

## Configuring

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## Creating rules for assigning content

You create one or more rules for assigning content to white space so you can target the content for specific customers or for the best use of available space.

You must create one or more white space definitions before you can assign content. Also, index tags you want to use as conditions in rules must exist in page groups. You can use AFP Indexer to create index tags.

 Note:

- In RICOH Visual Workbench you can display measurement units in inches or millimeters. To change the measurement unit, click **View ➔ Units**.

To create rules for assigning content to white space:

- In RICOH Visual Workbench, open a sample AFP file and the control file that contains white space definitions.
- Click **Mode ➔ Whitespace Manager**.
- Click **Tools ➔ Manage Campaigns**.  
You see the Manage Campaigns window.
- Select a white space definition from the list in the top pane of the window.
- Click **Create rules/content**.  
The default rule **Always** is displayed and highlighted below the white space definition. **Always** means that the content is assigned to the white space with no restrictions.
- Optional: Specify one or more conditions if you want a rule other than **Always**:
  - Click **Create** in the **Conditions** section.  
You see the Create Condition window.
  - Select an index tag and operator from the drop-down lists, type a value, and then click **OK**.  
The **Always** rule is replaced with the condition you created.
  - Optional: Click **Create** to create another condition for the rule.  
You see the Create Condition window.
    - Select an index tag and operator from the drop-down lists, type a value, and then click **OK**. The condition you created is added to the rule with the **And** operator between conditions.
    - Optional: Click **Or** in the **Combine conditions** section to change the operator from the default **And**. The rule is displayed with **Or** as the operator between conditions.
- Specify the content that is assigned when the rule is true:
  - Click **Insert text** to assign text. You see the Insert Text window.
    - Define the text string data and the text color on the **Text** tab.
    - Optional: Change the text font on the **Font** tab.
    - Optional: Adjust the text position in the white space area on the **Position** tab.
    - Click **OK**.
    - Optional: Repeat the steps to add more text.
  - Click **Insert image** to assign an image. You see the Insert Image window.
    - On the **Image** tab, specify the image type, file name, and whether the image is added inline. If the file type is JPEG or GIF, specify the width and height of the image.
    - Optional: Adjust the image position in the white space area on the **Position** tab.
    - Click **OK**.
    - Optional: Repeat the steps to add another image.
  - Click **Preview** to view how the text and images you created are displayed in the defined white space.  
You see the If Content Preview window. To close the window, click the **X** in the upper right corner.
- Optional: Specify the content that is assigned when the rule is false.  
This section is not available when the rule is **Always**.
  - Click **Insert text** to assign text. You see the Insert Text window.
    - Define the text string data and the text color on the **Text** tab.
    - Optional: Change the text font on the **Font** tab.
    - Optional: Adjust the text position in the white space area on the **Position** tab.

4. Click **OK**.
5. Optional: Repeat the steps to add more text.
2. Click **Insert image** to assign an image. You see the Insert Image window.
  1. On the **Image** tab, specify the image type, file name, and whether the image is added inline. If the file type is JPEG or GIF, specify the width and height of the image.
  2. Optional: Adjust the image position in the white space area on the **Position** tab.
  3. Click **OK**.
  4. Optional: Repeat the steps to add another image.
3. Click **Preview** to view how the text and images you specified are displayed in the defined white space.  
You see the Else Content Preview window. To close the window, click the **X** in the upper right corner.
9. **Optional:** To create another rule, go to Step 4 and repeat the steps.
10. Click **OK**.

Parent topic: [Assigning content to white space](#)