

Author Advertising Plugin Manual

The Author Advertising Plugin is a plugin for WordPress 2.3+ created by [Harley](#) that allows blog admins to share adverts with the other people that write on the blog essentially creating a revenue sharing program that utilises an outside affiliate program such as Google Adsense or Yahoo.

Basically the author enters their publisher ID/own site link/picture link/whatever. The admin will also have their own details set up. On pages/posts that are written by the author their information will be shown along with the admin information at a ratio set by admin. Confused yet? I hope not. This manual includes [examples](#), check those out if you're still unclear as to what this plugin does.

I'd like to take this opportunity to thank everyone who's been involved in contacting me about this plugin. It's great to hear that so many people have found it useful. Hopefully by me writing this manual it'll open up the plugin to more people and old users will go 'ahhhhh that's what she was going on about before...' I have difficulties with explaining my brain at times... as always comments/suggestions are welcome, fire them off to harley@harleyquine.com or leave me a message on harleyquine.com.

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Quick Start Guide

1. Upload and activate the plugin.
2. From your Dashboard go to Settings > Author Advertising Config to configure your plugin.
3. Enter your [preferences](#) and insert your advert code (can include HTML and Javascript but no PHP).
4. In the advert code replace the publisher ID (the bit you ask from your author) with %pubid%.
5. Check your site to see if automatic placement looks good with your theme.
6. If [automatic placement](#) looks awful turn it off by un-checking the Active? Checkbox above each adverts code. If automatic placement looks fine then you're all done.
7. If you don't want authors to have control over ad placement then you will need to [modify your theme](#) to display the adverts or just [use the widgets](#).
8. All done. Your ads should now be showing the adverts with the right publisher ID depending on who wrote the post/page and the ratio of admin to author adverts.

Installation

Fresh Install

1. Upload the plugin to wp-plugins.
2. Activate from the Plugins dashboard.
3. Visit Settings > Author Advertising Config
4. If the plugin says that it could not create a table then things can get a bit tricky. It will try to create the table but the database user does not have the right permissions. You will either have to change the users permissions or create the table manually by running the code (the plugin also gives you the following code):

```
CREATE TABLE wp_author_advertising (id mediumint(9) NOT NULL auto_increment, author_id int(11) NOT NULL default '0', author_advertising text NOT NULL, author_custom1 text, author_custom2 text, PRIMARY KEY (`id`));"
```

in phpMyAdmin or something similar. A great small tutorial on how to run an SQL query manually in phpMyAdmin can be found [here](#).

5. If you see no errors then everything must be working and you can move on to [Setting Up](#).

Upgrade

1. Upload the plugin to wp-plugins and check that it's activated.
2. Visit Settings > Author Advertising Config
3. If you have had quite an old version of Author Advertising then your database may need to be updated. The plugin will attempt to do this itself and will display the following when it tries to alter the table:

```
Your Author Advertising table structure is out of date.... updated
```

now.
Your Author Advertising table structure is out of date.... updated
now.

If after a refresh the plugin still outputs the text above then the user of your database does not have the right permissions to alter a table and you'll need to run the following SQL code:

```
alter table wp_author_advertising add column author_custom1 text NOT NULL; alter table wp_author_advertising add column author_custom2 text NOT NULL;
```

in phpMyAdmin or something similar. A great small tutorial on how to run an SQL query manually in phpMyAdmin can be found [here](#).

4. If the config page shows no errors then your script is up and running and you can configure the plugins new options.

Setting Up

The configuration page is in your Dashboard; Settings > Author Advertising Config and looks something like this:

Update Author Advertising Options

At the moment your ads are showing at a ratio of (Admin) 50:50 (User).

Admin Advertising ID:
Enter your own advertising ID. If the author hasn't specified an ID, the admin id will be shown instead.

Admin Percentage:
Put in the percentage you want the above admin ID to show for example if you want your ads to show half of the time enter 50, if you want them to show three quarters of the time enter 75.

Lowest User Level:
Enter the lowest user level that are allowed to add their advertising details.

Random Home: ☐ Randomised home?
If checked, then the homepage will randomly rotate author ads (still at the ratio you've specified) on your homepage. If unchecked only admin ads will be shown on the homepage. This plugin only displays one ID on a page at a time.

The Author Page

You can adjust the text that authors see in their (default) 'My Advertising' page and also change the title. This way you can tell the authors which publisher ID to put in there i.e Yahoo, Google or whichever advertising program you use.

Title:
e.g 'My AdSense', 'My Advertising'

Page Content:

<p>Warning: Repeatedly clicking on your own ads will lead to a suspension of your advertising

The first thing you'll want to do is think about what advertising/affiliate program you want to use, the [examples section](#) can give you a good idea of what this plugin is capable of as well as the pros/cons of each program.

Setting Admin Fields

Admin Advertising ID	This is the default publisher ID that will be displayed. If you're using AdSense then it'd be in the format pub-123456789. If you're using Amazon then your affiliate ID would be something like harleyquine.
Admin Percentage	If a visitor is on a page created by one of your authors, at what percentage would you like your own ads displayed? If you wanted your author to get credit for 80% of the ads then you'd put 20% in here and 80% of the ads shown would have your authors publisher ID, 20% would

	contain your publisher ID.
Lowest User Level	Not everyone wants a program that shares with every author, maybe you want a blog that only shares with the editors. In that case make the Lowest User Level: Editor. Then only editors are able to enter their publisher ID and share in the revenue. On any page created by an author thats lower than this level, admin ads are shown.
Randomised Home?	If you check this then the homepage of your blog will randomly pick a publisher ID from the db and display it. This still works according to your admin percentage so if your percentage is 20% then it'll show admin ads 20% of the time and other authors 80%.

The Author Page

Every author that meets the Lowest User Level (default Contributor) will have a page in their dashboard.. Dashboard > My Advertising is the default. The default page looks like this:

My Advertising

Warning: Repeatedly clicking on your own ads will lead to a suspension of your advertising account by the friendly people at Google. For more information about Google's terms, take a look [at what you should do to prevent suspension](#).

Insert your Google Advertising publishers ID below. If you don't have one you can get one [here](#).

Your Advertising ID

Author URL

As you can see the default page is quite dull and boring that's why admins can customise it and also provide more information to their authors about the advertising programs used/what users should put in there etc.

Title	The default is My Advertising. You can change this to anything you'd like for example 'My Google Adsense'. This also changes the link that authors click so instead of them clicking Dashboard > My Advertising it would be Dashboard > My Google Adsense.
Page Content	The text you'd like printed on that page. You may use HTML but no PHP. A good thing to put here might be information about the advertising program you're using for the Author Advertising with your

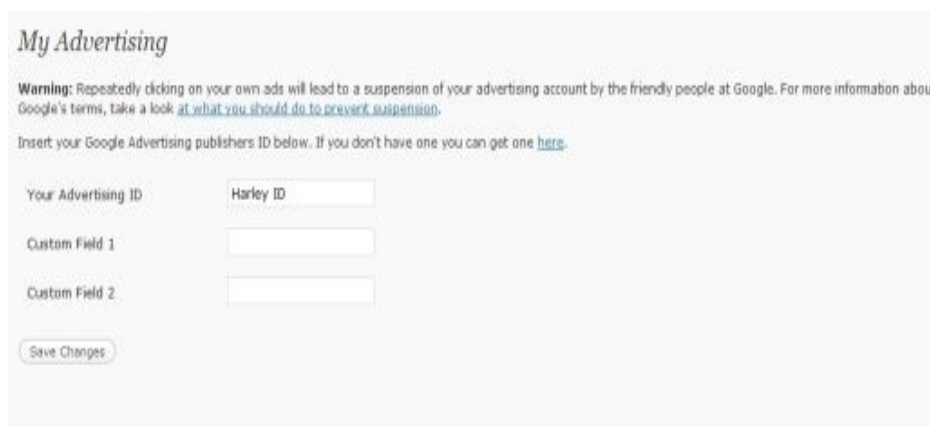
	referral link (so you get extra bonus) if the author doesn't already have an account with that affiliate program. You should also clearly explain the rules of your sharing program so there is no confusion.
--	---

Custom Fields

Here's where it gets tricky. Custom fields are a way for you to gather even more information (other than just publisher ID) from your authors. They could gather the authors own websites URL or banner link. See the [examples section](#) for more ideas on how the custom fields can be used.

Custom field 1 enabled?	Check the box for yes. The custom field will be shown on the author page.
Field 1 title	Some sort of descriptor for what you want to collect there for example Yahoo ID. Remember to explain these fields in your page content.
Field 1 default	If the user doesn't put anything in this custom field what would you like displayed instead? If you're collecting for example a Yahoo ID here then you'd probably want to put your own Yahoo ID in here.
Custom field 2 enabled?	Check the box for yes. The custom field will be shown on the author page.
Field 2 title	Same as field 1 title only for field 2 ;)
Field 2 default	What you'd like shown if the user doesn't enter anything in field 2.

With both custom fields enabled the author page would look something like this:



My Advertising

Warning: Repeatedly clicking on your own ads will lead to a suspension of your advertising account by the friendly people at Google. For more information about Google's terms, take a look [at what you should do to prevent suspension](#).

Insert your Google Advertising publishers ID below. If you don't have one you can get one [here](#).

Your Advertising ID

Custom Field 1

Custom Field 2

Advertising Code

Now we're at the heart of the plugin.. putting all of this information together to build an advert that will be displayed on the blog. Actually displaying the ads will be covered in Display Adverts this section will just explain how to make the code for the advert.

There are four adverts that can be built using this plugin. One of them will be displayed in a widget should you put the Author Advertising widget into your sidebar (see Display Adverts). Each advert code box looks something like this:



Ad Place 1

☒ Active?

Author URL: %custom1%

PubID: %pubid%

Advert Place 1: Just before the posts start in the main content.

Available tags: %pubid% (original field), %custom1% (custom field 1) and %custom2% (custom field 2).

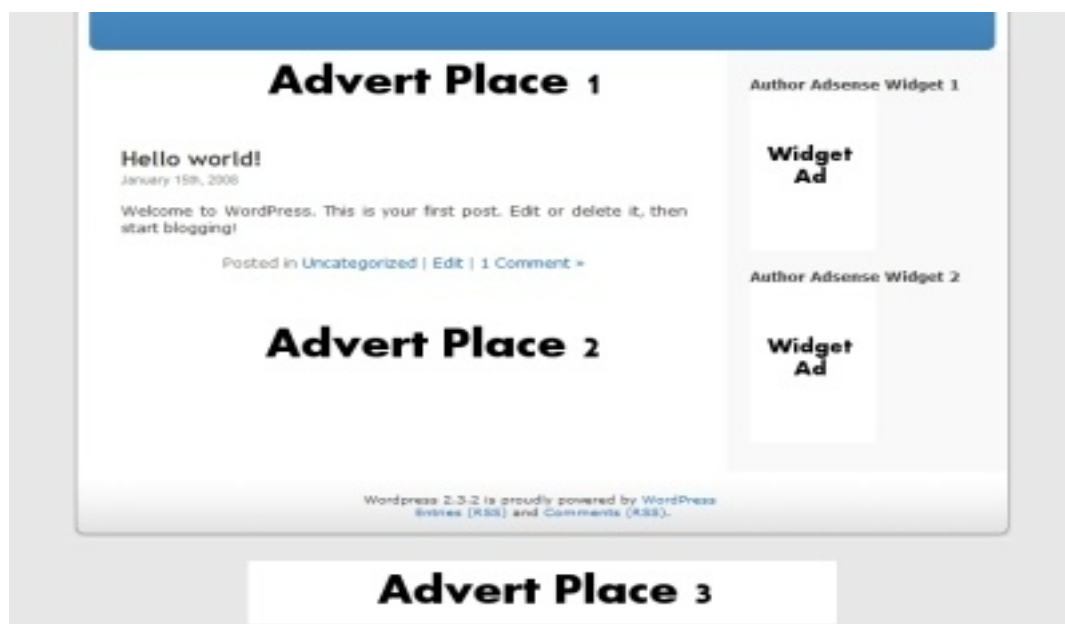
Active?	<p>Do you want this advert to be put on the page automatically? There are three different ways to display ads on a blog. Automatic placement works for sure on the default WordPress theme but might not work well with your own theme. Until you try it though you can't know and leaving this checked is a good way to test that your advert code is working. You can always change this later.</p>
Text area box...	<p>This is where you put the advert code. This could be the Javascript from Google Adsense or a link to a product on Amazon.. it depends on which program you're using. You may put JavaScript and HTML in this box but not PHP. See the section Examples for.. examples :D</p> <p>In the code box you will replace the publisher ID (your own ID for example pub-123456789) with %pubid%. When this ad displays it will replace that %pubid% with the publisher ID that your author entered (or your admin ID depending on the Admin Percentage). Please note that this plugin will not let an advert get out with a blank %pubid%. If the author of a post hasn't entered a publisher ID then it'll default to the admin ID.</p> <p>You may also put the tags %custom1% and %custom2% in the advert code box also and it'll output the relevant custom field.</p>

Display Adverts

This section deals with the actual displaying of the adverts you've created on your blog. There are four ways to do this; Automatic placement, by modifying your theme files, by displaying an advert within a post or by using the Author Advertising widget.

Automatic Placement

In the plugin configuration page Dashboard > Settings > Author Advertising Config you can set whether each advert will be automatically placed. The plugin uses hooks to try and insert an advert logically. The checkbox Active? Above each ad code box turns on or off automatic placement. Using the default theme the advert placements would look like this:



As you can see the Ad Place 1, Ad Place 2, Ad Place 3 code boxes on the Author Advertising Config page are stuck into the relevant places on the theme. The widget ad will not be automatically added to your side bar, that's just there as an example ;). Many custom themes will not show automatically placed ads in the right places. Every theme hooks into WordPress in a different way. Automatic placement might work for you but probably won't look good. It's good for testing your adverts at least or if you use the default theme, which brings us onto the most common method of displaying adverts, theme modification.

Theme Modification

The first step to manually placing the adverts is to uncheck the Active? Box on top of all of your ads (except the widget if you want to use it). Now you modify your theme files.

The most effective place to display an advert is on single.php and page.php. The reason for this is simple.. it gets the post/page author and then displays their ads. On pages that have more than one post the plugin will either randomise the ad (if you have randomised home checked) or will display the admin ads. Every advert on a page will have the same publisher ID inserted into it in order to comply with the affiliate programs that don't like ads from different users displayed on the same page.

Even though automatic placement is now turned off each advert code box still

has a number attached to it. Ad Place 1 is number 1, Ad Place 2 is number 2, Ad Place 3 is number 3 and Widget is number 4. To manually display an advert you insert the following code:

```
<?php if (function_exists('kd_template_ad')) { kd_template_ad(ADNUMBER); } ?>
```

into your theme file where you want the advert to appear. Remember to replace the ADNUMBER with either 1,2,3 or 4 depending on which ad you want to appear.

Displaying Within A Post

If you will be using the plugin for your own personal use or have a select group of authors that you trust then you might like to display ads on a post by post basis. To do this you put:

%authorad1%, %authorad2%, %authorad3% or %authorad4%

into your Write Post box. Even though automatic placement is now turned off each advert code box still has a number attached to it. Ad Place 1 is %authorad1% Ad Place 2 is %authorad2%, Ad Place 3 is %authorad3% and Author Advertising Widget is %authorad4%. Adverts will then be displayed within your post. The reason I suggest using this only if you have trustworthy authors is that affiliate programs especially Google Adsense don't like more than a certain amount of adverts on a page. Google Adsense last time I checked wouldn't allow more than three adverts per page and you wouldn't want just anyone sticking adverts in their posts willy nilly as it could result in you getting banned from that program :S.

Author Advertising Widget

To use the widget make sure that the Active? Box is checked above the Author Advertising Widget ad code box then visit Appearance > Widgets and add the widget as you would normally. You may change the title of the widget. At the bottom of the page there is the option of how many Author Advertising Widgets you would like. The maximum is three as many programs don't allow you to display more than three of their adverts on a page.

Maintenance

Checking what the authors have entered

The Author Advertising Plugin also contains a page where you can see everything that your authors have entered into their advertising page including their publisher ID and any custom fields you have set up. The page can be reached via the Dashboard > Users > Author Advertising and will look a bit like this:

User ID	Username	Advertising ID	Custom 1 (Custom Field 1)	Custom 2 (Custom Field 2)	Actions
1	admin	Harley ID	http://www.blahblah.com		Delete Edit
2			Ick bin blah	Blah de blah	Delete Edit
4		4th User		User 4 second slot	Delete Edit
5		User without custom1		Yet another user	Delete Edit
6					Delete Edit
7		User 7	Dum de dum	Whatever	Delete Edit
8			USER 8 URL	Yep	Delete Edit
9		User 9 ID	User 9 URL		Delete Edit

Please note that the above picture was taken from a testing blog so more of the fields on a working installation would be filled ;) From this table you can scroll down and check that your authors have entered the correct details. Be aware that if your users have not entered a publisher ID, custom 1 or custom 2 then they will not be in this table. If they have entered one of the above fields then they will be in the DB but adverts may not show correctly. It's up to you as admin to help your authors participate in your program properly as this plugin can't check publisher IDs to make sure they're valid. I would recommend scanning this table and contacting any authors that seem to be having difficulties and also explicitly stating in your Author Page that if they do not put correct values into the page then adverts will not be shown properly if at all, that should get their attention ;).

Editing what the authors have entered

By clicking the Edit button on the right of the author entries, a form pops up above the table and you can edit what they have put there.

Authors Publisher ID

Authors Custom 1

Authors Custom 2

User ID	Username	Advertising ID	Custom 1 (Custom Field 1)	Custom 2 (Custom Field 2)	Actions
1	admin	Harley ID	http://www.blahblah.com		Delete Edit
2			Ick bin blah	Blah de blah	Delete Edit

If you were to empty the fields then the plugin will automatically use the default values. You can also delete the user's entries and it would use the default values (this does not delete the user, just the advertising entries).

Example:

You have an author John who didn't really know what to put in the publisher ID field

so instead of a Google AdSense ID he put a Yahoo ID. Obviously the ads won't show properly on one of John's post pages. Your admin ads will show fine but when the plugin gets to one of his ads it won't display at all. On this table (Users > Author Advertising) you'd see the entry for John and see his Yahoo ID. You would then delete the user John and contact him explaining the problem. The adverts on your site won't break and John can fix his mistake and participate.

FAQ

Does this plugin comply with the Google terms of service?

Yes it does. The plugin will only show one publisher ID at a time on a page. Unfortunately the plugin is capable of breaking the TOS if used incorrectly. It is possible to show more than three adverts on one page using this plugin but that's up to the blog admin to set up where the plugin displays the ads. Always check the Google AdSense TOS and be careful about the authors you allow to use Google AdSense as Google can be a bit tricky at times.

Does this plugin contain any advertising or spyware?

Just because its free doesn't mean its bad ;) I know the old saying 'no such thing as a free lunch' but these days there are many great things that are free such as this plugin. It contains no advertising (users won't even know where it came from) and certainly no spyware. What you do with this plugin once you've downloaded it is your business and if you get caught doing something you shouldn't well I'm afraid that's your business also.

Why do I have to pay for Author Advertising WPMU but not Author Advertising Plugin, what's the difference?

There's quite a few differences the biggest one being that Author Advertising Plugin is made for bog-standard WordPress I.e. the one you get from Wordpress.org. WPMU (WordPress Multi-User) is a totally different thing and therefore the Author Advertising WPMU is made for a different platform. This plugin should work for WPMU but in a limited way (works with a single blog only and not the entire platform).

I love this plugin, how can I donate?

Well no-one really asks this but since I'm writing all this crap anyway... if you're so kind as to throw a few Euro my way you can do it from my site www.harleyquine.com . In the bottom right there should be a Paypal donate button. Clicking it and sending me a donation puts you way up on my cool list and I get to nehh my boyfriend cos my hours/days/weeks spent at my laptop have not been entirely in vain..

Examples

Using Author Advertising Plugin with Google AdSense

This plugin can be used with Google AdSense but I wouldn't recommend it. The problem is that Google AdSense adverts nowadays need to have a slot ID field. The slot ID and publisher ID are then sent to Google AdSense and the corresponding advert is then sent and displayed. Created ads are stored on the Google servers for ease of use (usually). This means that your authors will have to create an advert with the same colouring and size as your ad meaning that you have lost control over what the authors *could* put there. If you have a blog with only your family members or close friends posting then obviously this won't be a problem but on a commercial/open blog you really don't want to give authors that much power. That being said here's how you would configure your plugin to use Google AdSense.

Settings > Author Advertising Config

Admin Advertising ID	Your Google AdSense publisher ID in the format pub-123456789.
Admin Percentage	The percentage of ads for admin.
Lowest User Level	I'd put this to 'Author'.
Random Home?	Yes or no, either way is fine.
Author Page Title	Can be anything 'My Advertising' is ok or even 'My Google AdSense Advertising'.
Author Page Content	Something like: This blog utilises Google AdSense for its advertising. You can also share in the ad revenue by entering your publisher ID and slot ID below. If you do not have a Google AdSense account visit Google AdSense for more information. Your adverts should be banner size 468 x 60 and use the Graphite palette. For more information on how to setup your advert contact admin on contact@yoursite.com .
Custom Field 1 enabled?	Yes
Custom Field 1 title	Slot ID #1 This can be anything but hopefully something descriptive like Slot ID
Custom Field 1 default	Your Slot ID
Custom Field 2 enabled?	Yes (optional) Use the second custom field if you want two different ads. Remember to tell your author what to do in the page content...
Custom Field 2 title	Slot ID #2

Custom Field 2 default	Your second slot ID.
Advert code places	<p>Due to the limitations of slot ID's you can only really set up two different kinds of adverts for example one Leaderboard and one banner. Whatever you do though do NOT put any adverts in the boxes with a static publisher ID or else you'll be breaking Google TOS.</p> <p>Example ad code:</p> <pre><script type="text/javascript"><!-- google_ad_client = "%pubid%"; google_ad_slot = "%custom1%"; google_ad_width = 120; google_ad_height = 240; //--> </script> <script type="text/javascript" src="http://pagead2.googlesyndication.com/pagead/show_ads.js"> </script></pre>

Displaying Google AdSense Ads

Google AdSense ads are displayed in exactly the same way as any other advert either through automatic placement, theme modification, displaying within a post or with the widget. See the [display adverts](#) section for instructions.

Using Author Advertising Plugin with Amazon

Setting up Author Advertising with Amazon is a lot easier than Google AdSense as Amazon want you to be able to create and display links quickly. Product links for example go out of date quite quickly so associates must be able to change products easily.

Settings > Author Advertising Config

Admin Advertising ID	Your Amazon associate ID e.g harleyquine-21
Admin Percentage	The percentage of ads for admin.
Lowest User Level	Author or contributor.
Random Home?	Yes or no, either way is fine.
Author Page Title	Can be anything 'My Advertising' is ok or even 'My Amazon Advertising'.
Author Page Content	<p>Something like:</p> <p>This blog utilises Amazon.com for its advertising. You can also share in the ad revenue by entering your Amazon.com associate ID. If you do not have an</p>

	Amazon.com associate account visit Amazon Associates for more information. For more information on how to setup your adverts contact admin on contact@yoursite.com .
Custom Field 1 enabled?	Not needed for Amazon.
Custom Field 1 title	
Custom Field 1 default	
Custom Field 2 enabled?	Not needed for Amazon.
Custom Field 2 title	
Custom Field 2 default	
Advert code places	<p>Example ad code:</p> <pre><iframe src="http://rcm-uk.amazon.co.uk/e/cm?t=%pubid%&o=2&p=8&l=as1&asins=B001800TAI&fc1=000000&IS2=1&lt1=_blank&m=amazon&lc1=0000FF&bc1=000000&bg1=FFFFFF&f=ifr" style="width:120px;height:240px;" scrolling="no" marginwidth="0" marginheight="0" frameborder="0"></iframe></pre>

Displaying Amazon Ads

Amazon ads are displayed in exactly the same way as any other advert either through automatic placement, theme modification, displaying within a post or with the widget. See the [display adverts](#) section for instructions.

Using Author Advertising with a generic affiliate program

Affiliate programs usually display ads either using JavaScript or HTML. This plugin can output either. You may have trouble using an affiliate program that stores the ads you create on their own servers (such as Google AdSense) as this means your user will also have to use that program and create an ad just like yours. Luckily most affiliate programs just want some sort of publisher ID in the link to their site so they can track who sent them and reward the publisher accordingly.

Settings > Author Advertising Config

Admin Advertising ID	Your publisher ID for the program. As an example of a generic affiliate program I'll use Matrixmails. Matrixmails uses a variable called rid in their links and my rid is 158883. So in your adverts you would replace your own ID with %pubid%.
Admin Percentage	The percentage of ads for admin.

Lowest User Level	Whatever you'd like.
Random Home?	Yes or no, either way is fine.
Author Page Title	Can be anything 'My Advertising' is the default.
Author Page Content	Something like: This blog utilises <PROGRAM NAME> for its advertising. You can also share in the ad revenue by entering your <PROGRAM NAME> associate ID. If you do not have a <PROGRAM NAME> account visit <PROGRAM NAME> for more information. For more information on how to setup your adverts contact admin on contact@yoursite.com .
Custom Field 1 enabled?	Not usually necessary.
Custom Field 1 title	
Custom Field 1 default	
Custom Field 2 enabled?	Not usually necessary.
Custom Field 2 title	
Custom Field 2 default	
Advert code places	<p>Example ad code (a picture advert):</p> <pre></pre> <p>Example ad code (a text advert):</p> <pre>Click here to visit MatrixMails</pre>

Displaying Ads

Adverts are displayed in exactly the same way as any other advert either through automatic placement, theme modification, displaying within a post or with the widget. See the [display adverts](#) section for instructions.

Creating your own banner exchange

If your blog has 'Guest Authors' who come from other sites then you might like to setup a type of banner exchange system with your authors. That way on the authors pages it would display your own banners and also banners from the author that goes to their own site.

Settings > Author Advertising Config

Admin Advertising ID	The URL to your own banner.
Admin Percentage	The percentage of ads for admin.
Lowest User Level	Whatever you'd like.
Random Home?	Yes or no, either way is fine. For a banner exchange I'd put yes, that way your front page will have random banners.
Author Page Title	Can be anything 'My Banner' could be good.
Author Page Content	Something like: As a guest author you can set up a banner link to your own website that will be displayed on any posts you create. Enter a URL to the banner you'd like displayed in the Publisher ID field. The banner should be 125 x 125 and should be a JPG or GIF file. Put your site URL in the site URL field.
Custom Field 1 enabled?	Yes
Custom Field 1 title	Your site URL
Custom Field 1 default	Http://www.admins-site.com
Custom Field 2 enabled?	Optional
Custom Field 2 title	
Custom Field 2 default	
Advert code places	Example ad code: <code></code> Example ad code (a text advert): <code>Authors Site</code>

Displaying Banners

The banner is displayed in exactly the same way as any other advert either through automatic placement, theme modification, displaying within a post or with the widget. See the [display adverts](#) section for instructions.

More info from authors

Settings > Author Advertising Config

Again if you have guest authors you might want to show more information about that author. You could use the built in WordPress user pages for this but then it means more theme editing and inserting functions into your theme. These settings assume that you want to collect the authors site URL, a picture of the author and a

little bit about the authors hobbies.

Admin Advertising ID	Your own URL
Admin Percentage	0% (You're showing info about the author so on posts you've written it'll show your information anyway.)
Lowest User Level	Whatever you'd like.
Random Home?	No
Author Page Title	Can be anything 'More about you' could be good.
Author Page Content	Something like: Enter your site URL in the publisher ID box and fill out the fields. This information will be displayed on the site on the posts/pages that you have written.
Custom Field 1 enabled?	Yes
Custom Field 1 title	URL to a photo of you
Custom Field 1 default	Http://www.adminssite.com/adminpic.jpg
Custom Field 2 enabled?	Yes
Custom Field 2 title	Your hobbies.
Custom Field 2 default	A bit of text about the admins hobbies.
Advert code places	Example ad code: <h2>About the Author</h2> Homepage Enjoys: %custom2%

Displaying Banners

The banner is displayed in exactly the same way as any other advert either through automatic placement, theme modification, displaying within a post or with the widget. I would probably a widget for displaying author information and stick it up at the top of the sidebar. The title of the widget could be "About the Author". See the [display adverts](#) section for instructions.

Testing the plugin

When I test the plugin I don't use any affiliate code. I simply output the variables in an easy to read way. I also turn on automatic placement so I can make sure that the ads are rotating properly. You will also want to create a few dummy accounts and post a blog for each of them so you can see how it works.

Admin Advertising ID	ADMIN ID (easy to see and understand)
Admin Percentage	The percentage of ads for admin.
Lowest User Level	Whatever you'd like.
Random Home?	Yes (to check that it's rotating properly)

Author Page Title	'My Advertising'
Author Page Content	Default
Custom Field 1 enabled?	Yes
Custom Field 1 title	Custom 1
Custom Field 1 default	This is the custom 1 field.
Custom Field 2 enabled?	Yes
Custom Field 2 title	Custom 2
Custom Field 2 default	This is the custom 2 field.
Advert code places	Example ad code: <pre><p>%pubid%
 %custom1%
 %custom2%</p></pre>

Linkage

[The Author Advertising Plugin page](#)

<http://www.harleyquine.com/support/>

<http://wordpress.org/extend/plugins/author-advertising-plugin/>

<http://interstice.biz/configuring-the-wordpress-author-advertising-plugin/>

THE END

Have I missed out something? Still got questions? Contact harley@harleyquine.com to let me know.

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