

QUALCOMM

**EUDORA™**

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### Welcome to the Eudora Adserver

At any given time, there are a few million users of Eudora in Sponsored mode. Those users get to use a full-featured version of Eudora for free, and in exchange they receive advertisements in their Eudora.

To provide those Eudora users with advertisements, we have a server that pushes advertisements to those Eudora users - the Eudora adserver (also sometimes called, AdJoin).

### About the Eudora software and how it gets ads

The Eudora software installs by default in Sponsored mode. When Eudora starts up, it creates a folder called the Ads Folder. On Windows, this folder is found in C:\Program Files\Qualcomm\Eudora\EudPriv\. On a Mac, this folder is found in Documents: Eudora Folder.

When Eudora is online, it creates a connection to the adserver and downloads advertisements to the computer. Then, based on the instructions from the adserver, the Eudora email program will display those advertisements.

When a user mouses-over the ad, it will display a brief text message. If you click on the ad, it will launch a URL (sometimes a mailto: link, but almost always a hypertext page).

### Logging into the Adserver

To log into the Adserver, use this URL:

<http://adserver.eudora.com/adjoin-submission/db.cgi>

Once there, enter your username and password. If you don't have a username and password, request one from [eudora-adserver@qualcomm.com](mailto:eudora-adserver@qualcomm.com).

### How ads are organized

Once you log in, you'll notice the blue navigation menu and the search box. You'll need to use these tools particularly when dealing with "Advertisers", "Campaigns", and "Ads".

Advertisers - These are the companies who are paying for the ads.

Campaign - These are an agreement or grouping of ads for a particular advertiser. An advertiser will almost always have only one campaign but the adserver is capable of handling multiple campaigns.

Ads - The ads themselves must be connected to a campaign, which in turn, must be connected to an advertiser.

When you create a new ad, you may need to create a new advertiser and/or campaign - if they do not already exist.

How to create an Advertiser

1. In the blue navigation bar, click on "Advertisers".
2. A light blue second navigation bar appears with three choices - "Add", "Search", and "Browse". Click on "Add".
3. The "Add a New Record" page comes up. Enter the data fields for the advertiser. Most of the fields are self-explanatory, except for-

QBS Customer ID :

Unless you're told to enter a specific QBS Customer ID , enter "12345" in this field.

4. Finish filling out the other fields. Once you're finished, click "Add Record".

How to create a Campaign

1. In the blue navigation bar, click on "Campaigns".
2. A light blue second navigation bar appears with three choices - "Add", "Search", and "Browse". Click on "Add".
3. The "Add a New Record" page comes up.

Client: Choose the advertiser from this dropdown menu.

Description : Enter a brief description of the campaign and slogan, if applicable.

Trafficker ID : Enter your Qualcomm Employee #.

PO # : Enter the date in this format MM /YY . I.e, if it's January 2003 , enter "01/03"

Impressions Ordered : Unless you're given a specific number, enter 99,999,999 (no commas)

Start Date : Unless you're given a specific date, use today's date

End Date : Unless you're given a specific date, use December 31, 2005

CPM :

CPC : Unless you're given a specific amount, use "0" (no quotes) in both fields

Source Campaign ID : Unless you're given a number, leave this field blank. You may get a javascript error but leave this blank

Categories: Unless told otherwise, leave this blank and do not highlight anything here.

Expert Targeting: Unless told otherwise, leave this blank.

Client Targeting: Unless the campaign is to be targeted for a particular Operating System, leave this blank.

Geographical and Networking Targeting: Unless told otherwise, leave this blank and do not highlight anything here. However if the ad needs to be targeted to a specific area (for example, a Verizon campaign would only be for people in the United States), select the areas here.

User Profile Targeting: Unless the campaign is to be targeted to specific users who have filled out the optional user profile, leave this blank.

4. After you finish, click "Next".

How to create a New Ad

1. In the blue navigation bar, click on "Ads".
2. A light blue second navigation bar appears with five choices - "Add (http)", "Add (mailto)", "Search", "Browse All", and "Browse Active".

Most of the ads you create will be "Add (http)". Click on "Add (http)".

3. An "Add a New Record" page comes up. Choose an advertiser from the drop-down menu.
4. Another "Add a New Record" page comes up. Choose a campaign from the drop-down menu.
5. Another "Add a New Record" page comes up. Unless told otherwise-

Title: This is what the end-user will see when they mouse-over. The advertiser will usually provide this information.

Private Title: This is what will appear in the ad server. A good description will include a brief description of the graphic, the slogan on the graphic, and the name of the graphic file that the advertiser created. I.e., "Green gotom ypc, like being there, 1234.png"

Ad URL: The URL that clicking on the ad will take them to. Use the "Test URL" button to make sure the URL works.

Ad Type: Set it to either-

\*Ad Spot Impression - An ad that appears in the ad window

\*ToolBar Ad Button - An ad that appears as a button on the toolbar

Impressions Allocated: Set it to 45,000,000 (no commas)

Targeting Unique Users: Unless you're targeting specific users when creating the campaign, set this to No.

Day Max (Frequency): 2

Show For: 75

Days to Run: 9

Start Date: Today's date.

End Date: 9 or 10 months in the future.

Priority: 50

Ad Flow Control: Manual

The only time you should use Auto flow control is when you wish to a) limit the number of impressions delivered AND b) make sure the impressions last over a period of time.

Source Ad ID : leave blank

6. Click "Add Record".

7. In this new window, choose the graphic. Then click "Upload File".

### Editing Graphics

The graphics must be prepared in a specific way for the adserver to take the images and display them properly.

**SOFTWARE** - The recommended software to use to prepare images is "GraphicConverter 3.7.2" for the Mac OS. A full-featured version of it can be downloaded from Qualcomm's internal software site, <http://qualnet.qualcomm.com/departments/it/software/mac.html>.

**TYPES OF IMAGES** - Upload graphics to the adserver in PNG format.

Advertisers will sometimes send GIF files - these must be converted to PNG format before they are uploaded. [note: While the adserver also supports JPG images, it is recommended that you convert them to PNG with GraphicConverter before uploading. There are many variants of JPG images that will display fine in your web browser but will not display correctly in Eudora.]

**FILE SIZE** - The maximum size for an advertisement is 12k. If an image submitted by an advertiser is too large, open the image in Adobe Photoshop. Go to File: Save for Web:. Reduce the quality of the image slightly and then save the graphic as a JPG. Open the resulting JPG in GraphicConverter and save as a PNG.

**DIMENSIONS** - Window ads are 144x144 pixels in size. Toolbar buttons are displayed in either 32x32 or 16x16 pixels - depending on if the user has set their Eudora to display large or small toolbar icons (the two sizes are why toolbar icons must be "tiled").

**TILING TOOLBAR BUTTONS** - Toolbar icons must be uploaded as a 48x32 sized graphic. The left side of the graphic is the 32x32 icon, the right side of the graphic is of two 16x16 icons stacked on top of each other (see image below).



### Ads that are already running

On occasion, you may be asked to make changes to ads that are already running.

**MODIFYING ADS** - If you're asked to change something in an ad, such as the end date, frequency, priority, etc - go into the adserver and find the ad (either by searching for the ad ID # or finding the campaign and listing its ads). Click on the Pencil icon to edit the ad.

DELETING ADS - The trashcan icon will delete an ad. This will make it so all instance of the ad are deleted - including Eudora clients that have already downloaded the ad and cached it.

DEACTIVATING ADS - The "D" icon deactivates an ad. This will prevent any further distribution of the ad, but will not delete the ad from Eudora clients that have already downloaded the ad. [You will very rarely ever use this command.]

CLONING ADS - The "C" icon is for cloning ads. You can save time creating a new ad from the same campaign by cloning an existing ad. Note that you will not do this very often, because cloning an ad could potentially interfere with statistics. The cloned ad will continue the previous ad's statistics.

#### Creating Passwords for Stats

When creating new advertisers, you will usually create a username and password for them to be able to log into the statistics portion of the adserver and view their progress.

On the blue nav menu on the adserver, click on "Advertisers". Then click on "Browse" - all the advertisers are listed. Next to the advertiser, click on the "P" icon to create a username and password for them. Choose something simple (for example, verizon's username and password are "verizon").

For your records, the URL to give to advertisers to log in and view their stats is - <http://adserver.eudora.com/adjointools/adstats>

#### Sonar Ads

Sonar ads are the QUALCOMM logos that are in the Windows and Eudora versions of Eudora. Windows Eudora displays the logo in the lower right hand corner of the application, Macintosh Eudora displays the logo in the Window : Mailboxes: window.

These are updated once a year for each month of the year. If you are asked to update these, simply look at the previous ones and make new ones for the new year.

#### Getting Help

If you have any questions about the advertisements to be trafficked, send email to [eudora-traffic@qualcomm.com](mailto:eudora-traffic@qualcomm.com).

If you have any technical questions about using the adserver, send email to [eudora-adserver@qualcomm.com](mailto:eudora-adserver@qualcomm.com).