

bannersoft

Ad Management &
Delivery Software

WHITE
PAPERS

Mart 2006 | www.grapsoft.com/bannersoft

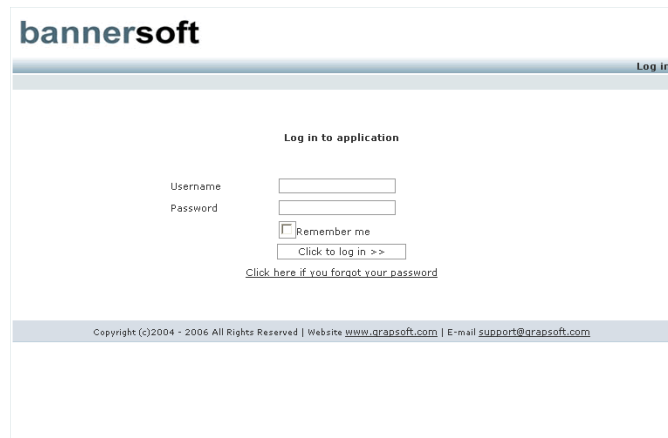
What is Bannersoft?

The Bannersoft is a fully functional and professional ad management & delivery software that has been developed using Microsoft's next-generation .NET platform which stands for the highest level of scalability and reliability, and the best speed for web based systems today.

Bannersoft 2.0 is developed in Microsoft .net Framework 1.1 but it runs on both, net Framework 1.1 and .net Framework 2.0.

Bannersoft meets the demands of the busiest sites and it is recognized as a cost-effective and reliable ad management solution. The credit for this recognition is largely due to close consultations with customers and users in which the Bannersoft 2.0 version has been designed and developed.

Simple user interface and customized features provide an easy and efficient way to manage online advertising without technical expertise.



bannersoft Log in

Log in to application

Username

Password

Remember me

[Click here if you forgot your password](#)

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Scalable and flexible Bannersoft empowers your advertisers and clients with fast and detailed real time reporting - all with no time, effort or trouble to you.

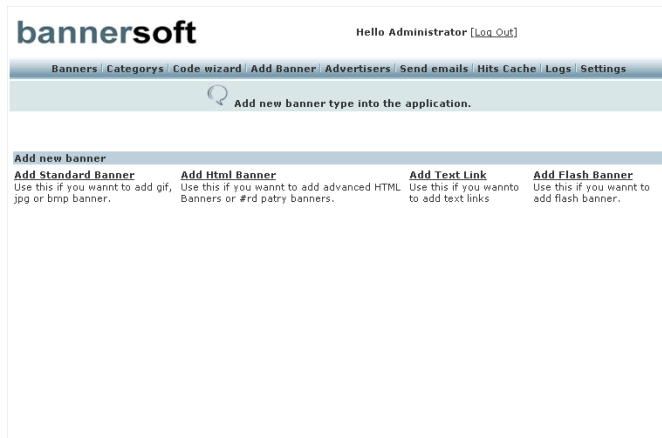
If you want to boost your revenues by selling advertising space on your web sites, Bannersoft is a wise business decision.

Why Bannersoft?

What makes Bannersoft an exceptional banner management and ad tracking system for your web site?

- Bannersoft can handle even the highest trafficked web sites. It supports "write caching", and unique feature that guarantees cost effectiveness.
- Bannersoft is extremely easy to use. It requires no software to install. Tracking starts by pasting a simple generated code in a web page. Bannersoft saves your clients time.
- Bannersoft is available 24 hours a day. From anywhere! It can be accessed by signing in through a standard browser that means more revenue for your company and less time spent managing your technology.
- Bannersoft gives you control. It allows you to specify maximum number of impressions and click-throughs for ads provides you with up to the minute statistical data that can be generated for different time periods and accounts. Furthermore, Bannersoft supports exception logging written in XML file and database.

For more reasons, please read a list of Features below.



- Bannersoft provides you and your clients with a comprehensive variety of default as well as customized reports in your favorite form. Your clients can log into the system and get immediate reports and stats on how their ads are doing. All reports are designed to be as easy, simple, and understandable as possible.
- With Bannersoft you get free of charge 24/7 email support. If what we provide is not exactly to your needs a simple request to our team will result in the feature and functionality that you need. Our clients are very important to us and we want you to succeed!
- Bannersoft can be translated to any other language.

Bannersoft Features

Bannersoft is a highly reliable application designed to simplify the process of managing ads on your web site(s). Flexibility, functionality and efficiency, our guiding principles throughout the design process resulted with supported key features.

"Write caching"

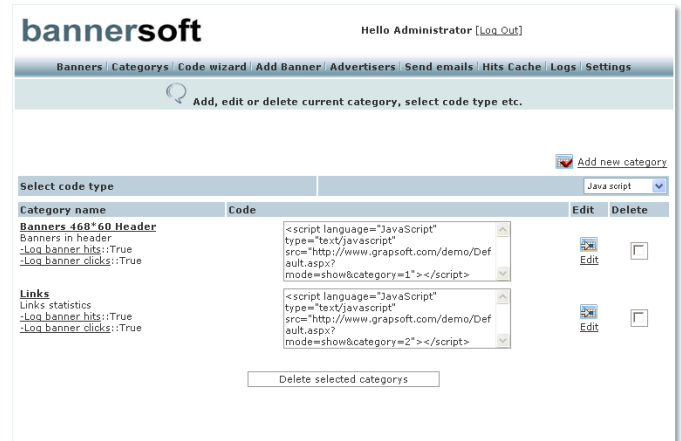
A cost-effective feature that minimizes database round trips and infrastructure costs. For applications that must frequently write back to the database and users with high volume traffic web site, Bannersoft guarantees dramatic improvements to performance and minimized bandwidth consumption.

Easy and Friendly Software

- Easy to select code type (java script, floating ad, Pop-up window)
- Easy to add / edit banner feature (step by step code generation)
- Easy to upload and organize files
- Simple integration
- Built-In Contact Form
- Flexible configuration

Code Wizard

Bannersoft saves your time and automatically generates the needed codes for all your ads that you can simply copy and paste into your website where you want them to appear.



Web-based user interface

Bannersoft can be accessed through a standard browser and Publishers/Advertisers can automatically sign up. There is no additional software to install.

Customization - Maximum Impressions

Bannersoft allows you to specify maximum number of impressions for banners. You have a possibility to track only unique hits and/or clicks for your ad. Impressions Limit allows you to specify maximum number of impressions for ads. Limit banners in customized display period ensures effective advertising - allows you to easily control the date that the ads display. You can also ignore hits and clicks from the same user that will provide you with more reliable data and eliminates the artificial clicks from spiders.

Media formats

Bannersoft supports unlimited number of Banner ads including BMP, GIF, JPG, HTML banners, Flash, Text links, Applets, Pop-Up, and 3rd party ads.

Dynamic Sizing

Feature that allows customizable ad sizes and formats.

Software Flexibility

No limits on the number of ads running.

Statistics and Reporting

Bannersoft interface delivers powerful statistics reporting for administrators, and advertisers in real time. Reports can be generated for different time periods and accounts. Real time report interface provides you up to the minute data. Detailed reports are downloadable in Word and Excel.

E-mail alerts

Using Bannersoft you can setup email alerts to notify you of important events or to deliver you reports. Customizable mails can be sent automatically or manually. You can schedule how often e-mail alerts should be sent to - daily or weekly. E-mail templates used by Bannersoft user can be customized too.

Flash graph

Bannersoft includes a flash graph that gives you a quick report without actually having to read through pages of data. It displays statistics by month, day, and even hour by hour.

Real-time

Bannersoft makes data available in real-time, so you don't have to wait.

Monitoring

Exception logging written in XML file and database gives you better control. Xml Logging provider use XML file to store application messages and exceptions during application work so you can see logs which application creates right away.

XML based localization.

Easy maintenance and installation

Bannersoft is an easy to install and maintain software.

Support many languages

By translating just one file, Bannersoft can be easily translated to any other language.

Help Menu

Bannersoft's build help menu improves usability.

System Requirements

To run Bannersoft you need:

- Windows 2000, Windows XP, or Windows Server 2003 running Microsoft .NET Framework 1.1 or 2.0
- Microsoft SQL Server 2000, 2005 or Microsoft SQL Server 2005 Express

Please note that your web site can be running on any type of server (Windows, Linux, Unix, etc.) but Bannersoft 2.0 version must be installed on a compatible server as shown above.

Client Requirements:

- Internet browser (IE, Mozilla, Opera ...)
- Flash Player

Pricing

Bannersoft software licenses are priced according to the number of installations. With multiple installations, you can buy additional licenses which are offered at a reduced price, or you can buy a license for unlimited installations. Bannersoft is delivered electronically and will not be shipped on CD. You can purchase Bannersoft through our website www.grapsoft.com/bannersoft/buynow.html

Please note that there are absolutely **no hidden fees**. Technical support is free and upgrade to the new version of software is \$49. If you purchase within a 3-month window before the release of a new version, you automatically qualify for a free upgrade.

Bannersoft 2.0 for ASP.NET/SQL Server	Price US \$
Bannersoft Version 2.0 for ASP.NET for 1 Web Site/installation	\$99
Bannersoft Version 2.0 for ASP.NET for 2 Web Sites/installations	\$169
Bannersoft Version 2.0 for ASP.NET for unlimited Web Sites/installations	\$499
Bannersoft Additional Web Site License	\$79

Bannersoft 2.0 Upgrades for ASP.NET/SQL Server	Price US \$
Upgrade to Bannersoft Version 2.0 from 1.0	\$49

About Grapsoft

Grapsoft's mission is to increase the profitability of our clients websites through advertising. Our commitment is to provide high quality software components and applications under the professional brand of Grapsoft. Building strong partnerships, listening our clients and offering outstanding 24/7 support to customers are our major values, our vision, and our passion. Grapsoft is testing applications with number of different users to ensure compatibility and reliability.

We welcome your custom and comments and look forward to building a relationship with you through the Bannersoft.

Grapsoft customer can expect an outstanding 24/7/365 email support enhanced with an explained steps through the product's interface. Help documentation and screenshots can be also accessed through our web site.

Contact Grapsoft

Should you have any questions and concerns, should you need to know more about Bannersoft or Grapsoft, or should you have any suggestions how to improve application, please do not hesitate to contact us.

Visit our web site at:

www.grapsoft.com

For marketing or PR inquiry
use:

marketing@grapsoft.com

For general inquiry use:

info@grapsoft.com

For technical support use:

support@grapnet.com

We are there for you.

Grapsoft Team