

# **bannersoft** | Instructions on Ad Management & how to use Delivery Software | Bannersoft 2.0

The following document outlines help for Bannersoft 2.0.

Please contact us at [support@grapsoft.com](mailto:support@grapsoft.com) with any questions or feedback.

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# Advertisers

To start you will need to create at least one advertiser account. Accounts are very useful for dividing up your ads and organizing ads for different clients. It is recommended that you create an account for each of your clients so that they can login to view their own reports and statistics.

## A. How to Add An Advertiser Account?

To add a new account in Bannersoft:

1. **Log into** application as a administrator.
2. In your Administration Interface, click on the **Advertisers** at the top of the main navigation. A new page will open and you will see a list of all of your advertisers. (If you have already created some accounts.)
3. Click on the **Add Advertiser** to create a new account. You should now see a form that will allow you to enter all of the information you will need to supply to create your new account: e-mail, name, username, password etc.
4. When you are done, press the **Save New Advertiser** button at the bottom of the page to create your new account.

## B. How to Edit An Advertiser Account?

To edit an existing account:

1. Go to your **Administration Interface** and click on the **Advertisers link** in the Main Menu. You will then see a list of all of your advertisers, assuming that you have already created some accounts.
2. Click on the **Edit** link next to the account you want to edit. You should now see a form that looks very similar to the one that lets you create a new account.
3. Make your desired changes and then press the **Update Settings** button to save your changes.

## C. How to Delete An Advertisers Account?

To delete an existing account,

1. Go to your Administration Interface and click on the **Advertisers** link in the Main Menu. You will then see a list of all of your accounts, assuming that you have already created some accounts.
2. Check the box next to the account you want to delete and click on the **Delete selected advertisers** link. You will then be asked if you are sure you want to delete this account. If you are sure, press the Yes button to delete this account.

(If you delete an account, all the banners related to this account would be deleted too!)

# Categories

Categories are basically different places on your web pages. Most of people like to create categories for each of their different ad sizes that they display on their web sites. For example, you need to show a banner in the Top Header of all your pages, you need to set a category called Header.

Categories have their own sizes, for example, your top header may have 468x60 as its size. You can even go so far as to create different categories for each of your different ad sizes and every single one of your web pages. There is no any limit in the number of categories. It really depends on how much control you want to have when it comes to deciding exactly where you want your ads to be displayed.

## D. How to Add a Category?

1. Go to your **Administration Interface** and click on the **Categories link** in the Main Menu. (Note: If you log in as an advertiser, you won't be able to add and modify categories.) You will then see a list of all of your categories, assuming that you have already created some.
2. Click on the **Add New Category** to create a new category. You should now see a form that will allow you to enter all of the information you will need to supply to create your new category.
3. When you are done, press the **Save Category** button at the bottom of the page to create your new zone.

## E. How to Edit a Category?

1. Go to your **Administration Interface** and click on the **Categories link** in the Main Menu. You will then see a list of all of your categories and their codes, assuming that you have already created some.
2. Click on the **Edit** link next to the category you want to edit. You should now see a form that looks very similar to the one that lets you create a new category.
3. When you are done with editing, press the **Update Settings** button at the bottom of the page to save your changes.

## F. How to Delete A Category?

1. Go to your Administration Interface and click on the **Categories** link in the Main Menu. You will then see a list of all of your categories, assuming that you have already created some.
2. Check the box next to the category you want to delete and click on the **Delete selected categories** link. You will then be asked if you are sure you want to delete this category. If you are sure, press the Yes button to delete.

# Code Zone

## G. What is a code zone and where should I copy it?

```
<script language="JavaScript" type="text/javascript"  
src="http://www.grapsoft.com/demo/Default.aspx?mode=show&category=1&codetype=popup"><  
/script>
```

Every category has its unique java script code. After you copy the code into your web pages, code zone will show all the ads from that category. Code zone can be copied at any place on your web site.

## H. What type of the code should I choose and what is the difference among them?

Bannersoft 2.0 version has 3 types of codes:

**java script** – if you copy this type of code, your ad will rotate on that web page.

**popup window** – this code enables to rotate ads and banners in a new pop up window

**floating ads** – code that enables your ads and banners float over your web page content.

Note: New version of Bannersoft ad management software will have more types of codes and more options for modifying them.

## I. What is a code wizard?

Code wizard is a feature that simplifies way of creating a code that has to be copied into your web pages. It gives you more flexibility when creating a code for pop up window category.

# Banners

## J. How to Add a jpg/gif/bmp Banner?

1. **Log into** application as an **administrator**. If you are logged as an advertiser, administrator should approve your banner first.
2. In your Administration Interface, click on the **Add Banner** at the top of the main navigation. A new page will open when you can choose a type of a banner you want.
3. Click on the **Add Standard Banner**.  
You should now see a form that will allow you to enter all of the information you will need to supply to add a new banner.
4. When you are done, press the **Save New Banner** button at the bottom of the page to add a new standard banner.

### **Important:**

In order to rotate banners, make sure that:

1. Banner is active (please check start and end date in the form)
2. A Number of impressions is zero or bigger than number of hits.
3. Daily limit has to be zero or greater than number of hits/impressions.

## K. How to Add a Flash Banner?

1. **Log into** application as an **administrator**. If you are logged as an advertiser, administrator should approve your banner first.
2. In your Administration Interface, click on the **Add Banner** at the top of the main navigation. A new page will open when you can choose a type of a banner you want.
3. Click on the **Add Flash Banner**.  
You should now see a form that will allow you to enter all of the information you will need to supply to add a new banner. Don't forget to enter banner's height and width.
4. When you are done, press the **Save New Banner** button at the bottom of the page to add a new flash banner.

## L. How to Track Clicks on Flash Ads?

In order to track clicks on your flash ads, first you must prepare them.

1. **Open** your flash banner using FLASH (.fla file)
2. **Create a new bottom layer**; make it the full pixel size of the ad and fill it with the desired background color. Click once on the new layer to select it – then right click and **choose Convert to Symbol**.
3. Give the Symbol a name (like Click) and then choose Button for the Behavior. Hit OK
4. **Add** the following action script

```
on(release) {  
  
    getURL(_root.url, "_blank");  
  
}
```
5. **Save** the new file for example flash.swf

## M. How to Add and Track HTML Banner Clicks?

1. Log into application as an **administrator**.
2. In your Administration Interface, click on the **Add Banner** at the top of the main navigation. A new page will open when you can choose a type of a banner you want.
3. Click on the **Add HTML Banner**.  
You should now see a form that will allow you to enter all of the information you will need to supply to add a new HTML banner.
4. **Choose the advertiser** that is/will be advertising through this banner.
5. **Choose categories** in which you want your banner to be displayed.
6. **Enter a name** for the banner.
7. **Enter HTML code** for your banner. For example:

```
<table align="center" width="468" height="60">
  <tr>
    <td>This is a HTML Banner</td>
  </tr>
  <tr>
    <td><a href="#LINK#">Click for details</a></td>
  </tr>
```

8. If you want to track hits and click for your HTML banner, instead of entering web site address (url) to which banner leads, enter token **#LINK#** in Banner Code.
9. Enter other information and when you are done, press the **Save New Banner** button at the bottom of the page to add your new HTML banner.

## N. How to Edit Banners?

1. **Log into** application and in your interface, click on the **Banners** at the top of the main navigation. A new page will open when you can choose a type of a banner you want.
3. Click on the **Edit** link next to banner you want to edit. You should now see a form that looks very similar to the one that lets you add a new banner.
4. When you are done with editing, press the **Update Settings** button at the bottom of the page to save changes.

## O. How to Delete a Banner?

1. Log into a Bannersoft interface and click on the **Banners** link in the Main Menu. You will then see a list of all of your banners, assuming that you have already created some.
2. Check the box next to the banner you want to delete and click on the **Delete selected banners** link. You will then be asked if you are sure you want to delete that banner. If you are sure, press the Yes button to delete.

# Statistics

## What are Statistics?

Detailed Data about the use of a web site or the effectiveness of advertising.

## How to View Stats?

To view your statistics reports:

1. Log into a Bannersoft interface and click on the **Banners** link in the Main Menu. This will show you the list of your ads.
2. Click on the **Edit** link next to banner for which you want to see stats. A new page will open.

You should see a banner details and a Flash graph showing hits and clicks for selected ad. Flash graph allows you to choose several options – stats per hour, day, and month. Use the pull down menus for the specific data you would like to see.

When you are ready to view your graph, press the **Show Stats** at the top right of the graph to create your report.

To view detailed ad report click on the **Banner Hits Details** or **Banner Click Details** textual link.

You could also download your reports as word and/or excel document.

# Settings

Here you can change the parameters which you set up for the software. Passwords, settings, database names and some directory addresses. Be careful with these parameters. The parameters allow you to configure and setup options for the Administration Program.

Should you have any other questions and concerns, or should you have any suggestions on how to improve Bannersoft 2.0 and our service, please contact us at [support@grapsoft.com](mailto:support@grapsoft.com) We will answer in 24 hours.

Thank you ever so much for using Bannersoft 2.0 Ad Management Software!

Grapssoft Team