

You can manage banners and their categories in the following ways:

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- [Creating a new banner](#)
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## Creating a new banner category

To create a new banner category:

1. Open the **Banners** application.
2. In the **Site** selector, select whether the new category will be site-specific or global.
3. Click **New banner category** and fill in the following properties:
  - **Display name** – the name of the banner category displayed in the user interface.
  - **Enabled** – select the checkbox to allow the banners from this category to be displayed on the live site.
4. Click **Save**.





## Editing an existing banner category


To edit an existing banner category:

1. Open the **Banners** application.
2. In the **Site** selector, select whether you want to modify a global or a site-specific banner category.

Site: Corporate Site


New banner category

⋮	Actions	Name ▲	Enabled	Enabled banners	Total banners
	 ⋮	Panda banners	Yes	0	0
	 ⋮	Sample banner category	Yes	3	3

3. **Edit** () the banner category you want to modify.
4. Switch to the **General** tab, where you can edit the properties.

## Creating a new banner

To create a new banner:

1. Open the **Banners** application.
2. **Edit** () the banner category in which you want to create a new banner.
3. On the **Banners** tab, click **New banner**.
4. In the **General** and **Visibility** categories, fill in the following properties:
  - **Display name** – the name of the banner displayed in the user interface.
  - **URL** – URL of the resource you want the banner to link to.
  - **Weight** – decimal number that represents the probability of the banner being displayed relative to other banners in the same category. For example, if a category contains 3 banners with weights of 2, 4 and 4, the first banner will be displayed approximately 2 times out of 10 views.
  - **Open in new window** – when selected, the banner link opens in a new browser window.
  - **Enabled** – when selected, the banner is displayed on the live site.
  - **Valid from** – date and time from which the banner is displayed on the live site.
  - **Valid to** – date and time after which the banner is no longer displayed on the live site.
  - **Impressions left** – specifies how many times the banner will be displayed on the live site:

- **Number of impressions is not limited** – when selected, the number of times the banner can be displayed is not limited.
  - **Allow only specific number of impressions** – when selected, specifies how many times the banner can be displayed before the system stops displaying it.
  - **Clicks left** – specifies how many times the banner will be clicked on the live site:
    - **Number of clicks is not limited** – when selected, the number of times the banner can be clicked is not limited.
    - **Allow only specific number of clicks** – when selected, specifies the number of times the banner can be clicked before the system stops displaying it.
5. In the *Content* category, select one the of following options in the **Banner type** drop-down list:
- **Plain text** – the banner content consist of plain text only.
  - **HTML** – the banner content can be edited using the built-in text editor.
  - **Image** – the banner consist of a selected image.
6. Fill in the additional configuration options depending on the selected type of banner:

Banner type	Configuration options
Plain text	<ul style="list-style-type: none"> <li>● <b>Banner content</b> – plain text, which will represent the banner. You can also enter HTML tags.</li> </ul>
HTML	<ul style="list-style-type: none"> <li>● <b>Banner content</b> – any HTML content, which can be edited using the text editor.</li> </ul>
Image	<ul style="list-style-type: none"> <li>● <b>Banner image</b> – allows you to select an image from the content tree, a media library, or enter a URL of any image on the web.</li> <li>● <b>Image title</b> – text which will be rendered into the title attribute of the image tag.</li> <li>● <b>Alternative text</b> – text which will be rendered into the alt attribute of the image tag.</li> <li>● <b>Image CSS class</b> – CSS class of the image tag.</li> <li>● <b>Image CSS style</b> – in-line CSS style that will be rendered for the image tag.</li> </ul>

7. Click **Save**.

## Editing an existing banner

To edit an existing banner:

1. Open the **Banners** application.
2. In the **Site** selector, select the site under which you want to edit a banner.
3. **Edit** (🔧) the banner category in which you want to edit a banner.
4. On the **Banners** tab, **edit** (🔧) the banner.

New banner

 Actions	Name 	Banner type	URL	Weight	Impressions left	Clicks left	Enabled
  ...	Giant Panda	Image	http://en.wikipedia.org/wiki/Giant_panda	5	Unlimited	Unlimited	Yes
  ...	Red Panda	Image	http://en.wikipedia.org/wiki/Red_panda	3	Unlimited	Unlimited	Yes

Now that you have created and modified your banners, you can add banners to pages as [widgets](#) or [web parts](#).