

## Advertisements

You can upload ads and control how long they are displayed on the site.

### ***View Ads Tab***

Allows you to view all ads that have been loaded into the Advertisements component

#### *Creating/Loading an Ad*

1. Click on New.
2. You are now on the Create Advertisement screen where you will enter all applicable information.
3. Enter a name for the ad; this name will not appear on the site, it just is a way to reference the ad within the ISM.
4. Enter a URL of wherever the ad needs to go. This needs to be the full URL, and it can be a page on your site or anywhere else on the Internet.
5. Hide Advertisement – if you select ‘Yes’ on this, the ad will NOT display on the site. This gives you the ability to load the ad into the ISM, even if they’re not ready for it to display on the site. You will see this option throughout the ISM, and it always functions the same way.
6. Select Yes/No for Open in New Window. If the user is being directed off your site, it is always recommend that you select Yes on Open in New window so the user are not taken off of your site completely.
7. Under Primary Image, click on the orange ‘Select’ button. When you click on this button, a new gray Browse button will appear in the right margin. Click on the gray browse button, and a dialog box will open up that will allow you to access files on your computer. You can then browse and select the image that will be used for the ad. Once you have highlighted the image, click on the orange ‘Upload File’ button to the right of the Browse button. Once the file has uploaded, you should see a thumbnail image by the orange Select button.
8. Flash Ad Width – only used if the ad is a third-party flash ad
9. Flash Ad Height - only used if the ad is a third-party flash ad
10. 3<sup>rd</sup> Party Ad Code - only used if the ad is a third-party flash ad
11. Dates the Ad will Run – make sure that you enter in Start and End Dates or you select Yes on Ignore Start and End Dates. You must do one or the other or the ad will not display. Note that the time is in 24-hour format.
12. Ad Pools – highlight the ad pool that the ad needs to be associated with. This is one of the most common reasons that an ad will not display on your site. More information on Ad Pools can be found in the next section.
13. Ads By Impression – this is another way to control how long an ad is displayed on your site. If you enter 500 for Max Impressions, the ad will no longer display after the 500<sup>th</sup> view. (Impressions mean the user views the page with the ad). If you enter 500 for Max Clicks, the ad will no longer display after the 500<sup>th</sup> Click (user must click on the ad.)
14. Statistics – you can log in at any time and view how many times this ad has been viewed/clicked.
15. Make sure to Save! You will be directed back to the View Ads tab.

#### *Important Notes about Ads*

- Acceptable file types for ad images are jpegs and gifs (animated or static).
- Images must be in RGB format. If they are in CMYK format, they will show up as a Red X in the ISM and on the site. You will need Photoshop or other photo editing software to change it to the proper format.

#### *Deleting an Ad*

Check the box to the left of the ad(s) you wish to delete. Click the orange button at the bottom of the page that says ‘Delete Selected’. This will prompt you and ask if you are sure – click OK.

### *Editing an Existing Ad*

Click on the Edit icon to the far right. Make necessary changes. Save.

## **Ad Pools Tab**

Ad pools generally refer to a location of ads on the site, i.e. “left navigation”, “banner ads”.

### *Creating a New Ad Pool*

1. Click New.
2. Give the ad pool a name. It is a good idea to name it something that refers to the location on the site, i.e. “left navigation”.
3. Select the Type
  - a. Sorted – all ads in the ad pool will display, and they will always display in the same order
  - b. Randomized – ads are pulled completely at random from that ad pool
  - c. Rotated – similar to Randomized, but each ad is viewed an equal number of times.
4. Disable View Logging/Click Logging – this will disable the feature that calculates the number of views and clicks; you should always leave this at No unless there is some reason why you do not want to track the stats.
5. Width/Disable Auto Resizing – If you enter in a width (pixels), the system will automatically resize every ad in this ad pool to whatever width you enter. If you disable the auto resizing, it will load the image at whatever the original size is.
6. Save.

### *Notes about Ad Pools*

- The ISM always assumes the longer dimension is the width, even for a vertical image where this is not actually the case. Keep this in mind if you are having trouble with resizing
- You can create ad pools, but they cannot link them to the site. You will need to contact customer service or open a task in the task manager.
- Right Margin
  - View All Ads – allows you to see all ads
  - View Unclassified Ads – allows you to see ads that have not been associated to an ad pool
- Names of the Ad Pools - If you only want to view the ads in one particular ad pool, click on the name of that ad pool in the right margin. Once you are viewing ads for one ad pool only, you will have Sort boxes available if you need to set the order that they display. Rank them and click on Save Sort Order at the bottom of the page.

## **Pop-Up Tab**

You have the ability to create pop-ups through the ISM. Use the following instructions to create a new pop-up or to edit an existing one.

### *Creating a Pop-Up Ad*

1. Click on New.
2. Enter a name for the ad; this will not display on the site, it only references the ad within the ISM.
3. Enter a width and height in pixels. If you are uploading an image, these dimensions should correspond to those for the image.
4. Enter an X and Y position. This refers to the location of the pop-up on the page, and it is measured in pixels. The ad will start in the top left corner of the site and move left/right (X) and up/down (Y) based on the numbers that have been entered. Your site is probably around 800-1000 px wide, so the numbers that you enter should be in the 100's.
5. Display Only Once Per Visit? – Select Yes/No

6. Enable Pop-Up – this turns the ad on/off. If it is not enabled, it will not show on the site. This acts the same way as hiding an item.
7. URL – enter the URL of where the pop-up needs to direct users
8. Content Type
9. Splash Image – select this option if you are uploading a jpeg. Use the orange Select button to upload an image.
10. Text – select this option if you are using the text editor below to create your ad
11. Flash Code – only select this option if your ad is a flash ad (then you will need to enter the HTML in the Content Type: Flash Code Box.)
12. Save.

### ***Pop-Up Placement Tab***

Once the plug-in has been saved, you can select the pop-up from the drop-down menu so that it will display on the site.