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:

- **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. - **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.