Max Media Manager 1.0 User Guide

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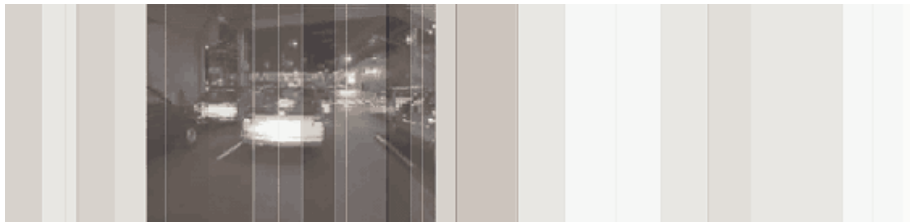
Max Media Manager

Introduction

History of Max Media Manager

Max Media Manager is an ad server, originally version 2.1 of the open source ad server **phpAdsNew**. Since the team at phpAdsNew ceased further development, one of the phpAdsNew developers – **Scott Switzer** – decided to fork the code in December 2003, with the aim of providing a more regular release schedule.

Moreover, the focus of Max Media Manager is different to phpAddsNew, in that it is geared for large-scale ad-serving environments – over 1 million impressions per day. Additionally, Max Media Manager concentrates on the requirements of sophisticated users, namely agencies, affiliate networks and large advertisers and publishers.

Audience (User Types)

Max Media Manager serves a number of user types, defined below.

Websites (Publishers)

Websites, or Publishers, are the most numerous of Max Media Manager users. Publishers use Max Media Manager by inserting permanent ad tags on the website and loading ad campaigns into Max Media Manager so that they run on the website. Reporting of all campaigns on the website can be done.

Advertisers

Advertisers typically use Max Media Manager to manage all of their online creatives (banners) and to generate ad tags for all of the publishers on which they advertise. Reporting on how campaigns run across all publishers can be done.

Agencies

Agencies use Max Media Manager in a similar way to Advertisers, except that they manage *multiple* advertisers in a single installation. Cross-advertiser reporting can be done in this way.

Affiliate Networks

Affiliate networks are companies who agree with publishers on a standard fee in return for putting ad tags into their own websites. With this arrangement there are usually a large number of sites that fall into specific categories, such as sport, leisure, finance, the arts etc. The networks then sell the *categories* to Advertisers. Affiliate networks are a larger use of Max Media Manager, afforded by the built-in keyword and channel functionality it offers. Affiliate networks also rely on optimising a campaign, that is, moving campaigns to websites or channels which perform better.

Feature Overview

Functionally and technically, Max Media Manager can be broken down into three elements :

- Administrator console;
- Delivery engine;
- Maintenance.

Administrator Console

The administrator console is where banners and zones are managed and trafficked. This is also where reports can be generated.

Delivery Engine

The delivery engine is the component that delivers the banners to a website. It produces raw data that is later compiled to provide usable data to the administrator console.

Maintenance Module

The maintenance module has three tasks :

1. Compile statistics from raw data supplied by the delivery engine;

2. Automate tasks which may be handled by a trafficker in the administration console; some of these tasks include :

   a. Activating/deactivating campaigns;

   b. Sending pertinent information (such as reports) to advertisers and publishers by email.

3. Compiling the priority set to banners – i.e. the number of times they should be shown per hour.

Max Media Manager and phpAdsNew

Considerable new development has distinguished Max Media Manager from phpAdsNew in a number of important areas.

Differences summarised

1. Agency support;

2. Conversion tracking support;

3. 3rd party ad server support;

4. Better support for SSL ads;

5. Additional functionality for reporting statistics;

6. Improving caching techniques for statistics screens.

[author's note : this section to be expanded, perhaps and cross-references to these features added]

Development Roadmap

To be added

Max Media Manager

Using Max Media Manager

Understanding The Interface

Max Media Manager is a web-based application that displays in a variety of commonly-used web browsers. Throughout this document, illustrations and references to some aspects of browser functionality are based on Internet Explorer.

Logging-in

All users of Max Media Manager must have a valid log-in username and password. Users with the appropriate rights can log in to the Administrator console. This guide assumes that you have those rights.

You log in by first pointing your browser to the defined address of the ad server. The **Authentication** page is displayed :

Figure 1 The **Log in** page.

Enter your designated Username and Password, then click the **Login** button.

Other users, such as Advertisers and Publishers, will have different sets of rights that will permit them to view and control information pertinent to them only. You can grant a range of rights to Advertisers and Publishers in the Administrator console.

The Main display

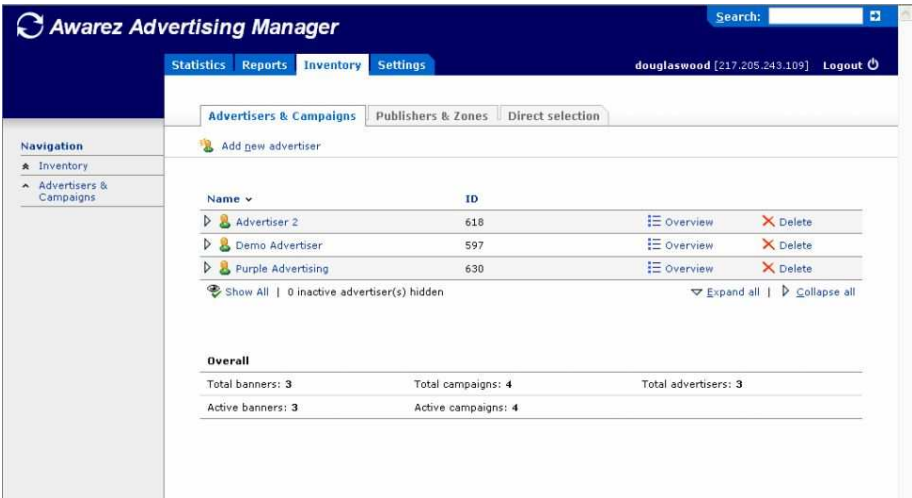On successful log-in, Max Media Manager's default page displays :

Figure 2 Max Media Manager's default display

Note the page structure that is consistent throughout the application. Main 'category' tabs allow you to select **Statistics**, **Reports**, **Inventory** and **Settings.**

Figure 3 The Max Media Manager 'tab' structure close up.

The main category tabs. Select a tab to view category-specific information.

Click these tabs to view classified information related to the chosen category.

When you click a category tab, a page displays containing information related to that category. That information is grouped under a further set of tabs. Click any of these tabs to view and manage its content. This arrangement helps you 'drill down' to the page you need quickly and easily.

The navigation panel to the left of the page is available throughout the application. The upper part of this panel reveals a bread crumb navigation hierarchy that permits you to retrace your steps up the list to previously-viewed pages.

The bread crumb navigation hierarchy permits you to retrace your steps through previously-viewed pages.

The **Modify** element lets you access permissible functionality related to the item currently in view.

The **Shortcut** element displays direct links to pages associated with the item currently in view.
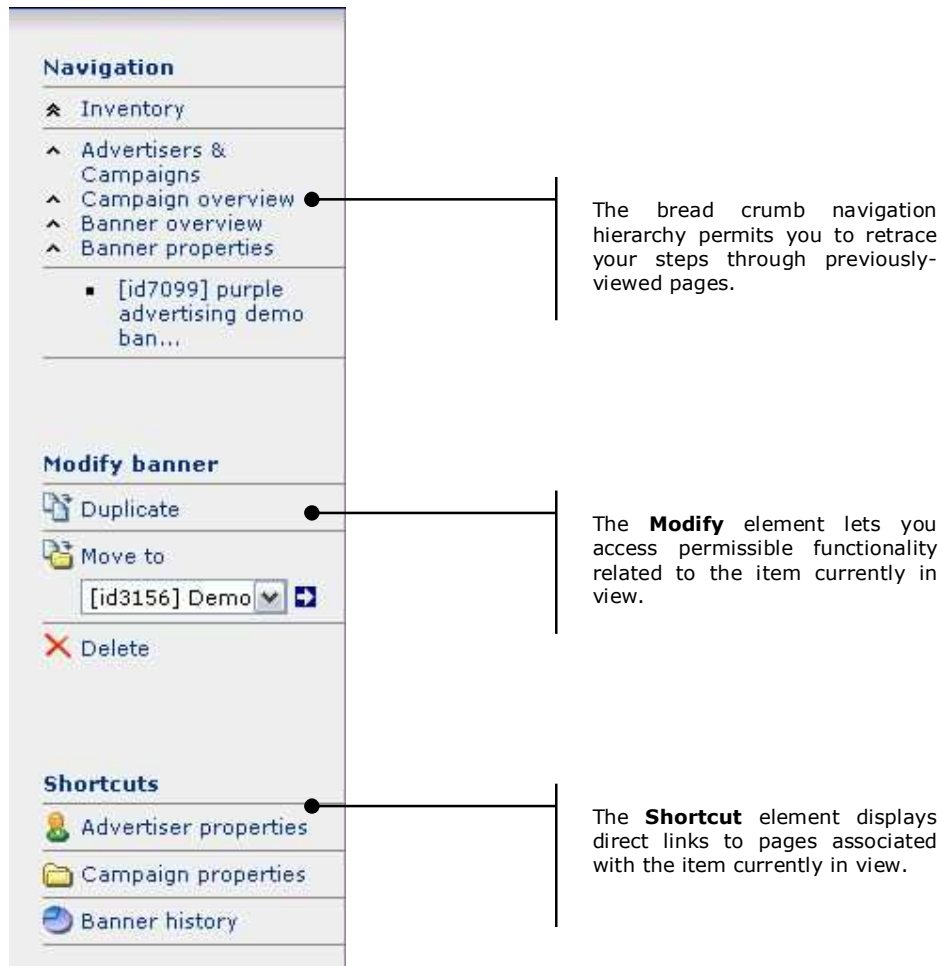
Figure 4 The left-hand panel of the main display.

The lower section of the navigation panel usually contains two elements. The **Modify** element can be used for amending the item currently in view on the main page, where permissible. The **Shortcut** element contains links to pages that are related to the page currently in view. For instance, with a banner item in view on the main page, links to the banner's parent Advertiser and Campaign are available.

At the top right-hand corner of the each page is the **Search** field. Here, you can enter text as a search term for inventory items. This search facility is simple but powerful, helping you locate information rapidly where you may have thousands of items to search through.

Using Max Media Manager : Understanding The Interface

Figure 5 The **Search** field in the main display.

On entering your search term, click the arrow button to launch the search. A separate browser window opens over the current page, containing found items :

Narrow your search by deselecting checkbox items.

This area reports the Advertiser found containing the search term, including *all* child items – in this case, campaigns and banners.

This area reports the Campaigns found containing the search term, including *all* child banners.

This area reports the Banners found containing the search term.

Figure 6 The Search results screen. Note the hierarchical structure.

The results of your search are arranged hierarchically within the new browser window. Each of the items on display are links to a specific page. Click the desired link to display the page in the *original* browser window. Note the options you have for narrowing your search results – deselect any of the checkboxes provided to simplify the display. By default, all checkboxes are selected. For example, if you want to view only campaigns containing the search term, deselect all of the checkboxes but Campaign. Your results screen will refresh showing

only those found items that are campaigns *including* its child items (see Figure 7).

Figure 7 Your search narrowed by selecting only the Campaign checkbox.

Select the Compact checkbox to display only the top level of each of the hierarchies shown in the results window. For instance, in our example, selecting the Compact checkbox would reduce the display of results to the campaigns only, excluding the child items.

When you are finished with the results window, click its Close button to dismiss it.

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Specific navigation guidance associated with the item currently in view is listed horizontally in the main page, just below the category tabs.

This list reports the path to the currently-displayed item.

| Statistics | Reports | **Inventory** | Settings | | douglaswood [217.205.245.230] | Logout ⏻ |

🧑 [id630] Purple Advertising > 📁 [id3437] Purple Advertising - Default Campaign > 📄 **[id7099] purple advertising demo ban...**
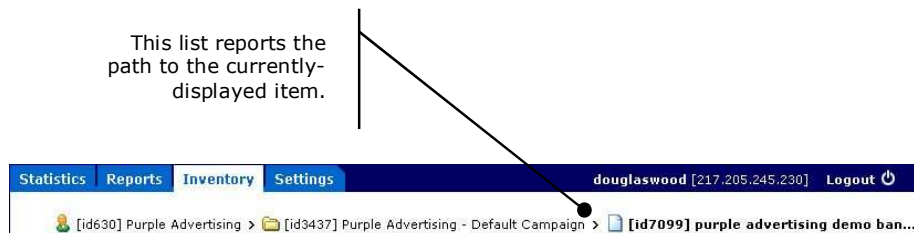
Figure 8 The path to your current location is reported on screen.

Forms and Fields

Much of your interaction with Max Media Manager comprises the entry of information, whether in the course of creating or amending items, or when specifying properties or attributes. Typically, you will complete *forms* appropriate to the task in hand. All forms in Max Media Manager have 'Save…' buttons associated with them. Until you click that button, the information you enter will not be saved and the operation you are carrying out will not be complete. Max Media Manager is designed so that forms for a specific operation usually occupy no more than a single page. Forms are a collection of related *fields* that typically require text input. Some fields require numeric values, while others are in the form of drop-down lists from which you choose a single option or item.

Max Media Manager validates the information you enter in fields. You cannot complete an operation if you do not fill in some fields with valid information. Error messages will alert you to invalid entry.

Tables

Throughout the application, a great deal of information is displayed in tabular form. All tables in Max Media Manager share common characteristics.

Column headings in blue indicate that you can sort by that header. For instance, clicking on the **ID** column heading (as shown in Figure 9) will sort the items by ID number.

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Figure 9 A typical Max Media Manager table, sorted by Name in alphabetical order.

The 'arrow' symbol (resembling a small chevron) alongside a column heading indicates that the table is sorted by that heading, while its direction shows whether it is sorted in ascending or descending order. You can click the 'arrow' symbol to toggle the sort order.

Tables in Max Media Manager also use the 'Expand' and 'Collapse' principle of displaying information. A small blue triangle adjacent to a table row shows that it can be expanded or collapsed. A rightward-facing triangle indicates that the entry can be expanded. Click the triangle to expand the entry. A downward-facing triangle shows that the entry has been expanded. Click the triangle to collapse the entry.

This entry has been expanded.

This entry has been collapsed.

Figure 10 Expanding and collapsing table entries.

[author's note : more to be added]

Agency Management

Agencies use Max Media Manager to administer multiple advertisers in a single installation.

Overview

This method of working is used when a single installation of Max Media Manager supports more than one organisation which manages advertisers and publishers. Agencies cannot share information between each other. All reports, campaigns, zones, etc., are unique to the agency that set them up.

Agency Management can also be used if you have an Advertiser or Publisher who wants to traffic all of their own campaigns and zones. You can set up these entities as an Agency, and they can run Max Media Manager as if it is their own setup.

Note that from the outset, a decision should be made whether or not to use agencies. If agencies are used, then all users should log in to the agency while trafficking campaigns. If you log in as administrator, there is the potential to link campaigns to zones *across* agencies, in which case Max Media Manager will not function properly.

Also note that at the moment, prioritisation is done across agencies. This means that a huge campaign on one agency could affect the delivery priority on another campaign.

Note that if you want to link a banner from one agency to a zone in another agency, you should treat this transaction as if the agencies are on two separate servers – create a tag from the Advertiser, and load it as an HTML banner in the publisher. In order to click track, make sure that you select 'Alter HTML to enable tracking of AdClicks', and select Max Media Manager from the Ad Server dropdown. For more information, see the **Banner administration** section. Also, refer to **More about Banner Types** for details about HTML banners and supported ad servers.

Managing Media Campaigns

Overview

Within Max Media Manager, an inventory contains advertisers, campaigns and banners. Banners cannot be active unless they are part of a campaign. Similarly, campaigns must be part of – owned - by an advertiser. Advertisers can own more than one campaign. A campaign can contain more than one banner. By default, after you log-in to Max Media Manager, the **Advertisers & Campaigns** page within the **Inventory** tab is displayed.

Advertisers

An advertiser is the administrative entity for managing campaigns and the banners contained with them. Before you can add banners and campaigns, you must create an advertiser to administer them. In that sense, an advertiser is the most important element at the top of the management hierarchy of an ad server.

Advertisers have a number of properties and attributes that you define when you add a new advertiser to the system.

Creating an Advertiser

New advertisers can be added by clicking the **Add new advertiser** link on the **Advertiser & Campaigns** page. The **Add new advertiser** page is displayed. This contains a number of fields grouped in related sections.

Basic information

The first section is entitled Basic information :

Figure 11 The **Add new advertiser** page, **Basic information** form.

In the *Name* field, enter the name of the proposed new Advertiser. This does not have to be a unique name, although it makes sense to do so, since Max Media Manager assigns the new Advertiser with a unique ID number. In the *Contact* field, enter the name of the contact for this new advertiser. In the *E-Mail* field, enter the full email address of the advertiser's contact. The *Language* field is a drop-down list from which the language of the contact can be specified.

Advertiser report

In the next section, Advertiser report, you can specify whether certain information can be sent to the advertiser via email.

Figure 12 The **Advertiser report** section.

When a campaign is deactivated, a warning can be sent to the advertiser to alert of that event. The warning is sent by email, to the address specified in the Basic information section of the new advertiser page. Select the *Send a warning when a campaign is deactivated* checkbox to enable it.

An advertising report contains statistics about the banners owned by this advertiser. You can specify that it is sent by email to the address specified in the Basic information section of the new advertiser page. Select the *Send an advertising report via e-mail* checkbox to enable it. When you enable this facility, you must specify the interval (in days) at which the advertising report is sent. You must enter a whole value greater than 0 (zero) in the *Number of days between reports* to set the interval.

Login information

Advertisers can log in to the Max Media Manager application to view statistics and properties associated with their campaigns and banners. Consequently, a unique *username* and *password* must be specified in order to permit the advertiser access to the application. The Login information section also allows you to set particular permissions for the specified user. These permissions grant logged-in users considerable control over advertiser properties, banners and targeting statistics.

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Figure 13 The **Login information** section.

Usernames must be unique (among advertisers) and may contain any alphanumeric characters, including spaces. Passwords may contain any alphanumeric characters, including spaces. Passwords should be a minimum of 1 character, with no maximum limit. Both usernames and passwords are case-sensitive.

You can control permissions for this advertiser by selecting the appropriate checkboxes (see Figure 13). Select *Allow this user to modify his own settings* to permit the logged-in advertiser to change their preferences, including :

- Advertiser contact name;
- Contact email address;
- Language setting;
- Advertiser report settings;
- Login password.

You can allow the user to activate and deactivate his own banners by selection of the appropriate checkboxes. Note the likely consequences of making these settings.

Allow this user to deactivate his own banners	*Allow this user to activate his own banners*	*Effect*
Yes	Yes	The user can deactivate *and* activate banners.
Yes	No	The user can deactivate banners but cannot activate banners that he or another user or administrator has deactivated.
No	Yes	The user can activate banners, even those deactivated by another user or the administrator.

This completes the Add new advertiser process. Click **Next** to display the Add new campaign page. When you create an advertiser, the new campaign page follows it by default. See **Campaigns** to learn how to add a new campaign.

Campaigns

A campaign is an organised programme of banner placements owned by an advertiser. Banners owned by a campaign share the same delivery properties, but can vary in size. A campaign's properties include the frequency of banner delivery and the probability that a given banner will be displayed in a web page.

Creating a campaign

When you create a new advertiser, the page for adding a new campaign is immediately available after completing the new advertiser page and clicking the **Next** button. You can also add a new campaign to an existing advertiser by expanding its entry and clicking the **Create** button.

Basic information

Figure 14 The **Basic information** section of the **Add new campaign** page.

A default name is already created for you, based on the advertiser name. You can elect to leave this default unchanged or enter a new name in the *Name* field.

Contract details

This section of the page is dedicated to specifying the start and end dates of the campaign. A campaign can be activated at once (on correct completion of the Add new campaign process) or on a date specified by you, by selecting the desired option button.
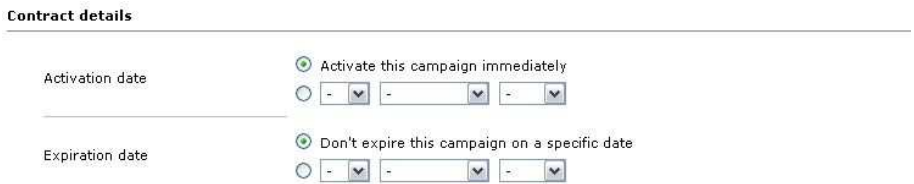
Figure 15 The **Contract details** section of the **Add new campaign** page.
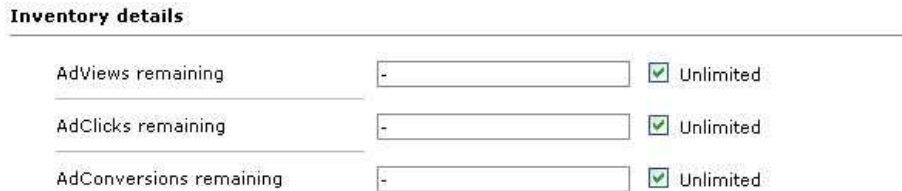
If you choose to specify a date, use the drop-down lists to define the day, month and year of activation. Similarly, you can specify a date for

the expiry of the campaign, or you can effectively create a campaign without an expiry date by selecting the option button against *Don't expire this campaign on a specific date*.

Inventory details

You can specify conditions that determine the duration of this campaign.

Figure 16 The **Inventory details** section of the **Add campaign** form.

In the *AdViews remaining* field, enter the quantity of AdViews desired before this campaign expires. Each time a banner owned by this campaign is delivered to the site, this is counted as a single AdView. Typically, the value you enter in this field corresponds with the number of AdViews purchased by an advertiser. Every time an AdView is counted, the application decrements the specified quantity by one. If you wish to use other criteria for determining the expiration of a campaign, then you can select the *Unlimited* checkbox.

In the *AdClicks remaining* field, enter the quantity of AdClicks desired before this campaign expires. Each time a banner owned by this campaign is clicked, this is counted as an AdClick. Like AdViews, the value you enter in this field is usually based on a purchase decision by the advertiser. Every time an AdClick is counted, the application decrements the specified quantity by one. If you don't want to specify the number of AdClicks, select the *Unlimited* checkbox associated with this field.

In the *AdConversions remaining* field, enter the quantity of AdConversions desired before the campaign expires. AdConversions are determined by configuration settings, the general criterion being that the product or service offered on the website has been converted from a query to a sale. The criteria used to specify an AdConversion can be set in XXX.

Priority information

Priority level allows you to choose an option that influences the probability of delivery in terms of the number of times the banners owned by this campaign appear in their allotted zones. Read the Prioritising Campaigns chapter for more information.

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Distribution deals with the way AdViews are handled. To learn about AdViews, see Chapter XXX.

Figure 17 Selecting campaign delivery options.

On completion of the **Add new campaign** form, click **Save Changes** to commit the information to the database.

Editing a Campaign

To edit a campaign, first locate it from your **Advertisers & Campaigns** inventory.

Figure 18 Selecting the campaign to edit.

Click the campaign you wish to amend. The **Campaign properties** page within the **Inventory** tab is displayed. You can see that this form resembles the **Add campaign** page, populated with previously-specified data. You can alter the current information in each available field.

Remember that changes you make can affect the way the campaign behaves and the statistics that are gathered for it. For example, let us suppose you change the activation date of an existing campaign to

some date in the future. This will effectively deactivate the running campaign until the new activation date you entered is reached. However, statistics that were gathered when the campaign was active are not lost and can be viewed in the normal way. Read about Gathering Statistics. [link].

Deleting a Campaign

Deleting a campaign is a simple operation. Locate the campaign you wish to delete in the **Advertisers & Campaigns** page.

Figure 19 Deleting a campaign.

Click the **Delete** button associated with the campaign you want to remove. A confirmation dialogue is displayed :

Figure 20 The standard **delete** campaign dialogue.

This gives you the opportunity of changing your mind and retaining the campaign. Clicking **Cancel** stops the delete process. Click **OK** to confirm your deletion choice. The campaign details are removed on a refresh of the page.

You can also delete a campaign from within the **Campaign Properties** page. Click the **Delete** button in the **Modify** menu section of the left-

hand panel. The confirmation dialogue is displayed (see Figure 20) is displayed, from which you can make the appropriate choice.

When you delete a campaign, it is removed from the system and cannot be restored. All banners and statistics belonging to that campaign are also removed.

Copying Campaigns

Max Media Manager allows you to copy existing campaigns easily. Select (click) the campaign you wish to duplicate in the **Inventory : Advertisers & Campaigns** page.

Figure 21 Selecting the campaign to copy.

The **Inventory : Campaign Properties** page is displayed. Click the **Duplicate** link in the left-hand panel's **Modify** menu. This copies the currently-displayed campaign.

Figure 22 The Duplicate operation.

After a brief pause, the new campaign is displayed. By default, the original campaign's name has a number in parentheses appended to it; if it is the first duplication, that number will be **(2)**. Subsequent duplications will increment that number by one to **(3)**,**(4)**…etc. Otherwise, all the properties of the new campaigns remain the same as the original campaign from which it was copied.

Figure 23 The duplicate campaign's default name.

You can change the name of the new campaign by amending the *Name* field in the **Basic information** section of the page. Indeed, you can amend any of the properties of the duplicated campaign if required. Remember to click the **Save Changes** button to commit your new information to the database.

Copying an existing campaign is a rapid way of creating new campaigns that have common properties. You may have similar campaigns across separate advertisers. You can copy a campaign in one advertiser and move it to another advertiser if desired.

Moving Campaigns

Moving a campaign is a simple operation. Select (click) the campaign you wish to move in the **Inventory : Advertisers & Campaigns** page.
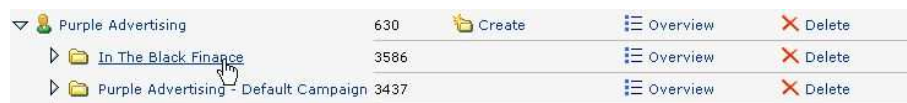
Figure 24 Selecting the campaign to copy.

The **Inventory : Campaign Properties** page is displayed. In the left-hand panel, you will notice the **Move to** section of the **Modify** menu.

Figure 25 The **Move to** control in the **Modify** menu.

The drop-down list contains all of the available Advertisers to which you can move the currently-displayed campaign. Choose the destination Advertiser from the list and click the arrow button to start the move.

After a brief pause, the page refreshes, showing the new campaign and the banners it owns is now part of its destination advertiser.

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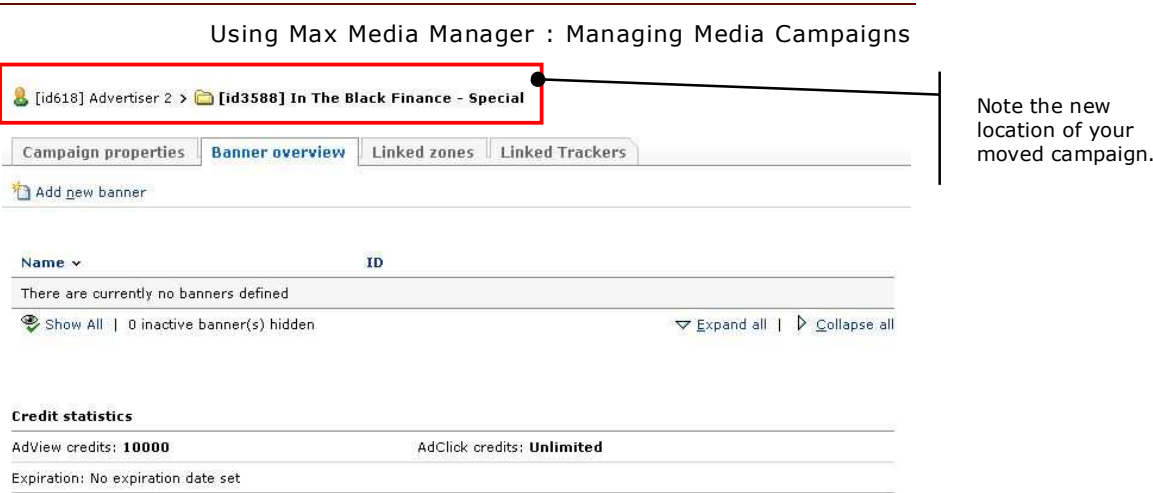Note the new location of your moved campaign.

Figure 26 The campaign is moved to the destination Advertiser

Note that the **Inventory : Banner overview** page is displayed - default behaviour after creating or moving a campaign. Max Media Manager is designed to progress logically through the customary phases of campaign creation, adding banners, linking zones etc. and thus assumes that your next step will be to add banners to the campaign.

Prioritising Campaigns

In the course of creating a campaign, you can set its priority level. (see Figure 17). Priority levels available are High, Medium or Low.

High Priority

Banners

A Banner is the creative entity that is placed in a designated area or zone on a website. A banner can only be created as part of a campaign.

Banner administration

Operations on banners, such as adding, editing or deleting them may not be visible immediately if you are using file caching. *For more information, read about caching in the Delivery Configuration section of the Max Media Administration Guide.*

Adding a banner

There are two ways that you can add a banner to a campaign. :

- Via the **Inventory>Advertisers & Campaigns** page;
- Via the **Inventory>Banner Overview** page of a specific campaign.

Via the Advertisers & Campaigns page

Expand the campaign to which you wish to add a banner and click the **Create** button :
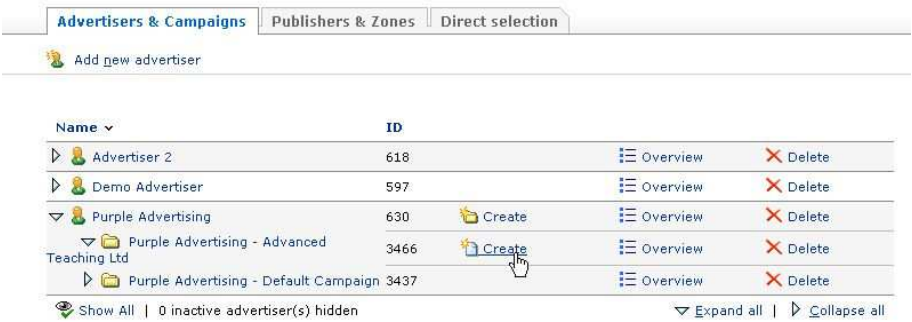
Figure 27 Adding a banner from the **Advertisers & Campaigns** page.

The **Add new banner** page displays. The top section of the page contains a drop-down list from which you can choose a banner type.
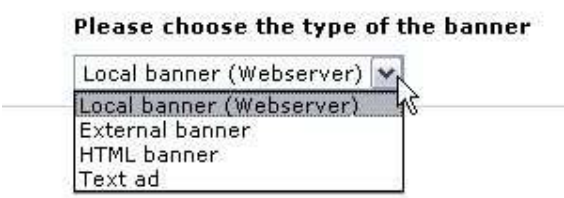
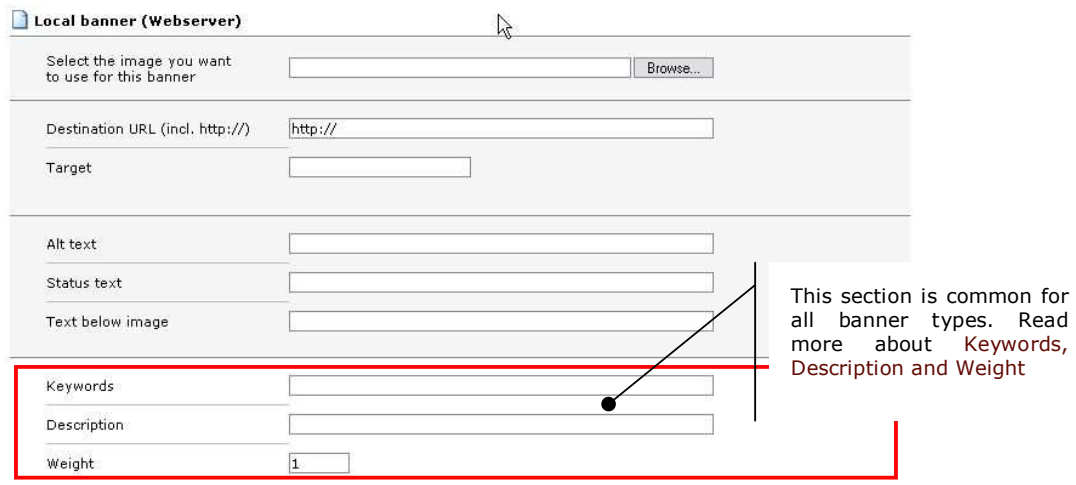Figure 28 The **Add banner** drop-down list.

Banner types

There are four types of banners :

Banner type	Icon	Description
Local banner (Webserver)		These are stored locally by Max Media Manager.
External banner		These are stored *remotely*, typically on the Advertiser's server.
HTML banner		These are banners defined by HTML code and may comprise plain text, forms, multiple images and external banner networks.
Text banner		A text banner consists of plain text, best exemplified by Google's 'Sponsored Links'.

When you make a choice from the drop-down list, the page refreshes to show a form appropriate to the type of banner you have elected to add. Each form has a common section that specifies delivery conditions and banner weighting. See Figure 29. Read the **More about Banner Types** for additional information about banners.

Adding a local banner

A local banner is stored on your computer or local network. The local banner form is divided into four sections :

Figure 29 The **local banner** form.

The first section deals with selecting the desired image as a banner for your campaign. Click the **Browse...** button to open your local Operating System 'Choose File' dialogue. [author's note : can this location be configured?]. Navigate to the image you want to add and double-click it. The full path to your banner is reported in the 'Select the image…' field.

Max Media Manager supports a large number of image formats for local banners, as summarised below :

Format	Name
.jpeg, .jpg	JPEG
.gif	GIF
.png	PNG
.mov	QuickTime movie
.rpm	Real Media movie
.swf	Flash movie

The next section of the form lets you decide the destination address for the banner you are adding. The destination is the URL to which a user is directed when they click the banner. Enter the URL in the *Destination URL* field. Note that the full URL must be added, including *http://*.

Figure 30 Local banner - destination URL and target.

When a user clicks your banner, you can specify the frame in which your destination URL will open, if desired. Enter this location in the *Target* field. You can leave this field blank, in which case the target will be specified according to default settings or a value specified during invocation. See **Generating Ad Tags**.

 TIP
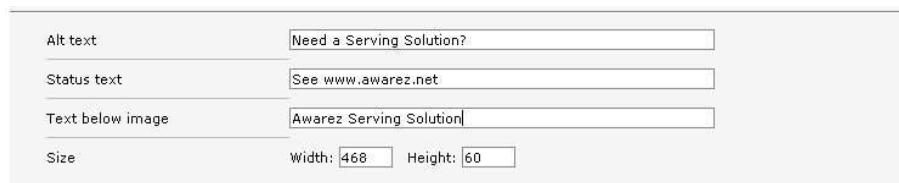
Frame targets include _top, which opens a destination page in the window occupied by the current frameset. i.e. replaces the frameset completely; _blank, which opens a destination page in a new window; _parent, which opens the destination page in

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the frame that contains the current frameset. This only differs from _top when 'nested frames' are used; _self, which opens the page in the same frame as the link.

The next section of the form deals with text options related to the banner :

Figure 31 Local banner - text option fields.

The copy you type in the *Alt text* field will be displayed in the user's browse in the form of a 'tooltip' when the mouse is passed over the banner. It also displays if the image file has not yet downloaded to the browser. It also supplies the legend to a popup window's title bar. (See **Generating Ad tags for Popup types** for more information). If you do not want any text to be displayed then leave this field blank.

You can change the status message in a browser by entering your alternative in the *Status text* field. The status message appears in the status bar at the bottom left of the browser window. When you pass the mouse cursor over a banner, the destination URL is shown in the status bar by default. In javascript-enabled browsers, your alternative text will replace the default. If you do not want to replace the default status message, leave the field blank.

You can add text to appear below your banner in the *Text below image* field. When this text is clicked in the browser, the user is directed to the web address you specified in the *Destination URL* field. You can format this text using basic HTML tags. Leave the field blank if you do not wish to add any text below the banner.

Note that Max Media Manager detects the size of the banner automatically.

Adding an external banner

An external banner is stored remotely on an external server. If the image file you wish to use is stored in this way, then you should select the External banner option from the banner type drop-down list. The appropriate form for this type of banner is displayed after a brief refresh of the page.

In the *External URL* field, enter the location of the image you want, in the form of a complete URL, including the image filename.

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Figure 32 External banner - specifying the image URL.

Max Media Manager supports a large number of image formats for external banners, as summarised below :

Format	Name
.jpeg, .jpg	JPEG
.gif	GIF
.png	PNG
.swf	Flash movie

The next section of the form lets you decide the destination address for the banner you are adding. The destination is the URL to which a user is directed when they click the banner. Enter the URL in the *Destination URL* field. Note that the full URL must be added, including *http://*.

Figure 33 External banner - destination URL and target.

When a user clicks your banner, you can specify the frame in which your destination URL will open, if desired. Enter this location in the *Target* field. You can leave this field blank, in which case the target will be specified according to default settings or a value specified during invocation. See Invocation, Section XXX.

TIP

Frame targets include _top, which opens a destination page in the window occupied by the current frameset. i.e. replaces the frameset completely; _blank, which opens a destination page in a new window; _parent, which opens the destination page in the frame that contains the current frameset. This only differs from _top when 'nested frames' are used; _self, which opens the page in the same frame as the link.

The next section of the form deals with text options related to the banner :

Figure 34 External banner - text option fields.

The copy you type in the *Alt text* field will be displayed in the user's browse in the form of a 'tooltip' when the mouse is passed over the banner. It also displays if the image file has not yet downloaded to the browser. It also supplies the legend to a popup window's title bar. (See **Generating Ad tags for Popup types** for more information). If you do not want any text to be displayed then leave this field blank.

You can change the status message in a browser by entering your alternative in the *Status text* field. The status message appears in the status bar at the bottom left of the browser window. When you pass the mouse cursor over a banner, the destination URL is shown in the status bar by default. In javascript-enabled browsers, your alternative text will replace the default. If you do not want to replace the default status message, leave the field blank.

You can add text to appear below your banner in the *Text below image* field. When this text is clicked in the browser, the user is directed to the web address you specified in the *Destination URL* field. You can format this text using basic HTML tags. Leave the field blank if you do not wish to add any text below the banner.

You must specify the image size when adding an external banner; Max Media Manager cannot detect the size of an image held remotely.

Adding an HTML banner

You can add a banner using raw HTML code. If you wish to add a banner using HTML, then select the HTML banner option from the banner type drop-down list. The appropriate form for this type of banner is displayed after a brief refresh of the page.

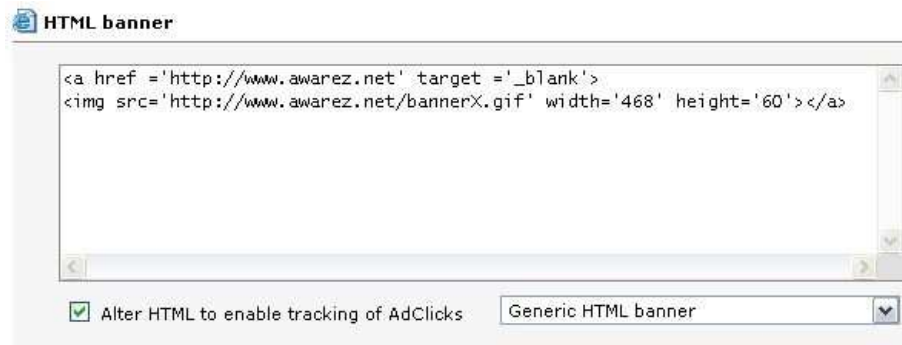Using Max Media Manager : Managing Media Campaigns

Figure 35 The **HTML** field.

Enter the desired HTML code in the *HTML banner* field. Use the Return or Enter key to start a new line of code if required. Since this code will be inserted within the 'target' page, there is no need to enter <html> of <body> tags.

The checkbox *Alter HTML to enable tracking of AdClicks* permits you to specify that Max Media Manager can alter the HTML code you add so that click tracking can be logged automatically.

You can paste HTML from a supported third-party ad server into the text box. You must select the corresponding third-party ad server from the drop-down list box just beneath the HTML banner text box. Learn more about HTML banners in the **More about Banner Types** section.

If you've added your own HTML, then you can choose *Generic HTML banner* from the list.
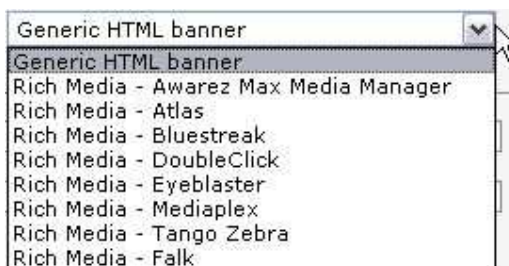
Figure 36 The HTML Banner option list.

The next section of the form lets you decide the destination address for the banner you are adding. The destination is the URL to which a user is directed when they click the banner. Enter the URL in the *Destination URL* field. Note that the full URL must be added, including *http://*. Since, in our illustration (Figure 35), the destination URL is included

within the HTML code, the data you enter in the *Destination URL* field (Figure 37) is discarded by Max Media Manager. If the HTML code does not specify a destination URL, then the URL you enter in the *Destination URL* field is used.

Destination URL (incl. http://)	http://www.awarez.net
Target	_blank
Size	Width: 468 Height: 60

Figure 37 HTML banner - Specifying the destination URL, target and image size.

When a user clicks your banner, you can specify the frame in which your destination URL will open, if desired. Enter this location in the *Target* field. You can leave this field blank, in which case the target will be specified according to default settings or a value specified during invocation. See Invocation, Section XXX. Note that Max Media Manager will ignore your entry in this field if the target is specified within the HTML code.

TIP

Frame targets include _top, which opens a destination page in the window occupied by the current frameset. i.e. replaces the frameset completely; _blank, which opens a destination page in a new window; _parent, which opens the destination page in the frame that contains the current frameset. This only differs from _top when 'nested frames' are used; _self, which opens the page in the same frame as the link.

You must specify the image size when adding an external banner; Max Media Manager cannot detect the size of an image held remotely.

Adding a text banner

Text ads, as the name implies, consist of plain text with the option of including basic HTML to format it. [note : add brief example] Naturally, no image needs to be created or specified for this kind of ad. If you wish to add a text banner, then select the Text banner option from the banner type drop-down list. The appropriate form for this type of banner is displayed after a brief refresh of the page.
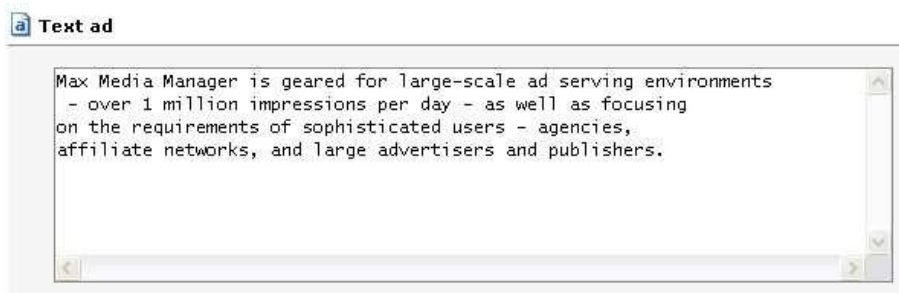
Figure 38 The **Text ad** field.

Enter the desired copy into the *Text ad* field. Use the Return or Enter key to start a new line of text if required.

The next section of the form lets you decide the destination address for the banner you are adding. The destination is the URL to which a user is directed when they click the banner. Enter the URL in the *Destination URL* field. Note that the full URL must be added, including *http://*.

Figure 39 Text banner - specifying the destination URL and target.

When a user clicks your banner, you can specify the frame in which your destination URL will open, if desired. Enter this location in the *Target* field. You can leave this field blank, in which case the target will be specified according to default settings or a value specified during invocation. See **Zone Invocation.**

🔆 TIP

Frame targets include _top, which opens a destination page in the window occupied by the current frameset. i.e. replaces the frameset completely; _blank, which opens a destination page in a new window; _parent, which opens the destination page in the frame that contains the current frameset. This only differs from _top when 'nested frames' are used; _self, which opens the page in the same frame as the link.

Keywords, Description and Weight

All Add banner forms share a common set of fields in which you can specify Keyword and Description properties and a Weight value.

The *Keywords* field allow you to specify one or more keywords associated with the banner you are adding. The delivery engine uses keywords as one of a number of criteria to determine which banners should be delivered to a web site. See also **Chain settings** for more information about ad selection and delivery to a web site. You can use more than one keyword, separating each one by a space. There are *reserved keywords* which the application recognises in a special way. If you specify the keyword **global**, the banner associated with that keyword will *always* be considered for delivery. If you specify the keyword **default**, the banner associated with that keyword is automatically linked to zones without any linked banners. See **Zone setup** to learn more about zones.

The *Description* field allows you to enter some meaningful text for your own use to identify the banner. This content is optional and is not used by the application in any operations.

The *Weight* field is reserved for entering a value that will determine the banner weighting and influences the likelihood that a particular banner may be displayed within a campaign. Thus, a banner specified with the weight of **3** is likely to be displayed three times as often as a banner with the weight of **1** within the *same campaign*. [author's note : more to be added, possibly here or in a separate section]

Completing the Add banner process

Once you are satisfied with the information you have entered, click the **Save Changes** button to complete the process. The information is committed to the database.

By default, the **Delivery Options** page is displayed, since this is the next logical step in the process.

The image you chose for this banner is displayed at the top of the page and is fully-functioning, in that the links, alt text and status text you specified are all active.

Figure 40 Your banner displayed at the top of the Inventory pages.

You can check whether your specifications are as required. Passing the mouse cursor over the banner, for example, displays the defined *Alt text* :

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Figure 41 Checking the *Alt text* for the banner.

Check the browser's status bar to see if your defined status message text is displayed properly :

Figure 42 The browser's status bar.

Editing a banner

You can edit most of the properties of an existing banner in the **Inventory : Banner properties** page. To display this page, locate the banner you wish to amend in either the **Inventory : Advertisers & Campaigns** page (you may need to expand the Advertiser and Campaign entries that own the banner in order to see it) or from the **Inventory : Banner Overview** page of the campaign that owns the banner. Click the banner name to view the **Banner properties** page. Here, you can change the fields as required, but note that the *type* of the banner cannot be changed.

Remember to click the **Save Changes** button to commit your alterations to the database.

Deleting banners

Deleting a banner is a simple operation. Locate the banner you wish to delete in the **Advertisers & Campaigns** page or the **Campaign overview** page.

Click **Delete** to remove this banner

Figure 43 Deleting a banner in the Advertisers & Campaigns page.

Click the **Delete** button associated with the banner you want to remove. A confirmation dialogue is displayed :

Figure 44 the standard **delete** banner dialogue.

This gives you the opportunity of changing your mind and retaining the banner. Clicking **Cancel** stops the delete process. Click **OK** to confirm your deletion choice. The banner details are removed on a refresh of the page.

There are other ways to delete a banner :

In the **Inventory : Banner properties** page you can access the **Modify** menu in the left-hand panel. Click the **Delete** button to remove the currently-displayed banner.

Figure 45 Deleting a banner from the **Modify** menu.

In the **Inventory : Banner overview** page. Note that you have the option of deleting a specific banner in the list, or *all banners* listed.

Click **Delete** to remove this banner.
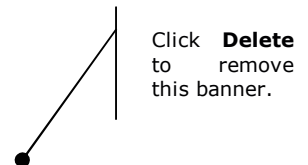
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Figure 46 Deleting a banner in the **Banner overview** page.

Whichever method you use to delete a banner, the confirmation dialogue is displayed (see Figure 44) before the removal operation can be completed.

When you delete a banner, it is removed from the system and cannot be restored. All statistics associated with that banner *within its owning campaign* are also removed.

Copying banners

Max Media Manager allows you to copy existing banners easily. Locate the banner you wish to copy in the **Advertisers & Campaigns** page or the **Campaign overview** page.

Click the banner name to open the **Inventory : Banner properties** page. Click the **Duplicate** button in the left-hand panel's **Modify** menu. This copies the currently-displayed banner.

Figure 47 The Duplicate banner operation.

After a brief pause, the page refreshes, showing the newly-copied banner. Note that unlike duplicated campaigns, the copied banner's name is unchanged, although the new banner is assigned a unique ID.

One way you can establish that the banner duplication has taken place is to observe the path at the top of the page. For example, before copying, the path is as follows :

👤 [id630] Purple Advertising › 📁 [id3466] Purple Advertising - Advanced Teaching Ltd › 📄 **[id7098] Demo banner**

The copied banner is assigned a new unique ID.

After copying, the path is as follows :

👤 [id630] Purple Advertising › 📁 [id3466] Purple Advertising - Advanced Teaching Ltd › 📄 **[id7237] Demo banner**

This confirms that the banner has been copied.

You can change the name of the new banner by amending the *Description* field of the banner's properties. Indeed, you can amend any of the properties of the duplicated banner if desired, however you cannot change its type. Remember to click the **Save Changes** button to commit your new information to the database.

Copying an existing banner is a rapid way of creating new banners that have common properties. You can copy a banner owned by one campaign and copy it to another campaign if desired.

Moving Banners

Moving a banner is a simple operation. Locate the banner you wish to move in the **Advertisers & Campaigns** page or the **Campaign overview** page.

Click the banner name to open the **Inventory : Banner properties** page. In the left-hand panel, you will notice the **Move to** section of the **Modify** menu.

Figure 48 the **Move to** control in the **Modify** menu, showing the list of target campaigns.

The drop-down list contains all of the available Campaigns to which you can move the currently-displayed banner. Choose the destination Campaign from the list and click the arrow button to start the move.

After a brief pause, the page refreshes, showing the new banner properties as part of the destination campaign. Again, you can confirm this by viewing the path at the top of the page. Thus, before moving the path is as follows :

After the move operation is completed, the path is changed :

Banners can be moved between campaigns from the *same* advertiser. When moving a banner, all related statistics move with it.

Remember this when moving a banner that has already been live in a high priority campaign. In this scenario, the statistics for the banner are moved to the new campaign, but the old campaign has logged the views already (and conversely, the new campaign has NOT logged the views). This can give the impression that the new campaign will over-deliver, and the old campaign will under-deliver.

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Delivery Options

The **Delivery Options** tab displays a page in which you can set conditions that must be met before a banner is displayed. These conditions set limits on the delivery of banners and as such are referred to as Delivery Limitations.

It is possible to specify multiple limitations per banner and to use logical operators to build a conditional framework for the display of banners.

Figure 49 Accessing the **Delivery Options** page for a chosen banner.

Creating a delivery limitation

Each banner in the **Inventory : Advertisers & Campaign** page has a **Delivery** button associated with it. Click this button to view the **Delivery Options** page. **Delivery** buttons are also available in the **Banner** Overview page.

In the **Delivery options** page you can choose one of a number of options for limiting the delivery of a banner.
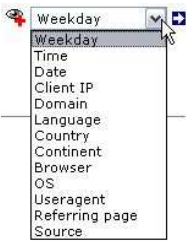
The options available are described in the **Delivery limitation options** section.

Delivery options overview

The **Delivery options** page, then, is the place where you can set limitations on the delivery of a banner to its assigned web sites. In addition, you can specify certain parameters, called **Delivery Cappings**, where you define an overall limit or 'cap' to the banner delivery.

Click here to delete this delivery limitation.

Combine multiple delivery limitations with this logical operator drop-down list.

Use these buttons to promote or demote limitations.

Make a choice from this list to add another limitation for this banner

Set overall cappings for the delivery of this banner that override set delivery limitations.

Figure 50 A typical **Delivery options** page.

As Figure 50 illustrates, you can add more than one delivery limitation for a banner. You can combine limitations so that they are mutually inclusive (AND) or mutually exclusive (OR).

Using AND is the equivalent of saying *"If limitation A is true and limitation B is true, then apply the limitation"*

Using OR is the equivalent of saying *"If one of limitations A and B is true, then apply the limitation"*.

In the example shown, two **Date** delivery limitations are combined (with AND) to specify a period in which the banner can be displayed in the target web site(s). You might add a Weekday limitation with another AND to specify particular days within the defined period when the banner can be displayed.

When you have a number of limitations added for a banner, you can promote or demote each one to change their order. This may be necessary to obtain the desired limitation framework or to prevent possible conflicts.

You can define **Delivery cappings** that set overall conditions for display. These override any set limitations. For instance, adding a value of 20 in the *Do not show this banner to the same user more than:* field would override a Time delivery limitation, if a user exceeded the value during the hours when the Time delivery limitation permitted the banner's display. Learn more in the Cappings section.

When you are satisfied with the settings you make in the page, remember to click the **Save Changes** button to commit the information to the database. Note that on saving your settings, the next tab is selected automatically to display the **Append others** page, as this is the next logical step in the process.

Delivery limitation options

There are a wide range of limitations that you can set for the delivery of a banner.

The following table outlines each of the limitations available to you :

Delivery limitation	Sets this condition
Weekday	Limits display of banners to a specific day.
Time	Limits display of banners to certain periods of time during the day.
Date	Limits display of banners to a specific date or period bounded by a starting date and expiration date.
Client IP	Limits display of banners to a range of IP addresses.
Domain	Limits display of banners to a specific domain name, such as .de, .nl etc.
Language	Limits the display of banners to a client that has a specific browser default language.
Country	Limits the display of banners to a specific country. See

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	GeoTargeting**.**
Continent	Limits the display of banners to a particular continent. See GeoTargeting**.**
Browser	Limits the display of banners to a specific type of browser, i.e. Netscape, etc.
OS	Limits the display of banners to a specific type of operating system, such as MacOS.
Useragent	? WAI?
Referring page	Limits the display of banners according to the content of a URL of a referring page.
Source	Limits the display of banners to a specific page or part of a web page, according to the source parameter of the banner invocation code.

Weekday Delivery Option

You can limit the display of a banner to a day or number of days of the week. A drop-down list in the **Delivery options** page allows you to set an option to qualify checkbox selections.
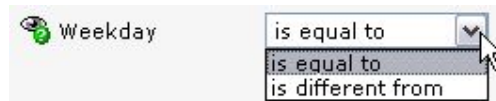
Figure 51 The available options in the **Weekday** drop-down list.

For instance, you can select *is equal to* in conjunction with the choices in the form, to limit display to just Monday and Tuesday.

Figure 52 Setting the weekday Delivery limitation.

Each delivery limitation form includes options for **Delivery capping**. Read more in the **Delivery capping** section.

Time Delivery Options

You can limit the display of a banner to a particular time or periods of time. A drop-down list in the **Delivery options** page allows you to choose an option to qualify your checkbox selections.
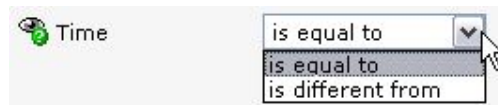
Thus, in the example below, a banner's display is limited to the selected times, namely 07:00 to 18:00 hours.

Figure 53 Setting the time (hour) Delivery limitation.

Date Delivery Options

You can limit the display of a banner to a particular date or period bounded by a starting date and expiration date. A drop-down list in the **Delivery options** page allows you to qualify checkbox selections.
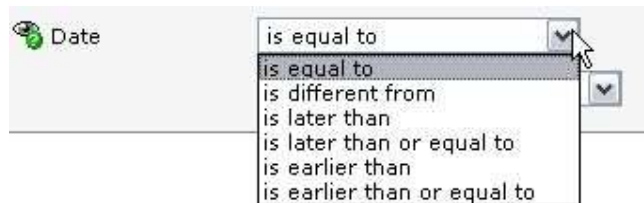
Thus, you can create a limit that ensures a banner is displayed later than 14 December 2004 :

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Figure 54 Setting the date Delivery limitation.

If you want to create a delivery limitation that is bounded by a start and finish date, then you can combine *two* date delivery options for the same banner. The second date delivery option would represent the end or expiration date :

Figure 55 A combined set of date delivery options.

Note the logical operator drop-down list. You can choose from **AND** and **OR**. In the case of the example cited above, **AND** is the proper choice to combine the two dates. Now, a banner will be limited to displaying between a date later than 14 December 2004 and one earlier than 14 March 2005, (i.e. 15 Dec 2004 – 13 Mar 2005).

Client IP Delivery Options

You can limit the display of a banner to users that have a particular IP address. A unique IP address is assigned to every user who connects to the internet. You can qualify your entry with one of two available options :

You enter the desired IP address in the available field. Typically, you would wish to specify a range of IP addresses to target. You can do this in one of two ways :

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1. Using wild (*) cards;

2. Using the base IP and the net mask.

Using wild cards is straightforward. For example, specify 217.205.*.* to target all IP addresses from 217.205.0.0 to 217.205.255.255.

Figure 56 Setting the **Client IP** delivery limitation.
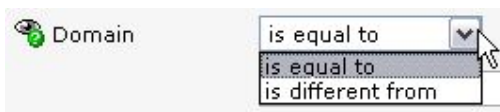
Alternatively, you can enter the base IP and net mask in the following format :

217.205.0.0/255.255.0.0 – this will target all IP addresses from 217.205.0.0 to 217.205.255.255.

A valuable advantage in specifying a client IP address is in targeting users of a specific ISP (Internet Service Provider). ISPs are allocated *blocks* of contiguous IP addresses. You can target those blocks using either of the above-mentioned methods.

Domain Delivery Options

Domains are expressed in human-readable form and typically include a country-specific suffix (such as .de, .fr etc.). Users who connect to the internet have a domain name in addition to their unique IP address. It is possible, therefore, to limit banner delivery by targeting the user's domain. You can qualify your entry with one of two options from the drop-down list :

For example, you can target users whose domain name includes the suffix that represents Germany :

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Figure 57 Setting the **Domain** delivery limitation.

Note that this does not guarantee that the above illustration would target only German users or people who reside in Germany. A user in Denmark, for instance, could connect to the internet using a German ISP and would have a domain name that includes '.de'. You can use the Language Delivery limitations to help you focus on a specific audience.

Language Delivery Options

You can limit the delivery of a banner according to the default language of the user's browser. A browser running on a machine with a Spanish OS installed will have Spanish as the default language. Max Media Manager can detect this default language setting. You can qualify your language selection with an option from the drop-down list :
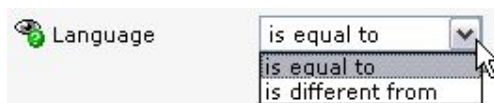
Targeting a Spanish audience can be achieved as follows :

Figure 58 Setting the **Language** delivery limitation.

This setting does not guarantee that your target audience will always be reached. Spanish-speaking users whose browser default language is not Spanish (because they reside outside of Spain or have a foreign OS installed) will not be targeted, even where Spanish is specified in their browser language settings (see Figure 59), since Max Media Manager cannot detect other than the default language setting. You can use

GeoTargeting to help you refine your audience targeting.

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Figure 59 Internet Explorer's language preference setting.

Browser Delivery Options

You can limit display of a banner to a particular type and version of a browser. Max Media Manager can detect the user's browser name and version as the banner is loaded to it. You can qualify your browser selection with one of the following choices :
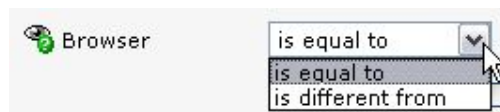
This is particularly useful where banners have properties that are incompatible with or are designed specifically for a certain type of browser.

Figure 60 Setting the **Browser** delivery limitation.

In the example shown above, the banner will be displayed only if the user's browser is Internet Explorer 5 or Internet Explorer 6.

OS Delivery Options

Max Media Manager can detect the operating system on which the client browser is running and thus use this information as a basis for limiting delivery of banners. You can qualify your OS choice with the following :
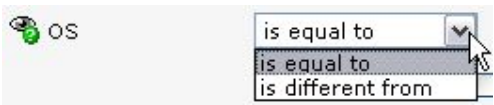
Being able to restrict banner display to particular operating systems has particular value in promoting products that are OS-related. For instance, software for Linux users or perhaps peripherals aimed at the Apple (MacOS) market.
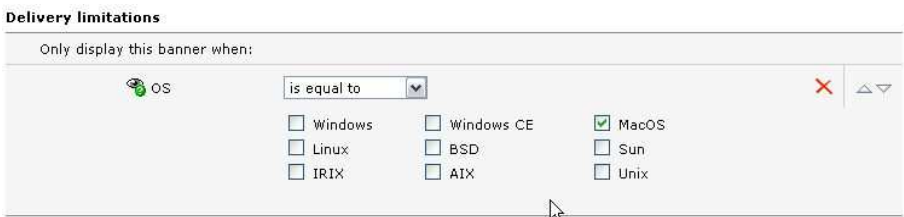
Figure 61 Setting the **OS** delivery limitation.

The above illustration, then, restricts delivery to MacOS users only.

Useragent Delivery Options

To be added

Referring page Delivery Options

You can target a particular audience by using this delivery limitation. Users who visit your site via a link from an external website can be delivered a particular banner. The drop-down list has two options :
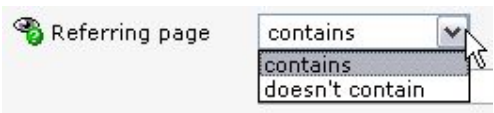
You can restrict the display of a banner to those occasions when an external website's page (the referring page) has certain text within its URL :
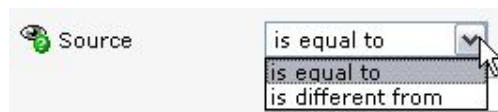
Figure 62 Specify the **Referring page** delivery limitation.

Figure 62 specifies that if the referring page contains *www.awarez.net* in its URL, then this banner will be displayed.

NB :This limitation will only work if you are using *Local mode*, *Remote invocation for JavaScript* to show your banner. This limitation will not work if you are using any of the other invocation types**.**

Source Delivery Options

"Source" in this case refers to the source parameter of the banner invocation code. Read about Zone Invocation. This limitation is designed to display a banner on a specific page or section of a website. You can specify a keyword during invocation which, when matched by the limitation, will show the banner. You have two options to qualify your keyword entry :

If your keyword, for instance *headlinesection* (Figure 63), agrees with that defined in the banner invocation source parameter, then the banner will be displayed.

Figure 63 Specifying the **Source** delivery limitation.

If you want to match multiple source parameters with a single limitation, you must adhere to the following format rules :

Limitation keyword		Source parameter
header	matches	header
header-news	matches	header-news
header-*	matches	header-news, header-technology, header-sport
header*	matches	header, header-news, header-technology, header-sport
*technology	matches	header-technology
*-technology	matches	header-technology, toppage-technology

GeoTargeting

GeoTargeting is an extension to delivery limitations. It provides the functionality to specify delivery of a banner to a specific country or a specific continent.

Max Media Manager 1.0 has this functionality built-in, which you can use provided that the required database that holds the necessary entries to determine a country or continent is installed. For this reason, GeoTargeting is not enabled by default.

GeoTargeting is more accurate than specifying delivery limitation by IP Address, Domain or Language to target users in a particular country. The GeoTargeting database contains sufficient information to establish the geographical location of a user, based on IP information extracted by Max Media Manager.

Where Geotargeting is enabled, you will be able to set delivery limitations by Country and Continent.

Country Delivery Options

You can limit the display of a banner according to the country from which a visitor accesses the website. You have two options for qualifying the selections you make :
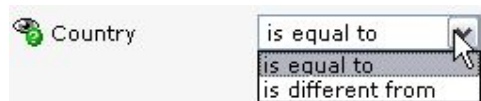
You can make any number of selections from the country list provided. If the location (country) of the user matches the specified selections, then the limitation will apply.
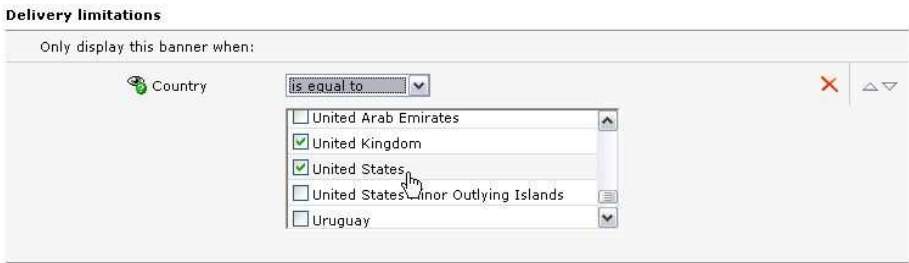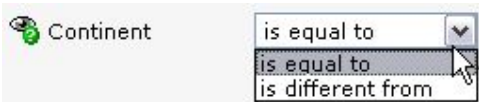

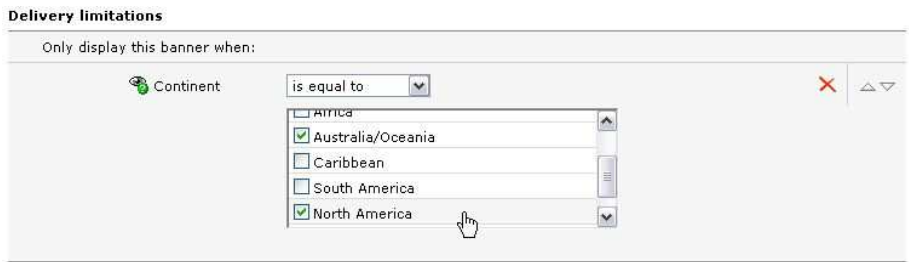Figure 64 Selecting the **Country** delivery limitations.

Where the country of the user cannot be properly established, the default behaviour is to display the banner.

Continent Delivery Options

In similar fashion to the Country delivery limitation, you can restrict display of a banner to users who access the website from a particular continent. Since Max Media Manager can establish the country of origin, the continent in which that country is defined to be part can be deduced. You have two options to qualify your selections :

You can make any number of selections from the continent list provided. If the location (continent) of the user matches the specified selections, then the limitation will apply.

Figure 65 Selecting the **Continent** delivery limitations.

Where the country of the user cannot be properly established, the continent cannot be deduced, in which case the default behaviour is to display the banner.

GeoTargeting database

The necessary country information, related to user IP addresses, is held in the **IP2 Country** database. This database contains a number of fields that enables the identification of the country associated with an IP address.

Max Media Manager interrogates this database to calculate the country based on the user's IP address.

The table below lists the database fields :

Field	Field Description
Start IP Address	First IP address in netblock
End IP Address	Last IP address in netblock
Start IP Number	First IP address as number*.
End IP Number	Last IP address as number*.
Country Code	ISO 3166 country code*.
Country Name	The name of the country.

*An IP Address is divided into 4 sub-blocks (such as 217.205.240.86) – this is converted via a fixed formula to a single number, which is used during the search of the database for a country that matches the IP address of the user.

*This is the International Standards Organisation code for Country codes associated with top-level internet domains.

More about Banner Types

This section

Third-party banners

Flash banners

HTML banners

HTML banners are banners which deliver HTML code supplied by another ad server, or some other source. Max Media Manager blindly displays the HTML without error checking, so make sure that the HTML that is put into the text area will not break a browser. Note that many errors occur when a tag is not properly closed (e.g. '</a' rather than '').

The drop-down list box also allows you to instruct Max what kind of alterations it should make to the HTML, according to your choice.
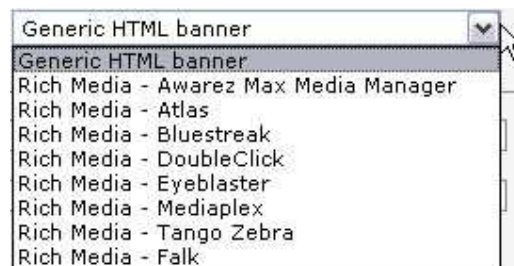
When you choose *Generic HTML banner*, Max Media Manager will make alterations that vary according to the type of object you create.

Forms

Forms will be altered such that if a user submits a form, the post is sent to Max Media Manager before proceeding to the final destination. Any form fields that Max finds in the HTML will be converted in the following manner:

- The form 'action' parameter will be changed to go to Max Media Manager to log a click. The existing 'action' parameter will be what Max Media Manager redirects to *after* the click is logged.

- All form 'target' parameters will be removed, and the target parameter from the banner field will be used instead. If the 'target' parameter from the banner field is not defined, then the 'target' parameter that is set when generating tags will be used instead.

Note that form fields will slightly change their behaviour. If there are fields which are POST fields in forms, Max Media Manager will change them to GET fields before redirecting to the final destination. The reason for this is that redirect field cannot contain form POST variables. If the final destination web page cannot handle receiving form variables in a GET fashion instead of a POST fashion, then 'Alter HTML' will not work.

Links

All links (anchor tags) will be altered in a similar fashion to forms – the request will be sent to Max Media Manager before proceeding to the final destination. All links that Max Media Manager finds in the HTML will be converted in the following manner:

- The 'href' parameter will be changed to go to Max Media Manager to log a click. The existing 'href' parameter will be what Max Media Manager redirects to *after* the click is logged.

- All link targets will be removed, and the target parameter from the banner field will be used instead. If the 'target' parameter from the banner field is not defined, then the 'target' parameter that is set when generating tags will be used instead.

Third-party Ad servers

Max Media Manager knows the format of most popular ad server HTML. If the HTML that is pasted into the text box comes from a supported ad server, then you must select the corresponding ad server from the drop-down list, and Max Media Manager will alter the HTML so that clicks to the other ad server get redirected to Max Media Manager to log a click, before arriving at the final destination.

Max currently supports the following ad servers: Max Media Manager (of course!), Atlas, Bluestreak, Doubleclick, Eyeblaster, Falk, Google Adsense, Mediaplex, and Tango Zebra.

Variables

Max Media Manager has a number of variables which are derived at the time a banner is used. These variables can be used to alter the source of an HTML banner by hand. For example, if there is a third-party ad server which is not yet supported by Max Media Manager, you can alter the HTML manually to support click tracking yourself.

The following variables are available:

- {clickurl}
  This will contain the click URL for Max Media Manager. Max assumes that any text to the right of the URL is the destination. This will override the destination in the banner. For example, to add click tracking to a simple anchor tag:
  BEFORE: Click here
  AFTER: Click here
  This will instruct Max Media Manager to log a click, then continue on to 'http://mysite.com/mypage.html' when the text is clicked.

- {random}
  Max will generate a 10 character random string and insert it in its place. If there are multiple {random} tags in the same HTML script, the same string will be used in every place. For example the string:
  ```
  <a
  href='http://mysite.com/mypage.html?cachebuster={rando
  m}'>Click                                    here</a>
  ```
  could be changed to:
  ```
  <a
  href='http://mysite.com/mypage.html?cachebuster=45ad2b
  c5dd'>Click here</a>
  ```

- {timestamp}
  This is an alias for {random}. Note that this will contain a random number, not the timestamp from the server. This tag is supported for legacy reasons.

- {target}
  This will insert the 'target' parameter of the generated tag into this field. If there is no target parameter, then the target from the banner will be used.

- {url_prefix}
  This will insert the URL prefix into the tag. This will also dynamically determine whether to use the HTTP prefix or the SSL prefix.

- {bannerid}
  This will insert the ID of the banner into the tag. Note that this is especially handy when appending banners to other banners.

- {zoneid}
  This will insert the ID of the zone into the tag. Note that this is especially handy when appending banners to other banners.

- {source}
  This will insert the value of 'source' from the generated tag into this field. Note that this is especially handy when appending banners to other banners.

Capping

Appending Code to Banners

Post-Click Tracking

Trackers

Managing your website

Overview

As defined in the introduction to this guide, a Publisher is effectively your website where banners are displayed. Zones are defined areas on your website pages where banners can be placed. Max Media Manager is so designed that when you set up a publisher, using a simple form, you must set up your first zone immediately since this is the default way of displaying banners.

On setting up your zones, you can link banners from your inventory to a zone. The next step is to create a banner invocation code. This chunk of HTML is placed on your website to instruct your zone to display the banner that are linked to it.

There is an alternative way of displaying banners on your website. This is called *Direct selection*. By creating a bespoke chunk of code you can directly select and display a banner from your inventory, by-passing zones. This can be a powerful way of selecting a banner as you can refer to practically any of its properties (such as id, keywords) to do so. This method has its overheads in administration time, however, since bespoke banner code needs manual intervention when you want to change the selection of banners in a certain location on your website. Zones make the administration of banner invocation a simple process.

Publisher setup

Publishers use Max Media Manager by inserting permanent ad tags on the website and loading ad campaigns into Max Media Manager so that they run on the website.

Adding a new Publisher

You can create a new publisher by clicking the **Add new publisher** button in the **Inventory:Publishers & Zones** page.

The **Add new publisher** page is displayed. This is a two-stage form. The first stage comprises two sections, Basic information and Login information.

Basic Information

Enter a unique name for your new publisher in the *Name* field. Strictly speaking the name does not have to be unique, since a unique **id** number is assigned to the publisher, but it makes sense to do so. (Figure 66).

Figure 66 Adding Basic information in the **Add new publisher** form.

In the *Mnemonic* field, enter a short code to represent the publisher. This should be no more than X characters in length.

The *Website* field should contain the full URL of the website. If you wish to use local mode invocation, then you must enter the same domain as that of Max Media Manager.

Enter a name in the *Contact* field as the designated contact for the new publisher. Enter the email address of your contact in the *E-mail* field. This address is used for mailing publisher reports from Max Media Manager.
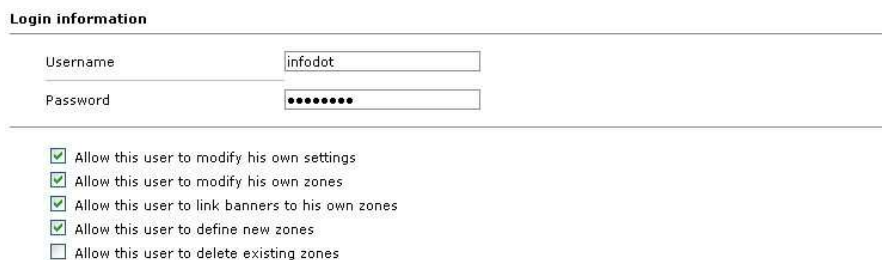
Specify the native language of the publisher from the drop-down *Language* list. This defines the language to be used in the publisher interface and any reports sent by email.

Select the checkbox "*Make the zones owned by this publisher publicly available*" if you wish to make the zones you own available to other publishers. This setting has significance when you create a *chain* of zones. Read more about **Chaining**.

Login information

The second part of this form deals with setting-up a login identity. Here you set up the identity for a publisher to enable them to log in to view and manage the publisher interface.

Figure 67 Adding Login information to the **Add new publisher** form.

Enter a suitable name in the *Username* field and a memorable password in the *Password* field. Usernames must be unique (among publishers) and may contain any alphanumeric characters, including spaces. Passwords may contain any alphanumeric characters, including spaces. Passwords should be a minimum of 1 character, with no maximum limit. Both usernames and passwords are case-sensitive.

The checkboxes associated with the login information grant the logged-in user various degrees of control over what can be done in the publisher interface.

Select *Allow this user to modify his own settings* to permit the logged-in publisher to change their preferences, including :

- Publisher contact name;
- Contact email address;
- Language setting;
- Login password.

Select *Allow this user to modify his own zones* if you wish to grant the publisher the right to change their zones without the right to choose which banners are linked to their zones.

Select *Allow this user to link banners to his own zones* if you wish to grant the publisher the right to decide which banners are to be displayed in their own zones, remove banners from their zones and link new banners to their own zones.

Select *Allow this user to define new zones* if you wish to grant the publisher the right to create new zones and specify which banners are displayed in the new zones.

Select *Allow this user to delete existing zones* if you wish to grant the publisher the right to delete existing zones, which includes any newly-created (and thus *existing*) zones.

Note that it is only possible for a publisher to make changes to their *own* zones.
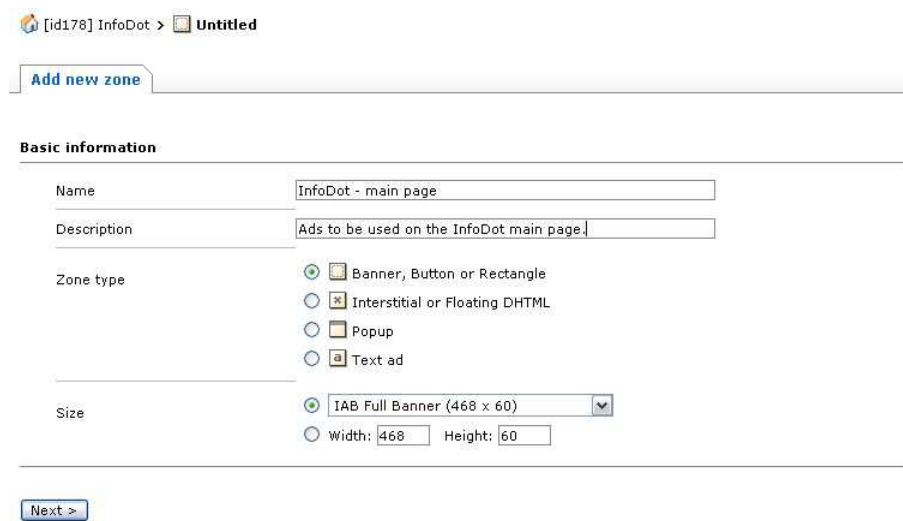
This completes the necessary information to set up a publisher. Note that at the foot of the page is a **Next** button, since the next logical step is to set up your first zone.

On clicking **Next**, the **Add new zone** page is displayed.

Zone setup

Zones are specified areas on a website for advertising banners. They belong to a publisher and cannot be created without a publisher first being created. Zones may be defined as one area on a single page, or an area designated for the display of a banner on several pages.

The **Add new zone** page comprises a single, **Basic information** section :

Figure 68 The **Add new zone** page.

Basic information

Enter a unique name for your new zone in the *Name* field. Strictly speaking the name does not have to be unique, since a unique **id** number is assigned to the publisher, but it makes sense to do so.

Add a meaningful description of the zone in the *Description* field. This description is displayed in the **Zone overview** page, so it is useful to include a description that conveys its purpose.

Now you must choose the *Zone type*. Here you have a series of option buttons from which you must elect a single type. The choice you make will control how the banners in this zone will be displayed on the website. The first three options deal with graphical banners, the fourth is reserved for choosing text-only ads.

Banner, button or rectangle option

Choose this option to have banners displayed as part of the content of the website.

Interstitial of Floating DHTML

Choose this option to have banners displayed *on top* of the website content. These banners typically appear on loading of the page and disappear are a defined period of time.

Popup

Choose this option to have banners appear within a separate window or popup. This window can appear either above or below (pop-under) the browser window in which the website is displayed.

In each of the above options, you can specify the size of the zone you define for the type in the *Size* drop-down list box. The available options are all industry-recognised (IAB) standard sizes.

Figure 69 Banner ad size drop-down list.

Note that you can choose a *Custom* size. You enter the custom sizes in the Width and Height fields provided below the drop-down list box.

Text ad

If your choice was the text ad zone type, then the part of the form relating to *size* is 'greyed-out', since a text ad's dimensions are rendered by its content, rather than any physical boundary.

This completes the necessary information to set up a zone. Note that at the foot of the page is a **Next** button, since the next logical step is to make some settings to create a chain of zones.

On clicking **Next**, the **Inventory : Advanced** page is displayed. This page permits you to create a chain of zones, which is a way of preventing banners from not appearing in a page.

Chaining

A situation may arise where a zone is not currently linked to active banners, or where delivery limitation or capping settings prevent linked banners from being displayed. In such a situation, creating a chain of zones can prevent the non-display of banners. You do this in the **Inventory : Advanced** page. This page contains two sections, **Chain settings** and **Append and prepend settings**.

Chain settings

In a chain of zones, if the first zone in the chain is unable to display banners, then the second zone in the chain is invoked.

Figure 70 Setting up a chain.

The **Chain settings** section permits you to define the application's behaviour in the event that this zone cannot deliver its linked banners.

Select the *Stop delivery and don't show a banner* option if you prefer to have no banners displayed if the linked banners in this zone cannot be delivered. Note that this means an empty space will be left in the target website.

Select *Display the selected zone instead* option if you wish to deliver banners from another zone if the linked banners in this zone cannot be

delivered. The zones available to you will be listed in the associated drop-down. Note that only zones from the same publisher are made available. It is possible to use zones from another publisher if that publisher's zones are made public. Read **Adding a new Publisher** to find out how to make a publisher's zones publicly available.

Select the *Select a banner using the keywords below* option if you wish to display an alternative banner using keywords to identify it. For instance, you can type the keyword **Default** (a reserved keyword) to associate all banners created with that keywords to be made available for display in the event that this zone's banners cannot be delivered. When you add a banner, you can specify that banner's keywords. Read **Keywords, Description and Weight** for more information.

You can build complex queries for banners in the keyword text field, using a variety of selection criteria qualified by logical operators to focus on a particular banner or set of banners. [More to add on this]

Append and Prepend Settings

The second section of the **Advanced** page deals with using additional invocation codes added to the HTML generated during banner invocation for this zone.

Figure 71 Setting **Append and prepend** conditions – banner ads.
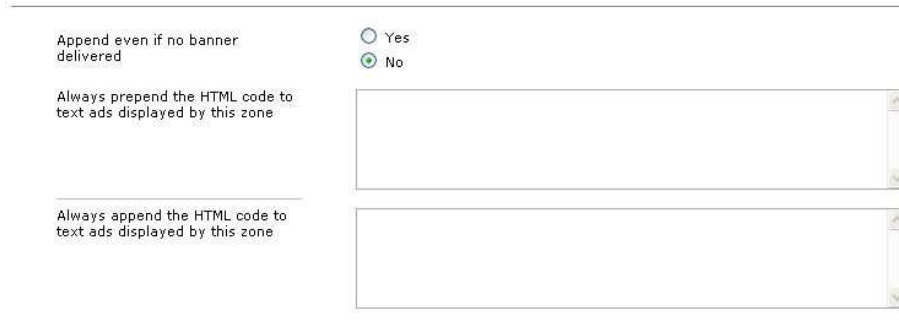
Thus, if you wish to show another form of banner – a popup, for example – on the same page(s) as particular zone, you can add the invocation code of the popup to the desired zone. This code is executed each time a banner from this zone is delivered.

You can paste the code in the text input box. The invocation code can be from any of the supported ad servers.

If the zone type is *Text ad,* the **Append and prepend settings** section has a slightly different display. Here, you can elect to enter invocation codes before and after the invocation code for the text ad.

Figure 72 **Append and prepend settings** - text ads.
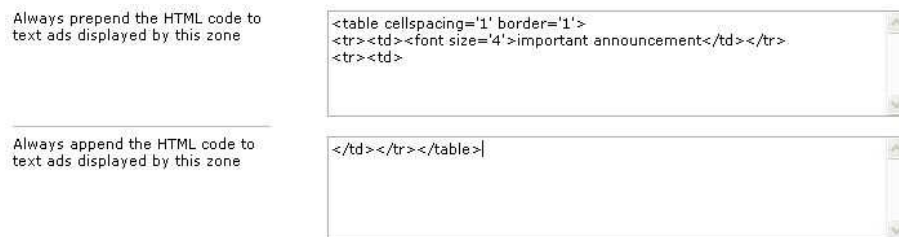
As Figure 72 illustrates, two text input fields are provided, the first for *prepending* HTML code, the second for *appending* HTML code to text ads displayed by the zone.

These two fields control the text ad's format and layout for this zone, for example :

Figure 73 HTML code used to control a text ad's layout.

Remember to click the **Save changes** button at the foot of the page to commit your settings to the database.

Linking Banners and Zones

Of course, the primary purpose for setting up publishers and the zones owned by those publishers is to deliver and display designated banners to them. There are a number of ways that you can do this :

- By linking banners to zones;
- By linking zones to banners.

Linking banners to zones

Once you have created a zone, you can link banners to it in the **Inventory : Linked banners** page.

You have three options to link banners to zones in this page, available from the drop-down list :

Figure 74 Choosing an option for linking banners to zones.

Banner Selection

You can select individual banners you wish to display in this zone.

Figure 75 Linking banners to zones – choosing specific banners.

Only banners that match the dimensions specified in the zone are listed. Simply select the checkbox of each banner you wish to be delivered to this zone. Click **Save Changes** to save this information to the database.

Campaign Selection

You can select all suitable banners within a campaign that you wish to display in this zone.

Click here to
view the
banners
owned by
these
campaigns.

Figure 76 Linking banners to zones – choosing banners in campaigns.

You can choose a campaign or campaigns to link to this zone. In that case, all banners *that match the dimensions specified in your zone* will be selecting for linking. Click **Save Changes** when you have completed your selections.

Keyword

You can identify banners for linking to a zone using keywords. Enter the keyword or keywords in the text area field provided. In Figure 77, the keywords *campaignid:3156,campaign:3584* indicate to the application that all suitable banners owned by the cited campaigns (using their unique id numbers) should be linked.

Figure 77 Locating banners for linking using keywords.

On entering the desired keywords, click **Save Changes** to complete the process. Any banners found will be listed in the **Probability** page.

Linking zones to banners

In the course of adding a banner, you can go through a series of operations :

- Adding a banner;
- Setting delivery options;
- Appending and prepending code;
- Linking to zones.

These operations correspond to the tabs available when adding a banner. Read about Adding a banner. The last of these permits you to linking zones to banners.
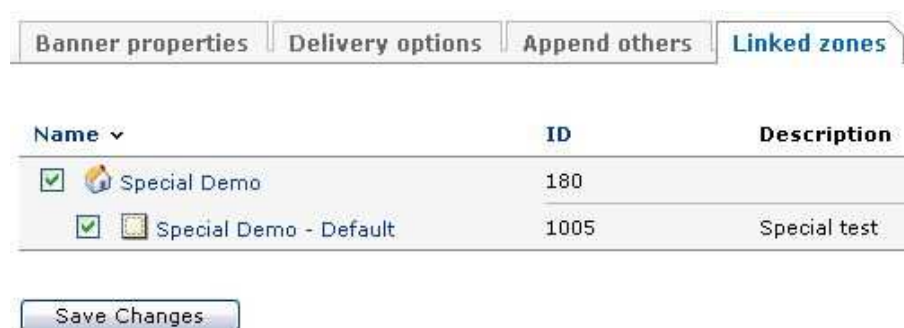
Figure 78 Linking the current banner to available zones.

Probability

All of the banners that are currently set for display in a zone are listed on this page. Each banner listed has a value, expressed as a percentage, in the *Probability* column. This value indicates the likelihood that each banner will be delivered to the zone.
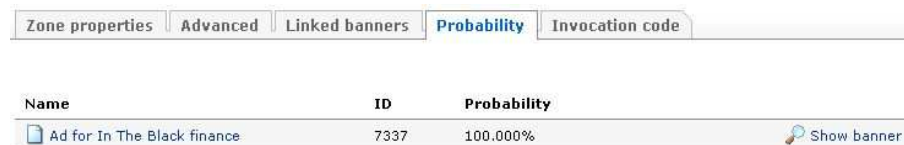
Figure 79 An illustration of the **Probability** listing.

The value is determined by a number of factors, primarily by the priority setting of the campaign that owns the banner and the weighting given to that banner. You can alter the probability by making changes to those settings.

Generating Ad Tags

Ad tags may arguably be characterised as the keystone of the whole process of delivering and displaying creatives in a target website.

Once you have created advertisers containing campaigns and added banners to them; and once you have defined publishers that contain zones reserved for your banners, you must have some way of fetching those banners properly to the right zones. This is afforded by the addition of ad tags – pieces of code – in the website.

Overview

With some expertise, it is possible to manually compose the necessary code for invoking banners. However, Max Media Manager provides a more rapid and much simpler way of generating ad tags to fetch the desired banners to the chosen page locations.

There are two forms of ad tag generator; one for direct selection and one for zones.

The forms for setting parameters for both types are essentially the same, except that in the case of direct selection you can specify particular banners from particular campaigns. Read more in the **Zone Invocation** section and the **Direct Selection** section of this chapter.

There are two types of ad tag or invocation code :

- Local Mode

  This is used if the website uses PHP and if it is located on the same server as Max Media Manager;

- Remote mode

  This is used where the website is on an external server. Furthermore, PHP does not have to be used on that server.

Zone Invocation

Where you wish to generate ad tags for the delivery of banners linked to a particular zone, you use zone invocation. Navigate to the **Invocation code** tab in the **Inventory:Zone Properties** page. Here you will see a form, the elements of which vary according to the *type* of zone for which you wish to create ad tags.

Completing this form sets parameters for the generation of ad tags. All invocation code forms contain a **Generate** button. You must click this button to create the invocation code.

The generated code is displayed in a **Bannercode** text box. You can copy this code to the clipboard for subsequent pasting in the website page.

Each type of zone has its own form for generating invocation code.

Generating Ad Tags for Banner types

For example, let us assume you wish to generate ad tags for a banner type of zone. This zone is linked to a banner ad. In the **Invocation code** page, you now have a choice of banner invocation that corresponds with the zone type.

Figure 80 A typical invocation code form for banner zone types.

Click here to view the campaigns that own these banners.

Note the *banner invocation* drop-down list. You must choose one of the options from this list for banners to be displayed in this zone. The parameters available to you in the remainder of the form vary according to your choice of invocation type.

The *Parameters* section of the form contains three elements for setting conditions for the way banners are handled in this zone :

Target frame

This optional parameter permits you to specify a target frame when the visitor clicks on the displayed ad. Adding a target here overrides any target setting made for a specific banner. See **Adding a banner** for more information about specifying a target frame for banners.

Source

This optional parameter permits you to specify the name of the current page. This works in conjunction with any delivery limitations that you may have set for a banner. See **Delivery limitation options** for more information.

Support 3rd Party Server Clicktracking

You can set this parameter to support clicktracking by a 3rd party server. This provides additional statistical information that can be viewed in reports.

Generating Ad Tags for Interstitial types

The form in the Invocation code page for generating ad tags for an Interstitial or Floating zone type varies according to the chosen *Style*. There are four styles :

- Geocities
- Cursor
- Floater
- Simple

The **Style** drop-down list. Available parameters vary according to the style you choose.

Figure 81 Interstitial zone type invocation code parameters - Geocities style.

This display defaults to the *Geocities* style. The first three parameters are common throughout the invocation code forms;

Target frame

This optional parameter permits you to specify a target frame when the visitor clicks on the displayed ad. Adding a target here overrides any

target setting made for a specific banner. See **Adding a banner** for more information about specifying a target frame for banners.

Source

This optional parameter permits you to specify the name of the current page. This works in conjunction with any delivery limitations that you may have set for a banner. See **Delivery limitation options** for more information.

Support 3rd Party Server Clicktracking

You can set this parameter to support clicktracking by a 3rd party server. This provides additional statistical information that can be viewed in reports.

Geocities style

This style of interstitial draws its inspiration from the Yahoo Geocities banner ads displayed on its members pages. These are displayed in a top of the browser window. A banner thus displayed can have its state changed by a user via buttons located above it. The banner can be collapsed by a button click such that only the control buttons are displayed. A collapsed banner can be closed by a subsequent button click.

Alignment

This parameter controls the location of the interstitial.

Figure 82 Alignment options for an interstitial ad – Geocities style.

There are three options, allowing you to choose the left top, right top or centred (at the top) positions.

Close text

This text provides the legend for the control to close the interstitial, located just below the banner. When a user clicks on this text, the interstitial will be dismissed.

Automatically collapse after

The interstitial can be collapsed automatically after a defined period (in seconds). The associated controls for re-displaying or closing the banner are still available for use.

Banner padding

You can specify padding to be inserted between the border of the banner and the boundary of the interstitial. The value you enter corresponds to pixels.

Cursor style

As the name suggests, this style displays a banner adjacent to the user's mouse cursor and will follow it wherever the cursor is moved on the page.
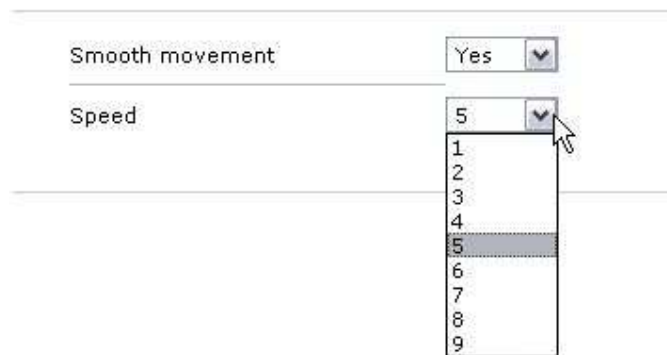

Figure 83 Interstitial zone type invocation code parameters – Cursor style.

The first three parameters are common throughout the invocation code forms;

Target frame

This optional parameter permits you to specify a target frame when the visitor clicks on the displayed ad. Adding a target here overrides any target setting made for a specific banner. See **Adding a banner** for more information about specifying a target frame for banners.

Source

This optional parameter permits you to specify the name of the current page. This works in conjunction with any delivery limitations that you may have set for a banner. See **Delivery limitation options** for more information.

Support 3rd Party Server Clicktracking

You can set this parameter to support clicktracking by a 3rd party server. This provides additional statistical information that can be viewed in reports.

Smooth movement

Figure 84 Setting Smooth movement and its associated Speed parameter.

You can set Smooth movement so that the banner does not 'chase' the cursor, but moves smoothly in its track, at a predetermined speed. If this feature is not enabled, the user will be unable to click the banner.

Speed

This option list is only available if *Smooth movement* is enabled. It determines the speed at which the banner tracks the mouse cursor's path.

Hide the banner when the cursor is not moving

By default this parameter is set to "No". If you enable this setting, the banner is not displayed when the cursor is at rest. This prevents the banner from obscuring the content of the page when the mouse is not being moved.

Delay before banner is hidden

This setting determines the length of time the cursor should be at rest before the banner is hidden, when *Hide the banner when the cursor is not moving* is enabled.

Transparency of the hidden banner

You can set a percentage transparency of the banner when the cursor is at rest and *Hide the banner when the cursor is not moving* is enabled. This setting only functions with Internet Explorer 5.5 or above. The percentage you set will determine how visible the banner will be and consequently how much of the page content can be viewed 'through' the banner.

Horizontal shift

This setting (in pixels) determines the banner's horizontal position in relation to the mouse cursor. The default value is 10.

Vertical shift

This setting (in pixels) determines the banner's vertical position in relation to the mouse cursor. The default value is 10.

Floater style

This type displays a banner that displays on top of the page content. It gravitates from one side of the browser window to the other, according to settings you specify in the parameters.

The first three parameters are common throughout the invocation code forms;

Target frame

This optional parameter permits you to specify a target frame when the visitor clicks on the displayed ad. Adding a target here overrides any target setting made for a specific banner. See **Adding a banner** for more information about specifying a target frame for banners.

Source

This optional parameter permits you to specify the name of the current page. This works in conjunction with any delivery limitations that you may have set for a banner. See **Delivery limitation options** for more information.

Support 3rd Party Server Clicktracking

You can set this parameter to support clicktracking by a 3rd party server. This provides additional statistical information that can be viewed in reports.

Figure 85 Interstitial zone type invocation code parameters – Floater style.

Direction

This parameter determines the direction in which the banner moves.

Figure 86 Setting the direction of banner travel.

Note that the banner will move beyond the window boundary until it eventually disappears. You can specify that the banner repeat this movement in the *Looping* parameter.

Looping

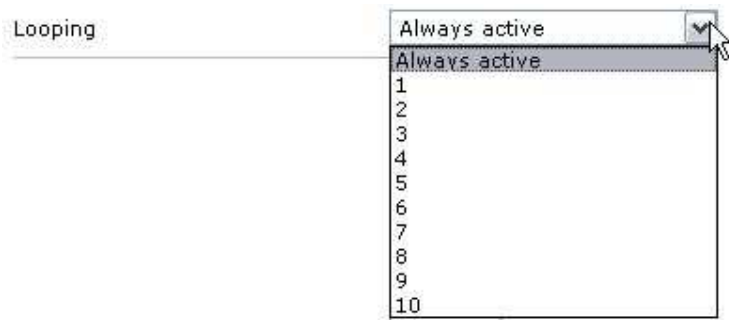This parameter allows you to specify a number of times the banner moves across the page while being viewed.

Figure 87 Setting the number of cycles of banner movement.

Choosing *Always active* sets the banner to repeat continuously until the user leaves the page.

Speed

The default value is 3. This determines the speed at which the banner travel across the page. '1' is the slowest, '5' is the fastest.

Figure 88 Setting the floater speed across the page.

Pause

Where you have defined *Looping* to be more than '1', you can specify a pause, in seconds, between the disappearance of the banner at the end of its travel across a page and its re-appearance on the other side of the page. The default value is 10 seconds.

Vertical shift

This parameter specifies the banner's vertical location in relation to the top of the page, in pixels. Entering 300 in this field, for instance, places the banner's top border 300 pixels below the top of the page.

Limited

This parameter allows you to determine left- and right-margin settings for the banner. Setting this parameter enables the *Left margin* and *Right margin* parameters. If this parameter is not set, the margins are set as the left and right borders of the window.

Left margin

Here you can specify a margin from the left border of the window, in pixels. Thus, entering a value of 200 would place the left margin 200 pixels from the left border of the window. Note that specifying a negative number will start the measurement from the right border.

Right margin

Here you can specify a margin from the right border of the window, in pixels. Thus, entering a value of 200 would place the right margin 200 pixels from the right border of the window. Note that specifying a negative number will start the measurement from the left border.

Transparent background

Enable this parameter to set the background of the DHTML layer to transparent.

Background color

Set this parameter to specify a background colour.

Figure 89 Specifying the background colour using the colour picker.

Use the colour picker to specify a colour. Note that monochrome values are also available. The chosen colour is displayed in the sample box to the left of the picker.

Simple style

This style displays a banner inside a box on top of the web page content.

Figure 90 Interstitial zone type invocation code parameters – Simple style.

The first three parameters are common throughout the invocation code forms;

Target frame

This optional parameter permits you to specify a target frame when the visitor clicks on the displayed ad. Adding a target here overrides any target setting made for a specific banner. See **Adding a banner** for more information about specifying a target frame for banners.

Source

This optional parameter permits you to specify the name of the current page. This works in conjunction with any delivery limitations that you

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may have set for a banner. See **Delivery limitation options** for more information.

Support 3rd Party Server Clicktracking

You can set this parameter to support clicktracking by a 3rd party server. This provides additional statistical information that can be viewed in reports.

Horizontal alignment
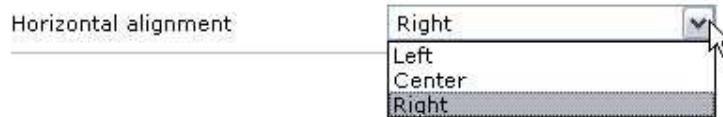
Figure 91 Setting the horizontal position of the banner.

Use this parameter to determine the horizontal position of the banner on the page. Choose one of three options : Left; Center and Right. Note that these positions are calculated in relation to the overall window size, so if the user re-sizes the window, the banner will re-locate accordingly.

Vertical alignment
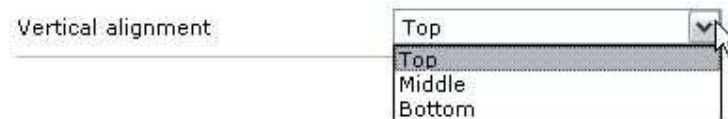
Figure 92 Setting the vertical position of the banner.

Use this parameter to determine the vertical position of the banner on the page. Choose one of three options : Top; Middle and Bottom. Note that these positions are calculated in relation to the overall window size, so if the user re-sizes the window, the banner will re-locate accordingly.

Show close button

Set this parameter if you wish to offer the user the option of closing the banner by clicking a typical close button in the top-right corner of the bounding box.

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Automatically close after

Enter a value, representing seconds, after which the banner should close automatically. If no value is entered, the banner does not close automatically.

Banner padding

This parameter determines the space, in pixels, between the displayed banner and the interstitial. The default value is 2.

Horizontal shift

This setting allows you to specify a value, in pixels, to shift the default horizontal position defined by the *Horizontal alignment* parameter. Thus, if the interstitial is left-aligned, the horizontal shift value you specify is inserted between the left window border and the left edge of the interstitial. You can use this to be more precise with the positioning of the banner.

Vertical shift

This setting allows you to specify a value, in pixels, to shift the default vertical position defined by the *Vertical alignment* parameter. Thus, if the interstitial is top-aligned, the vertical shift value you specify is inserted between the top window border and the top edge of the interstitial. You can use this to be more precise with the positioning of the banner.

Background color

In this context, the background is that area occupied by the interstitial, 'beneath' the banner within it. Effectively, then, the visible area of the background will be whatever you specified in the *banner padding* parameter. With this setting, you can specify the colour of that area from the colour picker, by clicking the colour strip. Note that monochrome is also available.

Border color

The border is a one-pixel wide line defining the boundary of the interstitial. You can specify the colour of the border from the colour picker, by clicking the colour strip. Note that monochrome is also available.

Figure 93 Specifying background and border colours.

Generating Ad tags for Popup types

Popup ads are those that appear over (or indeed under) the current browser window, contained within a separate window which is sized to match the dimensions of the banner it contains.

🔆 TIP

There is a minimum size limit of the window in most browsers, so it is recommended that the banner ad you with to display in the popup should be of at least that minimum size – 200mm x 200mm is advised. If a banner smaller than the minimum window size is displayed, there will be an area of 'dead space' around it.

The popup window has a title bar. The legend of this title bar is, by default, 'Advertisement', unless you specified an alternative in the *alt text* field of the Add Banner form.

The first three parameters are common throughout the invocation code forms;

Target frame

This optional parameter permits you to specify a target frame when the visitor clicks on the displayed ad. Adding a target here overrides any target setting made for a specific banner. See **Adding a banner** for more information about specifying a target frame for banners.

Source

This optional parameter permits you to specify the name of the current page. This works in conjunction with any delivery limitations that you may have set for a banner. See **Delivery limitation options** for more information.

Support 3rd Party Server Clicktracking

You can set this parameter to support clicktracking by a 3rd party server. This provides additional statistical information that can be viewed in reports.

Figure 94 The Popup invocation code form.

Pop-uptype

Select the desired option button to choose between a window that displays above (over) the current browser window (Pop-up) or one that displays under (behind) the current browser window (Pop-under).

Instance when the pop-up is created

This parameter determines *when* the desired popup is displayed. You can choose *Immediately*; *When the page is closed* or you can specify a period in seconds before the popup appears to the user.

Initial position (top) & Initial position (left)

These two parameters allow you to specify the precise position of the popup when first it is displayed. The 'top' position being the number of pixels you enter measured from the top border of the browser window; the 'left' position being the number of pixels you enter measured from the left-hand border of the window. If no values are specified here, then the popup window will display in the top-left corner of the browser window.

Automatically close after

Normally, your popup will remain in view at all times unless dismissed by the user. You can override this default behaviour by specifying a period, in seconds, after which the window will close. The period of time you specify will start counting down from the moment the popup is displayed.

Window options

This section of the form allows you to specify popup window controls and capabilities.

Figure 95 Setting popup window options.

Direct Selection

Direct selection allows you to choose any banner from your inventory and create invocation code for it. Select the **Inventory:Direct selection** tab to display the form for setting direct selection parameters.

This form has two main sections; choice of banner invocation type and parameters.

Banner invocation type

From the drop-down list, choose the appropriate type of banner invocation for the banner you intend to select from your inventory.
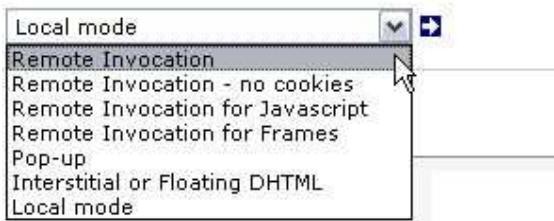

Figure 96 The Direct selection banner invocation code drop-down list.

On making your choice, the form refreshes to reveal a set of parameters suited to the invocation code you chose. For instance, selecting *Remote Invocation* displays the following parameters :

Figure 97 Parameter settings for remote invocation.

Banner selection

This text box is where you specify the banner for which you wish to generate the ad tag. This is an optional field – leave this field blank if you wish *all* banners to be considered for delivery in the invocation code.

Campaign

This drop-down list contains all available campaigns from which you can choose an option that effectively restricts your banner selection. Thus, if the banner you specify has been added to more than one campaign, your choice will restrict code invocation only for the banner that has been added to the campaign you choose. This is an optional parameter. Leaving this field blank means that you do not want to limit the delivery for a particular campaign.Local Invocation

If Max Media Manager ad server is located on the same server as your website, you can use local invocation. Local mode or invocation can only be used in PHP files, or other file types that are parsed by PHP.

Not all options of this invocation method can be selected from the Administrator Console. Some additional options can only be utilised by manually amending or adding to the generated code.

The advantages of using local invocation may be summarised as :

- Speed. It is generally quicker than remote invocation since it is directly called from the page where the banner is displayed;

- Range of media. Rich media types of banner can be displayed irrespective of browser type and whether JavaScript or cookies are enabled in the client browser.

The first three parameters are common throughout the invocation code forms;

Target frame

This optional parameter permits you to specify a target frame when the visitor clicks on the displayed ad. Adding a target here overrides any target setting made for a specific banner. See **Adding a banner** for more information about specifying a target frame for banners.

Source

This optional parameter permits you to specify the name of the current page. This works in conjunction with any delivery limitations that you may have set for a banner. See **Delivery limitation options** for more information.

Support 3rd Party Server Clicktracking

You can set this parameter to support clicktracking by a 3rd party server. This provides additional statistical information that can be viewed in reports.

Figure 98 Parameter form for ad tag generation associated with Local invocation.

Show text below banner

This parameter allows you to enable the display of text below the banner. The text content for that banner can be defined when adding banners to a campaign. Read about **Adding a banner**.

XMLRPC

Javascript

Embedding Javascript in the invocation code permits you to specify "rich media" banners that use Flash, Shockwave, Real Media, QuickTime as well as HTML.

When you select *Remote Invocation for Javascript* from the drop-down list, the page refreshes to show parameters related to this form of invocation in addition to those for other forms of remote invocation.

Figure 99 Remote invocation for Javascript parameters.

Target frame

This optional parameter permits you to specify a target frame when the visitor clicks on the displayed ad. Adding a target here overrides any target setting made for a specific banner. See **Adding a banner** for more information about specifying a target frame for banners.

Source

This optional parameter permits you to specify the name of the current page. This works in conjunction with any delivery limitations that you may have set for a banner. See **Delivery limitation options** for more information.

Support 3rd Party Server Clicktracking

You can set this parameter to support clicktracking by a 3rd party server. This provides additional statistical information that can be viewed in reports.

Don't show the banner again on the same page

You can set this parameter to specify that the banner is not displayed again on this page. This functionality is only available via remote invocation using Javascript. This parameter will only work if the other banner codes on the same page are also using remote invocation for Javascript.

Don't show a banner from the same campaign again on the same page

Similar to above, this refines blocking of banners that are owned by the same *campaign* as this banner, provided that other banners in the campaign are using remote invocation for Javascript.

Below is a sample of generated code based on the parameter settings illustrated in Figure 99 :

```
<script language='JavaScript' type='text/javascript'>

<!--

// Insert click tracking URL here

    document.phpAds_ct0 ='Insert_Clicktrack_URL_Here'


   var awrz_rnd = Math.floor(Math.random()*99999999999);

   var awrz_protocol = location.protocol.indexOf('https')>-
1?'https:':'http:';

   if (!document.phpAds_used) document.phpAds_used = ',';

   document.write ("<" + "script  language='JavaScript'
type='text/javascript' src='");

   document.write
(awrz_protocol+"//awrz.net/adjs.php?n=a66de76b");

   document.write ("&zoneid=1005&target=_self");

   document.write ("&exclude=" + document.phpAds_used);

   document.write ("&loc=" + escape(window.location));

   if (document.referrer)

     document.write              ("&referer="              +
escape(document.referrer));

   document.write ('&r=' + awrz_rnd);
```

```
   document.write ("&ct0=" + escape(document.phpAds_ct0));

   document.write ("'><" + "/script>");

//-->

</script><noscript><a
href='http://awrz.net/adclick.php?n=a66de76b'
target='_self'><img
src='http://awrz.net/adview.php?zoneid=1005&n=a66de76b'
border='0' alt=''></a></noscript>
```

Note that the 3rd-party clicktracking URL that you require must be added in the section marked :

```
// Insert click tracking URL here

   document.phpAds_ct0 ='Insert_Clicktrack_URL_Here'
```

Iframe

Iframes (inline frames), when present in a page, can load other objects, including another html page. Iframes aren't bound to the edge of a browser window, but can sit anywhere on a page. An iframe is an excellent medium for displaying banner ads.

Max Media Manager can generate an html page that contains the banner and the iframe will locate the banner on the website. Iframes are supported by later versions of all major browsers, (Internet Explorer 4, Mozilla and Netscape 6) but Netscape 4 has its own proprietary method of embedding frames – called ilayers. This is accommodated for in the invocation code for frames form.

One major advantage of using iframes is the ability to cycle the display of multiple banners within a single iframe. This functionality is limited to Internet Explorer 4 and above, Mozilla and Netscape 6.

Figure 100 Setting remote invocation parameters for iFrames.

The first three parameters are common throughout the invocation code forms;

Target frame

This optional parameter permits you to specify a target frame when the visitor clicks on the displayed ad.[More to be added]

Source

This optional parameter permits you to specify the name of the current page. This works in conjunction with any delivery limitations that you may have set for a banner. See **Delivery limitation options** for more information.

Support 3rd Party Server Clicktracking

You can set this parameter to support clicktracking by a 3rd party server. This provides additional statistical information that can be viewed in reports.

Refresh after

You can refresh the banner automatically by setting this parameter. Enter a value (representing seconds) to define the period of time between each refresh. On each refresh, a new banner from the zone will be loaded for display.

Make the iframe transparent

You can make the iframe transparent, thus allowing the user to view the background on the page on which the iframe is located.

Include Netscape 4 compatible ilayer

Select the 'Yes' option button to include a compatible equivalent to the iframe – ilayer – for display in Netscape 4 browsers. There are some issues with the use of ilayers – specifically within table cells – so it is advised that such use be thoroughly tested before 'live' display.

Max Media Manager

Troubleshooting

Frequently Asked Questions

Support Options

Other links

phpAdsNew

M3

Max Media Manager

Open Source Licence

Open Source Licence : Other links