

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

- Creating a new banner category
- Editing an existing banner category
- Creating a new banner
- Editing an existing banner

Creating a new banner category

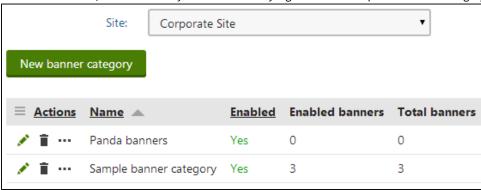
To create a new banner category:

- 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.



- 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:

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- 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	Banner content – plain text, which will represent the banner. You can also enter HTML tags.
HTML	Banner content – any HTML content, which can be edited using the text editor.
Image	Banner image – allows you to select an image from the content tree, a media library, or enter a URL of any image on the web. Banner image – allows you to select an image from the content tree, a media library, or enter a URL of any image on the web.
	 Image title – text which will be rendered into the title attribute of the image tag. Alternative text – text which will be rendered into the alt attribute of the image tag.
	Image CSS class – CSS class of the image tag.
	• Image CSS style – in-line CSS style that will be rendered for the image tag.

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.



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

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