



PHPSiteScripts
.com

**VIRAL MAILER & ADVERTISING
SCRIPT - BASIC VERSION
MANUAL**

PHP Scripts
BY SABRINA



By

Viral Mailer & Advertising Script Basic Version
- MANUAL

©1997-2014 PHPSiteScripts.com,
Sabrina Markon and Marc Tori
All Rights Reserved.

sabrina@phpsitescripts.com
mmdeals@gmail.com



The Pasta Script

Table of Contents

Installation Instructions

Members

1. Ordering Advertising
2. Post Ads
3. Ad Stats
4. Profile
5. Credit Mailer
6. Solo Mails
7. Text Ads
8. Fund Your Account
9. Email Downline
10. Promote
11. Support
12. Browse Ads
13. Add Testimonial
14. Request Cash Out
15. History

Admin

1. Site Settings
2. Ad Packs
3. Email Filtering
4. Transactions
5. Cash Out Requests
6. Email Your Members
7. Member Accounts
8. Member E-Wallets
9. Member Support
10. Add (Give) Ads to Members
11. Approve Ads (Submitted by Members)
12. View Ads
13. Referrer/Sponsor Leaderboard
14. Special Offers
15. Edit Promotional Ads
16. Edit Page HTML
17. Edit Layout Files
18. Admin Promo Codes (Ad Coupons for Members)
19. Sell Extra Advertising
20. Site Graphics Control
21. Member Bonuses

Installation Instructions

1. Extract the zip file of the Pasta Script to a folder on your computer.
2. Open the db.php file.
3. In your CPanel account, create a database, database username, and database password for your new Pasta site. (make sure the database PASSWORD does NOT have a \$ in it – sometimes causes conflicts)
4. Enter the database, database username, and database password into db.php you have open, and save.
5. Open the header.php file, and change the Site Name title that says "DEMO OF THE PASTA SCRIPT" to your new site's name instead.
6. In header.php still, change urls that look like demopasta.phpscripts.com to your site's domain (or subdomain) instead.
7. Save header.php.
8. Open the styles.css file.
9. Change URLs that look like demopasta.phpscripts.com to your site's domain (or subdomain) instead.
10. Save styles.css.

11. Go into your CPanel and click the PHPMyAdmin icon.
When it loads, click your new database name in the left frame, then in the right frame click "Import".
12. Browse to the DB folder on your computer (in your pasta script folder) and import the .sql file to populate your new site's database.
13. After the import is done, refresh the left frame and click on the "adminsettings" table name in the left frame.
14. In the right frame, you'll see a list of different site settings. There is a bold link "SHOW ALL". Click that to load the lot of them into the same page.
15. There is one setting there called "sitename". Double click the value for that one and enter the new site's name, then hit the ENTER key.
16. There is another setting there called "domain". Double click the value for that one and enter the new site's domain or subdomain ie. <http://phpsitescripts.com> or <http://newsite.phpsitescripts.com>.
17. There is another setting called "testimonialphotopath". Double click the value for that one and enter the new site's PATH on the server. For instance:
`/home/your_cpanel_username/public_html/photos/`
18. Upload all Pasta files EXCEPT THE DB FOLDER to your server (usually under your /public_html or subdomain). Uploading the DB folder will create a security risk so again, please do not upload this folder.

19. After it's all uploaded, go into the /admin folder and chmod the adminnav.php file to 777.
20. Go into the main folder and chmod 777: membernav.php, footer.php, header.php, styles.css, splashpage.php
21. Chmod 777 the photos folder and the images folder, and chmod 777 all images in the images folder.
22. In your CPanel, go to the Cronjobs icon.
23. Add a new cronjob for the site that looks like this:
php -q /home/ your_cpanel_username/public_html/
cron.php >/dev/null 2>&1
It should run ONCE PER HOUR ONLY, so put in a number for the minutes between 0-59, and * for all the other time settings.
24. Visit your admin area at <http://yourdomain.com/admin>
Login with:
Username: Admin
Password: admin
25. Go to "Site Settings" and change your password to something difficult to guess. Also change your payment accounts, prices and other important preferences.

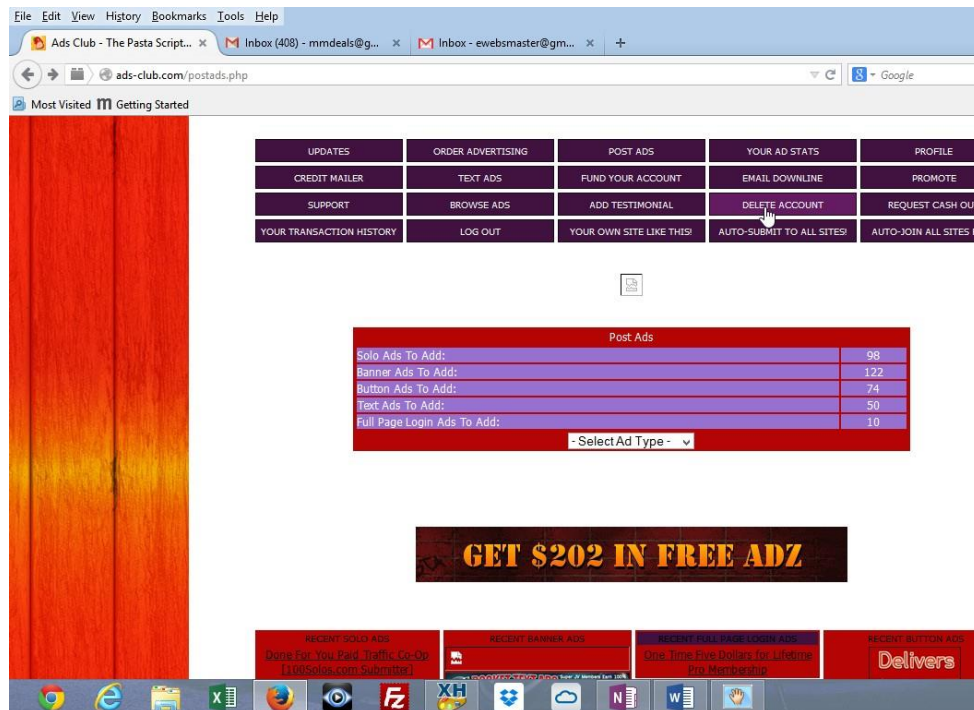
Members

1. Order Advertising

To order advertising, first fund your E-Wallet (see user section 7). Once you have added funds, return to the “Order Advertising” page and order the desired advertising.

2. Post Ads

Choose the type of ad you want to post from the “Order Advertising” page. Once purchased, the ads will show in the ads box. The ads box has a drop down menu so you can choose which type of ad to post.



3. Ad Stats

View the performance of your ads here. See which ads perform the best and get the most clicks.

4. Profile

This shows your account settings. Your personal info, password, and vacation status are located in this section.

5. Credit Mailer

The credit mailer sends emails to the amount of members you specify, and costs credits to use. You may earn credits by reading email or text ads and clicking the credit links within. Upgraded members would normally be given a generous amount of bonus credits every month.

6. Solo Mails

Solo mails are sent to the entire site membership, and costs money (from E-Wallet funding/commissions) to use or credits if you have allowed credit trading for this kind of ad. Recipients may click the links in solo emails to gain more credits towards posting their own ads.

7. Text Ads

Members may read text ads to earn credits towards posting ads.

8. Fund Your Account

In this section, members fund their E-Wallets using PayPal (or other payment processors). The balance of a member's E-Wallet is the amount they have available to spend to purchase their own ads.

9. Email Downline

Send email to your referrals.

10. Promote

This is where members can find banners and email ad copy to promote the website.

11. Support

This button leads members to the website's helpdesk, or a link to email the website administrator.

12. Browse Ads

Browse all ads that have been submitted by members. Members may earn credits for clicking on them that may then be exchanged for advertising.

13. Add Testimonial

This is where members can add testimonials to endorse the website.

14. Request Cash Out

Members who have affiliate earnings may use this page to request cash out. The website admin would then pay the member their earnings via PayPal or other payment processor.

15. History

This gives members a detailed view of their purchase history as well as any payments they have received for earnings.



Admin

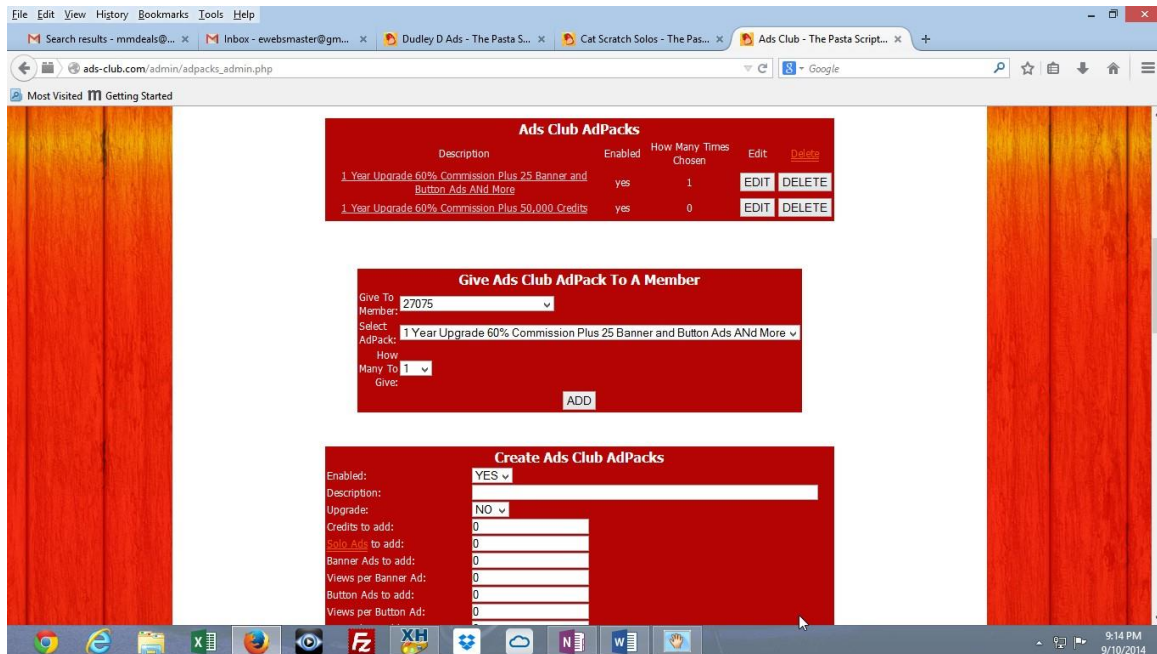
1. Site Settings

This is where you set up your site's prices and settings. You also set up all your site payment processors in this section, and can change your admin password.



1. Ad Packs

This is where you set up your ad packages which include different types of advertising available on your price for a package deal price, and may include a membership upgrade. These are your main sellers so make them attractive to buyers.



2. Email Filter

You may filter out bad domains or email addresses here. People signing up with the domains or emails in this list will receive an error and be told they need to use another address. Alternatively, you may filter by allowed domains and email addresses. Using this method, any address a new member

tries to sign up with that doesn't match one in this list will result in the member being told they need to use another address.

3. Transactions

This shows all member cash out and purchase history, including E-Wallet funding, orders purchased with money from E-Wallet, and orders purchased using credits or received from other bonuses.

5. Cash Out Requests

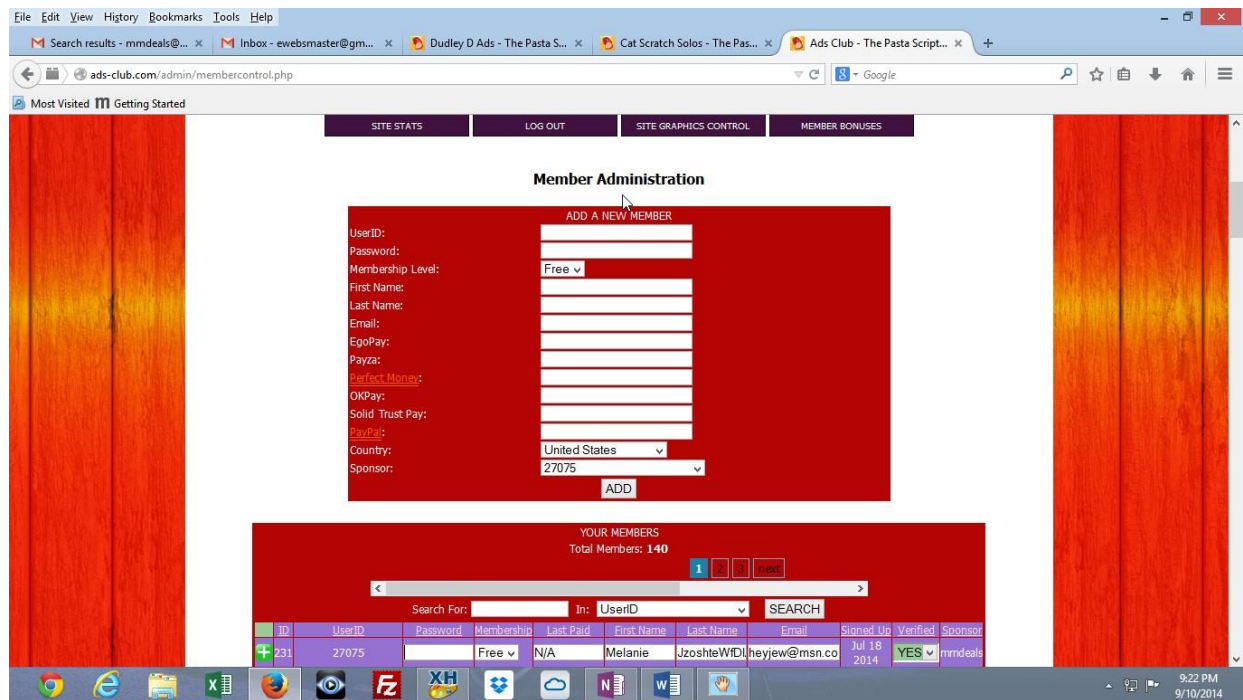
This will show you a list of member cash out requests, so you can send them their payment via payment processor. After paying a member who has requested cash out, mark the cash out request as paid.

5. Email Your Members

Email all verified (double opt-in) members in your database.

6. Member Accounts

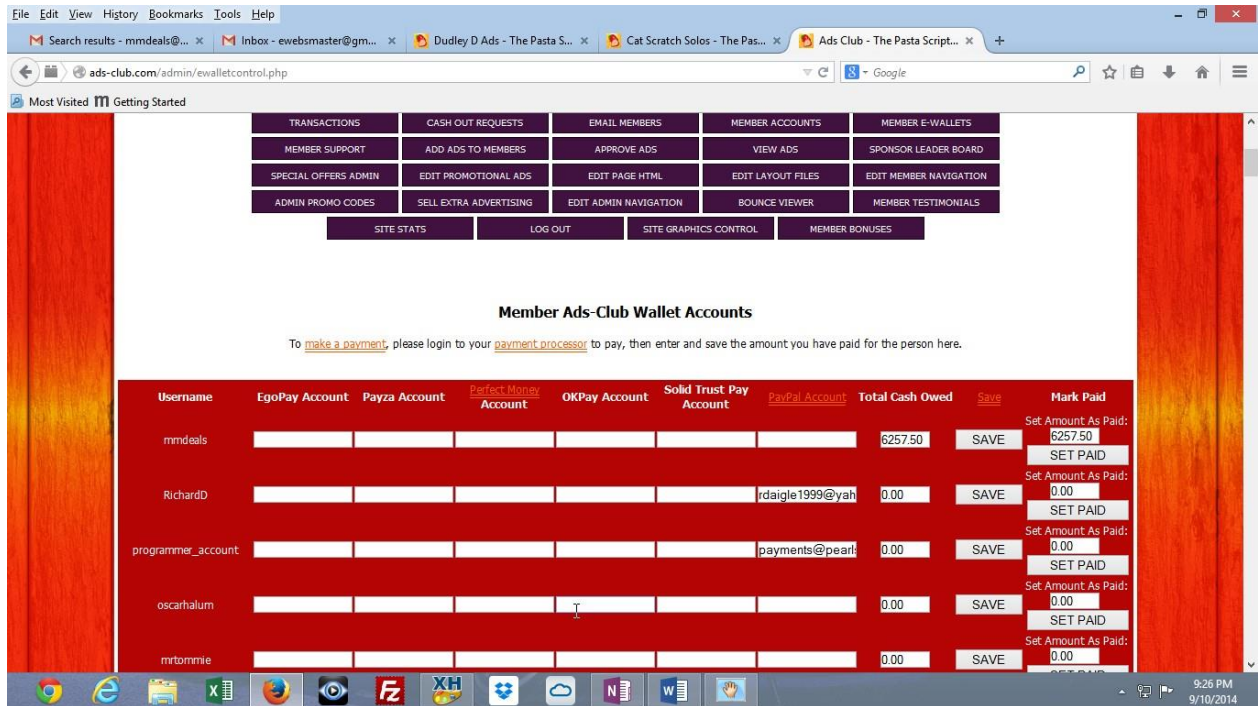
All your website members are listed on this page. By clicking the Green Plus Sign next to the user name you will be able to see all details, and edit member account settings. You may also login as the member, resend their email verification, or contact them.



7. Member E-Wallets

Make payments to members who are owed affiliate earnings (have a balance in their E-Wallet). To pay out cash to a member, first login to a payment processor such as PayPal, then send the member the indicated amount of money shown owing in their

E-Wallet (or less if desired). After payment is made, mark the E-Wallet paid on this page.



8. Member Support

This button leads to the Helpdesk system installed with your website (HESK is strongly recommended as the best helpdesk software. Assistance in installation and connecting to your site is available from us.)

9. Add Ads To Members

Select members and choose ads to give to them. The members may use these ads to post their ad campaigns on the website.

10. Approve Ads

As the admin you will review and approve ads submitted by members to ensure high standards of integrity and quality on your website. After an ad is approved by you, it will be released so that all members may view it (or receive it as an email if it is an email based ad type).

11. View Ads

View all member ad campaigns in your website's database.

12. Leaderboard

If you decide to run a referral contest, this page will list the members (sponsors) who have referred the most to the least new members.

13. Special Offers

Special Offers are ad and upgrade package deals offered to members when they login, logout, or verify their email address, and you are offered refined control over these deals. They are one of the most popular purchases in a website as they tend to

offer significant and attractive deals when buying advertising and upgrades, and are often only seen once by the member (creates a sense of urgency and hence, spontaneous purchasing). Multiple Special Offers of the same type that you create will be rotated. You may indicate whether you want members to see an Offer only ones or repeatedly as well.

The screenshot shows a web browser window with the address bar displaying `ads-club.com/admin/offerpages_admin.php`. The page title is "Create Ads Club Special Offer Packages". Below the title, there is a note: "If there are multiple Special Offers that occur at the same time (ie. more than one that shows after login), they will be rotated." An important note in yellow text states: "IMPORTANT! Do NOT include payment button code right in your HTML. Write ~PAYMENT_BUTTONS~ instead (exactly as shown) exactly where on the page you would like the payment buttons to appear. If you include payment buttons you've made yourself on the page, they will not be hooked up to the IPN system and the script program, then you would need to watch for and manually add the offers the members purchase." The form contains the following fields and options:

- Enabled: YES (dropdown menu)
- Name: [text input field]
- Price: 0.00 (text input field)
- Commission for Free: 0.00 (text input field)
- Sponsors: [text input field]
- Commission for Pro: 0.00 (text input field)
- Sponsors: [text input field]
- When to Show: After Login (dropdown menu)
- Members: [text input field]
- How Often to Show: Always (dropdown menu)
- Members: [text input field]
- Upgrade: NO (dropdown menu)
- Credits to add: 0 (text input field)
- Solo Ads to add: 0 (text input field)
- Banner Ads to add: 0 (text input field)
- Views per Banner Ad: 0 (text input field)
- Button Ads: [text input field]

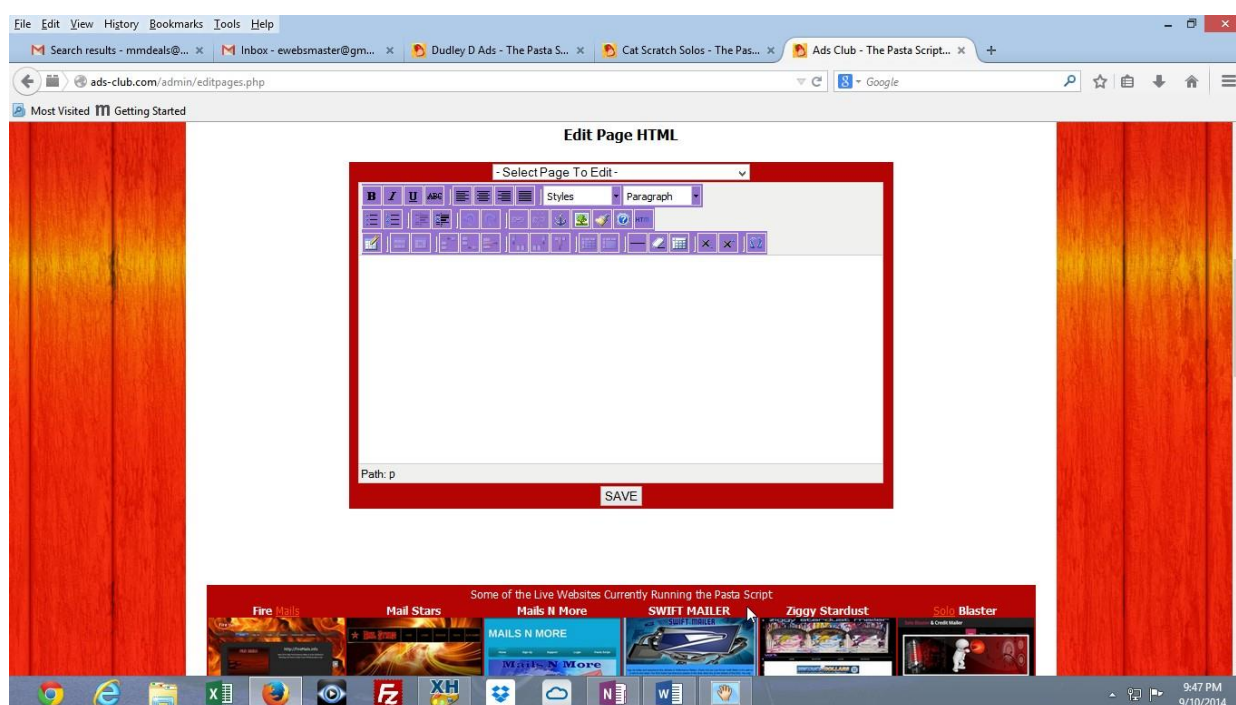
The browser's taskbar at the bottom shows various application icons, including Chrome, Firefox, and Word, along with the system clock indicating 10:07 PM on 9/10/2014.

14. Edit Promotional Ads

You may add banners and email ad copy for promotion of your website by members. Members will see the banner code and ad copy in their own "Promote" area once logged in.

15. Edit Page HTML

From the dropdown menu, select the page of the site you wish to add content of your own to. Next, add your content using the HTML editor, and click the SAVE button to save your work. To edit your work further, select the page once again from the dropdown box to load your content into the HTML editor once again, make your changes, then click the SAVE button.



16. Edit Layout Files

Your site's design HTML code may be edited from this section. The files such as your site's header.php, footer.php and other files may be edited directly and saved. If you are adding

images, you may want to upload them first using the “Site Graphics Control” section.

17. Admin Promo Codes

Create bonus ad packs and assign each one a special code of your choosing to reward members with free advertising. Members who know the code may enter it on their main member page to receive your gift of free advertising. Members are usually given your secret promo codes in an admin email from you, or on one of your pages to reward them for reading or logging in.

The screenshot shows the admin interface of 'ads-club.com'. The top navigation bar includes 'File', 'Edit', 'View', 'History', 'Bookmarks', 'Tools', and 'Help'. The address bar shows 'ads-club.com/admin/advertisingtosell.php'. The main content area is divided into two sections. The top section, titled 'CREATE ADVERTISING', contains a form with fields for 'Advertising Description:', 'Type:' (set to 'Banners'), 'How Many Do Buyers Receive?:', 'How Many Clicks or Hits Does Each Ad Receive? (0 if selling credits):', 'Price:', 'Credits Trade (0 to disable credits trading or if selling credits):', 'Commission for Free Member Sponsors when a referral buys these Ads (credit trade purchases do NOT pay commissions):', and 'Commission for Pro Member Sponsors when a referral buys these Ads (credit trade purchases do NOT pay commissions):'. Below the form is a button labeled 'ADD NEW ADVERTISING'. The bottom section, titled 'ADVERTISING CURRENTLY FOR SALE', displays a table of available ad packages. The table has columns for 'Description', 'Type', 'How Many', 'Maximum Clicks or Hits', 'Price', 'Credits Trade', 'Free Sponsor Commission', 'Pro Sponsor Commission', and a 'Delete' button. The table lists five items: '10000 Banner Impressions', '100000 Banner Impressions', '1 Solo Ad', '25 Solos', and '10 Solo Ads'. The bottom of the page features a section titled 'Some of the Live Websites Currently Running the Pasta Script' with five thumbnails: 'Rat Fink', 'Guaranteed Profits', 'Dudley D Ads', 'Stallion Ads', and 'Patriot Mailer'.

Description	Type	How Many	Maximum Clicks or Hits	Price	Credits Trade	Free Sponsor Commission	Pro Sponsor Commission	Delete
10000 Banner Impressions	Banners	1	10000	3.99	0	0.00	1.99	DELETE
100000 Banner Impressions	Banners	1	100000	8.99	0	0.00	4.49	DELETE
1 Solo Ad	Solos	1	N/A	1.99	0	0.00	0.99	DELETE
25 Solos	Solos	25	N/A	25.00	0	0.00	12.50	DELETE
10 Solo Ads	Solos	10	N/A	15.00	0	0.00	7.50	DELETE

18. Sell Extra Advertising

Create extra advertising for sale that will appear in the members area for purchasing advertising (using their E-Wallet or site credits)

19. Site Graphics Control

Upload images to your website to use in your website's design. For instance, a header graphic could be uploaded here, then added to your design using the "Edit Layout Files" form to edit your header.php file. Other uses would be uploading your own promotional banners, or content for "Edit Page HTML".

21. Member Bonuses

Monthly Bonuses are free bonus ads given to your members automatically each month to encourage them to return to use your website. There are 4 dropdown selection menus which will help you determine the type of bonus you are creating and easy to use enable/disable button on top.

The screenshot displays a web browser window with the URL `ads-club.com/admin/bonuses_admin.php`. The page features two main forms for managing member bonuses. The top form, titled "Give Ads Club Bonus To A Member", includes fields for "Give To Member" (set to 27075), "Bonus Package" (set to Monthly Bonus Monthly Bonus), and "How Many To Give" (set to 1), with an "ADD" button. The bottom form, titled "Create Ads Club Member Bonuses", has a section for "Enabled" (YES) and a "Name" field. Below this, there are several dropdown menus for "Type of Bonus" (Sign-Up), "Give to Free Members" (YES), and "Give to Pro Members" (YES). A series of input fields follow for "Credits to add:", "Solo Ads to add:", "Banner Ads to add:", "Views per Banner Ad:", "Button Ads to add:", "Views per Button Ad:", "Text Ads to add:", "Views per Text Ad:", "Full Page Login Ads to add:", and "Views per Full Page Login Ad:", each with an "ADD" button at the bottom.