phpAdsNew

USER GUIDE

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ABOUT THIS GUIDE

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

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

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

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

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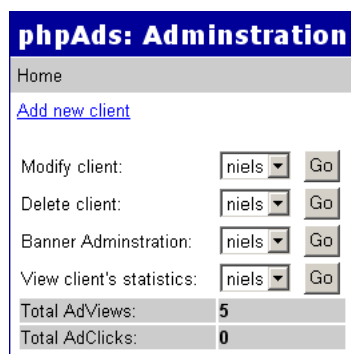
ABOUT PHPADSNEW

INTRODUCTION

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

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

HISTORY

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

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

Meanwhile phpAds had really become a popular solution. People were asking for new features and started fixing the still existing bugs. Because the development on phpAds wasn't controlled by anyone anymore Wim Godden decided it was time to breath life again in the old phpAds project and phpAdsNew was born, a new project, based on the old phpAds source code.

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

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

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

What can you expect from us in the future?

With the release of phpAdsNew 2 we think we have the basic requirements for a mature ad server, and this is the main thing we are focussing on right now. After this very important milestone we can build on these basic features and create an even better ad server. It is too early to give a complete feature list for the next major release of phpAdsNew. Stay tuned!

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

USING THE INTERFACE

Before you can start using the administrator interface you first need to identify yourself to the ad server. You can do this by pointing your browser to the directory where phpAds-New is installed and enter your username and password in the appropriate fields.
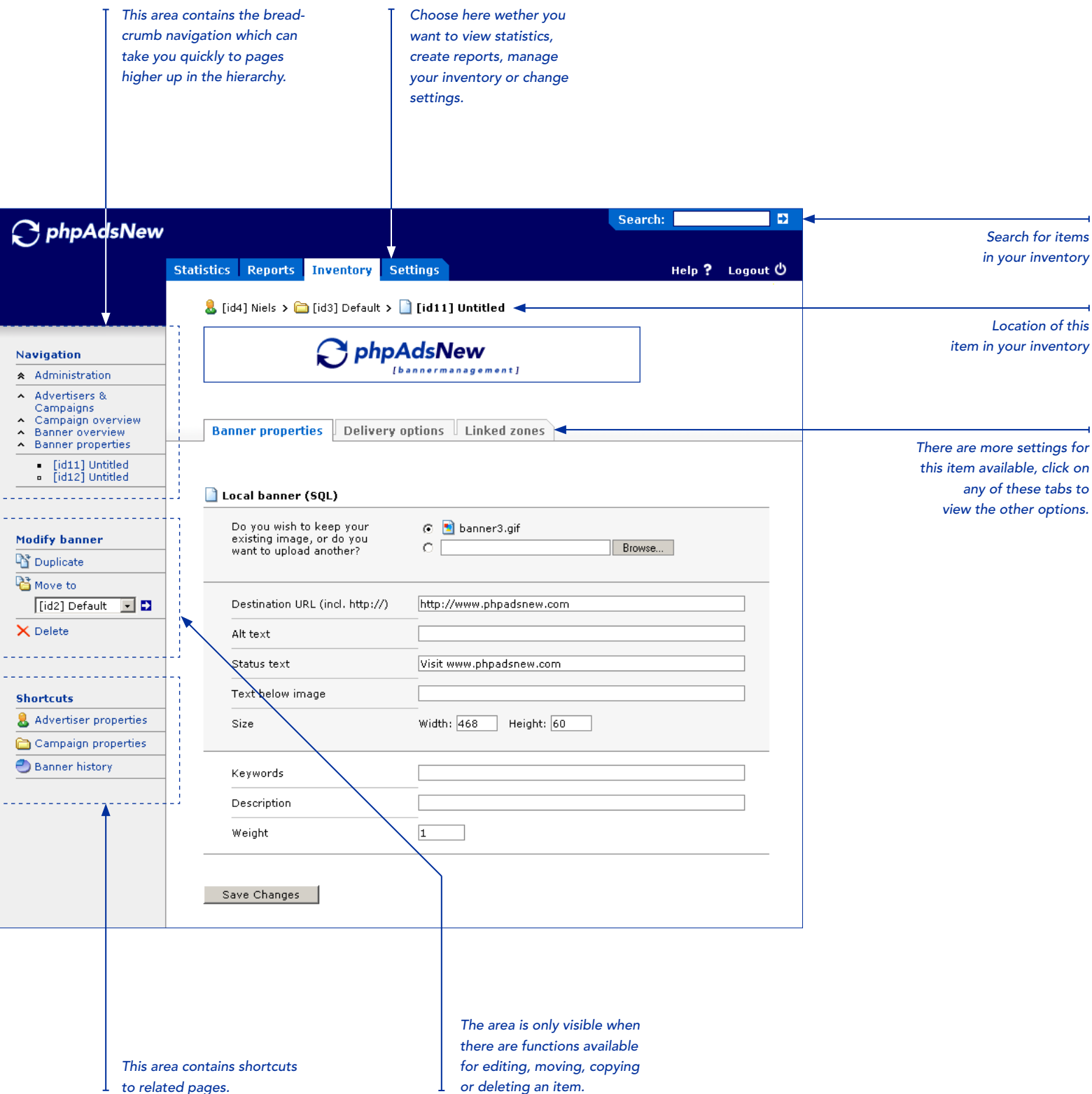
After logging in to phpAdsNew you will be transported to the main statistics page of phpAdsNew. While the statistics pages are not covered by this manual they should be pretty easy to use once you figure out how the interface of phpAdsNew is structured.

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

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

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

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

Search for items in your inventory

Location of this item in your inventory

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

This area contains shortcuts to related pages.

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

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

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

Tables

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

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

MANAGING YOUR INVENTORY

INTRODUCTION

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

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

ADVERTISERS

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

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

Basic information

Name	phpAdsNew
Contact	Niels Leenheer
E-mail	niels@creatype.nl
Language	Default

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

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

Advertiser report

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

Number of days between reports `7`

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

Login information

Username   `niels`
Password   `********`

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

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

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

CAMPAIGNS

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

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

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

Basic information

Name   Default

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

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

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

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

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

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

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

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

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

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

However this is not an exact science and this feature depends a lot on predictions based on already existing statistics. Every hour phpAdsNew will try to predict the total number of AdViews it will get during the day and how they are spread over the different hours. If a campaign is falling behind on the predictions phpAdsNew will increase the probability factor of the campaign in relation to the campaigns which are on schedule.
The prediction and compensation routines should be able to compensate for all kinds of external factors, including delivery limitations and should be able to spread the AdViews of high priority campaigns evenly of the course of the day.

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

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

Important: If the target number of impressions is zero or the field is left empty, the campaign will be deactivated!

Low priority campaigns

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

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

Important: If the weight of the campaign is zero or if the field is left empty, the campaign will be deactivated!

Total of 50000 impressions

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

Total impressions used to meet set targets: 30000

Impressions left for low priority campaigns: 20000

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

Moving a campaign to another advertiser

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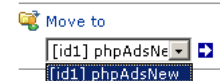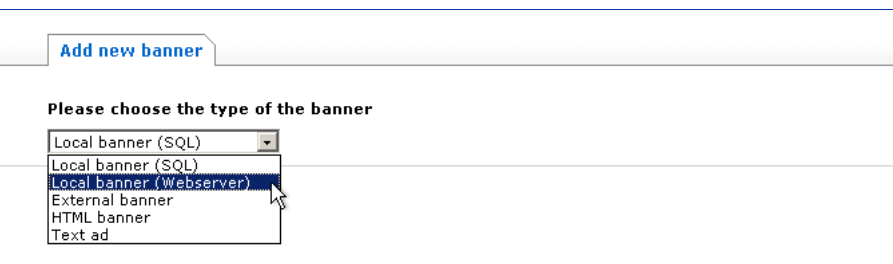
Deleting a campaign

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

BANNERS

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

There are currently 4 types of banners, each has a different purpose. First of all there are Local banners, which are the simplest to use and are stored locally by phpAdsNew. There are two variants of Local banners, which only differ in the way they are stored by phpAdsNew. It is possible the administrator has disabled one of these variants, in that case there is only one variant available to you. External banners are stored on an external server (usually the advertisers server). Besides the two types described above, there are also HTML banners which consist of plain HTML code and can contain special banners such as plain text, forms, banners which consists of multiple images and external banner networks. Text ads are banners which consist only of plain text and are most famous from Google. Once you have created a banner it is not possible to change the type of the banner. You need to create a new banner with the type you require instead.

Local banner

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

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

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

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

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

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

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

External banner

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

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

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

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

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

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

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

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

HTML banner
A HTML banner consists of a piece of HTML code which can be entered in the *HTML* field. Any piece of HTML can be used, including JavaScript and (if permitted by the administrator) PHP code. During delivery the HTML code will be placed inside an exist-

ing document, so the HTML code should not include <html> or <body> tags. Tracking of AdClicks for HTML banners can become a bit complicated, but phpAdsNew has a feature which could make the necessary changes to the supplied HTML automatically. This feature will work for most banners, but may not be sufficient for complex HTML code. phpAdsNew is only able to replace links with its own logging mechanism in plain links or in forms. This feature can be turned on by checking the field *Alter HTML in order to track AdClicks*. If you don't want phpAdsNew to alter the HTML you supplied you can turn this feature off. If you don't want to use this feature phpAdsNew might still be able to help you log AdClicks, for more information please read chapter *Advanced HTML banners*.

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

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

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

Text ads

If you need a less intruding way to place adverts on your website you might want to take a look at text ads. Text ads contain only plain text, with optional HTML codes for changing the appearance of the text.

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

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

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

Keywords & Description

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

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

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

Banner weight

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

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

Campaign N (15000 impressions)

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

Campaign M (80000 impressions)

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

Duplicating an existing banner

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

Moving a banner

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

Deactivating or activating a banner

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

Deleting a banner

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

ADVANCED FLASH BANNERS

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

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

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

Converting hard-coded URLs

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

If you create a new banner and select a Flash file, a small checkbox called *Check for hard-
coded URLs* will be displayed below the upload field. Once you submit the new banner
and if this box is checked it will automatically check for hard-coded URLs inside the Flash
file. If phpAdsNew finds hard-coded URLs in the uploaded file it will ask whether you
want to convert these URLs. To the left of each hard-coded URL you will find a checkbox,
which allows you to turn off the conversion for specific links. Also you can change the
hard-coded URL and the target frame from within this screen. If you are finished making
the needed adjustments, all you need to do is click on *Convert* and the URLs will be con-
verted to phpAdsNew' own AdClick tracking mechanism.
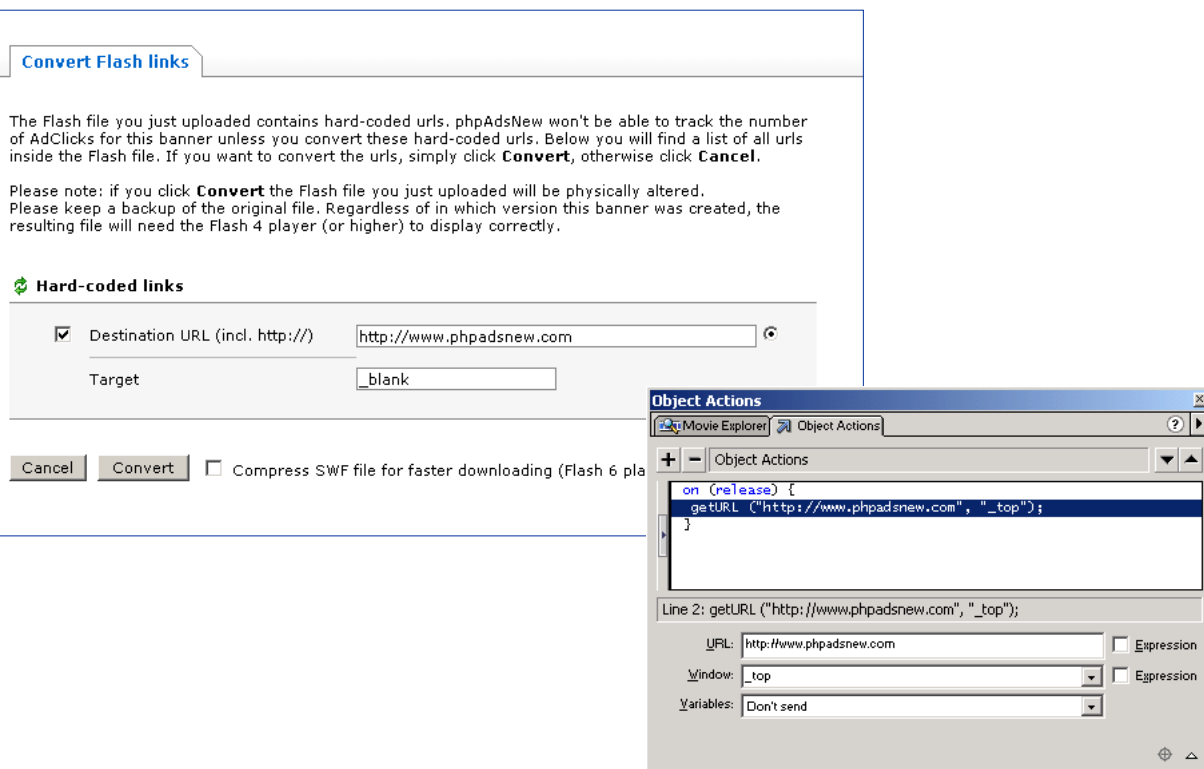
One other feature that might be interesting is the ability to convert any Flash file into a compressed Flash MX file. The resulting banner is much faster to download, but the downside is, it will only be visible to visitors who use the Flash 6 player. Other users will be alerted a new version of the Flash player is available.

If the Flash file has more than one hard-coded URL you will be able to convert all of them to phpAdsNew' own AdClick logging mechanism. Additionally there is one other feature with allows you to track how many times each separate button has be click on. If you have enabled the logging of the source parameter in your configuration settings you will be allowed to overwrite the source parameter which is specified during invocation with a new value for each different hard-coded URL. The value you specify in the *Overwrite source parameter* field will be logged instead of the value specified during invocation. If you start this field with a + the original source parameter will not be overwritten, but the value you specified will be appended to the original source parameter.

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

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

The MFAA ClickTAG

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

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

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

If you want more information on how to prepare banners according to the MFAA guidelines, you can download the Flash Tracking Kit from the URL mentioned above.
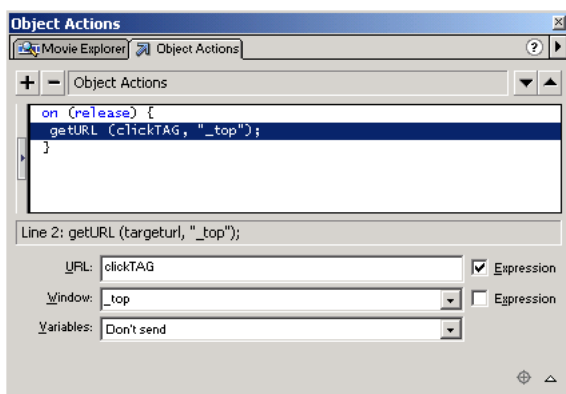
phpAdsNew will give the Flash player the correct value for the *clickTAG* ActionScript variable during delivery. The *clickTAG* ActionScript variable will contain the URL which is needed for tracking clicks and will redirect to the URL specified in the *Destination URL* field on the *Banner properties* page.

ADVANCED HTML BANNERS

phpAdsNew transparently supports HTML banners. One of the previous chapters explain exactly how to add new HTML banners to your inventory. There is however one potential problem, which could make logging of AdClicks a bit more difficult than simply copying and pasting the HTML code. Most HTML banners include hard-coded links to the destination URL. This will cause the browser to visit the destination URL directly, without using phpAdsNew's AdClick tracking mechanism. This is the reason why this chapter was written, it explains what phpAdsNew can do automatically to make the logging of AdClicks as easy as possible and it will show you how to manually change your HTML code when the automatic method is not sufficient.

Allowing phpAdsNew to change the HTML automatically

If you create a new HTML banner, or if you look at the banner properties of an existing HTML banner, phpAdsNew will allow you enable or disable the option Alter HTML in order to track AdClicks. If this option is enabled - which it is by default – phpAdsNew will try to recognize the HTML code that you supplied and it will try to change all of the hard-coded URLs to their equivalent using the AdClick tracking mechanism. For simple HTML banners this should work perfectly, but the more complicated ones will simply not be recognized, or worse phpAdsNew will make the wrong changes to the banner. The best way to try this is to add the HTML banner with the option Alter HTML in order to track AdClicks enabled. If the HTML banner doesn't work properly, turn off this option and try to manually change the HTML code. How to manually change the HTML code is explained later in this chapter.

Also keep in mind, if this option is turned on, phpAdsNew will try to replace the target frame of each link with the one defined on the Banner properties page. In no target frame is specified on the Banner properties page, it will be replaced during invocation with the one specified in the invocation code. If you have multiple links inside the HTML banner, each with a different target frame and you want to preserve these different target frames, you should manually change the HTML.

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

Links
Links are probably the most used type of HTML banners. Hard-coded URLs normally will prevent phpAdsNew from tracking AdClicks, but if *Alter HTML in order to track AdClicks* is enabled phpAdsNew will try to replace these hard-coded URLs with the correct code to track AdClicks. If the HTML banners contain multiple links to multiple destinations it will replace all links while keeping their destination URLs intact. phpAdsNew will automatically recognize links inside anchors (**<a>** tags) and image maps (**<area>** tags).

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

Manually changing the HTML

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

Targeturl

The most important variable is **{targeturl}**, which can be used to change an URL into it's equivalent including the AdClick logging mechanism. There are three different ways to use this variable, each with a slightly different result.

If you place **{targeturl}** somewhere in the HTML code it will be replaced with the equivalent of the *Destination URL* field. Since the *Destination URL* field can only contain one specific URL this method is only usable if the HTML code contains one hard coded URL, or multiple links to the same hardcoded URL.

If you have multiple links with different hard coded destination URLs, the following two variants are probably the easiest to use. The first is contains of the **{targeturl:** , the URL of the destination and a **}**, for example: **{targeturl:http://www.phpadsnew.com}**. phpAdsNew will replace this variable with the equivalent of the URL that is specified inside of the variable. As an extra option it is also possible to change the source parameter that is logged together with the AdClick, by simply placing another colon after the URL and the string you want to use as the source parameter, for example: **{targeturl:http://www.phpadsnew.com:first}**. If there is an existing source parameter defined in the invocation code, it will be overwritten, unless the first character of the source specified in the variable begins with a **+**. If the first character begins with a **+**, the source specified in the variable will be appended to the already existing source parameter that was supplied by the invocation code. The extra source parameter is especially useful if the HTML banner contains multiple links and you want to know how much each link is being clicked on. Of course this will only work if the option *Log the source parameter specified during invocation is enabled* on the appropriate configuration page.

The second variant that is useful for multiple links with different destination URLs can is even easier than the first variant, but it lacks the option to change the source parameter. You can use this variant by simply placing the string **{targeturl=}** in front of the hard-coded URL inside the HTML code, for example **{targeturl=}http://www.phpadsnew.com**.

The last variant of the **{targeturl}** variable is also useful for another type of HTML banner. Some adservers used by banner networks allow you to supply the URL of the click logging mechanism, so both the banner network and phpAdsNew will log the AdClick. When the visitor clicks on the banner, he will be redirected to the logging mechanism of the banner network, which will send the visitor back to the logging mechanism of phpAdsNew, which will finally send the visitor to the actual destination URL.

Random

Some invocation codes used by banner networks require that a random number is inserted in their invocation code. So if you are going to include their invocation code as a HTML banner, you need to include the **{random}** variable. The **{random}** variable will be replaced with a random number of eight digits. If you need a random number with a different length, you could optionally specify the length, for example: **{random:16}** or **{random:4}**. The length of the random number can be any number from 1 to 32.

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

Timestamp

The next variable is usually used for the same reason as the **{random}** variable. Instead of inserting a random number, this variable will be replaced with the number of seconds since the UNIX-epoch (January 1st, 1970).

Banner id

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

Examples

The following example will demonstrate how to manually change a HTML banner containing multiple links. Usually these types of links are automatically changed, so you need to use this only when *Alter HTML in order to track AdClicks* is disabled. Each link retrains its original destination URL, but will be replaced with the equivalent logging mechanism:

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

The next example will look very much like the previous one, but this time the source parameter is overwritten. This will allow you to see how many times each link was clicked on. If you go to the banner history page you will see the overall performance of the banner by default, but you can select which source you want to see from a drop down menu.

```
<a href='{targeturl:http://www.foobar.com/:main}'>Main page</a>

<a href='{targeturl:http://www.foobar.com/producta/:a}'>Product A</a>

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

It is also possible to use the **{targeturl}** variable to change URLs that are not strictly part of a link. In the following example the destination URLs are used as the value of a drop down menu. A JavaScript will redirect the page when the visitor selects an item from the drop down menu.

```
<select onChange='window.location=this.options[this.selectedIndex].value;'>

<option value='{targeturl:http://www.phpadsnew.com/}'>phpAdsNew</option>

<option value='{targeturl:http://www.phppgads.com/}'>phpPgAds</option>

<option value='{targeturl:http://www.sourceforge.net/}'>Sourceforge</option>

</select>
```

Even image maps can be easily adapted using the **{targeturl}** variable. It works pretty much the same way as regular links. Just place the destination URL of each outgoing link inside the variable and you are done.

```
<img src='http://www.phpadsnew.com/banner.gif' width='468' height='60' usemap='mymap'>

<map name='mymap'>

<area shape='rect' coords='0,0,234,60' href='{targeturl:http://www.phpadsnew.com}'>

<area shape='rect' coords='235,0,468,60' href='{targeturl:http://www.phppgads.com}'>

</map>
```

Using external HTML files

phpAdsNew will also allow you to place the HTML code of the HTML banner in an external file. The HTML inside the HTML file will be inserted into the page by using an iframe. To use this option, you need to create a new HTML banner and keep the field where you usually place the HTML code empty. Then use the *Destination URL* field to tell phpAdsNew where the external HTML file can be found. This option is useful if you want to show a complete webpage, or even a website as a banner. Because the actual HTML code is stored outside of phpAdsNew, it has no influence over the content, and it can't change the hardcoded links into our own click logging mechanism.

Embedding PHP code

In certain cases you may want to embed PHP code inside an HTML banner.
You can do this in the same way as you would normally embed PHP code inside an HTML document. PHP code starts with **<?php** and ends with **?>**. All code between these two tags will be executed just as it would if it were embedded inside a normal HTML document.
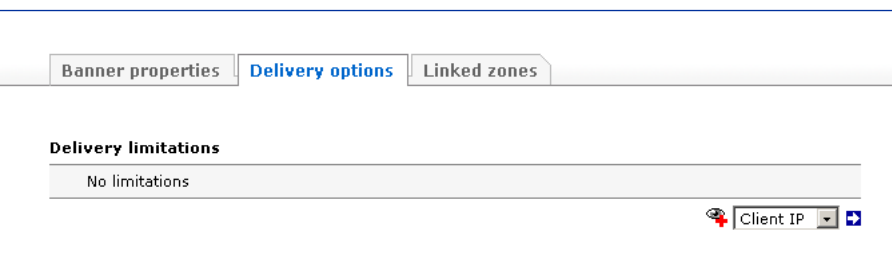
```
<a href='http://www.mybanner.com/click'>
<?php
  echo "The current time is: ";
  echo date ("H:i:s");
?>
</a>
```

There are some exceptions: It is not possible to define functions or classes and include or require other files. The **print()**, **echo** and **printf()** functions will still work and can be used to print strings to the HTML banner. It is also not possible to mix variables and PHP code, so the following example will definitely **not** work: **{targeturl:http://www.phpadsnew.com/page.html?id=<?php $id ?>}**

DELIVERY LIMITATIONS

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

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

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

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

Creating a new limitation
The following limitations can be used: *Client IP*, *Domain*, *User agent*, *Language*, *Weekday*, *Time* and *Source*. You can add one of these limitations by selecting one from a drop down menu at the top of the page and clicking on the blue arrow next to it.
After clicked on the blue arrow a new limitation will appear at the bottom of already existing limitations. Please don't forget, the changes you make won't be saved until you have clicked the button called *Save changes* on the bottom of the screen.
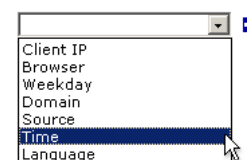
Changing an existing limitation
If you want to change the setting of a limitation you can do this by simply editing one of its parameters, you entered the correct values you need to make sure you have saved the changes. You can save changes by clicking on the button *Save changes* on the bottom of the screen. It is possible make changes to multiple limitations and save them all at the same time.

Moving a limitation
You can change the order of the limitations by clicking on the two triangles on the bottom right of each limitations. By clicking on the △ button the limitation will move one position up and by clicking on the ▽ button the limitation will move one position down. These changes won't be saved until you click the *Save changes* button on the bottom of the screen.
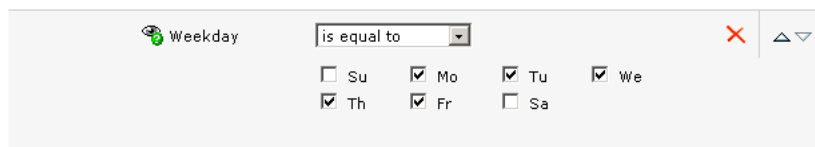
Deleting a limitation
You can delete a limitation by clicking on the ▦ button. It is not possible to remove all limitations at once. Please don't forget to save the changes by clicking on the *Save changes* button on the bottom of the screen.

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

Limiting delivery by weekday

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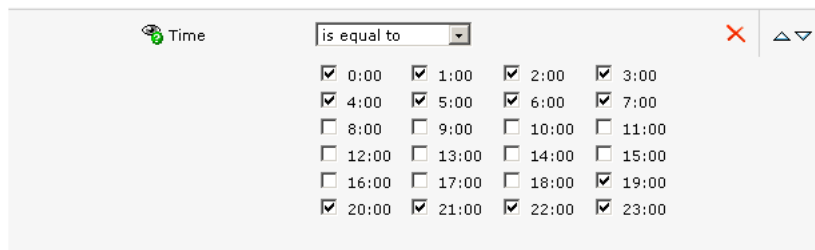

Limiting delivery by time

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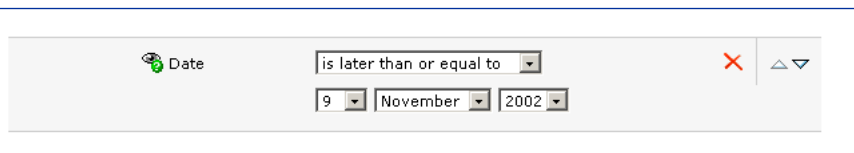
Limiting delivery by date

By limiting the delivery by date you can set the exact period when a banner is delivered. Unlike the other limitations you have many more options such as *later than, earlier than, later than or equal* to and *earlier than or equal to.* With these options it is very easy to set a starting date on which the banner must be first shown and an expiration date on which the banner will be deactivated.

If you want to have both a starting date and an expiration date you need to create two separate limitation, it is not possible to do this with only one limitation.

Limiting delivery by client IP

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

There are two ways to specify a block of IP addresses: by providing the base IP and the net mask, or by using wild cards:
212.187.0.0/255.255.0.0 will match all IPs from 212.187.0.0 to 212.187.255.255
64.12.*.* will match all IPs from 64.12.0.0 to 64.12.255.255
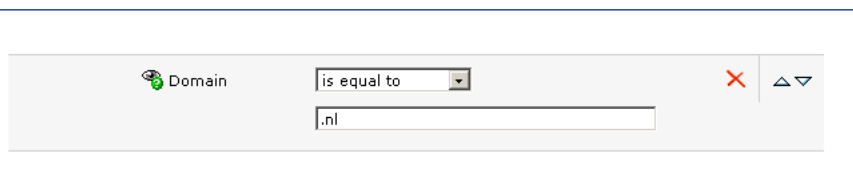
Limiting delivery by domain

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

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

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

Limiting delivery by language

The Domain limitation can be quite effective of targeting a specific banner in a specific geographical region. The Language limitation is a refinement of the domain limitation mentioned before. Every browser provides phpAdsNew with information about the default language of the browser. For example a browser running on a German operating system will tell phpAdsNew that the default language of that specific browser is German. In some cases a language is specified twice in the list, usually with extra information about the country in which the language is spoken. For example: Belgium, a small country in Western-Europe is bi-lingual. In some parts of Belgium people speak Dutch, in other parts people speak French. If you operate a website in Belgium, or another country which is bi-lingual, it isn't possible to determine which language is spoken by your visitors by using Domain limitation, since both languages are spoken in the same country. However if you use Language limitation you could target a banner for a specific language. The Dutch version of the banner could only displayed be when the limitation is equal to *Dutch/Belgium*, and the French version of the banner could only be displayed when the limitation is equal to *French/Belgium*.
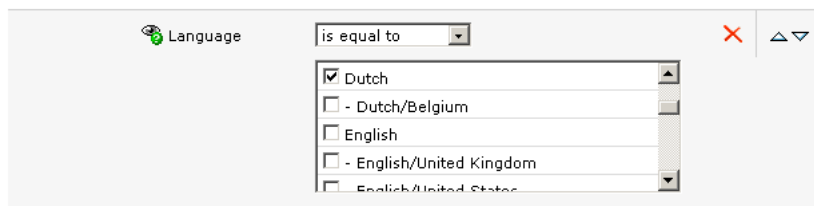
If you want to target all users, who are using the French language you could just specify the language code *French*. If you want to target only French speaking users in Belgium, you will have to specify the language and country combination, in this case *French/Belgium*.

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

Limiting delivery by browser
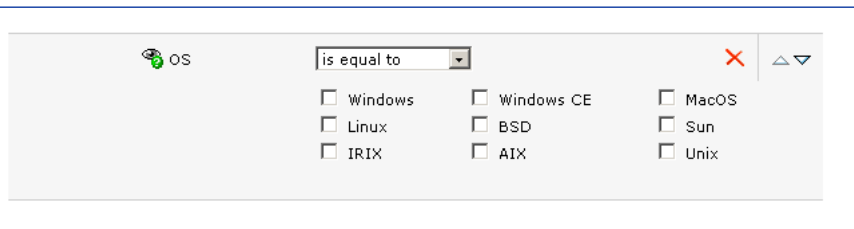
At the same moment a banner is requested by a browser, it will tell phpAdsNew it's own name and version. By using this information you can simply decide on which browsers the banner must be shown. It is can be quite useful to use this information to show banners which are browser specific, only on the correct browser. For example, if you have a banner which uses Internet Explorer specific DHTML, you don't want it to be shown on Netscape browsers. You could use the Browser limitation to prevent it from being shown in browsers other than Internet Explorer.
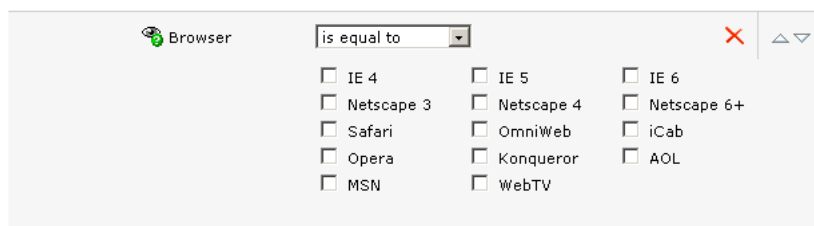
If you select more than one browser, the banner will be shown in all of the selected browsers. In other words, the banner will be delivery if one of the selected conditions are met.

Limiting delivery by operating system
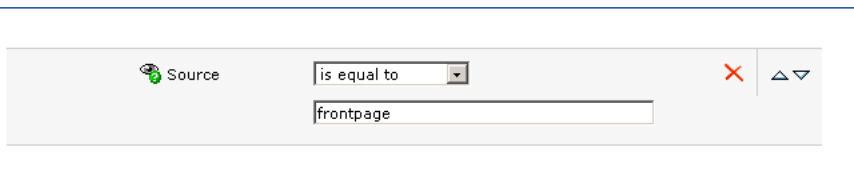
In addition to information about the browser itself, phpAdsNew will also receive information about the operating system on which the browser is running. By using this information you can determine on which operating system the banner will be shown. For example: if you have a banner that is targeted for Apple users, you could add a limitation to ensure the banner is only shown when the browser is running on MacOS. While this may decrease the number of times the banner is shown, you can probably ask a higher price for each impression, because the banner is only shown to a targeted audience. If you select more than one operating system, the banner will be shown in all of the selected operating systems. In other words, the banner will be delivery if one of the selected conditions are met.

Limiting delivery by the source parameter

This limitation is linked to the source parameter of the banner invocation code. You can specify any keyword during invocation and check whether the banner should be shown. This feature can be useful to show a banner only on a specific page or section of your website. It is also possible to create this behavior with regular keywords, but this could be an additional way to display banner only on a specific page. The advantage of using this condition is it is pretty easy to change the display location of a banner by using the admin interface.
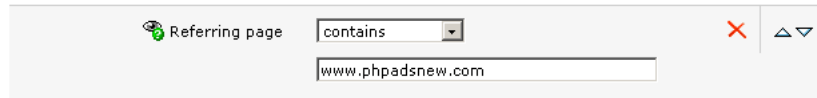
For example:
If you specify *frontpage* as the source parameter during banner invocation and set the limitation of a banner also to *frontpage* the banner will shown. If you don't specify *frontpage* as the source parameter during banner invocation, the banner won't be shown.

It is possible to use a wildcard (*) if you want to match multiple source parameters with only one limitation. For example:

frontpage	is equal to	frontpage
frontpage-news	is equal to	frontpage-news
frontpage*	is equal to	frontpage, frontpage-news, frontpage-sports
frontpage-*	is equal to	frontpage-news, frontpage-sports
*news	is equal to	frontpage-news, headlines-news

Limiting delivery by referring page
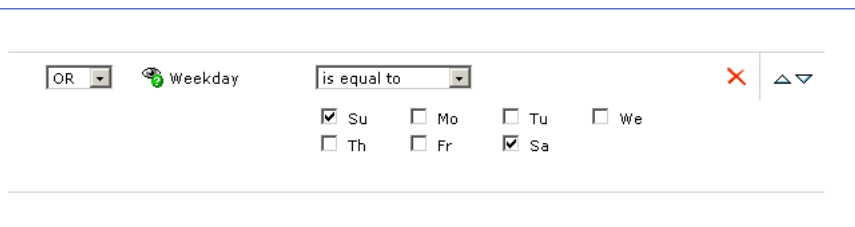
By using this delivery limitation is is possible to show a banner when the URL of the referring page you visited contains a specific text. For example if an external website has a link to a page on your website you can show a specific banner for visitors from the external website.

Important: 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.**

Comparison expressions

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

Logical operators

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

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

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

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

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

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

Weekday is equal to mo, th, we, tu, fr
AND Time is equal to 18:00, 19:00, 20:00, 21:00, 22:00, 23:00
OR Weekday is equal to sa, su

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

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

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

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

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

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

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

GEOTARGETING

By using Geotargeting you have the ability to determine in which country or continent a specific banner is delivered. For example: if you have a banner intended only for a specific country you can use this feature to make sure the banner is only delivered to people who are currently in that country. The Geotargeting capabilities are build into every distribution of phpAdsNew, but it isn't activated by default, because you will need to have a database which holds information about geographical location of the IP address of the user. During the delivery, phpAdsNew will determine the IP address of the visitor and look inside the database for the geographical location of the user. This information is then compared the requirements you have set for the banner.

For more information about the IP2Country database, please go to http://hop.clickbank.net/ ?phpadsnew/ip2country

The GeoTargeting feature is based on the regular *Delivery Limitations*, which were explained in the previous chapter. After you enabled this feature two new limitations, called *Country* and *Continent*, will be available for you to use.

If you are using the GeoIP Region Edition database a third limitation will also become available: US State. This limitation will allow you to target a banner to a specific state in the United States.

For more information about the GeoIP database, please go to http://www.maxmind.com/ ?rId=phpadsnew

Limiting delivery by country

If you want to show a banner only to users from a specific country you can use this limitation. Just select the country where your banner must be shown and phpAdsNew will try to detect the location of the user before the banner is delivered. If the location of the user matches the country you specified, the banner will be shown, otherwise the banner will not be considered for delivery. If for some reason the location of the user can't be detected, the banner will be shown also. It is also possible to select multiple countries at the same time. If the user is located in any of the selected countries the banner will be considered for delivery.

Limiting delivery by continent

This limitation is based on the previous one, but instead of selecting a country, you can select a whole continent. Because phpAdsNew knows in which continent a country is located, phpAdsNew can use the detected country to deliver banners only to users from the selected continent. If the country of the user is not located in the selected continent, the banner won't be considered for delivery. Just like the previous delivery limitation, it is possible to select multiple continents at the same time.

Limiting delivery by US state

The third geotargeting limitation is used for targeting banners to specific US States. If you have the MaxMind GeoIP Region Edition phpAdsNew knows from which state the visitor is coming from, phpAdsNew can use the detected state to deliver banners only to users from the selected state. If the visitor is not living in the United States the banner won't be considered for delivery. Just like the previous delivery limitations, it is possible to select multiple states at the same time.

DELIVERY CAPPING

phpAdsNew has some advanced features which will help you target banners and popups more accurate. It is possible to specify how many times a banners must be shown to a specific user and how much time there must be between two impressions. The delivery capping feature is based on cookies, so they will only work if cookies are enabled in the browser of the visitor.

If the visitor disabled cookies the delivery of the banner won't be capped at all. For example if you use this feature to show a particular pop-up banner only one time a day, the visitor may see it many times more often. Also, if the visitor deleted all of his existing cookies, the information about capping will be lost and the user will see the banner again until the new limits are reached.

Delivery capping

Once this banner has been delivered once, don't show this banner again to the same user for: `0` hours `30` minutes `0` seconds

Do not show this banner to the same user more than: `4` times

Time based capping
By setting a time limit you can influence how often a banner is delivered to a specific user. Once the banner has been delivered once, the banner will not be considered any more for as long as the set time limit. After the limit has expired, the banner will be considered for delivery again. If you change this time limit after a visitor seen the banner the old time limit is still used. Only after the original time limit has passed, the new limit will be used.

Frequency capping

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

Unlike the other type of capping, changes to the frequency capping will directly affect all visitors. For example, if a visitor has seen this banner exactly 5 times and the previous limit was 8. If you change the limit to 4 the banner won't be shown again to the visitor. If you change the limit to 6, the visitor will only see the banner one more time. If you set the limit to zero, the banner will be shown again to every visitor, even visitors who already reached the limit.

DISPLAYING BANNERS ON YOUR WEBSITE BY USING ZONES

INTRODUCTION

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

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

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

PUBLISHERS

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

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

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

The field *Website* is used to store the URL of the website on which the zones will be defined. If you want to use local mode invocation (see chapter *Generating the invocation code for your website*) this field needs have the same domain as phpAdsNew itself.

The *Contact* field is used to store the name of the contact for this publisher. This name will be used in mailed reports. The e-mail address to which reports are mailed can be entered into the *Email* field *(mailing reports to publishers is currently not yet supported)*.

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

The field *Make the zones owned by this publisher publicly available* is a special setting which can be used to make the zones available to other publishers. This does not affect the delivery of the zones of this publisher. For example if you want to create a chain of zones, the destination zone must be owned by the same publisher, unless the the zone is made public.

A publisher can log into phpAdsNew' publisher interface to look at all the statistics gathered for his zones. To be able to log in the publisher interface, the publisher needs to have a unique *username* and *password*.

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

ZONES

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

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

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

The *Zone type* you select here determines how the banners of this zone will be displayed on your website. The options available from the invocation code generator depend on the type you select here. If you want to display a banner inside or next to the regular content of your website you need to select *Banner, Button or Rectangle. Interstitial or Floating DHTML* is used for displaying banner on top of your regular content. The banner usually appear when the page is initially loaded and will disappear after a set number of seconds. If you select *Popup*, the banner will be displayed in a new window, which will appear above or below the window in which your website is shown. The *Text ad* zone type is used for displaying text ads. If you choose this zone type the zone will only be able to display text ads, if you choose a different type it won't be able to display text ads.

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

Creating chains

It is possible a zone isn't linked to any active banners or campaigns, or the currently linked banners can't be displayed due to delivery limitations or capping. In that case you might want to create a chain of zones, to prevent that no banners are delivered at all.

The first zone of a chain is usually called directly by the invocation code, if that zone can't display any banners the second zone in the chain is automatically called. On the *Advanced* page there are three different options:

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

Display the selected zone instead
The zone you select here will be used as the next zone in the chain. If the current zone can't display any banners, banners from the selected zone will be displayed. It is only possible to use zones from the same publisher, unless you make the zones of the other publisher public. Please see the previous chapter for instructions on how to make the zones of a publisher public.

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

Appending other invocation codes

In certain conditions you might want to append another invocation code to the HTML generated during invocation. For example if you want to show a pop-up banner on the same pages as a certain zone, you can simply append the invocation code of the pop-up to the zone of the regular banner. Every time a banner from the regular zone is delivered, the invocation code you enter here is also executed. There are currently two different ways to append an invocation code. Which way you want to use is determined by the *Append type* field.

If you choose *HTML code* you can simply copy-paste the invocation code you want to append in the appropriate field. The invocation code doesn't have to be specific to php-AdsNew, you can also place invocation codes of other ad servers.
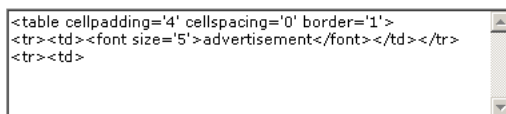
If you want to append a popup or interstitial which is available from a zone in the php-AdsNew inventory you can simply choose *Popup or interstitial* from the *Append type* field. After choosing the specific zone you want to append you can set the specific invocation code properties. More information about these properties can be found in the chapters *Floating DHTML or Interstitial* or *Popup*.

Configuring the layout of Text ads

If the type of your zone is set to *Text ad*, there will be some additional settings for you to configure on the *Advanced* page. By using the bottom two fields, you can determine the layout of all text ads delivered by this zone, by specifying the HTML which must be prepended and appended to the text ad.

Linking banners to a zone

After you have created a zone you can link banners to it. Only linked banners will be displayed in the zone. You can link banners to a zone on the *Linked banners* page of each zone. In addition to this it is also possible to link a banner to a zone on the *Linked zones* page of each campaign or banner. There are currently three ways of linking banners which are both described below. The type of linking you choose also affects the *Linked zones* page of each banner or campaign. For example if you choose *Campaign selection*, the zone won't be shown on the *Linked zones* page of banners. If you choose *Banner selection*, the zone won't be shown on the *Linked zones* page of campaigns.

Campaign selection

The easiest way of linking banners is to use the *Campaign selection* method. If you choose to use this method a list of all campaigns which hold banners which will match the dimensions of the zone will be shown, after which you can select the campaign you want to display by clicking on the checkbox in front of the name of the campaign. Only campaigns which are selected are considered for delivery. That doesn't mean all banners from the linked campaign are considered. Only banners with the same dimensions as the zone will be shown. To remove a campaign from your zone, you simply need to deselect the campaign by clicking on the checkbox in front of the name of the campaign.

Banner selection

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

Keyword

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

Probability

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

If a linked banner isn't listed on the Probablity page it simply means this banner isn't currently considered for delivery. If for some reason you think that particular banner should be listed, please read the chapter *Troubleshooting* for information about how to solve this problem.

If there aren't any banners currently considered for delivery the list will be empty, unless you created a chain between this zone and another. If this is the case, you will see how the chain is followed and the end result of the chain. In this case, you might see banners listed, which aren't linked to the current zone, but linked to a different zone in the chain.

DISPLAYING BANNERS ON YOUR WEBSITE BY DIRECT SELECTION

INTRODUCTION

In the previous chapter you read about how to use publishers and zones to make a selection from your inventory, but there is also another way. Direct selection is a way to make a selection from your inventory by putting together a selection string and placing it directly in the invocation code. The contents of the selection string will instruct php-AdsNew which banners to consider for delivery. The selection string has a syntax which you must learn if you want to use direct selection. In this chapter we will explain the syntax and what you can do with direct selection. How to put the direct selection string inside the invocation code will be explained in the next chapter. Because you need to learn the syntax before you can use direct selection, it is one of the most difficult parts of phpAdsNew, but it is also the most powerful part.

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

STATEMENTS

The idea behind direct selection is that each banner has a number of properties such as id, width, height, banner type and even keywords, which can be assigned to a banner in the administrator interface. These properties are available to us when making a selection. For example, with direct selection it is quite easy to show a number of html banners with a specific size and with certain keywords assigned to it. Also if you want to show one specific banner you can easily use the id property of the banner in the selection string.
A statement is nothing more than an indication of the property you want to look at and the value the property must be if the banner must be considered for delivery. Below you will find a list and an explaination of each statement that phpAdsNew currently supports.

Banner id
If you want to show a specific banner, the easiest way to achieve this is to use the banner id statement. The banner id statement consists of the identifier **bannerid**, a colon and the id of the banner you are looking for, for example: **bannerid:3**. Because of backwards compatibility it is also possible to just specify the id of the banner, without the identifier and the colon, for example: **3** is equivalent to **bannerid:3**.

Campaign id
Every banner in the inventory is owned by a campaign. Just like banners, campaigns also have an id, which can be used as a statement. If you use the campaign id statement, php-AdsNew will only consider banners owned by the campaign you specified. The campaign id statement consists of the identifier **campaignid**, a colon and the id of the campaign you are looking for, for example: **campaignid:12**.

Width

Every regular banner, except for text ads, have a fixed width. There are two variants of the width statement, one which allows you to specify the specific width and one which allows you to specify a range. The first variant consists of the identifier **width**, a colon and the exact width you want to use, for example: **width:120**.

If you do not want to limit the selection to just on specific width you can also use the second variant and specify a range of allowed widths. The second variant consists of the identifier **width**, a colon, the minimal width, a dash and the maximum width, for example: **width:120-160**. If you do not want to have a minimum width you do not have to specify it, it's optional. If it is not specified phpAdsNew will consider every banner that has a width smaller than the maximum you specified, for example: **width:-160**. Just like the minimum width, it is also possible to ignore the maximum width, but you can't ignore both at the same time. You must specify either the minimum or the maximum. If you ignore the maximum the statement will look like this: **width:160-**.

Height

Just like the previous statement does every regular banner, except for text ads, have a fixed height. There are two variants of the height statement, one which allows you to specify the specific width and one which allows you to specify a range. The first variant consists of the identifier **height**, a colon and the exact height you want to use, for example: **height:250**.

If you do not want to limit the selection to just on specific height you can also use the second variant and specify a range of allowed heights. The second variant consists of the identifier **height**, a colon, the minimal height, a dash and the maximum height, for example: **height:250-500**. If you do not want to have a minimum height you do not have to specify it, it's optional. If it is not specified phpAdsNew will consider every banner that has a height smaller than the maximum you specified, for example: **height:-500**. Just like the minimum height, it is also possible to ignore the maximum height, but you can't ignore both at the same time. You must specify either the minimum or the maximum. If you ignore the maximum the statement will look like this: **height:160-**.

Dimensions

If you want to show banners which a specific width and a specific width, you don't have to use the width and height statements, but you can simply use the dimensions statement, which combines the two previous statements and looks at both the width and height parameters of the banners at the same time. The dimensions statement does not have a identifier and consists of the width of the banner, an **x** and the height, for example: **468x60**. It is not possible to use ranges for the dimensions statement.

Textads

Apart from regular banners, phpAdsNew can also be used to display text ads. Text ads have no fixed width or height, so the previous three statements can't be used for selecting text ads. We do have a seperate statement for making sure only text ads are considered for delivery. The text ad statement only consists of the string **textad.**

Keywords

The last statement is also the most powerful and deals with keywords. As described in the chapter *Banners*, you can assign one or more keywords to each banner. You can use the same keywords also as a statement in a selection string. For example if you assigned the keyword *sports* to a banner, it will be considered for delivery if the use **sports** as a keyword statement. If the banner contains more than one keyword, for example sports, news and science, you can use any one of these keywords to select the banner. So using **sports** will consider the banner, but using **news** will also work.

SELECTION STRINGS

Now that you know about the most basic component of the selection string, the statements, you can begin to build the actual selection string. The most simple selection string you can build only consists of one single statement and nothing more, for example **width:468** or **bannerid:33**. These very simple selection strings are already very handy, but with the help of some other components they can be even more powerful.

There are two types of selection strings, each with it's own advantages, limitations and syntax. The first type is using a path to help determine the banners that must be considered for delivery. The second type is even more advanced and allows you to use multiple expressions and logical operators.

Selection Paths

Selection strings of this type are usually only used in combination with keyword statements. It is not impossible to use it with other types of statements, but it is very rarely done. In all the examples you will find below I will use the keyword statements.

A path consists of a number of keyword statements seperated by a slash (**/**), for example **sports/formula1/teams/ferrari**. What this means is that phpAdsNew will try to show a banner that has all of the above keywords first. If there isn't a banner with all keywords, it will drop the last one and try to display a banner with the keywords sports, formula1 and teams. If there are still no banners available that meet these conditions it will again drop the last keyword, and so on. In other words, phpAdsNew will try to display the most appropriate banner first and if that fails it will try to display the banner that will match the keywords as best a possible.

The path selection string is very useful if your website is based on a tree structure. Take for example the google directory *(http://directory.google.com)*. On the main page you can find many different categories, such as *Arts, Computers, Science* and *Sports*. If you click on one of these categories, for example *Computers*, you go to a page with another set of categories, such as *Internet, Software* or *Open Source*. If you go deeper into the structure of the directory the informatie will get more detailed.

If your website is structured in the same way as the google directory Paths are ideal for managing the banners. Take for example the category *Computers > Programming > Languages > PHP > Scripts > Ad Management*. If we would want to show a banner in this category we can simply assign all of the above category names as keywords to the banner en use the following path as the selection string for this particular page: **computers/ programming/languages/php/scripts/ad_management**. This means, of course, you will have to create a separate selection string for each page on your website.

There is one problem with using Paths like this, though. If you work with two differ- ent sizes of banners one single page, it is not possible to let phpAdsNew know which size banner you want to show. Banners of both sizes will be considered by the selection string, unless... it is possible to use another statement as condition for the whole path. This is actually very simple to do. After the path you can simple append a **@** and the statement you want to use as a condition for the whole path, for example: **sports/f1/teams/ ferrari@468x60** or **sports/f1/drivers/verstappen@width:160**. The first example will only show banners with a size of 468 by 60 pixels. The second example will only show banners with a width of 160 pixels.

The size of the banner isn't the only thing you can use as a condition for the whole path. It is possible to use any statement you want, even keywords. If you have 2 or more differ- ent locations on the page where you want to show a banner, for example, top and bottom, and you want to be able to determine in which position you want to place the banner you could use an extra keyword. For example: **sports/f1/teams@top** would try to show a banner with the following keywords: *sports, f1, teams* and *top*. If there are no banners available with these keywords, it will drop the *teams* keyword and try to show a banner with only *sports, f1* and *top*. Because *top* is a condition for the whole path, it won't be dropped.

Advanced selection strings

As mentioned earlier in this chapter, the most advanced type of selection strings allows you to use multiple expressions and logical operators. Below we will first explain what these two features are and how you can use them. Later in this chapter we will give you some real world examples.

Logical operators

With logical operators it is possible to combine two or more statements in a logical way. For example, if you want to show a 468 x 60 pixel banner with the keyword 'top', the dimensions of the banner would be the first statement, the keyword 'top' would be the second statement and the two statements are combined by the AND logical operator. In case of the example above, both keywords must be assigned to the banner, if it wants to be considered for delivery. If you would change the logical operator in the example above to OR, only one of the two keywords is needed for a banner to be considered for delivery. phpAdsNew supports the following operators: AND, OR and NOT.

The logical operators in phpAdsNew look a bit different than the ones used in MySQL and PHP, but they work the same way. Statements need to be separated by a comma (,) and a statement can begin with a switch to set the behavior. Do not put a space between the operator and the statement. If you separate statements without a switch (only a comma), the separator will become an OR operator.

news,sports

⊠ Consider all banners with the keyword news or the keyword sports

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

science,+business

⊠ Consider all banners with the keywords science and business

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

software,-news

⊠ Consider all banners with the keyword software, but do not use banners with the keyword news

If you combine more than two statements by using different types of logical operators it is very important to keep the following in mind: OR takes precedence over AND and NOT. AND and NOT have equal precedence. At this moment it is not possible to use parentheses to force precedence!

statement1,+statement2,statement3

⊠ (statement1 AND statement2) OR statement3

statement1,+statement2,statement1,+statement3

⊠ (statement1 AND statement2) OR (statement1 AND statement3)

  statement1 AND (statement2 OR statement3)

Now for people how didn't understand what this means, look closely at the following statements: **news,+science,sports.** Without precedence rules these statements could mean two different things: **news,+science** or **sports** or it could mean **news** and **science,sports.** While these two look very much alike they mean two completely different things. The first will consider a banner with both the news and science keyword, or when the sports keyword is assigned. The second will consider a banner with the news keyword in combination with the science or the news keyword in combination with the sports keyword. Luckily there are rules to deal with these kinds of situation, so a selection string only means one thing. In this case OR is more imporant than AND, so it will mean **news,+science** or **sports.**

So how do we get the behavoir of the second example? We can't use the statements **news,+science,sports**, because of the precedence rules will mean something else. However this is a pretty easy problem to solve. We simply have to write it in a slightly longer form, so there is no question on what the statements really means: **news,+science,news,+sports.** Acording to the precedence rules this expression can be broken in the following parts: **news,+science** or **news,+sports**, which is exactly what we needed.

All of the statements and the logical operators together are called an expression. Each banner is compared to the expression as a whole and only banners that match the whole expression are considered for delivery. This doesn't mean that all of the statements must be true, for example the expression **bottom,top** will evaluate to true if only one of the statements is true. Banners with just the keyword bottom, just the keyword top and with both keywords are all considered for delivery. Of course it is also possible to use more than only two statements in one expression, but each statement must be seperated by one logical operator. So if you have 8 statements in an expression, you also must have exactly 7 logical operators.

Multiple expressions
An expression is a combination of one or more statements, in combination with logical operators. The selection string can consist of one or more expressions. Each expression will be executed when the previous expression has failed. Multiple expression must be separated with the character **|** and may not be separated by spaces.

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

What this all means, is that you can create a set of 'backup' expressions which will be evaluated if the main expression doesn't match any banners. The most simply example of this is the following selection string **soccer|sports|main.** What this comes down to is that phpAdsNew will first try to display banners with the keyword *soccer* and if that fails it will use the backup keyword statement *sports* and so on.

soccer|sports|main

soccer,+news|sports,+news|main,+news

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

key1

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

key1|global

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

Examples

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

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

key1,key2|campaignid:3
⊠ Match a banner with keyword *key1* or *key2*. If there are no banners
   with this keyword try to match a banner with client id 3.

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

4|campaignid:2,clientid:4|key1|global
⊠ Match a banner with id 4. If there are no matching banners try to match a
   banner with client id 2 or 4. If there are no matching banners try to match
   a banner with keyword *key1*. If there are no matching banners try to match
   a banner with keyword *global*.

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

3,+468x60,4,+468x60,5,+468x60
⊠ Match a banner with a width of 468 and a height of 60.
   The banner id must be 3, 4 or 5.

key1/key2/key3
⊠ Match a banner with keyword *key1, key2 and key3*. If no matching banners
   are available try to match a banner with keyword *key1 and key2*. If there are
   still no matching banners available try to match a banner with keyword *key1.*

key1/key2/key3@468x60
⊠ Match a banner with keyword *key1, key2 and key3*. If no matching banners
   are available try to match a banner with keyword *key1 and key2*. If there are
   still not matching banners available try to match a banner with keyword *key1.*
   The banner must not have a width of 468 and a height of 60.

GENERATING THE INVOCATION CODE FOR YOUR WEBSITE

INTRODUCTION

To place a banner on you website you need to have a piece of HTML which retrieves a banner from the ad server and displays it. This piece of HTML is usually called invocation code or banner code. The invocation code needs to be placed in the HTML document in the exact location where you want to display the banner. This chapter will help you generate the invocation code and set all the options of the different invocation types.

The invocation code generator

Creating the invocation code manually can be very complicated, but to help making it simpler there is a code generator available. With the code generator you only have to specify the type of invocation and set a couple of additional parameters.
There are two different invocation code generators; one for direct selection and one for publishers and zones.

Publishers and zones

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

IMPORTANT:
Remember is to generate the invocation code twice if you want to display two banners on the same page, even if the selection of the banners is the same. Each invocation code has an unique identifier embedded, to help phpAdsNew keep track of which banner is clicked on by the user.
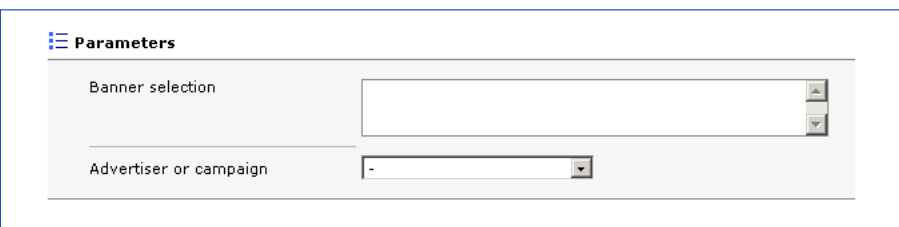
On the *Zone properties* page you can choose the type of the zone and based on this choice phpAdsNew may let you choose different invocation types. If the type of the zone is *Banner, Button or Rectangle* only normal invocation types are available. If the type of the zone is *Interstitial or Floating DHTML* or *Popup*, you don't have to choose an invocation type, because for each of those zone types there is only one JavaScript based invocation type.

Direct selection
If you want to select a banner directly from your inventory, creating this invocation code is a bit more difficult than using zones, but the basics are the same. Just go to *Direct selection* page and select the type of code you want to create, setup a couple of additional options and click on *Generate*. They two differences between using zones and direct selection are two additional parameters and the location where you can find the generator.

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

Banner selection   This parameter is used to make the actual selection from your banner inventory and contains the selection string. If you want to know more about this parameter please read chapter *Making a selection,* which will explain the exact format of the selection string in detail. If you leave this field empty all banners are considered for delivery.

Advertiser or Campaign   The optional argument is used to limit the banner selection you made with the *Banner selection* parameter to a certain client. This argument is not used by default. If you do not want to limit the delivery to one particular advertiser or campaign you can leave this field empty.

Different types of invocation codes

phpAdsNew is a very flexible ad server and there are different types of invocation codes you can use. There are two types we recommend for most situations: *Remote invocation for JavaScript* and *Local mode*. There are other types which can be useful in specific situations, but those types are disabled by default. If you want to enable the other types of invocation codes, please read the chapter *Invocation and Delivery* of the *Administrator Guide*.

Each type of code has its own abilities and limitations. Please take a careful look at the overview below, before you decide which type is most suitable for your website.
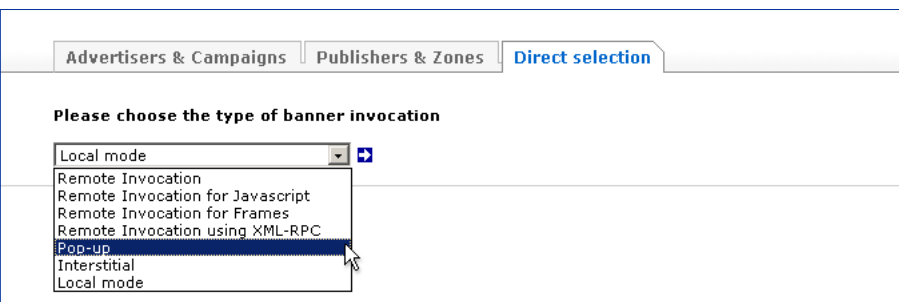
Capabilities and requirements for the different types of invocation codes	Remote invocation	Remote invocation for JavaScript	Remote invocation for Frames	Remote invocation using XML-RPC	Local mode
Available by default	no	yes	no	no	yes

Basic requirements					
Requires cookies	yes	no [1]	no [1]	no	no
Requires JavaScript	no	yes	no	no	no
Requires iframes/layers [2]	no	no	yes	no	no
Requires PHP powered website	no	no	no	yes	yes

Banner capabilities					
Display regular banners	yes	yes [3]	yes	yes	yes
Display Flash or HTML banners	no	yes [3]	yes [4]	yes	yes
Append popups/interstitials [5]	no	yes [3]	yes [4]	yes	yes
Block based on previous banners	no	yes	no	yes	yes
Block based on previous campaigns	no	yes	no	yes	yes

1) Remote Invocation for JavaScript does not require cookies to be enabled, but in case JavaScript is disabled it turns into a regular Remote Invocation code which does require cookies. The same thing applies to Remote Invocation for Frames when the browser does not support iframes or layers.

2) Remote Invocation for Frames requires that the browser supports iframes. If you want to support Netscape 4 (which does not support iframes) you need to manually enable the layers compatibility mode during the generation of the invocation code.

3) Remote Invocation for JavaScript consists of two different codes. If JavaScript is enabled in the browser this feature is supported. If JavaScript is disabled the invocation code will turn into a regular remote invocation code, which does not support this feature.

4) Remote Invocation for Iframes consists of two different codes. If iframes and/or layer are supported by the browser this feature is supported. If iframes and layers are not supported the invocation code will turn into a regular remote invocation code, which does not support this feature.

5) This feature allows you to append a popup or interstitial banner to a regular banner. For example, if a banner or zone which uses this feature is displayed it will automatically display the append banner.

BANNER, BUTTON OR RECTANGLE

Remote invocation

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

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

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

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

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

Remote invocation for JavaScript

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

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

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

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

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

☑   Works in all browsers
☑   Support for rich-media banners
☒   Slows down page loading

Remote invocation for Frames

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

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

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

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

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

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

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

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

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

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

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

INTERSTITIAL OR FLOATING DHTML

Interstitials are banners which are displayed on top of the contents of your website. Usually the interstitial will disappear after a set number of seconds to make the contents accessible. While this ensures the user sees the banner, it will also decrease the usability of your website. **Please be careful using interstitials and floating DHTML, because of the attention value, many people will not like this form of advertising.**

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

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

Style There are currently four types of interstitials or floating DHTML: Simple, Geocities, Floater or Cursor. The first one is the most used type of interstitial and until the banner disappears it will always be visible on screen, even if the user scroll to the bottom of the page. The second type is inspired by the banners which are shown on every Yahoo Geocities member pages. Floaters are banners which move over the screen while the page is being displayed and Cursors are banners which are displayed next to the mouse cursor and move along with it when you move the mouse.

Simple

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

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

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

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

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

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

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

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

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

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

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

Geocities

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

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

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

Automatically collapse after   It is possible to collapse the interstitial automatically after a set number of seconds. After the banner is collapsed there will still be a couple of small buttons visible on screen, and by clicking on those buttons, the user can close the banner or re-display the full banner.
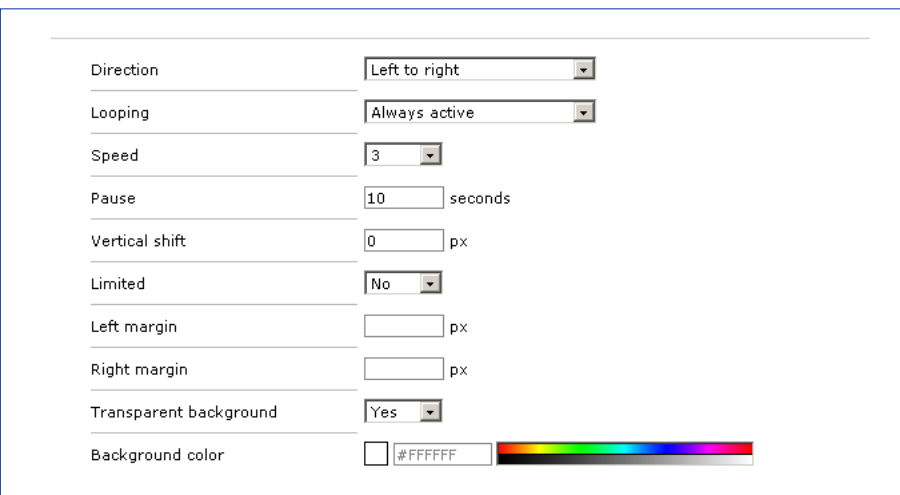
Banner padding   The value of this field determines how many pixels will be inserted between the border of the interstitial and the border of the banner inside of it.

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

Floater

Every time this type is called a banner will be displayed on top of the current contents of the page. The banner will move from one side of the window to the other side of the window. There are a number of different parameters for this type to determine the exact movement.

Because of limitations within Opera, Netscape and Mozilla it is not possible to view rich media banners such as Flash with these browsers. Only IE 5+ will be able to handle this. While IE 5+ is able to display these kinds of banners, it is not recommended to deliver HTML banners, Flash banners should work fine though.

Direction   With this parameter you can decide wether you want the banner to move from the right side of the window to the left side of the window or vice versa. After the banner reaches the edge of the window it will continue to move until it is completely invisible.

Looping   You can limit the number of times the banner will move over your page. If you choose *Always active* the banner will continue to move until you go to another page. Otherwise the banner will disappear after it has looped as many times as specified here.

Speed   You can set how fast the banner will move with this field. One is very slow, five is very fast. The default value is three.

Pause   This field determines how many seconds phpAdsNew will wait between to loops. After the banner has disappeared from one of the edges of the window it will take this many seconds before the banner will appear on the other side of the window.

Vertical shift The vertical shift determines the location where the banner will appear. For example if you set this field to 200 pixels, the banner will be displayed 200 pixels from the top of the page.

Limited If this option is enabled you can specified different margins for the banner. You can use the next two fields for this. If this option is disabled the left and right border of the window will be used.

Left margin This field will specify the left margin, measured pixels from the left border of the window. If you specify a negative number the left margin will be measured from the right border of the window. For example: -200 will place the left margin 200 pixels from the right border, while 200 will place the left margin 200 pixels from the left border. If this field is left empty the left border of the window will be used instead.

Right margin This field will specify the right margin, measured pixels from the left border of the window. If you specify a negative number the right margin will be measured from the right border of the window. For example: -100 will place the right margin 100 pixels from the right border, while 100 will place the right margin 200 pixels from the left border. If this field is left empty the right border of the window will be used instead.

Transparent background If this setting is enabled, the background of the DHTML layer will be transparent. This is very useful if you want to display a partially transparent Flash banner.

Background color If you don't want a transparent background, you can specify the exact color of the background instead.

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

Cursor

If you use this type to display a banner, the banner will appear right next to the mouse cursor. Every time you move the mouse, the banner will follow the mouse cursor. It is recommended to use only small buttons with this type, because otherwise this type will become irritating for visitors of your website.

Smooth movement   If this option is enabled the banner will not move directly when the cursor is moved, but will move smoothly in the direction of the cursor. If this option is not enabled it will not be possible to actually click on the banner.

Speed   This field will determine how fast the banner will move if *Smooth movement* is enabled. The fastest setting is 9, the slowest setting is 1. The default setting is 5.

Hide the banner when the cursor is not moving   If you want the banner to be hidden when the cursor is not moving, for example because you want the visitor to be able to see, the content behind the banner, you can enable this feature.

Delay before banner is hidden   This setting will determine how long the cursor must be still, before the banner is hidden. The default value is 90 ms.

Transparency of hidden banner   If you don't want to hide the banner completely when the mouse cursor is not moving, you can simply select the transparency percentage. For example, if you set this field to 30%, the banner will still be visible when the cursor is still, but only slightly, the actual content will be visible through the banner. This feature will only work in Internet Explorer 5.5 or higher.

Horizontal shift & vertical shift   These two fields determine the position of the banner in relation to the mouse cursor. The default value for these two fields is 10 pixels.

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

POPUP

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

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

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

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

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

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

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

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

LOCAL MODE

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

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

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

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

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

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

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

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

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

The context parameter

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

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

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

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

```
// Top of the page:
$phpAds_id = view("main");


// Bottom of the page
$phpAds_context = array(
            array("==" => $phpAds_id)
          );


view("main", 0, "", "", 1, $phpAds_context);
```

☑ Does not slow down page loading
☑ Support for rich-media banners
☑ Will work in all browsers
☒ Will only work on pages parsed by PHP
☒ In some cases the bannercode may need to be modified to work correctly

APPENDICES

TROUBLESHOOTING

When I go to the Linked Banners page of my zone, the banner I want to link to isn't listed

Banners have specific dimensions and so do zones. Only banners which have the same dimensions as your zone can be linked to your zone. Please check if the banner you want to link has the correct dimensions. If the dimensions are not the same as the zone the banner won't be listed on the *Linked Banners* page.

When I go to the Linked Zones page of my campaign, the zone I want to link to isn't listed

Zones can be linked to both banners and campaigns, but not at the same time. If the zone you want to link to isn't listed on the *Linked Zones* page of your campaign it probably is set to *Banner selection* and can only be linked to banners. You could workaround this by going to the *Linked Zones* page of your banners and use that page to link to the correct zone. Alternatively you could also set the zone to *Campaign selection* on the *Linked Banners* page of the zone.

When I go to the Linked Zones page of my banner, the zone I want to link to isn't listed

Banners have specific dimensions and so do zones. Only zones which have the same dimensions as your banner can be linked to your banner. Please check if your banner has the correct dimensions. If the dimensions are not the same as the zone you want to link to, the zone won't be listed on the *Linked Zones* page.

If the dimensions of the zone and banners are exactly the same, you should also check if the zone you want to link can only be linked to campaigns. You can see to what the zone can be linked on the *Linked Banners* page of the zone. If the selection method of the zone is set to *Campaign selection* you need to go to the *Linked Banners* page of the campaign which owns your banner to create a link between the zone and the campaign. Alternatively you could set the zone to *Banner selection.*

When I go to the Linked Zones page of my banner, the zone I want to link to is gray and I can't break the link between the banner and the zone

Zones can be linked to both banner and campaigns, but not at the same time. If the zone you want to link is gray, the zone is probably set the *Campaign selection* and linked to the campaign which owns your banner. The zone is only listed as an indication in which zones the banner will be shown, but it isn't possible to modify the link between the campaign and zone. To break the link between the campaign and the zone, go to the *Linked Zones* page of the campaign.

I linked a banner to my zone, but when I look at the probability page the banner isn't listed

The banner you linked is probably not active. There can be many different reasons why a banner is deactivated.

First of all there is the possibility the banner is deactivated manually. Please go to the *Banner overview* of the campaign to check if you can manually activate the banner. If this banner is not deactivated manually you should check the *Banner properties*. If the banner has a weight of zero, the banner won't be shown. If this is the case increase to weight to at least 1.

If the banner still does not appear in the *Probablity* page it could also mean the campaign which owns the banner is deactivated. Please go to the *Campaign properties* to check if the value of *Adviews remaining* is not zero or if the *Unlimited* checkbox is selected. Also check if the expiration date has not been reached yet.
If the problem still is not fixed the most-likely cause is the priority settings of the campaign. If the priority is set to low, please check if the weight of the campaign is at least 1. If the weight is zero the campaign is deactivated.

If you have set the campaign to high priority or distribute, there may be perfectly valid reasons the campaign is temporarily deactivated. For example if phpAdsNew overdelivered the campaign in the previous hours or days it may be deactivated to make sure the campaign won't expire too soon. Please check again a couple of hours later to see if the campaign has been activated again.

I am using delivery capping for my banners, but it doesn't seem to work at al, the banners keep appearing when I reload my webpage

The delivery capping depends on cookies which are set when the banner is displayed. Based on these cookies the delivery engine will decide if the banner must be excluded for delivery. If your browser does not accept cookies the capping will simply not work and the capping limits you have set will be ignored.

If you are using local mode invocation and you keep having this problem even if your browser does accept cookies, you might be affected by a larger problem which is causing the cookies to be send to the wrong domain. Usually this problem happens when you are using a separate virtual host for running phpAdsNew. Please read the chapter *Considerations* of the *Administrator guide*.

I am using delivery capping for my banners, but the same banner is still appearing more than once on the same page of my website

If you want to display more than one banner on the same page there is a possibility the same banner will show up more than once at the same time. Delivery capping will not prevent this because it stores its information inside cookies which will only be read after the page is refreshed or the user navigates to another page. If you want to prevent the same banner from showing up twice on the same page you should use local mode invocation or remote invocation for JavaScript. Both of these types of invocation have an option, which can be set during the generation of the invocation, to prevent the banner from showing up twice.

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

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

Whenever I click on a banner the current page is reloaded or I get redirected to a blank page instead of the destination URL

If you are using plain remote invocation you need to make sure the browser you are using accepts cookies. Because phpAdsNew stores the destination URL inside a cookie, phpAdsNew doesn't know were to redirect the browser to if the cookie with the destination URL hasn't been properly set. If the destination URL isn't known, phpAdsNew will try to detect the URL of the originating page and redirect back to it. If phpAdsNew can't detect the originating page an empty page will be shown instead.

phpAdsNew doesn't display any HTML, JavaScript or Flash banners

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

I added a HTML banner to my inventory, but when I click on it I get redirected to the correct website, but it doesn't count any AdClicks.
If you have enabled *Alter HTML to enabled tracking of AdClicks* when you added the HTML banner to your inventory php-AdsNew will try to change the HTML in such a way that it will track AdClicks when you click on the banner, but this is not fool proof. phpAdsNew can only change basic HTML structures, such as links and forms. If your HTML banner uses other techniques it might not be possible for phpAdsNew to change it automatically. In those cases you might want to read the *Advanced HTML banners* chapter for more information on how to manually change HTML banners. In other cases it might not be possible at all to enable the tracking of AdClicks.

I uploaded a new banner, but the image isn't shown at all. Not even in the administrator interface. Everything used to work fine a couple of days ago.
This is probably caused by an incorrect configuration of PHP. phpAdsNew requires that the PHP configuration setting file_uploads is turned on, otherwise it can't process the uploaded banner. phpAdsNew usually checks if this setting is turned on during the installation, but if the PHP settings change after installing phpAdsNew will stop functioning correctly.

I uploaded a new banner, but the image appears to be corrupted.
There are currently no known problems with uploading banners, so the most likely cause of your problem is that something happens to the uploaded file before phpAdsNew can get to it. If you are using Apache please check your Apache configuration files for the following settings: **CharsetRecodeMultipartForms** or **LimitRequestBody**. The first option will try to recode the charset of the information that is uploaded by forms and is known to cause problems with uploaded files. If this option is enabled, please disable it and try again. The second option limits the amount of data that is passed on to phpAdsNew. If the banner you are trying to upload is larger than the value specified by this option the image will be truncated, which will result in a corrected file. Please try to increase the limit, or remove this limitation completely and try again.

I uploaded a Flash banner and everything appear to be working fine, but when I click on the banner nothing happens.
Flash banners are basically interactive movies. Unlike regular banners, the actions that happen when you click on the banner are defined inside the Flash banner and not by phpAdsNew. In other words, phpAdsNew cannot make a Flash banner clickable, you must do that yourself in the Flash file. There are currently two different ways to do this: defining hard-coded URLs and let phpAdsNew convert them, or use the MFAA method. For more information please read the *Advanced Flash banners* chapter.

I uploaded a Flash banner with hardcoded URLs, but phpAdsNew didn't detect any links. Now when I click on the banner, I do get the right webpage, but the click isn't counted.

First of all, with the introduction of Flash MX, Macromedia created a new compressed file format, which makes your Flash files much smaller than before. To read the new 'compressed' swf files, phpAdsNew needs to have access to the zlib PHP extention. If that extention is not available on your server, then phpAdsNew can't decompress the Flash file and it can't detect any hard-coded links.

Another possiblity is that the hardcoded URLs in your Flash file are too small to convert. Each hardcoded URL including the http:// and the frame target need to be at least 20 characters. If an URL and it's target frame is combined smaller than 20 characters it will probably not be considered for conversion. 20 characters sounds much for an URL, but it really isn't. For example: http://www.phpadsnew.com is already 24 characters without specifying a frame target. If I also had specified the frame target _blank, there would already be 30 characters. Also keep in mind that it is possible to change the URL on the banner properties page after the banner is converted. So if you really need to use a smaller URL, you can temporary create the file with a bigger URL and change it to the correct smaller URL after the banner is converted.

I generated a local mode invocation code but nothing appears when I view the page.

Local mode invocation only works when the page that contains the code is parsed by PHP. You can check if this is the case by looking at the source of the page inside your browser. If you still see the invocation code it means the page is not parsed by PHP. You could change the settings of your server to make sure the page is parsed by PHP or use one of the remote invocation types which also work in plain HTML pages.

I generated a local mode invocation code and placed it in one of my PHP pages, but now my own script generated all kinds of database errors.

In some cases PHP will only let phpAdsNew use the same database connection as the one originally opened by your script. In that case when phpAdsNew is finished, the state of the connection may not be exactly as what your script expects. To prevent the errors you need to enable *Database compatibility mode* in the database settings of phpAdsNew. For more information about configuring phpAdsNew please read the *Administrator guide*.

I am trying to generate a local mode invocation code, but it isn't listed on my zone's invocation code page.

You can only use local mode invocation if the php file where you want to place the invocation code in, is located on the same virtual server. phpAdsNew determines this by looking at the IP address of the web-server it is currently running on and the IP address of the domain you entered into the Website URL field on the Publisher properties page. If the two IP addresses are the same, phpAdsNew will allow you to generate local mode invocation codes for every zone owned by that particular publisher, otherwise you can only use remote invocation. So, if phpAdsNew doesn't allow you to use local mode invocation, please check if the Website URL field on the Publisher properties page is pointing to the correct URL.

After I submit a form in Microsoft Internet Explorer the banners on the resulting page are sometimes replaced by red crosses.

This is caused by a bug in Internet Explorer 4 and 5 in combination with external banners and plain remote invocation. This problem has been fixed by Microsoft in Internet Explorer 6. If you are affected by this bug, you could try to use a different type of remote invocation.

GLOSSARY

ACL
Renamed to Delivery limitations

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

AdClicks
The number of times a user clicked on the banner.

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

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

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

Click Through
See AdClicks

Click Through Ratio (CTR)
The percentage of how many AdViews resulted in an AdClick.

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

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

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

Delivery capping
If you want to limit the delivery of a particular banner you can use these settings. You can limit the delivery by frequency or time.

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

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

FTP
A protocol which is used to transfer files. Web servers usually use FTP to allow the user to place files on it. phpAdsNew can use FTP to store banners on a web server.

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

Impressions
See AdViews

Invocation code
The HTML or PHP code which should be inserted in your website to enable phpAds-New to display a banner.

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

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

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

MySQL
An open-source database server which speaks the SQL language

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

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

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

Remote invocation with JavaScript
An invocation method which uses an simple javascript code to display banners. This method only works when javascript is enabled inside the web browser.

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

SQL
A language which is spoken by database servers.

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

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

USEFUL LINKS

phpAdsNew homepage
The official home of the phpAdsNew project. If you have any questions about this software you can use the forums, download new versions and submit bug reports.
   http://www.phpadsnew.com

Internet Advertising Bureau
The IAB has defined all kinds of standard regarding internet advertising including the banner dimensions used by phpAdsNew.
   http://www.iab.com

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

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