics

If you enable this feature, the gathered statistics will be automatically deleted after the period you specify below this checkbox is passed. For example, if you set this to 5 weeks, statistics older than 5 weeks will be automatically deleted.

### Prune userlog

This feature will automatically delete entries from the userlog which are older than the number of weeks specified below this checkbox.

# ADMINISTRATOR

In this section you are able to change the configuration of the administrator. This includes changing the username and password and the user interface preferences.

## Login credentials

Admin's username	<input type="text" value="phpadsuser"/>
Old Password	<input type="password" value="*****"/>
New Password	<input type="password" value="*****"/>
Repeat Password	<input type="password" value="*****"/>

### Admin's username

The administrator username, you can specify the username that you can use to log into the administrator interface.

### Password

The administrator password, you can specify the password that you can use to log into the administrator interface. If you want to change the password you need to enter the old password first and then enter the new password twice to avoid typos.

### Basic information

Admin's full name	<input type="text" value="Niels Leenheer"/>
Admin's email address	<input type="text" value="niels@creatype.nl"/>
Company Name	<input type="text"/>

#### **Admin's full name**

Specify the administrator's full name. This used when sending statistics via email.

#### **Admin's email address**

The administrator's e-mail address. This is used as from-address when sending statistics via email.

#### **Company Name**

This name is used in the e-mail sent by phpAdsNew.

### Preferences

Language	<input type="text" value="English"/>
Check for updates	<input type="text" value="Every login"/>
<input checked="" type="checkbox"/> Admin's delete actions need confirmation for safety	
<input checked="" type="checkbox"/> Log all outgoing email messages	
<input checked="" type="checkbox"/> Log hourly priority calculations	

#### **Language**

Specify the default language phpAdsNew should use. This language will be used as a default for the admin and client interface. Please note: you can set a different language for each advertiser or publisher from the admin interface and allow clients to change their language themselves. phpAdsNew currently supports a large number of languages, including: brazilian-portuguese, chinese (big5), danish, dutch, english, flemish, french, german, indonesian, italian, norwegian, polish, portuguese, romanian, russian (cp1251), russian (koi8r), spanish, swedish and turkish.

#### **Check for updates**

If you want to check for new versions of phpAdsNew you can enable this feature. It is possible to specify the interval in which phpAdsNew makes a connection to the update server. If a new version is found a dialog box will pop up with additional information about the update.

### **Admin's delete actions need confirmation for safety**

If you want to receive a warning before deleting advertisers, campaigns, banners, publishers and zones; enable this option.

### **Log all outgoing email messages**

If you want to keep a copy of all outgoing e-mail messages sent by phpAdsNew you can enable this feature. The e-mail messages are stored in the userlog.

### **Log hourly priority calculations**

To ensure the priority calculation ran correct, you can save a report about the hourly calculation. This report includes the predicted profile and how much priority is assigned to all banners. This information might be useful if you want to submit a bugreport about the priority calculations. The reports are stored inside the userlog.

# USER INTERFACE

This section deals with all options which are related to the user interface. This includes the application name, headers, footers and welcome message. These settings are stored inside the database, so it isn't necessary to unlock the configuration file.

## General settings

Application Name	<input type="text" value="phpAdsNew"/>
My Header	<input type="text"/>
My Footer	<input type="text"/>
<input checked="" type="checkbox"/> Use GZIP content compression	

### Application Name

Specify the name you want to use for this application. This string will be displayed on all pages in the admin and client interface. If you leave this setting empty (default) a logo of phpAdsNew will be displayed instead.

### My header and My Footer

You should put here the path to the header files (e.g.: /home/login/www/header.htm) to have a header and/or footer on each page in the admin interface. You can put either text or html in these files (if you want to use html in one or both of these files do not use tags like <body> or <html>)

### Use GZIP content compression

By enabling GZIP content compression you will get a big decrease of the data which is sent to the browser each time a page of the administrator interface is opened. To enable this feature you need to have at least PHP 4.0.5 with the GZIP extension installed.

#### Advertiser interface

Enable advertiser welcome message

Welcome text  
(HTML tags allowed)

### Enable advertiser welcome message

If you turn this feature on a welcome message will be displayed on the first page an advertiser will see after logging in. You can personalize this message by editing the *welcome.html* file location in the *admin/templates* directory. Things you might want to include are for example: Your company name, contact information, your company logo, a link a page with advertising rates, etc..

### Welcome text

Instead of editing the *welcome.html* file you can also specify a small text here. If you enter a text here, the *welcome.html* file will be ignored. It is allowed to use html tags.

# INTERFACE DEFAULTS

This section allows you to specify default values for the administrator interface, this includes the default banner and campaign weight.

## Inventory

- Show extra campaign info on *Campaign overview* page
- Show extra banner info on *Banner overview* page
- Show preview of all banners on *Banner overview* page
- Show actual banner instead of plain HTML code for HTML banner preview
- Show banner preview at the top of pages which deals with banners
- Hide inactive items from all overview pages

### **Show extra campaign info on Campaign overview page**

If this option is enabled extra information about each campaign will be shown on the *Campaign overview* page. The extra information includes the number of AdViews remaining, the number of AdClicks remaining, activation date, expiration date and the priority settings.

### **Show extra banner info on Banner overview page**

If this option is enabled extra information about each banner will be shown on the *Banner overview* page. The extra information includes the destination URL, keywords, size and the banner weight.

### **Show preview of all banner on Banner overview page**

If this option is enabled a preview of all banners will be shown on the *Banner overview* page. If this option is disabled it is still possible to show a preview of each banner by click on the triangle next to each banner on the *Banner overview* page.

### Show actual banner instead of plain HTML code for HTML banner preview

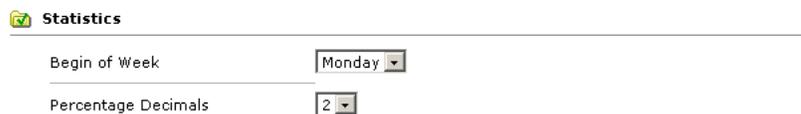
If this option is enabled the actual HTML banner will be shown instead of the HTML code. This option is disabled by default, because the HTML banners might conflict with the user interface. If this option is disabled it is still possible to view the actual HTML banner, by clicking on the *Show banner* button next to the HTML code.

### Show banner preview at the top of pages which deals banners

If this option is enabled a preview will be shown at the top of the *Banner properties*, *Delivery options* and *Linked zones* pages. If this option is disabled it is still possible to view the banner, by clicking on the *Show banner* button at the top of the pages.

### Hide inactive items from all overview pages

If this option is enabled all inactive banners, campaigns and advertisers will be hidden from the *Advertisers & Campaigns* and *Campaign overview* pages. If this option is enabled it is still possible to view the hidden items, by clicking on the *Show all* button.



The screenshot shows a settings panel titled "Statistics" with a green checkmark icon. It contains two settings: "Begin of Week" with a dropdown menu set to "Monday", and "Percentage Decimals" with a dropdown menu set to "2".

### Begin of Week

For most people a week starts on a Monday, but if you want to start each week on a Sunday you can.

### Percentage Decimals

Specifies how many decimal places are used to display a percentage on statistics pages.



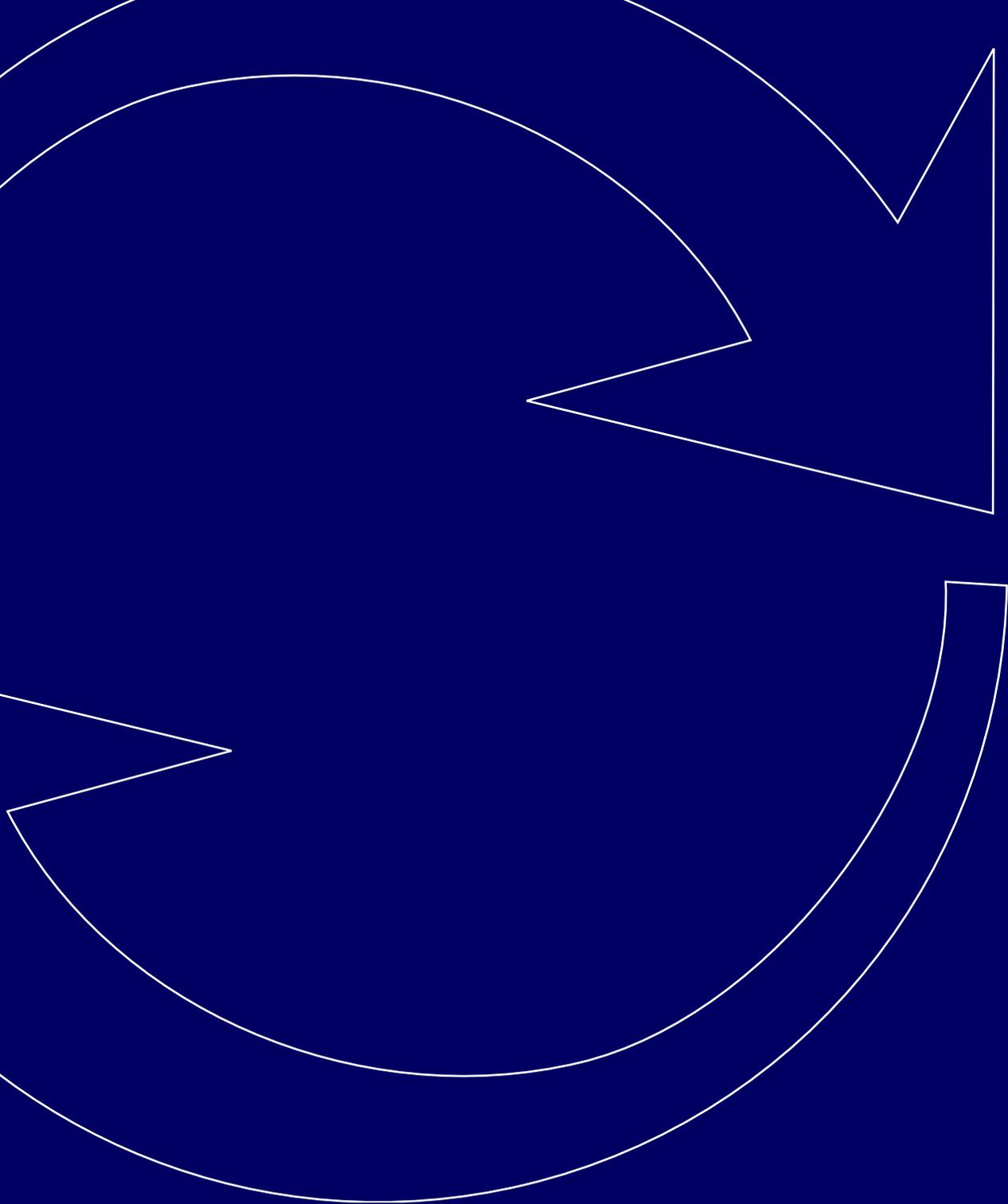
The screenshot shows a settings panel titled "Default weight" with a green checkmark icon. It contains two settings: "Default banner weight" with a text input field containing the value "1", and "Default campaign weight" with a text input field containing the value "1".

### Default banner weight

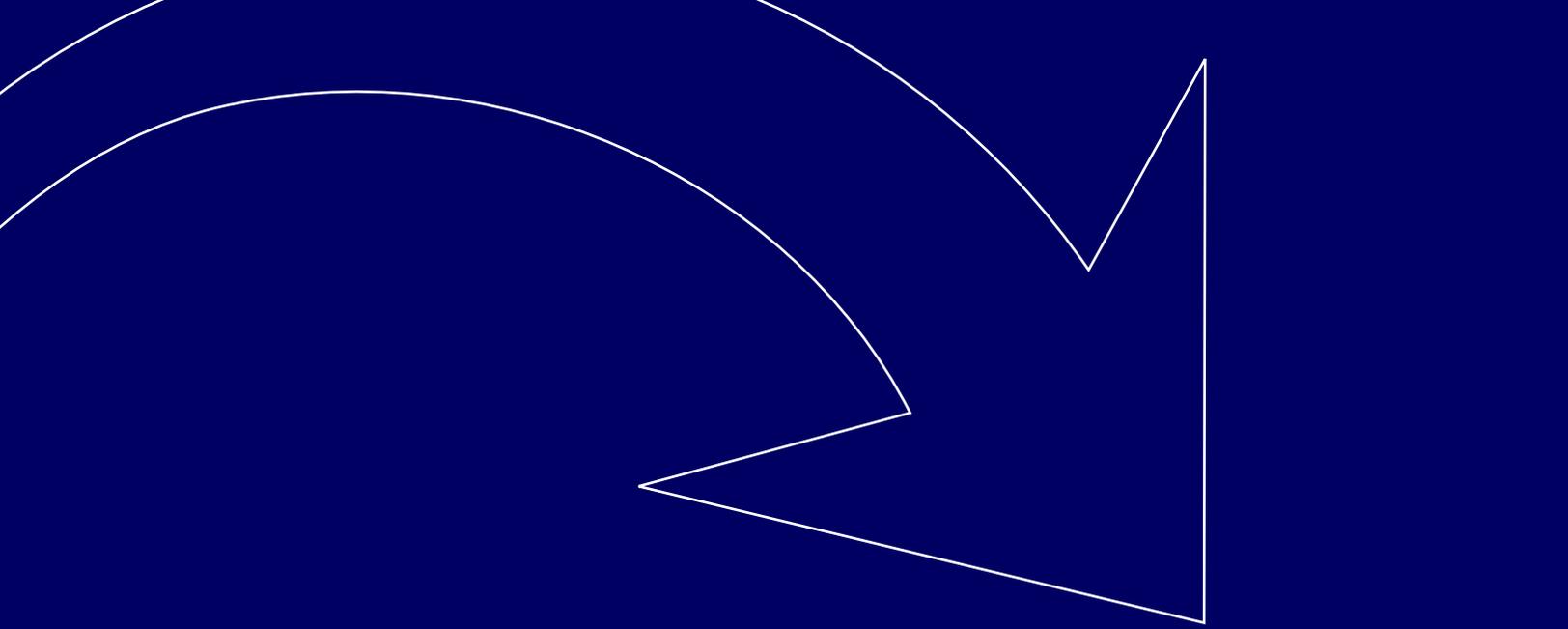
If you want to use a higher default banner weight you can specify the desired weight here. This settings is 1 by default.

### Default campaign weight

If you want to use a higher default campaign weight you can specify the desired weight here. This settings is 1 by default.



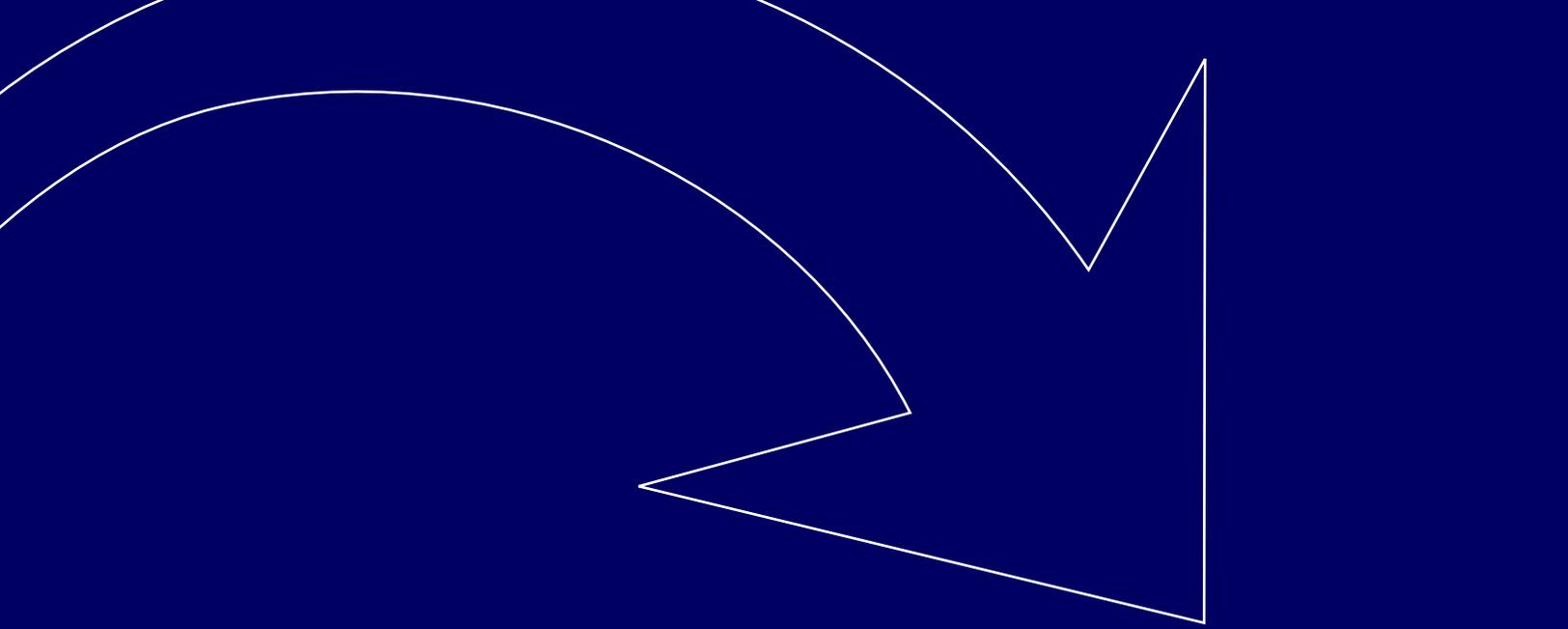
# UNDER THE HOOD



# INTRODUCTION

Lately we received a couple of questions about how phpAdsNew works. This chapter will try to explain the different parts of phpAdsNew and how they interact.

phpAdsNew is split into three different parts, each responsible for a specific task. The most visible part for administrators is the administration interface, which allows you to manage your banner inventory and make decisions on which banner is delivered to what zone. The delivery engine is the part that actually does most of the work. Whenever phpAdsNew is called to deliver a banner, this engine will get the banner you need and insert it into the webpage. The third part of phpAdsNew is the one that is often forgotten, the Maintenance task. The Maintenance task is responsible for sending e-mail reports, recalculating priorities and updating caches.



## THE DELIVERY ENGINE

The delivery engine can be called in many different ways, but its job is mostly the same. Most of the time only the output to the browser is dependent on the way the delivery engine is called. The first thing, the delivery engine does after being called is make a connection to the database. Because all the data is stored inside the database this is a very important step.

After the connection is made, it will try to figure out which banner must be shown. Because banners are linked to zones and the id of the zone is specified during the call to the delivery engine phpAdsNew will first get all the information available about that particular zone. This information will contain a list of all banners linked to the zone.

The next step is a bit more complicated, because it is cached for optimisation reasons. Apart from a list of banners, the zone information also includes a cache of the contents of the linked banners. If that cache is not present, or if it is expired, the delivery engine will retrieve all matching banners from the database and store it in the cache for use next time the zone is called. The reason why this step is cached is a simple one. Because the zone information needs to be fetched anyway, it is relatively 'cheap' to include a cache of all banners. If the cache would not be used, the delivery engine would need to build and run an 'expensive' query to the database. Because the query is always the same for each zone, it is much better to run it only once and store the result.

So now we have the contents of the linked banners, including the priority of each banner. The first thing to do now is to make a choice about which banner to deliver. The priorities of all available banners is added up and a random number with a maximum of the sum of the priorities is generated. The banner which matches the random number is then checked for delivery limitations and capping. If the banner is allowed to be displayed it will be sent to the next step, otherwise the initially selected banner will be deleted from the list, the priority of the initially selected banner will be subtracted from the sum of the priorities and a new random number is generated from the sum of the priorities.



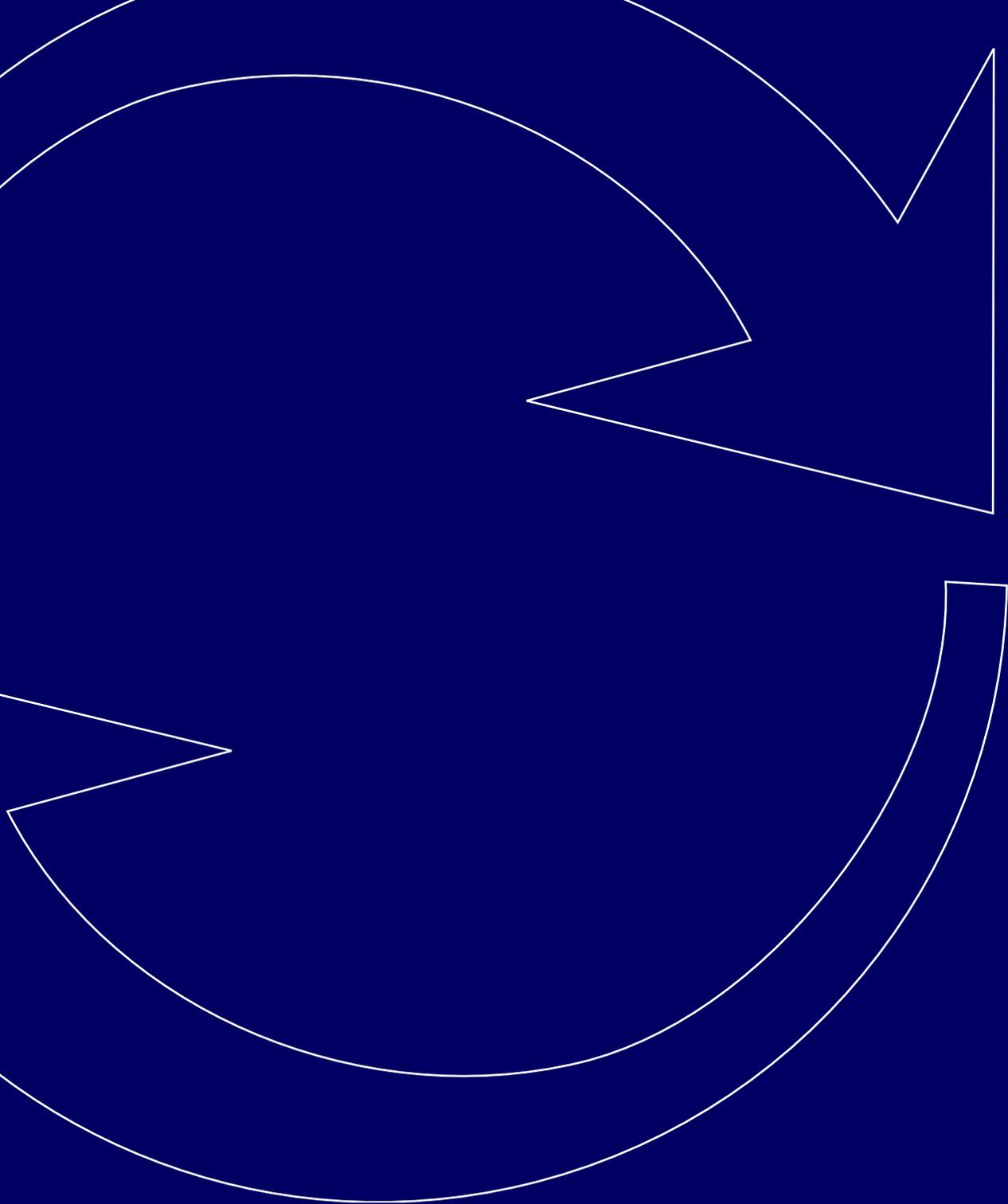
This will happen until a banner which is allowed to be delivered is found. If there isn't a banner which is allowed to be delivered, the zone holds information about how to proceed. Based on this information the delivery engine will either stop the delivery process, or select a different zone and go back to the second step.

Because the delivery limitations are dependent on external factors, which could change for every call to the delivery engine, the results of the limitations cannot be cached and need to be executed everytime a banner is called. phpAdsNew does partially cache the steps needed to calculate if a banner is allowed or not. Thanks to this cache the delivery engine doesn't need to execute an additional query to the database to fetch information from the table holding the delivery limitations. Everytime the delivery limitations are changed in the administrator interface, the cache is also updated.

If a banner is found, the HTML code needed to display the banner will be prepared for the actual delivery. Even if you use non-HTML banners, the HTML code needed to display the banner will always be part of the already existing banner information. Because the HTML code is always the same for that particular banner, the HTML code will be generated when the banner is created or changed. This prevents the delivery engine from having to generate the same HTML code for each time the banner is called. Only information that isn't available during the generation of the HTML code will be added in this stage of the delivery. This usually includes the domainname from which the banner was called, the id of the zone which was used to deliver the banner, etc..

If 'beacon' logging is turned off, the delivery engine orders the database to add one additional Advview to the statistics. This isn't completely reliable, because at this stage, the banner isn't actually delivered yet and there may be reasons why the selected banner never will be displayed. Adding an Advview to the statistics might be a bit premature. So if 'beacon logging' is turned on the above will simply not happen, instead a link to a invisible image will be appended to the HTML. Only if the invisible image is actually called from the browser, the number of Advviews will be increased. Because the banner is loaded before the invisible image is called you can be pretty certain the banner was actually delivered.

Now there is only one step left, the delivery engine needs to send the HTML code to the browser. This step is usually different for each invocation type. For example: if you are using local mode invocation the HTML is just printed as-is to the browser. If you are using JavaScript invocation, the HTML code is converted to a JavaScript variable and send to the browser. The browser will then be able to use the JavaScript variable and print it to the screen by itself.



# APPENDICES

# INSTALLATION

If you are trying to install phpAdsNew, the installer will first check if your server meets the conditions which are required for phpAdsNew to function correctly. If your server configuration is not compatible with phpAdsNew you will get one of the following warnings:

## **phpAdsNew requires PHP 4.0 or higher to function correctly**

The version of PHP which is installed on your webserver is not compatible with phpAdsNew. To solve this problem you need to upgrade to PHP 4.0 or higher. If you need to upgrade we recommend that you upgrade to the latest release of PHP 4. PHP 3 is not supported anymore and will not work with phpAdsNew.

## **The PHP configuration variable file\_uploads needs to be turned on**

In order to function correctly phpAdsNew depends on the file\_uploads function of PHP. If you want to continue the installation of phpAdsNew you first need to make sure this setting is turned on in your PHP configuration file. For more information about this setting, please check the PHP manual.

## **phpAdsNew has detected that your config.inc.php file is not writeable by the server**

Before you can start installing phpAdsNew it will check whether the config.inc.php is writable by the webserver. If the file isn't writable phpAdsNew can't store the configuration. You can change the file permissions on a Unix/Linux server using the chmod command or by using your FTP client. If you need more information on how to unlock the config.inc.php file, please read chapter *Installation*

## **Could not connect to database, please recheck the settings you specified**

This warning could mean two different things, first of all it is possible the installer could not determine if the hostname of the database server you specified exists and couldn't connect to it. This could be because you made a typo, or because the server currently isn't available. Please check the settings you entered and if these are correct, please make sure



the database is up and running. It is also possible the username or password you specified isn't correct.

**The user you specified doesn't have permission to create or update the database structure**

The user you specified is a valid MySQL user and phpAdsNew was able to connect to the database with the user you specified, but when trying to create a table MySQL reported the user wasn't allowed to. Before you continue you need to make sure the user has enough privileges to alter existing tables and create new tables. If you are not sure on how to do this, please contact the administrator of the database server.

**Table prefix contains invalid characters**

Table names can only contain certain characters. The table prefix is used to create the name of the tables which need to be created and you used a character which isn't allowed. Make sure you use only the following characters: a - z and \_.

## GENERAL TROUBLESHOOTING

Below you will find solutions for the most common problems people seem to have when using phpAdsNew. If you run into a problem which isn't described below, please do not hesitate to post a message about your problem on our forums.

### **The login doesn't work, it keeps redirecting to an unavailable page (404 error)**

Make sure `$phpAds_config['url_prefix']` in `config.inc.php` is exactly the same as it is on the server (`http://www.test.com/phpads` is not the same as `http://www.test.com/phpAds`). Also make sure it doesn't end with a slash (/).

### **Whenever I click on a banner I get a blank page instead of the destination URL**

This could be the result of two separate issues. If you are using plain remote invocation make sure you have enable cookies in your browser. If they are enabled or if you are not using plain remote invocation make sure `$phpAds_config['url_prefix']` in `config.inc.php` is exactly the same as it is on the server (`http://www.test.com/phpads` is not the same as `http://www.test.com/phpAds`). Also make sure it doesn't end with a slash (/).

### **Whenever I click on a banner I get redirected to the wrong page**

If you are using plain remote invocation to display multiple banners on the same page, you need to generate a new invocation code for each banner, because each generated invocation code includes a unique identifier. You can't have the same unique identifier more than once on the same. If you simply generate the invocation code once, all banners will point to the url displayed last on the page.

### **Whenever I click on a banner I get the following error message: Undefined variable vars**

If you are using PHP 4.02 or earlier, make sure you have set the `track_vars` setting to true in your PHP configuration.

### **phpAdsNew doesn't display any banners on pages which are the result of a form being submitted in IE**

This is a known bug in IE 4 and higher. phpAdsNew 1.9 and higher do have a work-around for this bug, but it only works in remote invocation with JavaScript and local mode. Normal remote invocation is still affected by this bug. Microsoft is aware of this bug for some time and IE 6 apparently works fine. If you use normal remote invocation there is nothing we can do about it.

### **phpAdsNew doesn't display any HTML or Flash banners**

HTML and Flash banners are only supported if you use remote invocation with JavaScript, Iframes of Local mode. It is not possible to display HTML or Flash banners with normal remote invocation.

### **I get all kinds of PHP warnings when using phpAdsNew**

Some versions of phpAdsNew display warnings when *error\_reporting* is set to E\_ALL inside your PHP configuration file. Try to set the *error\_reporting* to E\_ALL & ~E\_NOTICE.

### **I get the following error: Fatal error: Call to unsupported or undefined function mysql\_connect() or mysql\_pconnect()**

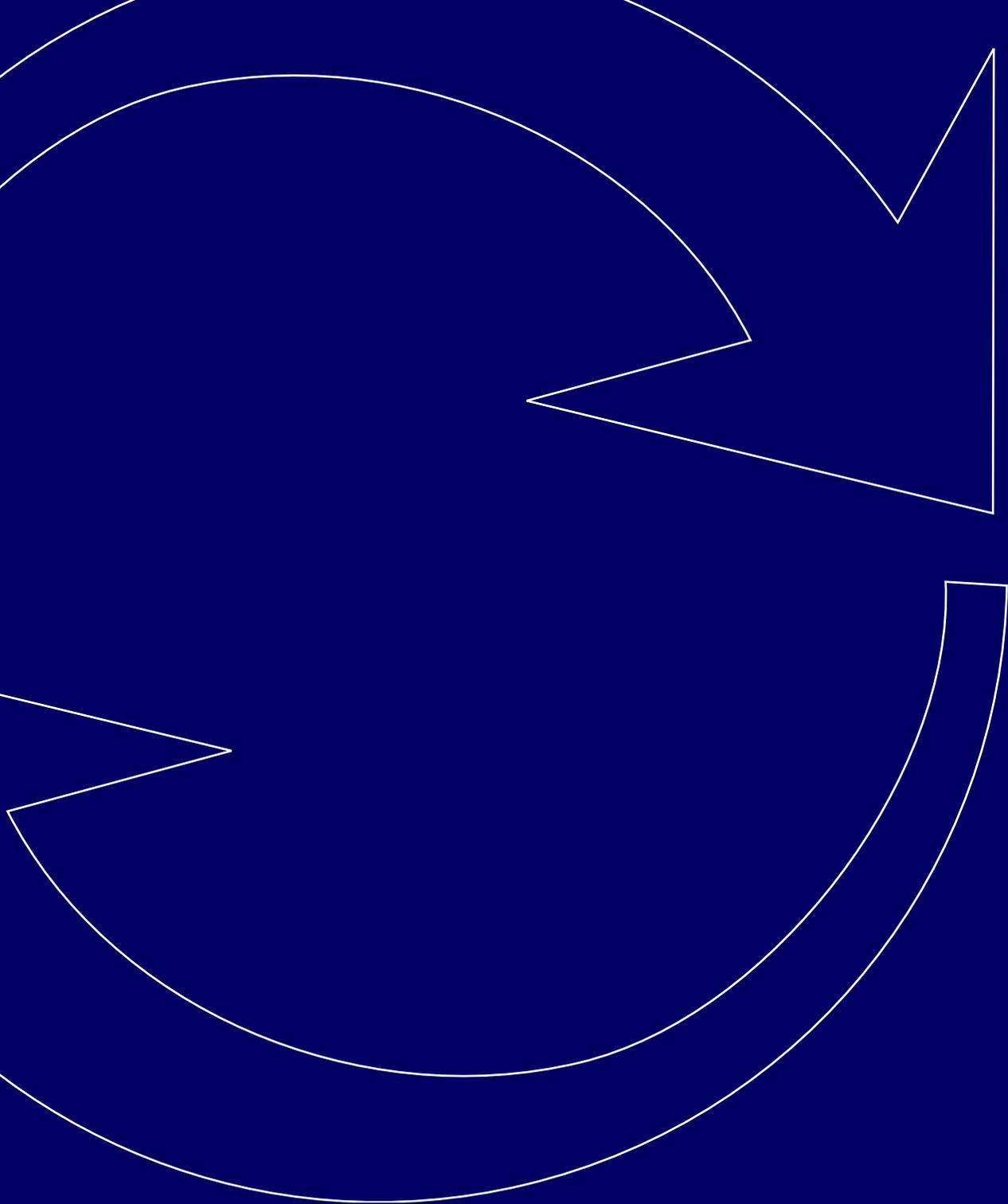
Your PHP is not configured for MySQL support. If you're on Unix, you need to recompile PHP --with-mysql. If you're on Windows, you have to enable the MySQL dll in your PHP configuration. See the PHP manual, installation section, for more details.

### **I forgot my password, how can I retrieve it?**

The username and password of the administrator are stored inside the database. If you need to retrieve it, you need to connect to the database server and look for it in the *phpAds\_config* table (it might have a different prefix, depending on how phpAdsNew was installed). The username is stored in the *admin* field, the password is stored in the *admin\_pw* field.

### **When I try to view statistics I get the error 'Got error xxx from table handler'**

The statistics table probably got corrupted and needs to be repaired. You can use the MySQL *REPAIR* command for this. More information about repairing corrupted tables can be found in the MySQL documentation, available from [www.mysql.com](http://www.mysql.com).



# APPENDICES

# LICENSE

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Version 2, June 1991

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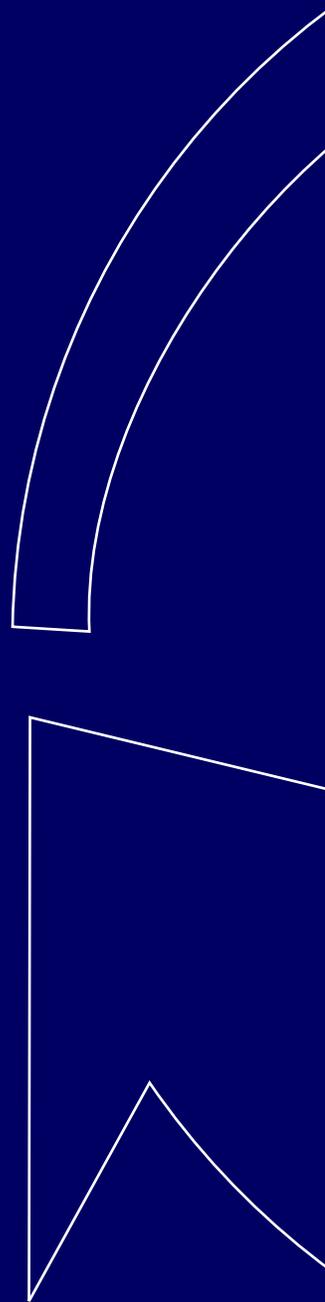
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