

Edit Banner Advertising

The **Edit Banner Advertising** tool, available from the Website Administration main menu, allows you to edit data for your website's banner, tile and skyscraper advertisements such as website links, expiration dates and more.

Select viewing option below:		Select Advertiser Categories:	
Show current advertisers:	<input checked="" type="radio"/>	Select one or more items from the list below.	
Show all advertisers:	<input type="radio"/>	<div style="border: 1px solid black; padding: 2px;"> All Zones Atlanticville Header Atlanticville F Tiles </div>	
Click Update to see changes made above:			<input type="button" value="Update..."/>

List and edit advertisers - Currently listing 4 banners

Publisher ↑ ↓	Advertiser ↑ ↓	Zone ↑ ↓	Start Date ↑ ↓	End Date ↑ ↓	Impressions Remaining ↑ ↓	Display? ↑ ↓	Weight ↑ ↓	Edit ↑ ↓
Add New Banner								
Atlanticville	Go Wireless	Atlanticville_F_Tiles	04/08/2008	05/07/2008	999,985	Yes	0 ↑ ↓	edit
Atlanticville	Cox's Corner Professional Center	Atlanticville_F_Tiles	00/00/0000	01/01/2099	995,317	Yes	0 ↑ ↓	edit
Atlanticville	All American Chevrolet	Atlanticville_F_Tiles	00/00/0000	03/04/2088	995,258	Yes	0 ↑ ↓	edit
Atlanticville	Battleground Country Club	Atlanticville_Header	00/00/0000	04/16/2008	989,990	Yes	0 ↑ ↓	edit

Above is an example of what you might see after opening the Edit Banner Advertising tool.

Select viewing option below:

This dialog lets you select between viewing only currently displaying banner and tile advertisements, or viewing all current and past banner and tile ads. By default, only the current ads will be shown. To change to All, click the bullet point and then click **Update**.

Select Advertiser Categories:

This dialog lets you filter your advertisements by **Zone**. A banner or tile's Zone determines where it will display on your website. For instance, **Papername_F_Tiles** refers to tile ads that only display on the front page. Similarly, **Papername_Banners** refers to banner ads that display on every page of a website. By default, ads from all Zones are shown in the report, but if you only wish to view one or two Zones, you can select them here and click **Update**.

List and edit advertisers:

This report shows the banner and tile ads matching the criteria defined in the viewing options above. By default, the currently displaying ads from all Zones will be shown here.

Add New Banner:

This is the first option at the top of the report, and can be used to add a new banner or tile to rotation. However, under most circumstances this will have to be handled by an Our-Hometown representative. If you wish to add a banner or tile ad to your site, please send us an email containing the ad (preferably in GIF format) along with the advertiser's website link, start and end dates for the ad (if applicable), desired placement, and the number of displays ordered (optional). For information on supported banner and tile ad file formats and dimensions, see this document:

<http://www.our-hometown.com/banners.pdf>

Advertiser:

This column shows the Advertiser Name for each banner or tile ad. Since this system is brand new, many advertisers may be listed as "Banner Advertiser-#####" for the near future. However, as banners are added and updated, these will be replaced with the actual advertiser names. This guide will also show how to update them yourself (see page 4 below).

Zone:

The advertisement's Zone. See "Select Advertiser Categories" above for more information.

Start Date:

This column shows the date that the ad started displaying on your website (or the date that an ad **will** start displaying). Unfortunately, for ads added before we implemented the new banner interface, the Start Date will appear as 00/00/0000. If you wish to know information on when we started displaying an older ad, please contact us at ops@our-hometown.com.

End Date:

Similarly, this column shows the ad's expiration date. When the noted date is reached, the ad will automatically stop displaying on your website. If no expiration date was stated at the time the ad was first posted, this column will show a date in the far future, meaning that the ad will effectively be displayed indefinitely.

Impressions Remaining:

If an advertiser paid for a certain number of exposures (or impressions, or displays) for their ad, our system is able to stop displaying an ad after that number of exposures has been reached. If no limit is specified, we will simply set the ad to display a very large number of times. This column shows how many exposures remain until the ad will automatically stop displaying.

Display?:

Any ad can be set to display or not display at any time, and the selected option will be reported here. **NOTE:** End Date and Displays Remaining take precedence over this setting. An ad that has reached its End Date or met its display limit will **not** display, even if Display is set to “yes.”

Weight:

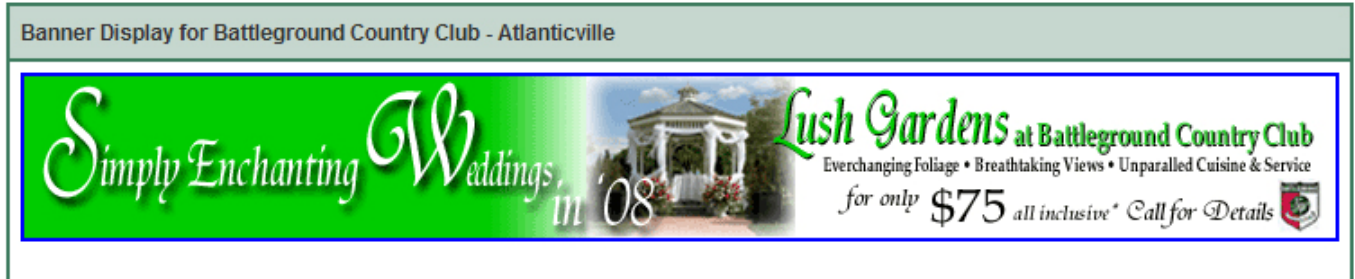
If your paper is set to display multiple tile ads at once (for example, in a vertical column of three ads), you can change their order by changing each ad’s weight. Ads with equal weights will simply display in alphabetical order by advertiser name. However, an ad with a higher weight will display above the others. You can click the green **up and down arrows** next to the weight number to change an ad’s position.

Edit:

Click this button to edit any of the above information for the requested ad. For more information, see the next page.

Editing Banner Information:

To edit any of the information displayed in the banner report, click the **Edit** button next to the banner or tile ad you wish to revise. Doing so will display the screen below. **NOTE:** Any changes made will not take effect until the **Update Banner** button is clicked.



Advertiser Information:	Delete Banner
Show Advertiser: <input checked="" type="checkbox"/>	
Advertiser Name: <input type="text" value="Battleground Country Club"/>	
Zone: <input type="text" value="Atlanticville_Header"/> Edit Zones	
Banner Settings:	
Display Code:	
Image: <input type="text" value="http://www.gmnews.com/media/battleground_rev.gif"/> or HTML (Leave Image empty to use HTML): <input type="text"/>	
Link: <input type="text" value="http://www.battlegroundcc.com"/>	
Display Settings:	
Maximum Impressions: <input type="text" value="999999"/>	
Start Date: <input type="text" value="00/00/0000"/>	
End Date: <input type="text" value="04/16/2008"/>	
Banner Statistics	Update Banner

The **graphic** at the top of the screen shows your banner or tile as it appears on your website, including a link to the advertiser's website if applicable.

Delete Banner:

This can be clicked to permanently remove the ad from your website and also from the banner database (stats for the banner will also be deleted). This cannot be undone.

Show Advertiser:

If unchecked, the ad will not display on your website. If checked, the ad will display provided that it has not reached its End Date or met the Maximum Impressions limit.

Advertiser Name:

The associated advertiser name can be changed by using the dropdown menu.

Zone:

This dropdown menu can be used to change the placement of an ad. Please do not change this setting without notifying an Our-Hometown representative.

Display Code:

Either an **Image** or some **HTML** code, this section determines the appearance of the banner. If the banner is simply an image, its path will be entered in the Image field. The HTML field can be used for more complicated types of banners, such as those utilizing Flash animation or Javascript code. Generally this section should not be altered.

Link:

This determines where a user will be taken when he or she clicks on the banner or tile ad. Sometimes an advertiser does not have a website address, in which case it's okay to leave this field blank. However, if a website address is specified, be sure to include the **http://** at the beginning.

Maximum Impressions:

This determines how many times to display the ad before it is automatically disabled. This is useful if your advertising pricing is based on a specific number of exposures. However, most people prefer to price their ads by the week or month, in which case this field should simply have a large number in it (9999999, for instance).

Start Date:

The date that the advertisement started displaying, or **will** start displaying, on your site.

End Date:

The expiration date for the ad. When this date is reached, the ad will automatically stop displaying.

Banner Statistics:

This can be clicked to view statistics on exposures and ClickThrus for the selected ad. More information can be found in our documentation for Banner Ad Statistics, available here: <http://www.our-hometown.com/bannerstatistics.pdf>

Update Banner:

Click this button to implement any changes made above.