Openads 2.0 Guide

This guide describes all aspects of Openads 2.0, including installation and configuration, managing your banner inventory, displaying banners on websites and generating invocation code for banner delivery. There is also a Troubleshooting section which aims to resolve common issues in FAQ form.

You are strongly recommended to read this guide before you start using Openads 2.0, since many questions you may have about running an ad server are answered in the following chapters.

If you have read this guide and still have questions, do not hesitate to join the support forum via the Openads website to search for more answers and participate in discussions on Openads 2.0.

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What is Openads?

Openads 2.0 is an ad server written in PHP that allows you to place banners on your website and lets you manage your banners in a professional way. Openads is open-source which means you have access to the source code, licensed under the General Public License.

Requirements

The administrator interface of Openads 2.0 is designed to run on Internet Explorer 5 or higher, Netscape 6 or higher and Firefox. JavaScript must be enabled to fully take advantage of all the features. Also make sure to enable cookies, as this is essential for being able to log in. A screen with a resolution of 1024 x 768 or higher is highly recommended.

History

In 1998 Tobias Ratschiller created phpMyAdmin, a tool to administer MySQL databases, written in PHP. After the launch of phpwizard.net, the home of the phpMyAdmin project, more projects were added, like phpIRC, phpChat, phpPolls and phpAds.

phpAds: Adm	instration
Home	
Add new client	
Modify client:	niels ▼ Go
Delete client:	niels ▼ Go
Banner Adminstration:	niels ▼ Go
View client's statistics:	niels ▼ Go
Total AdViews:	5
Total AdClicks:	0

phpAds started out as a free tool, which let webmasters place banners on their website. The code was covered by the GPL licence and a whole community of users grew around this wonderful piece of software. After about a year and four releases the project was abandoned because Tobias didn't have the time to continue working on it.

Meanwhile phpAds had really become a popular solution. People were asking for new features and started fixing the still existing bugs. Because the development on phpAds wasn't controlled by anyone anymore Wim Godden decided it was time to breath life again in the old phpAds project and phpAdsNew was born, a new project, based on the old phpAds source code.

Wim started working on improving the old source code, adding new features and fixing the remaining issues. phpAds 1.4 grew into phpAdsNew 1.5

and kept evolving into phpAdsNew 1.8. Because of the time involved to maintain a project like phpAdsNew Wim asked for developers to help him improve phpAdsNew. A number of other developers like Phil Hord and Niels Leenheer joined the project and added their own new features. After the release of phpAdsNew 1.9 the developers really felt the project lacked a number of features which prevented the project from becoming a mature ad server.

Niels took it upon him to lead the development of phpAdsNew 2. The goals for phpAds-New 2 were very high and a lot of work was spend on rewriting the code to make it more stable and implementing the features that were really essential for any serious ad server.

With help from a lot of developers all kinds of new features were added and a completely new user interface was developed. There are just too many changes in phpAdsNew to completely list them here. Halfway during the development of phpAdsNew 2 Matteo Beccati created a PostgreSQL port of phpAdsNew and joined the project to help us. Later on Stefan Morgenroth joined the project and contributed his own continuation of the phpAds project, called phpAdsPlus. A number of features found in phpAdsPlus, such as Flash support, were still missing in phpAdsNew and they were quickly adapted for phpAdsNew.

What can you expect from us in the future?

With the release of Openads 2.0 we believe the basic requirements for a mature ad server have been fulfilled. After this very important milestone we can build on these basic features and create an even better ad server. New features are being developed all the time. You can eep in touch with progress by visiting http://www.openads.org regularly. Stay tuned!

Also a final note: Wim, Phil, Niels, Matteo and Stefan are not the only developers who worked on this project. phpAdsNew wouldn't be the same without all the code contributed by a large number of other developers. Thanks to everyone who helped make this project possible, you know who you are. Also many thanks to Tobias Ratschiller who started all of this, without his early work on phpAds this project would probably not exist.

The PostgreSQL port of phpAdsNew is called phpPgAds and can be downloaded from http://www.sourceforge.net/projects/phppgads

Quick start guide

[Douglas is building this now]

Installing and upgrading

System requirements

Before you can start the installation you need to make sure your server meets the requirements described below.

Web server

Openads should be able to run on any web server which is supported by PHP.

Openads has been tested with Apache running on Linux and Windows and Microsoft IIS on Windows. Other servers might also work as long as PHP is supported, but they are currently untested and unsupported by Openads.

PHP

Openads is written in PHP and requires that PHP is installed on your server. For security reasons the use of PHP 4.4.2 or higher is highly recommended, but Openads should also work with PHP 4.0.3 or higher. Openads is also compatible with PHP 5. For more information about PHP, please look at the following website: http://www.php.net.

When using Apache it is not recommended to run PHP as a CGI binary, use the Apache module instead. The Apache module is not only much faster,

it also causes less load on the server, which improves the number of impressions the server can handle.

If your are using Microsoft IIS 5.1 or 6, please try to use Fast-CGI, because the ISAPI module is not yet declared stable. If you are using Microsoft IIS 5.0 or earlier please upgrade to the latest version. If you can't upgrade to IIS 5.1 or 6, please use the less stable ISAPI module. IIS 5.0 or earlier are affected by a serious bug which interferes with the correct operation of CGI applications.

Openads is fully compatible with PHP 4.2 and 4.3, including when the register_globals setting is turned off. We've also added support for running phpAds-New when magic_quotes_gpc is turned off and magic_quotes_runtime is turned on.



TIP

Openads requires the following PHP configuration settings:

- track_vars needs to be turned on
- file_uploads need to be turned on
- register_long_arrays needs to be turned on when using PHP5

Because Openads uses a MySQL database, the MySQL extension needs to be included, but in most installations this is enabled by default. Other than the MySQL extention, Openads doesn't require any exotic extensions to be present for basic operation, however some optional features may require additional extentions to be installed.

The ZLib extension is required if you want to convert hard-coded links inside compressed Flash files which are generated by Flash MX. Without the ZLib extension Openads is not able to decompress the Flash file and won't detect any hard-coded links.

The FTP extention is used to store local banners on the webserver. If the FTP extension is not present it will try to simulate the FTP extension, but this might not be as stable as using the actual extension.

MySQL

Openads requires a MySQL database to store the banner inventory and statistics. If you need more information about MySQL take a look at http://www.mysql.com.

There are no special requirements for the MySQL database server, but it is recommended to use at least MySQL 3.23.2. Openads is compatible with all table types, but if you are going to serve a lot of banners daily it is recommended to use a table type which supports row locking, such as InnoDB. Openads is also compatible with MySQL 4.1 and 5 running in strict modes, because it automatically falls back to MySQL 4 compatibility mode.

If you want to run Openads on a PostgreSQL database, please take a look at the phpPgAds project, which is an Openads port for PostgreSQL, created by one of our developers. The phpPgAds project is actively maintained and should be up to date with the latest release of Openads.

Automatic maintenance

Openads 2.0 uses a special maintenance script to activate campaigns, recalculate priorities, clean up statistics and send out advertiser reports. The maintenance scripts needs to run every hour for the application to function correctly. There are an anumber of ways to automatically schedule the maintenance script, some of which are described below.

Built-in Automatic Maintenance

On installation, Openads' built-in automatic maintenance is enabled by default. This is a particularly useful feature as, according to your needs, you don't have to create a Windows scheduled task or UNIX cron job. Each time banners are delivered to your website, the built-in automatic maintenance carries out the required maintenance tasks, including updating your statistics. You can combine automatic maintenance with your own scheduled tasks if required, or you can disable Openads' automatic maintenance, without affecting your own scheduled maintenance tasks.

When you set up your own scheduled maintenance, automatic maintenance (if enabled) still plays its part. In that case, delivering banners triggers automatic maintenance when maintenance has not run in the last hour, or when it hasn't run in the *current* hour when the current time is later than five minutes past the hour - this five-minute period allows any scheduled maintenance to complete.

You can view the current maintenance status by checking the **Settings>Maintenance** screen, then choosing the Maintenance option from the drop-down list. You can view the log of maintenance runs in **Settings>User Log**, where automatic maintenance runs are identified by a separate icon.

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Scheduled Maintenance

The most common way to schedule a task on Linux and UNIX based servers is to use the cron daemon. On Windows 2000 and XP servers there is a graphical interface to schedule tasks or you can use the at command. If for some reason you can't use these tools you could opt to use an external cron service, or use the cron emulator that came with the phpAdsNew package. The last two options are less reliable, if you can try to avoid using these.

If for some reason the scheduled task didn't run one particular hour there shouldn't be any major problems. Running without the maintenance script for longer period will have an effect on the functionality of phpAdsNew. For example, if the maintenance script isn't running, phpAdsNew won't activate new campaigns and the advertiser reports won't be send. One more very important side effect is that phpAdsNew won't recalculate the priority, which means high priority campaigns and campaigns that have both an expiration date and a fixed number of impressions will be delivered more often than is wanted. If you are having problems with the delivery of these types of campaigns always check if the maintenance script is running first.

If the maintenance script hasn't run in over 24 hours a message will be displayed as soon as you log into the administrator interface. This message cannot be disabled, the only way to prevent this message from being shown is to set up the maintenance task correctly.

Scheduling tasks on Linux and UNIX based servers

If you are using Linux server or a Unix based server such as BSD, Sun or MacOS X you can use the cron daemon to automatically run the maintenance.php file. You can edit your scheduled tasks using the crontab utility. If you don't have permission to use crontab, please contact your service provider or server administrator.

In most cases you will need shell access to your server to add a new scheduled task. After using telnet or ssh to login to your server use the following command to export your existing scheduled tasks to a text file:

crontab -l > cron.txt

After exporting your existing tasks to a text file you can use any text editor you want to add tasks. Because every server or service provider is different it is not easy to provide a way to schedule tasks that will work on every server. Depending on the configuration of your server you can use one of the following tools to actually run the maintenance file: curl, fetch, lynx or wget. To find out which is supported by your server simply type the name of the tool on the command-line. If you get a message 'command not found' the tool isn't supported on your server.

Based on which tool your server supports add one of the following lines to the cron.txt file:

if your server supports curl:

0 * * * * curl -s -o /dev/null http://www.server.com/phpAdsNew/maintenance/maintenance.php

if your server supports fetch:

0 * * * * fetch -o /dev/null http://www.server.com/phpAdsNew/maintenance/maintenance.php

if your server supports lynx:

0 * * * * Iynx > /dev/null -dump

http://www.server.com/phpAdsNew/maintenance/maintenance.php

if your server supports wget:

0 * * * * wget -q -O /dev/null http://www.server.com/phpAdsNew/maintenance/maintenance.php

After you changed the cron.txt file and added the line for the tool you want to use, you need to import the file back again into the cron daemon. To do this type the following command on the command-line:

crontab cron.txt

Using cPanel to schedule maintenance tasks on Linux and UNIX based servers

An alternative method of creating a cron job on Linux/UNIX servers is by using cPanel. The general procedure is as follows:

- 1. In cPanel, click Cron jobs in the main display of the interface;
- 2. Click Advanced (Unix style) to access the Cron Manager;
- 3. Enter an email address to which reports can be sent (effectively the output of the command run by the cron job) in the field provided;
- 4. Select the frequency of the job in the boxes provided; for example:
 - Minute: 2

- Hour: *
- Day: *
- Month: *
- Weekday: *

In this example, 2 minutes past the hour is chosen simply to avoid the typically 'busy' time for the server on the hour.

Now enter the command you wish the cron job to run; for example:

curl -s -o /dev/null http://the_proper_domain/maintenance/maintenance.php

(where the_proper_domain indicates your full Openads url)

Don't forget to save your changes to set up your cron job. Note that this procedure does not apply precisely to all versions of cPanel and there may be some variations in your particular version.

Scheduling tasks on Windows 2000 and XP servers

If you are using a Microsoft Windows 2000 or XP server you can use the Scheduled Tasks to automatically run the maintenance file. However there is no standard tool available to actually run the maintenance file.

Downloading wget

The first thing to do is to download wget, which is a command line utility to get the contents of a file stored on a web server. Wget is available for all kinds of operating systems, including Windows. After you have downloaded the zip file you need to copy the wget.exe file to the directory where Windows is installed. Wget isn't part of phpAdsNew and needs to be downloaded seperately. Up-to-date download locations are listed on the wget homepage: http://www.gnu.org/software/wget/wget.html

Creating a batch file

The next step is creating a small batch file which will call the wget utility with the correct parameters. This file can be executed as a Scheduled Task later on. You can use Notepad to create a new file and add the information below, then save the file as phpads.bat. You can save the file anywhere you like, but it is wise to keep it in a location that isn't going to change, and isn't accessible by the web server. Also make sure to specify the correct URL inside the batch file, the URL below is just an example.

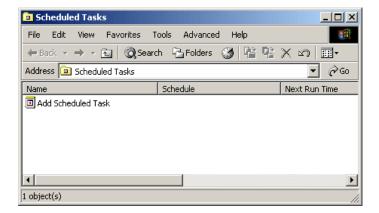
Figure:



Creating the scheduled task

The next step would be to actually add a new Scheduled Task. You can find all Scheduled Tasks inside a directory inside the Control Panel.

Figure:



Now click on Add Scheduled Task. The wizard will begin and after you click on Next it will ask you for the program to run. Just click on Browse... and select the batch file you just created. Now you need to give this Scheduled Task a name and select to perform this task daily.

Figure:



Click on Next and set the Start time to 0:00 and choose to perform this task every day.

If you click Next the wizard will ask you for your username and password.

Figure:



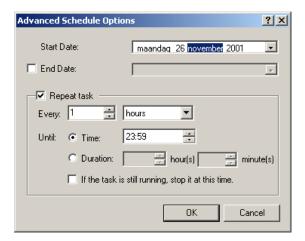
After you supplied your username and password click on Next. Make sure to select Open advanced properties..., because you will need to make some modification to this task. Now click on Finish.

Figure:



To make sure this task runs hourly you will need to go to the Schedule tab and select the Advanced... button. Now check Repeat task and make sure the task is repeated every hour. Also select the radio button Time and set the value to 23:59. Now click OK to close this dialogbox and click Apply to save all settings.

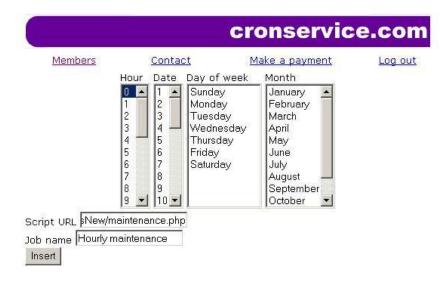
Figure:



Using an external cron server

If your server doesn't support Scheduled Tasks or cron jobs, it is still possible to run the maintenance file every hour automatically, by using an external cron server.

Figure:



Cronservices.com

For just \$9.95 a year, cronservice.com allows you to add as many scheduled tasks as you want by using a simple web based interface. After logging in at cronservices.com, you need to specify which task you want to run by clicking the Add new job button.

If you want to run a job hourly you need to select all hours. Don't select a date, day of week or month. Then enter the full URL of the maintenance file in the Script URL field. For example: if you installed Openads on http://www.server.com/Openads, the full URL would be http://www.server.com/Openads/maintenance/maintenance.php. After entering a job name you can click on the Insert button.

Checking if the maintenance task is running

The maintenance task if very important for the functionality of Openads. Without running the maintenance task every hour many different problems can occur. Because of this it is important to check whether the maintenance task is running properly.

Figure:

If you log in to phpAdsNew and the maintenance task hasn't ran in 24 hours the following warning is displayed. If you see this warning dialog you should look into why the maintenance task isn't running properly.

Apart from the warning dialog displayed above, there is another way to see if the maintenance task is running properly. If you have enabled the option Log hourly priority calculations on the Administrator settings page a log of the priority calculations will be stored in the User log. If this option is enabled, but there are no logs visible in the User log the maintenance task is probably not running correctly.

Considerations

Openads 2.0 is a very flexible application and there are many different ways it can be deployed on your server. Depending on how you plan to use it, some ways have advantages over other ways. This chapter is intended to help you decide which deployment method is best for your specific situation.

Running your website and Openads on one web server

This is probably the simplest way to deploy Openads and unless you have a very large number of visitors this will work well. You can install Openads in a subdirectory on the same virtual host as your actual website. If you website is also build with PHP you can use local mode invocation to deliver the banners.

If you are using local mode invocation there are some things you might want to consider. Because Openads needs to set cookies for certain advanced features the domain name which Openads uses must be the same as the one you are using for your website. The reason for this is because only cookies set by *domain name X* will be readable by a script running on *domain name X*. If you are using more than one domain name Openads will work without any problems. It will simply set the cookie using the domain name which is currently used, although this will only work if all the domain names you are using point to the same virtual host.

If you do want to run Openads on a different virtual host with a separate domain name you can't use local mode invocation without causing problems. Other types of remote invocation will work fine. This approach also has a couple of advantages: because there is a limitation to the number of cookies you can set for a specific domain older cookies will be deleted when new cookies are set. If you are running Openads on the same domain as your website it is possible it will delete the cookies which are set by your own website. Running on a different domain name will prevent this.

Running Openads on a dedicated server

If you want to install Openads on a dedicated server, you can't use local mode invocation, but all the other types of remote invocation will still work fine. Apart from the obvious speed improvements this has some other advantages. Because the ad server needs to run on a separate domain name the cookies set by Openads are kept separate from the cookies set by your website. This also means they don't share the same limitation in the number of cookies that can be set, so Openads won't delete cookies set by your website once the limit is reached.

Running Openads on more than one server

Currently Openads does not have a client-server architecture, but it is possible to install multiple copies of Openads to distribute the load over more than one web server. There are currently still a couple of limitations to this approach, such as the lack of automatic distribution of configuration settings, no automatic distribution of uploaded banner images to the different copies and the inability to use shared memory or files for the delivery cache. Also it is still required to keep using the same MySQL database server for all the different installation of Openads, so the load of the delivery is distributed over the different servers, but the load of the database server is not. There are instances where users have tried to use MySQL replication to distribute the load over multiple MySQL servers, but to achieve this you may need to make a couple of modifications to the Openads source code.

Within the limitations outlined above there are multiple ways to deploy Openads. Just like a single server you can install Openads on the same server as your website or on a dedicated server. For example if you are already using a simple load balancer and multiple servers to serve your website, you could install a copy of Openads on a subdirectory on all your web servers. In other cases you might want to use multiple dedicated servers running Openads and balance the load between them.

As briefly explained above, it is not possible to use shared memory or files for storing the delivery cache if you plan on using more than one server to deliver the banners. The reason for this is quite simple, the delivery cache needs to be shared between *all* the servers and the database method is currently the only method that supports this.

The distribution of uploaded banners is also something to consider. Openads allows you to upload banners to the MySQL database or to a web server. The first method is slow but also very user-friendly. The second method is much faster but may take some additional configuration. If you are using multiple servers and the second method you need have two options: upload the banners to a different server which serves the banner images for all the ad servers or upload the banners to a directory on one of the ad servers and create a way to synchronize the uploaded images with the other ad servers yourself. If you don't synchronize the uploaded images it is possible the images will be requested from the wrong server and the user will see a broken images instead of a banner.

Openads stores its configuration settings using two different ways. First of all, the settings which are important to the delivery engine are stored in the **config.inc.php** file for optimization reasons. The rest of the settings which are mostly used for the administrator interface are stored inside the database. The settings which are stored in the database are automatically shared between multiple servers, but the settings which are stored in the config.inc.php file are not! So if you change a setting which is important to the delivery engine you will need to modify this file on all the servers you are running.

Also keep in mind that if you use a load balancer it is not clear on which server the settings will be changed in the first place, so it is wise to disable the administrator interface on all but one server. Then use a different domain name which only points to the server with the administrator interface to change the settings. For example: ad.Openads.com (192.168.1.0) points to the load balancer which forwards the requests to adserver1.Openads.com (192.168.1.1) and adserver2.Openads.com (192.168.1.2). The administrator interface is disabled on ad2.Openads.com, so you have to use adserver1.Openads.com to manage the inventory or change configuration settings.

Making your installation secure

Most installations of Openads are installed on the regular webserver and usually are accessed through the regular insecure http protocol. If you want to increase the security of the administrator interface there are also some 'hidden' options which allow you to use SSL for encryption. The only requirements for this is that the webserver you on which you installed Openads is capable of serving SSL encrypted pages and you have a valid certificate. Of course you can also use a seperate server solely for the administrator interface.

If you want to use one server for both the delivery and a secure administrator interface you can enable the 'hidden' ui_forcessl configuration setting which can be changed in the **config.inc.php** file. If this option is enabled Openads will always automatically redirect the browser to the secure pages. For example if you try to access http://www.your-server.com/Openads. In order for this to work correctly you must also set the url_prefix setting to the secure URL where Openads 2.0 is running, for example: https://www.your-server.com/Openads.

If you want to use a seperate secure server for the administrator interface you have some extra 'hidden' options which you need to configure. On the secure server you can force Openads from using SSL by enabling the ui_forcessl configuration setting. Please make also sure you have set the url_prefix setting to the secure location where Openads is running. On the non-secure server where the delivery engine is running you need to disable the administrator interface. To do this you need to disable the ui_enabled configuration setting in the config.inc.php file.

Installation

Installation of Openads is a straightforward operation. Using the installer you simply answer a few questions and the rest will be handled automatically. There's no need to edit complicated configuration files and manually set up the database. Simply follow the instructions below and you should have a working setup in minutes.

Copying Openads to the web server

Before you can run the installer you first need to place Openads on the server. First you must extract the files from the downloaded file and copy the files to a directory on the web server. If you are using a Windows system you can use a tool like WinZip to expand the tar.gz or .zip file. On a Linux or Unix based web server you can use the tar command to expand the tar.gz file:

tar xvfz Openads-2.0.xx.tar.gz

Now that the files are placed on the web server, you need to make sure the web server can change the file **config.inc.php** which holds the basic configuration settings. If you are using a Windows web server check the properties of the file and make sure the read-only flag is not set. If you are using a Linux or Unix web server you can alter the write permissions with the chmod command from the command prompt:

chmod a+w config.inc.php

If you do not have command line access to your web server then your ftp client should be able to change file permissions.



IMPORTANT:

Openads 2.0 contains an automatic installer which will do most of the work for you. Do not manually edit the configuration files, because that could cause problems later on. Please follow the guidance given below. Installation of Openads should not take more than a few minutes.

Running the installer

In step one you copied the necessary files to the web server. Now that the files are in place, you must run the installer. To start the installer, open a web browser and point it to the directory in which Openads is copied. For example, if you copied the contents of the .zip or .tar.gz file to the adserver subdirectory of your main website, you should point your web browser to http://www.mywebsite.com/adserver. If this doesn't start the installer automatically, then your web server isn't configured to allow PHP files to be used as a directory index. If this is the case you can try to start the installer by running the index.php file in the admin directory manually by pointing the web browser to: http://www.mywebsite.com/adserver/admin/index.php.



This is the first thing you should see after pointing your web browser to the location where Openads is copied. If you do not see this screen, you should check if PHP is functioning correctly on your server. You can do this by placing a small text file called phpinfo.php in the same directory as Openads. The contents of the file should be <?php phpinfo(); ?>. If you call this file from your browser you should see an overview of the PHP configuration. If you see an empty page your server probably doesn't support PHP.

The welcome and license page

The first thing you should see after starting the installer should be the welcome page. On this page you will find some general information regarding Openads and support. After reading this page you can proceed to the license page which briefly explains the license under which Openads is released. Click Proceed to begin the installation.

Server and integrity check

The first thing the installer will do is to determine the capabilities of the web server. If all the requirements are met, the installer will continue with the next step. If one or more of the requirements fail, Openads displays an error message which explains what changes must be made to your server before Openads can be installed properly.



Server and integrity check

Openads has checked the integrity of the files you uploaded to the server and has checked wether the server is capable of running Openads. The following item(s) need your attention before you can continue.

Before you continue, please correct these potential problems:

The following item(s) need to be corrected before you can install Openads. If you have any questions about this error message, please read the *Administrator guide*, which is part of the package you downloaded.

 Openads has detected that your config.inc.php file is not writeable by the server. You can't proceed until you change permissions on the file. Read the supplied documentation if you don't know how to do that.

If you are not able to correct the problems listed above, please contact the administrator of the server you are trying to install Openads on. The administrator of the server may be able to help you.

If you see a similar error message during the installation of Openads, your server is not capable of running Openads without making some changes to your server. A brief explanation of the changes that must be made is given below. The exact procedure on how to make these changes is beyond the scope of this manual and is regarded as common knowledge to the administrator of the server.

Openads will also check whether the files you uploaded to the server are corrupt, changed or damaged. If Openads encounters any problems a warning appears containing advice on what you need to do prevent any problems. If you intentionally modified some files before the installation you can simply ignore these warnings and proceed with the installation.

Openads requires PHP 4.0.3 or higher to function correctly. If the version of PHP installed on your web server is not compatible with Openads 2.0, you can upgrade to PHP 4.0.3 or higher. If you need to upgrade we recommend that you upgrade to the latest release of PHP 4.

The version of PHP you are using doesn't have support for connecting to a MySQL database server

PHP uses extensions to provide the ability to connect to external databases. The extension that is needed to connect to a MySQL database is not available on the version of PHP that is installed on your web server. Before you can continue you must enable this extension. For more information please check the PHP manual.

The version of PHP you are using doesn't have support for PERL compatible regular expressions

The ability to execute PERL-compatible regular expressions is also provided by an extension (see the previous error). This extension is not available on the version of PHP that is installed on your web server. You must enable this extension before you can continue.

The PHP configuration variable file_uploads needs to be turned on.

If you want to continue the installation of Openads you first need to make sure this setting is turned on in your PHP configuration file. Also do not forget to restart the webserver after changing this setting. For more information, please check the PHP manual.

The PHP configuration variable magic_quotes_sybase needs to be turned off

If you want to continue the installation of Openads you first need to make sure this setting is turned off in your PHP configuration file. Also do not forget to restart the webserver after changing this setting. For more information, please check the PHP manual.

The PHP configuration variable register_long_arrays needs to be turned on

If you want to continue the installation of Openads you first need to make sure this setting is turned on in your PHP5 configuration file. Also do not forget to restart the webserver after changing this setting. For more information, please check the PHP manual.

Openads has detected that your config.inc.php file is not writeable by the server

If the **config.inc.php** file isn't writeable Openads can't store the configuration. You can change the file permissions on a Unix/Linux server using the chmod command or by using your FTP client. More information on how to unlock the config.inc.php file is given on the first page of this chapter.

The file xxxx is corrupt or has been modified

Openads has detected a corrupt or modified file. If you did not deliberately modify this file yourself you are advised to upload the file to the server again. If you did deliberately modify this file you can safely ignore this warning.

The file xxxx is older than the one that is supposed to be used with this version of Openads

Openads has detected a file that is not supposed to be used with the version of Openads you are trying to install. Perhaps this is a left-over from an old installation. Please try to re-upload the file to the server, before you continue.

The file xxxx could not be checked because it is missing

Openads couldn't find one specific file. Please upload the missing file to the server before you continue.

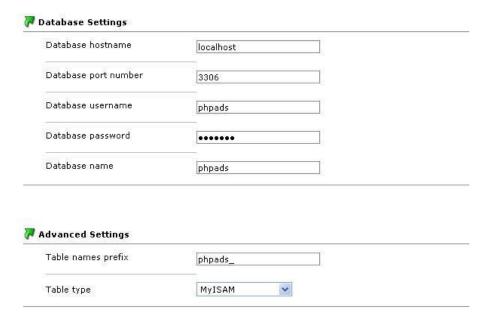
The Administrator account

Once all install conditions are met, the installer will ask you to set up the administrator account. You must provide the full name of the administrator, the company name and the e-mail address of the administrator. These settings will be used by Openads in reports that are sent by e-mail. You must also choose the default language which will be used in Openads. The language you select here is used during the rest of the installation and for the administrator account. This setting is also used as the default language for all advertisers and publishers, but if needed it is possible to manually select a different language for individual advertisers and publishers.



The next step is to set up a username and password for the administrator. You must enter the password twice to check against mis-typing. You use this username and password from now on to log in to the administrator interface.

In order to function correctly Openads needs to know where it is located on the web server. The installer will try to auto-detect the right location, but if this isn't correct, please supply the right location in the url prefix field (but don't use a trailing slash).



Setting up the database

Openads uses a MySQL database to store all of its data. On this page you enter the basic information on how to contact the database, which should include the hostname of the database server, the username and password to connect to the database and the name of the database itself.

Usually all table names used by Openads have the phpAds_ prefix, so they don't conflict with other tables used by other scripts. Unless you want to use multiple installations of Openads on the same server you can use the default value of the table prefix setting.

MySQL supports multiple table types. Each type of table has unique properties and some can speed up Openads considerably. MyISAM is the default table type and is available in all installations of MySQL. Other table types may not be available on your server. If you choose a table type which isn't supported by your database server, you will be notified after you click the Proceed button.

TIP

IMPORTANT:

The database you want Openads to use during the installation must be created manually *before* the installer is started! Openads will not create this database. Also make sure the database user has enough privileges to connect to the database and to create new tables.

If you click Proceed after you have filled in the basic database settings, the installer will check if it can connect to the database and if the supplied user has enough privileges to create the database structure. A warning will be displayed if any of these checks fails. Below you will find the most common warning that can take place during this part of the installation.

Could not connect to database, please recheck the settings you specified

This warning could mean three different things:

Firstly, it is possible the installer could not determine if the hostname of the database server you specified exists and couldn't connect to it. This could be because you made a typo, or because the server currently isn't available. Please check the settings you entered and if these are correct, please make sure the database is up and running.

The second reason why this message is shown is that the database you specified is not yet created on the database server. Openads can't create the database for you, it needs to exist already before you can install the application.

The third reason is that the username or password you specified might not be correct.

The user you specified doesn't have permission to create or update the database structure

The user you specified is a valid MySQL user and Openads was able to connect to the database with the user you specified, but when trying to create a table MySQL reported the user wasn't allowed to. Before you continue you need to make sure the user has enough privileges to alter existing tables and create new tables. If you are not sure on how to do this, please contact the administrator of the database server.

Table prefix contains invalid characters. Table names can only contain certain characters

The table prefix is used to create the name of the tables which need to be created and you used a character which isn't allowed. Make sure you use only the following characters: a - z and _ (underscore).

Finishing the automatic installation

After the installation is complete you can fully configure Openads from the administrator interface. More information about all the settings can be found in the Configuration section.

TIP

IMPORTANT:

Please do not forget to setup the scheduled hourly maintenance task. More information about this can be found in the Maintenance chapter.

TIP

IMPORTANT:

Openads contains an automatic update script which will do all the work for you. Please follow these instructions carefully, because otherwise it is possible that Openads may not function correctly.

Upgrading

Copying Openads to the web server

The first step is to backup your old installation and keep it in a safe place. If anything goes wrong during the upgrade you can simply use this backup. Also make sure to keep the old config.inc.php, you will need this file later on.

Now you have to extract the files from the downloaded file and copy the files to a directory on the web server. If you are using a Windows system you can use a tool like WinZip to expand the tar.gz or .zip file. On a Linux or Unix based web server to can use the tar command to expand the tar.gz file.

tar xvfz Openads_x.tar.gz

Copy the old config.inc.php file to the directory where the new version of Openads is installed. You must overwrite the supplied config.inc.php with your old version.

Now that the files are placed on the web server, you must ensure the web server can change the config.inc.php file which holds the basic configuration settings. If you are using a Windows web server check the properties of the file and make sure the read-only flag is not set. If you are using a Linux or Unix web server you can alter the write permissions with the chmod command from the command prompt:

chmod a+w config.inc.php

If you do not have command line access to your web server then your ftp client should be able to change file permissions.

Running the installer

In step one you have copied the necessary files to the web server, now that the files are in place, you need to run the installer. To start the installer you need to open a web browser and point it to the directory in which Openads was copied, in exactly the same way as you would when you log into the administrator interface. Before the installer can start you first need to enter your username and password.



This represents the screen that displays after you login and start the installer.

After you log in the **Upgrade** screen displays. Click the **Proceed** button to start the upgrade process. The installer will read the old config.inc.php and will attempt to upgrade the existing database. Once the database is up-to-date, the installer will replace the old config.inc.php with a new one, containing the old settings.

Depending on how many days worth of statistics your old installation of Openads has and from which version you are upgrading, this process can cause a high load on the database server. Please be patient, the upgrade can take up to a couple of minutes.



After the installer is finished your version of Openads should be up-to-date again and should be functioning immediately. There is one exception: if you are use the Files delivery cache you need to make the cache directory writable again, because otherwise Openads is not able to store or make changes to the delivery cache.

Configuration

Now that the update of Openads is complete you may also want to look at the configuration of Openads. If you want to know more about all the different options, please read the Configuration chapter of this guide.

After you have properly configured Openads you must not forget to lock the config.inc.php file again, to prevent security problems. If you are using a Windows web server check the properties of the file and make sure the read-only flag is set. If you are using a Linux or Unix web server you can alter the write permissions with the chmod command from the command prompt:

chmod a-w config.inc.php

If you do not have command line access to your web server then your ftp client should be able to change file permissions.

After the installation is finished you should see this page. If you see an error message instead, please follow the instructions on screen.

Updating your inventory (only for users of Openads 2 beta 6 or earlier)

All your existing advertisers should still be there. However if you are updating from a version of phpAdsNew which doesn't yet support campaigns you will need to create a campaign for each advertiser before you can make changes to your banners. If you look at the Advertisers & Campaigns page you will won't be able to see your banners, but instead there will be a line called Banners without a campaign. To make your existing banners usable click on the Move banners to a new campaign button.

If you are upgrading from a version which supports zones, but doesn't yet support publishers, you need to convert your zones. If you go to the Publishers & Zones page you will see a line with the following text: Zones without a publisher. If you click on the Move zones to a new publisher button a new publisher will be created, which holds all your existing zones.

Some older versions of phpAdsNew used a daily maintenance task. This is changed to an hourly scheduled task, so you might need to reconfigure your existing maintenance task. For more information about this subject, read the Maintenance chapter.

Configuration

Introduction

Now that you have successfully installed Openads, you can log in to the Administrator interface using the credentials you specified during installation. The Openads logo in the Administrator interface is loaded from the Openads server. This means that you can be alerted to possible upgrades or new releases in this space, or an updated logo can be added remotely, for example.



If you specify an application name, a compact version of the Openads logo is displayed and your application name is shown alongside it:



In the Advertiser and Publisher interfaces, the logo is not loaded from the Openads server and is not changed dynamically.

Openads 2.0 can be configured by using the Settings tab of the Administrator interface. All configurable options are grouped into seven sections, which can be selected from a drop down menu at the top of the screen. There are currently seven sections: Database settings, Invocation and delivery settings, Banner settings, Statistics settings, Administrator settings, User interface configuration and Interface defaults

After you have made changes in one of the above sections, you need to click the Save changes button to store the settings. After you have clicked on this button you will be redirected to the next section.

Some settings are stored inside a small configuration file for speed improvements, other settings are stored inside the database. Only settings stored in the database can always be edited. The settings which are stored in the configuration file can only be edited if the configuration file is writeable by the web server.

Locking and unlocking the config.inc.php file

Before you can edit the settings stored inside the config.inc.php file you need to unlock the file and allow the web server to make changes to it. By default the web server is not allowed to make changes to the file for security reasons. If you are finished editing the settings you need to make sure the file is locked, because otherwise it would be possible other users on the same web server would be able to edit the settings.

It is possible to edit all settings because the configuration file is not locked, but this could lead to security leaks. If you want to secure your system, you need to lock the config.inc.php file.

It is not possible to edit these settings because the configuration file is locked for security reasons. If you want to make changes, you need to unlock the config.inc.php file first.

Unlocking the config.inc.php file

If you are using a Windows web server check the properties of the file and make sure the read-only flag is not set. If you are using a Linux or Unix web server you can alter the write permissions with the chmod command from the command prompt:

chmod a+w config.inc.php

If you do not have command line access to your web server then your ftp client should be able to change file permissions.

Locking the config.inc.php file

If you are using a Windows web server check the properties of the file and make sure the read-only flag is set. If you are using a Linux or Unix web server you can alter the write permissions with the chmod command from the command prompt:

chmod a-w config.inc.php

If you do not have command line access to your web server then your ftp client should be able to change file permissions.

Database settings

Before you can use Openads you need to tell it which database to use and which username and password to use. All of these settings are stored inside the configuration file, so if you want to change these settings the configuration file must be be unlocked.

Figure:

Connect to local server u	sing sockets	
Database hostname	localhost	
Database port number	3306	
Database username	phpads	
Database password	******	
Database name	phpads	
natahase ontimalisations		
Database optimalisations	_	
☐ Use persistent connection	S	
☐ Use delayed inserts		

Connect to local server using sockets

Openads needs a MySQL database where it can store information about the banners, campaigns and clients. It can use both TCP/IP and UNIX sockets to connect to the database. Sockets are proven to be a little faster and PHP automatically tries to use them when connecting to a local server (when hostname is localhost). However there are cases where the MySQL socket isn't placed in the default location and you need to specify its path. In these case, you should mark this checkbox and write the socket path as database hostname (see below).

Database hostname Specify the hostname or the IP address of the database server. If you enabled the socket connection marking the previous checkbox, you will need to specify the path to a local socket e.g. ":/path/to/socket" for the localhost.

Database port number

Specify the number of the port of the MySQL database server to which you are trying to connect. The default port number for a MySQL database is 3306.

Database username

Specify the username which Openads must use to gain access to the database server.

Database password

Specify the password which Openads must use to gain access to the database server.

Database name

A MySQL server usually contains a lot of different database, for all kinds of different users or projects. Each database has a unique name. You need to specify the name of the database which is used for Openads.

Use persistent connections

If you want to use persistent connections to the database server check this option. The use of a persistent connection can speed up Openads considerably and may even decrease the load on the server. There is a drawback however, on sites with a lot of visitors the load on the server can increase and become larger then when using normal connections. Whether you should use regular connections or persistent connections depends on the number of visitors and the hardware your are using. If Openads is using too many resources, you should take a look at this setting first. Persistent connections are turned off by default.

Use delayed inserts

Mysql locks the table when it is inserting a row and this is exactly what happens if an AdView is logged. If you have many visitors on your website, it is possible Openads is waiting before an AdView is logged, because the database is still locked. When you use delayed inserts, Openads doesn't have to wait and the row will be inserted at a later time when the table is not in use by any other thread. Another major benefit of using delayed inserts is that inserts from many users are bundled together and written by the database in one large block. This is much faster than doing many separate inserts, but could cause data corruption when the database server should crash. This option is turned off by default.

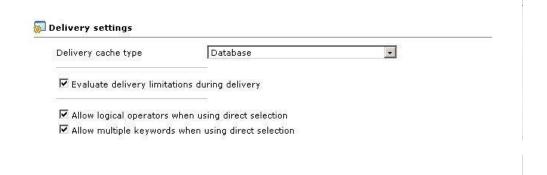
Use database compatibility mode

If you are having problem integrating Openads with another third party product it might help to turn on the database compatibility mode. If you are using local mode invocation (inserting a few PHP commands inside a PHP script to serve the banners) Openads can affect already opened database connections. This should only happen if the third party product uses a connection to another database on the same database server as Openads. If the database compatibility is turned on Openads should leave the state of the database connection exactly the same as it was before Openads ran. This option is a bit slower (only slightly) and therefore turned off by default.

Invocation and delivery

Delivery settings

This setting deals with all options which are related to the invocation and delivery engine. All of these settings are stored inside the configuration file, so if you want to change these settings the configuration file needs to be unlocked.



Delivery cache type

To help speed up the delivery Openads uses a cache which includes all the information needed to deliver the banner to the visitor of your websites. The delivery cache is stored by default in the database, but to increase the speed even more it is also possible to store the cache inside a file or inside shared memory.

If you want to store the cache inside a file you will need to make the cache directory inside the Openads directory writeable. If this isn't the case this option will not be listed in the drop down menu.

If you want to use shared memory to store the cache you will need the sysvshm or the shmop extension for PHP. In some cases you will need to manually configure additional settings in the delivery cache plug in, which is stored in the libraries/deliverycache directory.

Evaluate delivery limitations during delivery

Delivery limitations help you deliver the banners more targeted to your visitors. If you are not using delivery limitations you can disable the evaluations of the limitation altogether with this setting. Disabling the delivery limitations will reduce the load Openads is generating a bit. If you have disabled delivery limitations with this parameter you can't modify any existing limitations from the admin interface.

Allow logical operators when using direct selection

If you are using direct selection to retrieve banners from the inventory you can use logical operators to create a more complex query. If this option is disabled the load Openads is generating will be reduced a little, but you will also loose the ability to create complex and powerful queries. For more information, please read the User guide. This is turned on by default.

✓ Allow Remote Invocation for	Javascript
Allow Remote Invocation for	Frames
Allow Remote Invocation usi	ng XML-RPC
Allow Local mode	
✓ Allow Interstitials	—
Allow Popups	_
Delivery limitations	
Delivery limitations ✓ Use delivery limitations	
SCHOOL SHOWN SHOWS NO	IP2Country -

Allow multiple keywords when using direct selection

For each banner, you can specify one or more keywords. This option is needed if you want to specify more than one keyword. This is turned on by default.

Allow

If you want to prevent publishers from using particular invocation types, you can disable any of the available types here. Even if certain types of invocation are disabled, exiting bannercodes of that type will still continue to function. Only generation of new bannercodes of that type is not allowed. If you disable interstitials or Popups, this will also disable the corresponding zone types.

Use P3P Policies

Internet Explorer 6 is the first browser to implement the w3c P3P standard. The P3P standard is created to protect the privacy of your users. By default Internet Explorer will reject third party cookies, unless a valid privacy policy header is also sent, together with the cookies. These setting will allow you send these privacy policies headers together with the cookies which are being sent by Openads. If you want to enable phpAdsNew' P3P Privacy Policies you must turn this option on.

P3P Compact Policy

The compact policy which is sent together with cookies. The default setting is: 'cur adm our nor sta nid', which will allow Internet Explorer 6 to accept the cookies used by Openads. If you want you can alter these settings to match your own privacy statement.

P3P Policy Location

If you want to use a full privacy policy, you can specify the location of the policy.

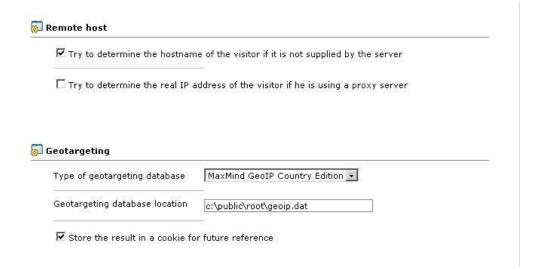
Pack cookies to avoid cookie overpopulations

Openads uses cookies to store informations on the visitor browser for later retrieval. This is needed to have some features like plain remote invocation and banner delivery capping. However there is a limit of 20 cookies per domain defined by the RFC 2965 that some browser enforce. This could cause some cookies to be deleted and prevent Openads and other applications from working correctly. Since release 2.0.6 of phpAdsNew, Openads has a way to get around this cookie limit, which basically works by packing the informations in a smaller number of cookies.

Host info and geotargeting

Openads uses host information and geotargeting for different functions, such as logging and delivery limitations. This page lets you set how this information is retrieved.

Figure:



Try to determine the hostname of the visitor...

The hostname is usually determined by the web server, but in some cases this might be turned off. If you want to use the visitors host name inside delivery limitations and/or keep statistics about this and the server doesn't provide this information you will need to turn this option on. Determining the hostname of the visitor does take some time; it will slow the delivery of banners down.

Try to determine the real IP address of the visitor...

Some visitors are using a proxy server to access the internet. In that case phpAdsNew will log the IP address or the hostname of the proxy server instead of the user. If you enable this feature phpAdsNew will try to find the IP address or hostname of the visitor's computer behind the proxy server. If it is not possible to find the exact address of the visitor it will use the address of the proxy server instead. This option is not enabled by default, because it will slow the delivery of banners down considerably.

Geotargeting allows phpAdsNew to convert the IP address of the visitor to geographical information. Based on this information you can set delivery limitations or you could store this information to see which country is generation the most impressions or click-thrus, or limit and target banner delivery.

Openads currently supports different types of geotargeting databases, from two different vendors, MaxMind (both mod_geoip and stand-alone database) and IP2Country. Almost all of the databases supported by phpAdsNew allow you to target based on continent and country. Many will be able to find the US or CA state, and some will provide further details, such as city, area and DMA codes (US only), and regions for non US states. There are also specialized databases that do not provide geographic information, but can be used to target banners to different ISPs or organizations owning the IP address, or limit banner delivery by connection speed (dial-up, broadband or corporate).

A free country database is provided from MaxMind, but if you need a more accurate database, or want a database with more information, you can buy one from MaxMind. For every purchase MaxMind will guarantee a small donation to the Openads project.

Type of geotargeting database

If you want to enable geotargeting you need to choose which type of database you have. Openads currently supports the GeoIP and IP2Country database. The GeoIP database is supported as an Apache module and directly by Openads 2.0.

Geotargeting database location

Unless you are using the GeoIP Apache module, you should tell Openads the path to the geotargeting database. It is always recommended to place the database outside of the web server's document root, because otherwise people are able to download the database.

For more information about the GeoIP database, please go to:

http://www.maxmind.com/?rld=phpadsnew2

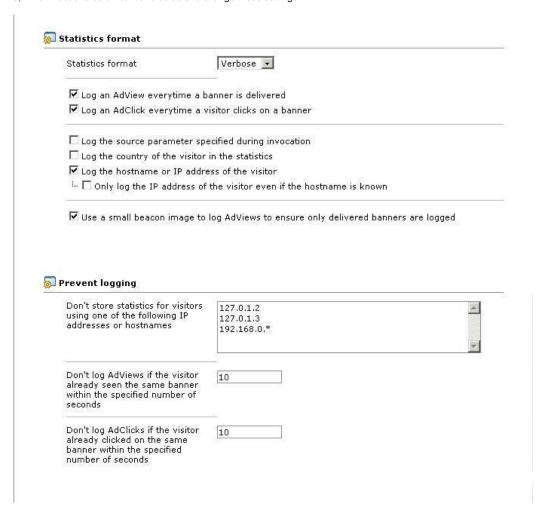
A free trial version of the GeoIP database is available from MaxMind.

Store the result in a cookie for future reference

Converting the IP address in geographical information takes time. To prevent Openads from having to do this every time a banner is delivered the result can be stored in a cookie. If this cookie is present Openads will use this information instead of converting the IP address. The cookie used for storing the geographical information is valid for 15 minutes.

Statistics

All options which are related to the gathering of statistics, mailed reports are grouped into this section. Most of these settings are stored in the configuration file, which needs to be unlocked to be able to change these settings.



Statistics format

Traditionally Openads used rather extensive logging now called verbose statistics, which was very detailed but was also very demanding on the database server. This could be a big problem on sites with a lot of visitors. Openads can also use a new kind of statistics called compact statistics, which is less demanding on the database server, but also less detailed. The compact statistics collects AdViews and AdClicks for each hour. Individual AdClicks and AdViews are not separately stored inside the database any more. Depending on the choice you make here Openads will store more or less information about impressions and click-thru's.

Log an AdView everytime a banner is delivered

Usually all AdViews are logged, but if for some reason you don't want to gather statistics about AdViews you can turn this off.

Log an AdClick everytime a visitor clicks on a banner

Usually all AdClicks are logged, but if for some reason you don't want to gather statistics about AdClicks you can turn this off. If you turn both logging of AdViews and logging of AdClicks off, Openads won't store any information about your visitors.

Log the source parameter specified during invocation

If you are using the source parameter in the invocation code you can also store this information in the database so you will able to see statistics about how the different source parameters are performing. If you are not using the source parameter, or if you don't want to store information about this parameter you can safely turn this option off.

Log the country of the visitor in the statistics

If you are using a geotargeting database you can also store the geographical information in the database. If you have enabled this option you will be able to see statistics about the location of your visitors and how each banner is performing in the different countries. This option will only be available to you if you are using verbose statistics.

Log the hostname or IP address of the visitor

If you want to store the hostname or IP address of each visitor in the statistics you can enable this feature. Storing this information will allow you to see which hosts are retrieving the most banners. This option is only available if you are using verbose statistics.

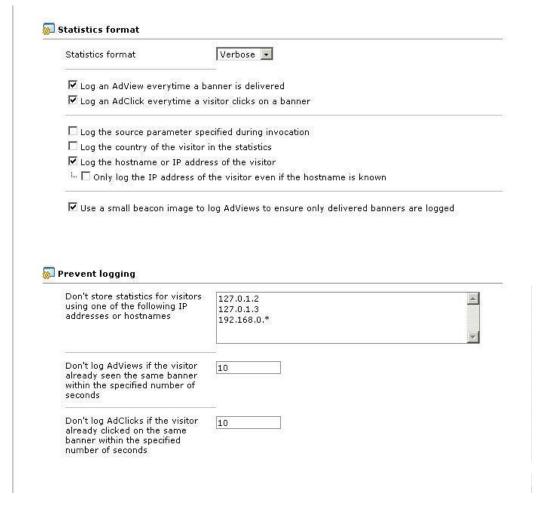
Only log the IP address of the visitor even if the hostname is known

Storing the hostname of the visitor takes a lot of space inside the database. If you enable this feature Openads will still store information about the host, but it will store the less space consuming IP address only. This option isn't available if the hostname isn't provided by the server or Openads, because in that case the IP address will always be stored.

Use a small beacon image to log AdViews...

Beacons are small invisible images which are placed on the page where the banner also is displayed. If you turn this feature on Openads will use this beacon image to count the number of impressions the banner has received. If you turn this feature off the impression will be counted during delivery, but this is not entirely accurate, because a delivered banner doesn't always have to be displayed on the screen. For example: if you want to display a banner on the bottom of a large page it is possible the user moves to another page before the banner is actually displayed. If this feature is turned on the impression will not be counted, if this feature is turned off the impression will be counted. The IAB recommends using beacon images for logging, because of its accuracy.

Enabling this feature also has an important side effect. If you want to use delivery capping Openads must be able to store cookies, which is only possible if this feature is enabled. Simply put - if this option is disabled, delivery capping will not work.



Don't store statistics for visitors using one of the following....

If you don't want to keep track of click-throughs and impressions from certain computers you can add these to this setting. For example: you can add your own IP address to prevent your machine from influencing the statistics each time you visit your own website. You need to place each hostname or IP address on a new line. Important: you can only use hostnames if they are provided by the server or by Openads. If the hostname isn't available you can only use IP addresses. Instead of using the full hostname or IP address you can also use wild cards (i.e. *.altavista.com or 192.168.*).

Don't log AdViews if the visitor....

If a visitor reloads a page an AdView will be logged by Openads every time. This feature is used to make sure that only one AdView is logged for each unique banner for the number of seconds you specify. For example: if you set this value to 300 seconds, Openads will only log AdViews if the same banner isn't already shown to the same visitor in the last 5 minutes. This feature only works if you are using beacon images to log AdViews and if the browser accepts cookies.

▼ Send a warning to the adminis	trator every time a campaign is almost expired
474	ser every time a campaign is almost expired
Send a warning when the number of impressions left are less than specified here	100
Add the following headers to each e-mail message sentilby phpAdsNew	
☐ Enable qmail patch	
Enable qmail patch	
Patabase pruning	[5
Patabase pruning Prune statistics Maximum age of statistics	[5

Don't log AdClicks if the visitor....

If a visitor clicks multiple times on a banner an AdClick will be logged by Openads every time. This feature is used to make sure that only one AdClick is logged for each unique banner for the number of seconds you specify. For example: if you set this value to 300 seconds, Openads will only log AdClicks if the visitor didn't click on the same banner in the last 5 minutes. This feature only works when the browser accepts cookies.

Send a warning to the administrator...

Every time a campaign is almost expired Openads can send you a warning by e-mail. The number of impressions on which the warning is send is specified below. This feature is turned on by default.

Send a warning to the advertiser...

Apart from sending a warning to the administrator, Openads can also send the same warning to the advertiser. This will allow the advertiser to order new impressions before the campaign is fully deactivated. This feature is turned on by default.

Send a warning when the number of impressions...

Because some sites deliver more banners than others it is possible to set the exact number of impressions when the advertiser and/or administrator will be send a warning. By default the warning will be send when there are only 100 impressions left for a campaign.

Add the following headers to each e-mail message sent by Openads

You can add custom headers to the e-mail message send by Openads. For example if you want message from Openads to be urgent you could use the following headers: X-Priority: 1 (Highest), X-MSMail-Priority: High and Importance: High. The headers you want to use must be specified on separate lines.

Enable qmail patch

Some versions of qmail are a bit picky when it comes to parsing the e-mail headers, which causes e-mail sent by Openads to show the headers *inside* the body of the e-mail. If you enable this setting, Openads will send e-mail in a qmail compatible format. This isn't enabled by default because sending

e-mail in this format can cause problems when using other servers.



Prune statistics

If you enable this feature, the gathered statistics will be automatically deleted after the period you specify below this checkbox is passed. For example, if you set this to 5 weeks, statistics older than 5 weeks will be automatically deleted.

Prune userlog

This feature will automatically delete entries from the userlog which are older than the number of weeks specified below this checkbox.

Banner Settings

This section allows you to configure all options which are related to banners, such as default banners, allowed banner types and storage settings.



Default image URL and Default destination URL

If Openads can't connect to the database server, or can't find any matching banners at all, for example if the database crashes or was deleted, nothing is displayed. You might want to specify a default banner which will be displayed in these situations, in preference to having no banner at all. The default banner specified here will not be logged and won't be used if there are still active banners left in the database. Be aware that this default banner should only be used as a fail-safe, not as a regular banner. This is turned off by default.



Allow local banners (SQL), Allow local banners (Webserver), Allow external banners and Allow HTML banners, Allow Text ads

Openads can use different types of banners and store them in different ways. The first two options are used for local storage of banners. You can use the admin interface to upload a banner and Openads will store the banner in the SQL database or on a web server. You can also use a banner stored on a different external web server or use HTML to generate a banner. You can disable any one of these types by altering these settings. By default all banner types are turned on.

If you disable a certain banner type while there are still banners available of the this type, Openads will allow the use of these banners, but will not allow the creation of new banners of this type.



Storing method

If you want to use local banners which are stored on the web server, you need to configure this setting. If you want to store the banners in a local directory set this option to Local directory. If you want to store the banner on an external FTP server set this option to External FTP server. On certain web servers you may want to use the FTP option even on the local web server.

Public URL

If you store banners on a web server, Openads needs to know which public URL corresponds with the local directory or directory on the web server. Do

not specify a trailing slash (/).

Local directory

Specify the directory where Openads needs to copy the uploaded banners to. This directory must be writeable by PHP, and this could mean you need to modify the unix permissions for this directory (chmod). The directory you specify here must be in the web server' document root, as the web server must be able to serve the files directly. Do not specify a trailing slash (/). You only need to configure this option if you have set the storing method to Local directory.

Moving banner files from the database to a local directory

An advantage in having your image files in a separate directory, outside of the Openads root, is that they are unaffected by subsequent upgrades. If you already have those files stored in the database, you can move them to the local directory. Firstly, as mentioned above, specify **Local directory** as a storing method in the **Main settings:Banner settings** page. Ensure that you define the Public url and and Local directory in the appropriate fields. Click **Save Changes**.

Now click the **Maintenance** tab. From the **choose section** drop-down list, select **storage**. Click the **Move images stored inside the database to a directory** link. Your images are moved from the database to the local directory you specified.

Note that the **storage** option in the **choose section** drop-down list is only made available when you have specified the public url and local directory locations.

FTP Host, Host directory, Login and Password

Specify the FTP server where Openads needs to copy the uploaded banners to. The directory you specify here needs to be in the web server' document root, the web server must be able to serve the files directly. If you don't specify a directory Openads will upload the banner to the root directory of the ftp server. If you don't specify a username and password Openads will attempt to login as an anonymous user with the administrators e-mail address. It is not recommended to store your banners on an FTP server, which can be accessed by anonymous users!!! Do not specify a trailing slash (/). You only need to configure this option if you have set the storing method to External FTP server.



Automatically alter HTML banners in order to force click tracking

If this option is turned on Openads will automatically alter HTML banners in order to allow the clicks to be tracked. However even if this option is turned on it will be possible to disable this feature on a per banner basis.

Allow PHP expressions to be executed from within a HTML banner

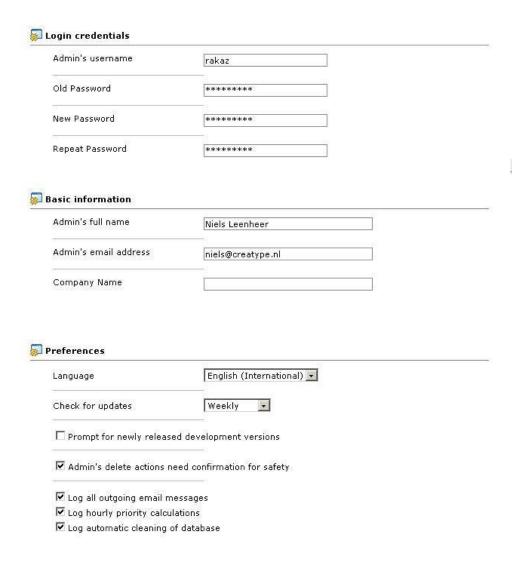
It is possible to let Openads execute PHP code embedded inside HTML banners. Running PHP code is always a security risk, unless you are the only one using this system. This feature is turned off by default.

Administrator settings

Administrator settings

In this section you are able to change the configuration of the administrator.

This includes changing the username and password and the user interface preferences.

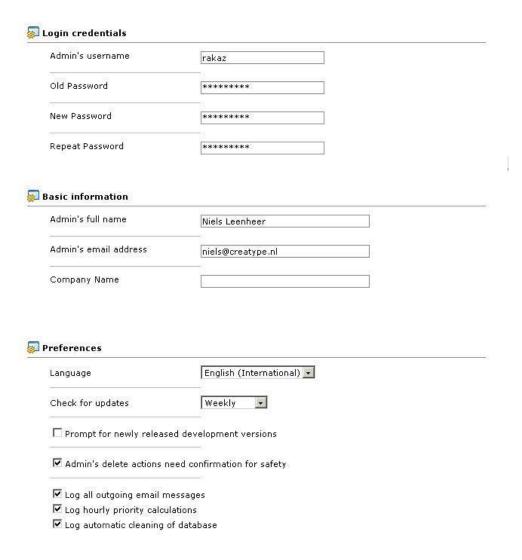


Admin's username

Here you can specify the username that you can use to log into the administrator interface.

Password

Here you can specify the password that you use to log into the administrator interface. If you want to change the password you need to enter the old password first and then enter the new password twice to avoid typing errors.



Admin's full name

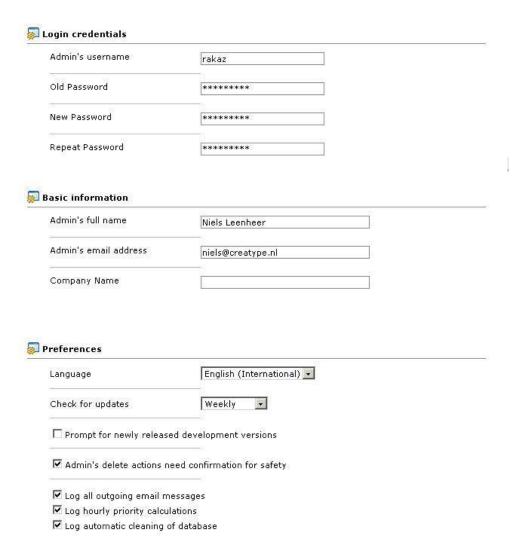
Specify the administrator's full name. This used when sending statistics via email.

Admin's email address

The administrator's e-mail address. This is used as the **from-address** when sending statistics via email.

Company Name

This name is used in the e-mail sent by Openads.



Language

Specify the default language Openads should use. This language will be used as a default for the admin and client interface. Please note: you can set a different language for each advertiser or publisher from the admin interface and allow clients to change their language themselves. Openads currently supports a large number of languages, including: Chinese (gb2312), Dutch, English, French, Hebrew, Italian, Korean, Polish, Portuguese, Russian (cp1251), Russian (koi8r) and Spanish.

Check for updates

If you want to check for new versions of Openads you can enable this feature. It is possible the specify the interval in which Openads makes a connection to the update server. If a new version is found a dialog box will pop up with additional information about the update.

Prompt for newly released development versions

If you enabled the previous feature, it is possible to choose whether to be alerted when beta and/or development builds are released. This feature is disabled by default, because those version are not declared stable and could not work as expected. If you want to try the newly added features and help beta testing, enable this feature and you will be prompted when you login to the admin panel and a development build has been released.

Admin's delete actions need confirmation for safety

If you want to receive a warning before deleting advertisers, campaigns, banners, publishers and zones; enable this option.

Log all outgoing email messages

If you want to keep a copy of all outgoing e-mail messages send by Openads you can enable this feature. The e-mail messages are stored in the userlog.

Log hourly priority calculations

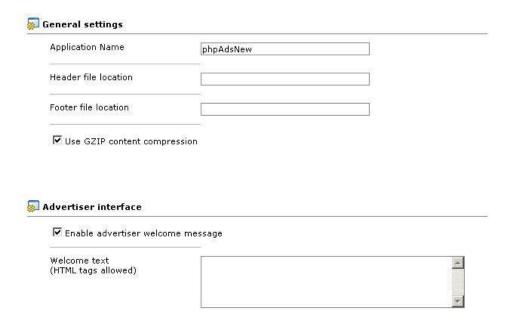
To ensure the priority calculation ran correct, you can save a report about the hourly calculation. This report includes the predicted profile and how much priority is assigned to all banners. This information might be useful if you want to submit a bug report about the priority calculations. The reports are stored inside the userlog.

Log automatic cleaning of database

To ensure the database was pruned correctly, you can save a report about what exactly happened during the pruning. This information will be stored in the userlog.

User interface

This section deals with all options which are related to the user interface. This includes the application name, headers, footers and welcome message. These settings are stored inside the database, so it isn't necessary to unlock the configuration file.



Application Name

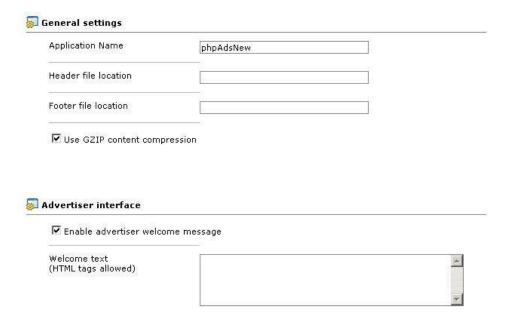
Specify the name you want to use for this application. This string will be displayed on all pages in the admin and client interface, alongside a compact version of the Openads logo. If you leave this setting empty (default) a full logo of Openads will be displayed instead.

My header and My Footer

You should put here the path to the header files (e.g.: /home/login/www/header.htm) to have a header and/or footer on each page in the admin interface. You can put either text or html in these files (if you want to use html in one or both of these files do not use tags like <body> or <html>)

Use GZIP content compression

By enabling GZIP content compression you will get a big decrease of the data which is sent to the browser each time a page of the administrator interface is opened. To enable this feature you need to have at least PHP 4.0.5 with the GZIP extension installed.



Enable advertiser welcome message

If you turn this feature on a welcome message will be displayed on the first page an advertiser will see after logging in. You can personalize this message by editing the welcome.html file location in the admin/templates directory. Things you might want to include are for example: Your company name, contact information, your company logo, a link a page with advertising rates, etc..

Welcome text

Instead of editing the welcome.html file, you can also specify a small text here. If you enter text here, the welcome.html file will be ignored. Html tags are permitted.

Interface defaults

This section allows you to specify default values for the administrator interface, this includes the default banner and campaign weight.

☑ Show extra campaign info	on Campaign overview page
☑ Show extra banner info on	Banner overview page
☐ Show preview of all banne	rs on <i>Banner overvie</i> w page
☐ Show actual banner instea	d of plain HTML code for HTML banner preview
✓ Show banner preview at the state of t	ne top of pages which deals with banners
\square Hide inactive items from a	II overview pages
✓ Show matching banners or	n the <i>Linked banner</i> pages
☐ Show parent campaigns or	n the <i>Linked banner</i> pages
Hide non-linked campaigns or banners on the <i>Linked banner</i> pages when there are more th	
Statistics	
Statistics Begin of Week	Monday •
46 VA 4000014 NV	Monday •
Begin of Week	
Begin of Week Percentage Decimals	

Show extra campaign info on Campaign overview page

If this option is enabled extra information about each campaign will be shown on the Campaign overview page. The extra information includes the number of AdViews remaining, the number of AdClicks remaining, activation date, expiration date and the priority settings.

Show extra banner info on Banner overview page

If this option is enabled extra information about each banner will be shown on the Banner overview page. The extra information includes the destination URL, keywords, size and the banner weight.

Show preview of all banner on Banner overview page

If this option is enabled a preview of all banners will be shown on the Banner overview page. If this option is disabled it is still possible to show a preview of each banner by click on the triangle next to each banner on the Banner overview page.

Show actual banner instead of plain HTML code for HTML banner preview

If this option is enabled the actual HTML banner will be shown instead of the HTML code. This option is disabled by default, because the HTML banners might conflict with the user interface. If this option is disabled it is still possible to view the actual HTML banner, by clicking on the Show banner button next to the HTML code.

Show banner preview at the top of pages which deals banners

If this option is enabled a preview will be shown at the top of the Banner properties, Delivery options and Linked zones pages. If this option is disabled it is still possible to view the banner, by clicking on the Show banner button at the top of the pages.

Hide inactive items from all overview pages

If this option is enabled all inactive banners, campaigns and advertisers will be hidden from the Advertisers & Campaigns and Campaign overview pages. If this option is enabled it is still possible to view the hidden items, by clicking on the Show all button.

Show matching banner on the Linked banner pages

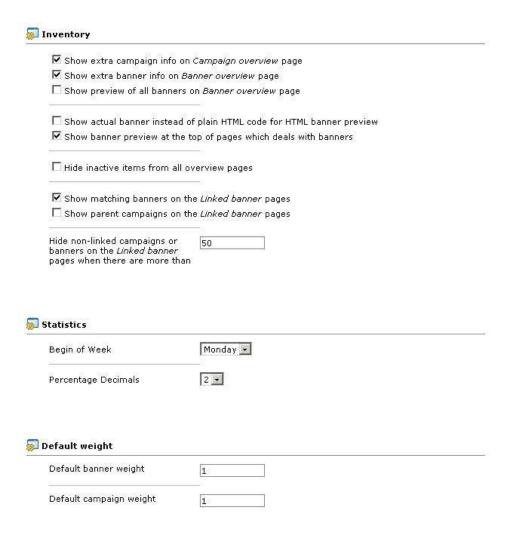
If this option is enabled the matching banner will be shown on the Linked banners page, provided the Campaign selection method is chosen. This will allow you see exactly which banners are considered for delivery if the campaign is linked. It will also be possible to look at a preview of the matching banners.

Show parent campaign on the Linked banner pages

If this option is enabled the parent campaigns of the banners will be shown on the Linked banners page, if the Banner selection method is chosen. This will allow you to see which banner belongs to which campaign before the banner is linked. This also means that the banners are grouped by the parent campaigns and are no longer sorted alphabetically.

Hide non-linked campaigns or banners on the Linked banner pages...

By default all of the available banners or campaigns are displayed on the Linked banners page. Because of this the page can become very long if there are a lot of different banners available in the inventory. This option will allow you to set the maximum number of items that are shown on the page. If there are more items and different way to link banners will be shown which will take much less space.



Begin of Week

For most people a week starts on a Monday, but if you want to start each week on a Sunday you can.

Percentage Decimals

Specifies how many decimal places are used to display a percentage on statistics pages.

Inventory	
✓ Show extra campaign info	on Campaign overview page
☑ Show extra banner info on	
☐ Show preview of all banner	
Show actual banner instead	d of plain HTML code for HTML banner preview
Show banner preview at th	e top of pages which deals with banners
☐ Hide inactive items from al	l overview pages
☑ Show matching banners on	the Linked banner pages
Show parent campaigns on	the Linked banner pages
Hide non-linked campaigns or banners on the <i>Linked banner</i> pages when there are more th	50 an
🔊 Statistics	
Begin of Week	Monday
Percentage Decimals	2 •
🔊 Default weight	
Default banner weight	18
Default campaign weight	

Default banner weight

If you want to use a higher default banner weight you can specify the desired weight here. This setting is 1 by default.

Default campaign weight

If you want to use a higher default campaign weight you can specify the desired weight here. This setting is 1 by default.

Managing your inventory

Inventory overview

Your inventory consists of advertisers, campaigns and banners. Banners are always owned by a campaign and a campaign can own more than one banner. Campaigns are always owned by an advertiser and an advertiser can own multiple campaigns.

On the following pages you can learn more about how to create advertisers, campaigns and banners.

Openads Inventory



Managing your inventory starts on the Advertisers & Campaigns page. From here you can access all objects in your inventory from advertisers and campaigns to your banners.

Advertisers

Advertisers are perhaps the most important part of an ad server. Advertisers run ad campaigns and supply the banners which belong to a specific ad campaign. Openads is based on this simple but effective structure and should make navigating your banner inventory easy. Each banner belongs to a campaign and each campaign is owned by an advertiser. Before you can add banners to your ad server you need to create a campaign and add an advertiser first.

You can add new advertisers on the Advertiser & Campaigns page by clicking on the Add new advertiser button. Each advertiser has a number of properties which need to be set before the advertiser can be added to your system.

Openads Advertiser Basic Information:



Each advertiser has a unique name which is used in the administrator interface to differentiate between the different advertisers. You must enter the name in the Name field, otherwise the advertiser won't be added to your system. The name of the contact for this advertiser can be entered in the Contact field. This name is used for reports which are e-mailed to the advertiser. The e-mail address of the contact for this advertiser must be supplied in the E-mail field.

The Language field is used to specify the native language of the contact for this advertiser The language you specify here is used for reports send by e-mail and for the user interface of the advertiser interface.

Openads Advertiser Report:

Advertiser report Send a warning when a campaign is deactivated Send an advertising report via e-mail Number of days between reports 7

It is possible to send advertisers a warning after a campaign is deactivated. The warning includes an explanation why the campaign is deactivated. If you want to send a warning you need to enable the checkbox called Send a warning when a campaign is deactivated. An advertising report includes the statistics of all the banners owned by this client. Advertising reports are send by e-mail to the address you specified above. The number of days between reports can also be specified. If you want to send a regular advertising report you need to enable the checkbox called Send an advertising report via e-mail.

Openads Advertiser Login:

LO	gin information	
	Username	niels
	Password	******
	✓ Allow this user to modify his	own settings
	Allow this user to deactivate	his own banners
	Allow this user to activate his	own banners

An advertiser can log into Openads' advertiser interface to look at all the statistics gathered for his campaigns and banners. In order to log in, the advertiser needs to have a unique username and a password. Without these properties the advertiser won't be able to log in. It is also possible to give the advertiser special permissions which allows him to make changes to his own banners.

If the checkbox **Allow this user to modify his own settings** is set the user is able to change his own advertiser properties. This includes the contact name and e-mail address, configure the warnings and advertising reports and his password for logging into the advertiser interface. If the checkboxes Allow this user to deactivate/activate his own banners are set the user is allowed to deactivate or activate banners. By deactivating a banner an advertiser can temporary remove a banner from consideration for delivery. Deactivating and activating are split into two separate permissions, because in certain circumstances you might not want to give a advertiser the ability to activate banner you deactivated yourself.

Campaigns

Each campaign is owned by an advertiser and an advertiser can own multiple campaigns. A campaign is a set of banners with the same delivery settings. A campaign can own multiple banners with different sizes. Each campaign contains information about how many times the banners owned by this campaign must be delivered and how likely it is that a banner from this campaign is displayed.

You can create a new campaign on the Advertisers & Campaigns page. You need to expand an existing advertiser and click on the Create button next to the title of the advertiser. After you have created a new campaign you can add banners to it.

A campaign has a number of properties which influence the delivery of the banners which are owned by this campaign, such as AdViews remaining, AdClicks remaining, Activation date, Expiration date and Priority. Below we will give you an explanation of each property.

Openads Campaign Properties:

Name	Default
ontract information	
AdViews remaining	- Unlimited
AdClicks remaining	- Unlimited
Activation date	Activate this campaign immediately
Expiration date	O Don't expire this campaign on a specific date
Priority	Distribute the remaining AdViews evenly over the remaining number of days. The target number of AdViews will be set accordingly every day.
	Show banners in this campaign with high priority. If you use this option phpAdsNew will try to distribute the number of AdViews evenly over the course of the day.
	Limit the number of AdViews to - per day.
	 Show banner in this campaign with low priority. This campaign is used to show the left over AdViews which aren't used by high priority campaigns.

Each campaign has a Name. This is used by the administrator interface to distinguish between different campaigns. If you don't specify a name a default name is used, based on the name of the advertiser.

The field AdViews remaining holds the number of AdViews before this campaign will expire. Every time a banner from this campaign is delivered this value will be decreased by one. Once this value reaches zero the campaign will be expired. Usually this value is set during the creation of the campaign to the number of AdViews the client bought for this campaign. If you don't want to expire the campaign after a set number of AdViews you need to turn on the checkbox Unlimited.

It is also possible to expire a campaign after a preset number of AdClicks. The field AdClicks remaining holds the number of AdClicks before this campaign will expire. Every time a user clicks on a banner from this campaign this value will be decreased by one. Once this value reaches zero the campaign will be expired. If you don't want to expire the campaign after a specific number of AdClicks, select the **Unlimited** checkbox.

The field Activation date is used by Openads to set the date on which this campaign needs to be activated. If this date is in the future, banners in this campaign will not be considered for distribution until it reaches the set date. If you want to activate this campaign immediately you can do so by clicking on the radio button called Activate this campaign immediately.

If you want to deactivate a campaign on a specific date you can enter the date in the field called Expiration date. When this date is reached the campaign will be expired and it's banners won't be considered for delivery anymore. If you do not want to expire a campaign on a specific date you can click on the radio button called Don't expire this campaign on a specific date.

The three different expiration methods described above can be used at the same time. You can expire a campaign on a specific date and after a specific number of AdViews. The campaign will then be expired if either one of these methods is reached. If both a deactivation date and the remaining number of AdViews are set the first priority option will be activated, to ensure the remaining number of AdViews will be evenly distributed over the remaining number of days.

Priorities

The Priority field influences the likelihood of how many times the banners owned by this campaign will be delivered. If the number of AdViews remaining and the expiration date are set the only available option will be distribute remaining Adviews, otherwise the campaign can be set to high

priority or low priority.

High priority campaigns and campaigns which are set to distribute the remaining AdViews are considered for delivery first and have a target number of AdViews for each day. If you are using a campaign which is set to distribute the remaining AdViews, the target number of AdViews will be calculated automatically every day, otherwise you can set a target number of AdViews yourself and Openads will try to display the banners owned by this campaign exactly as many times. Low priority campaigns will be given all the left over AdViews and can be given a weight to determine the distribution over all the low priority campaigns.

Every hour Openads will decide how likely it is a banner owned by this campaign will be displayed. This probability factor will be calculated based on the settings of each campaign, real-time statistics and predictions based on old statistics.

High priority campaigns

If you choose to set your campaign to high priority, you can assign a target for the number of AdViews the campaign will have each day. Every day Openads will try to display the banners in your campaign exactly as many times as you specified as the target. For example if you set the target for a high priority campaign to 40000 AdViews, Openads will try to display the banners in that campaign 40000 times each day.

However this is not an exact science and this feature depends a lot on predictions based on already existing statistics. Every hour Openads will try to predict the total number of AdViews it will get during the day and how they are spread over the different hours. If a campaign is falling behind on the predictions Openads will increase the probability factor of the campaign in relation to the campaigns which are on schedule.

The prediction and compensation routines should be able to compensate for all kinds of external factors, including delivery limitations and should be able to spread the AdViews of high priority campaigns evenly of the course of the day.

The actual result will depend a lot on how consistent the existing statistics are, therefor it is not recommended to use high priority campaigns with only a few days of statistics available. If you do decide to use high priority campaigns without a couple of days of statistics, the prediction and compensation routines will try to meet the targets you have set, but it might not have enough data to spread the impressions evenly of the course of the day.

Also keep in mind, Openads only adjusts the probability of each campaign every hour and a lot can happen in one hour. If for example your website is visited a lot more than predicted Openads is not able to compensate for that until the next hour.

Important: If the target number of impressions is zero or the field is left empty, the campaign will be deactivated!

Low priority campaigns

If the high priority campaigns do not use all the predicted impressions to meet their targets, low priority campaigns will be displayed to fill the remaining impressions.

It is also possible to give one low priority campaign more impressions than another low priority campaign, by adjusting the weight of the low priority campaign. A low priority campaign with a weight of 2 will be displayed twice as much as a low priority campaign with a weight of 1. However the total number of impressions of a low priority campaign can not be set, only the ratio of impressions between two low priority campaigns. The actual number of impressions also depends on the number of impressions and the total target of all high priority campaigns. For example: if you usually have 10000 impressions each day and the high priority campaigns use 6000 impressions to meet their targets, only 4000 impressions will be used to display low priority campaigns.

Important: If the weight of the campaign is zero or if the field is left empty, the campaign will be deactivated!

Total of 50000 impressions

Campaign A Target 10000 Actual impressions: 10000

Campaign B Target 20000 Actual impressions: 20000

Total impressions used to meet set targets: 30000

Impressions left for low priority campaigns: 20000

Campaign C Weight 3 Actual impressions: 15000 (20000 / 4 * 3)

Campaign D Weight 1 Actual impressions: 5000 (20000 / 4 * 1)

Moving a campaign to another advertiser

Campaigns are owned by one specific advertiser, but it is possible to move a campaign to another advertiser. To move a campaign you need to go to the Campaign Properties or Banner Overview page of the campaign. You need to select the advertiser you want to move this campaign to from a drop down menu on the left side of the screen and click on the button next to it. Note: Not only the campaign is moved, but also all banners which are

owned by this campaign, including the statistics of the banners.

Openads Campaign Moving:



Deleting a campaign

You can delete a campaign from the ad server on the Advertisers & Campaigns page. The campaign will then be completely removed from your system, including all banners which are owned by this campaign and all the statistics for this campaign.

Banners

Banners are always part of a campaign and can only be created if there are campaigns available. You can create a new banner on the Advertisers & Campaigns page or on each campaign's Banner overview page. If you are on the Advertisers & Campaigns page simply expand a campaign and click on the Create button next to the name of the campaign. If you are on a campaigns Banner overview page you need to click on the Add new banner button on the top of the page.

Openads Add new banner:



There are currently 4 types of banners and each has a different purpose. First of all there are Local banners, which are the simplest to use and are stored locally by Openads. There are two variants of Local banners, which only differ in the way they are stored by Openads. It is possible the administrator has disabled one of these variants, in which case there may be only one variant available to you. External banners are stored on an external server (usually the advertisers server). Besides the two types described above, there are also HTML banners which consist of plain HTML code and can contain special banners such as plain text, forms, banners which consists of multiple images and external banner networks. Text ads are banners which consist only of plain text and such as those from Google. Once you have created a banner it is not possible to change its type. You need to create a new banner with the type you require instead.

Local banner

If you want to add a Local banner, select an image file on your computer. After selecting the file (by using the Browse button and navigating to the file), it will be uploaded to the server. The image file can be any regular image file type such as gif, jpeg or png. In addition to this Openads also supports many other types of files, such as dct (Shockwave), mov (QuickTime), rpm (Real Media) or swf (Flash). More information about adding Flash files can be found in chapter Advanced Flash banners.

Openads Add new banner:

Select the image you want o use for this banner	estbanner.swf Browse Check for hard-coded links inside the Flash file
Destination URL (incl. http://)	http://www.openads.org
Target	top
Alt text	Openads - the web's largest ad-space community
Status text	Visit www.openads.org
Text below image	Openads - the web's largest ad-space community
Transparent background (Flash-only)	Yes M

The Destination URL field is used to define the destination for the banner. If a user clicks on the banner he will be sent to the URL you enter here. All URLs you define must begin with http://, otherwise Openads will assume the destination is located on the same server as Openads itself. If you are using a Flash file without hard-coded URLs this value will also be available as an ActionScript variable with the name clickTAG. If you are using a Flash file with converted hard-coded URLs you will see a Destination URL field for every converted link, with an additional radio button next to the actual field. You can use the radio button to select which Destination URL you want to use for the optional Text below image.

The Target field can be used to specify the target frame of window in which the Destination URL will be opened when the user clicks on the banner. If you don't specify this value Openads will use the value specified during invocation or the default value.

The Alt text is displayed by the browser if the image file is not yet completely downloaded. In most browsers this text will also appear in a yellow tooltip when you move the mouse over the banner. If you don't want an alt text you can leave this field empty.

Openads Banner Alt Text:



The text you enter in the field called 'Alt text' will be shown as a tooltip when the users moves his mouse over the banner

The Status text field is used by JavaScript capable browsers to replace the browsers status text. If you move the mouse over the banner it will display this text instead of the destination URL. The status area of the browser is usually located in the lower left of the browser window. If you don't want to change the status text you can leave this field empty.

Openads is able to show a user defined text below each banner. The field Text below image is used for this purpose and can include simple HTML tags to format the text. If a user clicks on this text he will be transferred to the URL you entered in the Destination URL field. If you don't want to display a text below the banner you can leave this field empty.

External banner

If you want to add a banner which is stored on an external server you can use the External banner type. Instead of uploading a file, you can enter the URL of the image file (including http://). The file type of the external image can be gif, png, jpeg or swf (Flash). If you link to an external Flash banner Openads won't be able to change hard-coded URLs, so it won't be able to track AdClicks for this banner, however it is possible to use Flash files which are prepared according to the MFAA guidelines and keep the ability to track AdClicks.

Openads External Banner:

xternal banner		
Image URL (incl. http://)	http://www.openads.org/bannerx.gif	
Destination URL (incl. http://)	http://www.openads.org	
Target	_top	
Alt text	Openads	
Status text	Visit www.openads.org	
Text below image	Openads - the web's largest ad-space community	
Size	Width: 468 Height: 60	

The Destination URL field is used to define the destination for the banner. If a user clicks on the banner he will be sent to the URL you enter here. All URLs you define must begin with http://, otherwise Openads will assume the destination is located on the same server as Openads itself.

The Target field can be used to specify the target frame of window in which the Destination URL will be opened when the user clicks on the banner. If you don't specify this value Openads will use the value specified during invocation or the default value.

The Alt text is displayed by the browser if the image file is not yet completely downloaded. In most browsers this text will also appear in a yellow tooltip when you move the mouse over the banner. If you don't want an alt text you can leave this field empty.

The Status text field is used by JavaScript capable browser to replace the browsers status text. If you move the mouse over the banner it will display this text instead of the destination URL. The status area of the browser is usually located in the lower left of the browser window. If you don't want to change the status text you can leave this field empty.

The text you enter in the field called 'Status text' will be shown in the lower left part of the browser window when the users moves his mouse over the banner

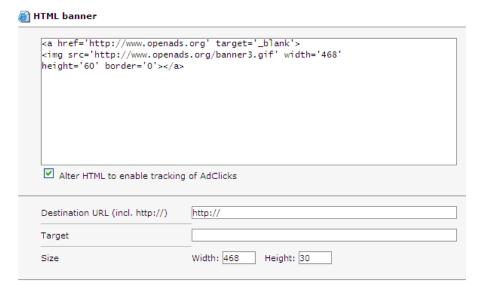
Openads is able to show a user defined text below each banner. The field Text below image is used for this purpose and can include simple HTML tags to format the text. If a user clicks on this text he will be transferred to the URL you entered in the Destination URL field. If you don't want to display a text below the banner you can leave this field empty.

Important: You also need to specify the size of the banner you want to add. Because the image file is located on an external server Openads is not able to detect the size automatically!

HTML banner

A HTML banner consists of a piece of HTML code which can be entered in the HTML field. Any piece of HTML can be used, including JavaScript and (if permitted by the administrator) PHP code. During delivery the HTML code will be placed inside an existing document, so the HTML code should not include https://document.nc/html or <a hr

Openads HTML Banner:



Tracking of AdClicks for HTML banners can become a bit complicated, but Openads has a feature which could make the necessary changes to the supplied HTML automatically. This feature will work for most banners, but may not be sufficient for complex HTML code. Openads is only able to replace links with its own logging mechanism in plain links or in forms. This feature can be turned on by checking the field Alter HTML in order to track AdClicks. If you don't want Openads to alter the HTML you supplied you can turn this feature off. If you don't want to use this feature Openads might still be able to help you log AdClicks, for more information please read chapter Advanced HTML banners.

The Destination URL field is used to define the destination for the banner. Because the destination is usually defined inside the HTML code this field is ignored on most occasions, however if the supplied HTML code doesn't include a link or form, Openads will create a link with the destination URL you specified. If you do not want Openads to automatically create a link you should leave this field empty.

The Target field can be used to specify the target frame of window in which the Destination URL will be opened when the user clicks on the banner. If you don't specify this value Openads will use the value specified during invocation or the default value.

Because Openads is not able to detect the size of the specified HTML code, you need to specify it yourself. You can enter the width and height of the banner in the appropriate fields.

Text ads

If you need a less intruding way to place adverts on your website you might want to take a look at text ads. Text ads contain only plain text, with optional HTML codes for changing the appearance of the text.

Openads Text Banner:

Openads 2.0 is a highly popular adserver, successfully used worldwide by tens of thousands of enterprising web publishers. Easy to install and set up, even the most modest of websites can generate advertising revenue. Featuring a fully integrated ad management interface, you can easily manage, deliver and track both paid-for and in-house ads, review statistics and create Advertiser reports.				
Destination URL (incl. http://)	http://www.openads.org			
Destination URL (incl. http://)	http://www.openads.org			

The Destination URL field is used to define the destination for the text ad. If a user clicks on the ad he will be sent to the URL you enter here. All URLs you define must begin with http://, otherwise Openads will assume the destination is located on the same server as Openads itself.

The Target field can be used to specify the target frame of window in which the Destination URL will be opened when the user clicks on the text ad. If you don't specify this value Openads will use the value specified during invocation or the default value.

The Status text field is used by JavaScript capable browser to replace the browsers status text. If you move the mouse over the text ad it will display this text instead of the destination URL. The status area of the browser is usually located in the lower left of the browser window. If you don't want to change the status text you can leave this field empty.

Keywords & Description

Each banner also has the following additional properties: Keywords and Description.

These properties are available for all banner types.

Openads Banner General Options:

Keywords	openads main	
Description	Main banner for Openads	
Weight	1	

The Keywords field can be used to assign one or more keywords to the banner. These keywords are used by the delivery engine to determine which banner must be displayed in a certain condition. More information about using keywords to select a banner can be found in chapter Making a selection. If you want to assign more keywords to the same banner you need to separate the different words with a space. There are currently two reserved keywords which have a special meaning: default and global. Banners with the keyword global are always considered for delivery. Banners with the keyword default will be automatically linked to zones without any linked banners.

The Description is only used by the interface and can be used to distinguish the different banners. You can enter anything you like or keep this field empty.

Banner weight

Up till now we have only talked about how the predicted number of AdViews are spread over the different campaigns and how you can adjust the probability of how many times a campaign is displayed in relation to another campaign, but it is also possible to adjust how the number of impressions are spread among the banners inside a campaign.

In contrast with older versions of Openads the banner weight will only affect the probability of how much a banner is displayed in relationship with other banners in the same campaign. The campaign weight or target will determine how the impressions relate to other campaigns. If you have a banner with a weight of 3 it will be displayed three times as much as a banner with a weight of 1, but only within the same campaign. Another banner inside another campaign with weight 1 may be displayed more often than your banner with weight 3, because the campaign itself might be displayed more often.

Campaign N (15000 impressions)

Banner A Weight 1 Actual impressions: 5000

Banner B Weight 2 Actual impressions: 10000

Campaign M (80000 impressions)

Banner C Weight 2 Actual impressions: 40000

Banner D Weight 1 Actual impressions: 20000

Banner E Weight 1 Actual impressions: 20000

Thus Banner D is displayed more times than Banner B despite having a lower weight, since its owning campaign is shown more frequently.

Duplicating an existing banner

If you want to create a new banner based on an existing banner you need to go to the Banner properties page and click on Duplicate. A new banner will be created with exactly the same properties as the original banner. If you have defined Delivery limitations they will also be duplicated. After you have clicked on the Duplicate button you will be transported to the properties page of the new banner and any changes you make here will be applied to the

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new banner.

Moving a banner

A banner is always owned by a specific campaign, however it is possible to move a banner to a different campaign. If you go to the Banner properties page, you will see a drop down list on the left side of the screen. If you select a different campaign and click on , the banner will be moved to the campaign you selected. Note: the logged statistics of the banner will also be moved to the other campaign. This means that the number of impressions of the campaign where the banner originally belonged to will be reduced by the number of impressions of the banner and the number of impressions of the banner was moved to will be increased by the number of impressions of the banner.

Deactivating or activating a banner

If you temporarily don't want a certain banner to be considered for delivery you can deactivate the banner. Deactivated banners won't be displayed until it is reactivated again. You can deactivate a banner from the Banner overview page of the campaign to which the banner belongs.

Deleting a banner

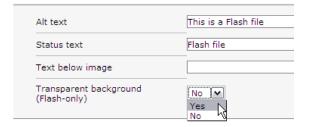
If you want to permanently remove a banner from your system you can simply delete it. There is also a drawback, if you delete a banner you will also delete all the statistics for that banner. We are currently working on a way to hide a banner from your system, without deleting it completely.

Advanced Flash banners

Openads can handle Flash banners just like normal banners. For example; you can simply click on Add new banner in the administrator interface and select the type of banner you want to add. If you choose Local banner (Webserver) or Local Banner (SQL) you can select the .swf file and upload it like you would do with a regular banner. It is also possible to link to an external Flash banner (External Banner) and specify the full URL to the .swf file.

Openads will automatically detect the type of the file and generate the HTML code needed to display the banner during invocation. Please note: Flash banners will not be displayed if you are using normal remote invocation. Only remote invocation with JavaScript, iframes or local mode can display Flash banners.

Openads also supports transparent Flash banners. Choose "Yes" from the *Transparent background (Flash only)* drop-down list in the **Banner properties** page if your flash banner has a transparent background. Openads changes the embedding code accordingly to allow the transparency. Note, though, that Openads does not transform the Flash file and can not make it transparent - the original file must have transparent parts in the first place.



Using Flash banners has always been a problem for ad servers. After adding a Flash banner, you will probably notice Openads won't track AdClicks for that banner. This is normal behavior. Usually the destination URLs are hard-coded in the Flash banner and if the user clicks on the banner it the Flash player will tell the browser to visit the hard-coded URL directly. Once this URL is set by the creator of the Flash file it wasn't possible for the ad server to replace it with it's own AdClick logging mechanism. Different ad servers use different mechanisms to overcome this problem, but usually it required the creator of the Flash file to supply a specially prepared version of the Flash file.

Converting hard-coded URLs

Openads has a unique feature which allows you to use any Flash file (even compressed Flash MX files) and still log AdClicks for that particular banner. The only requirement is that the links must be already defined in the Flash file (hard-coded URLs). Due to a small Flash editor which is included in Openads the hard-coded URLs can be converted and changed to any value you want. And the best thing of all: it is a easy as a simple click. You don't need to have any knowledge about Flash to enable the tracking of AdClicks.

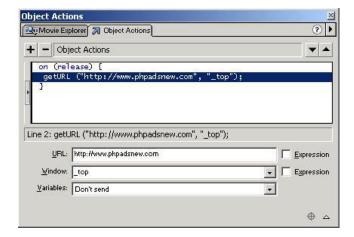
If you create a new banner and select a Flash file, a small checkbox called Check for hard-coded URLs will be displayed below the upload field. Once

you submit the new banner and if this box is checked it will automatically check for hard-coded URLs inside the Flash file. If Openads finds hard-coded URLs in the uploaded file it will ask whether you want to convert these URLs. To the left of each hard-coded URL you will find a checkbox, which allows you to turn off the conversion for specific links. Also you can change the hard-coded URL and the target frame from within this screen. If you are finished making the needed adjustments, all you need to do is click on Convert and the URLs will be converted to Openads' own AdClick tracking mechanism.

Openads Convert Flash Links:

Hard-co	oded links		
---------	------------	--	--

Openads Flash Static Link:



One other feature that might be interesting is the ability to convert any Flash file into a compressed Flash MX file. The resulting banner is much faster to download, but the downside is, it will only be visible to visitors who use the Flash 6 player. Other users will be alerted a new version of the Flash player is available.

Openads Convert Flash Links:

V	Destination URL (incl. http://)	http://www.phpadsnew.com	•
	Target	_blank	
	Overwrite source parameter	btnOne	
V	Destination URL (incl. http://)	http://www.sourceforge.net/	
	Target	_top	
	Overwrite source parameter	btnTwo	
V	Destination URL (incl. http://)	http://www.creatype.nl	
	Target	_blank	
	Overwrite source parameter	+creatype	

If the Flash file has more than one hard-coded URL you will be able to convert all of them to Openads' own AdClick logging mechanism. Additionally there is one other feature with allows you to track how many times each separate button has be click on. If you have enabled the logging of the source parameter in your configuration settings you will be allowed to overwrite the source parameter which is specified during invocation with a new value for each different hard-coded URL. The value you specify in the Overwrite source parameter field will be logged instead of the value specified during invocation. If you start this field with a + the original source parameter will not be overwritten, but the value you specified will be appended to the original source parameter.

After the hard-coded links are converted they will be listed as Destination URL on the Banner properties page. If you want, you can make changes to the URLs. A radio button is displayed right behind each converted link. The Destination URL you select here will be used as the destination for text which is displayed below the banner.

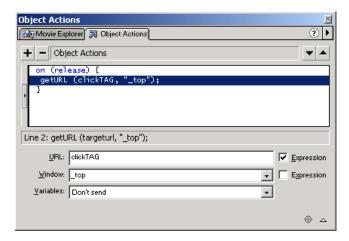
If you use this feature you might want to keep a backup of each banner, because phpAds-New will physically alter the file to make the necessary changes. The original file will not be saved by Openads.

The MFAA ClickTAG

Openads also supports Flash banners which are prepared using the guidelines set by the Macromedia Flash Advertising Alliance. Flash banners which are build using these guidelines will not only work correct in Openads but also in DoubleClick, Engage, L90, TargetNet, 24/7Media and many other professional ad servers.

Preparing a .swf banner according to the MFAA guidelines is not very difficult, but you will need to have access to the original Flash movie source. In the example below the hard-coded URL is replaced with an ActionScript variable called clickTAG.

Openads Flash Static Link:



Openads will give the Flash player the correct value for the clickTAG ActionScript variable during delivery. The clickTAG ActionScript variable will contain the URL which is needed for tracking clicks and will redirect to the URL specified in the Destination URL field on the Banner properties page.

More information about the MFAA can be found on http://www.macromedia.com/resources/richmedia/

If you want more infor-mation on how to prepare banners according to the MFAA guidelines, you can download the Flash Tracking Kit from the URL mentioned above.

Advanced HTML banners

Openads transparently supports HTML banners. One of the previous chapters (**Banners**) explains exactly how to add new HTML banners to your inventory. There is however one potential problem, which could make logging of AdClicks a bit more difficult than simply copying and pasting the HTML code. Most HTML banners include hard-coded links to the destination URL. This causes the browser to visit the destination URL directly, without using Openads' AdClick tracking mechanism. This chapter explains what Openads can do automatically to make the logging of AdClicks as easy as possible and it will show you how to manually change your HTML code when the automatic method is not sufficient.

Allowing Openads to change the HTML automatically

If you create a new HTML banner, or if you look at the banner properties of an existing HTML banner, Openads will allow you enable or disable the option Alter HTML in order to track AdClicks. If this option is enabled, which it is by default, Openads will try to recognize the HTML code that you supplied and it will try to change all of the hard-coded URLs to their equivalent using the AdClick tracking mechanism. For simple HTML banners this should work perfectly, but the more complicated ones will simply not be recognized, or worse Openads could make the wrong changes to the banner. The best way to try this is to add the HTML banner with the option Alter HTML in order to track AdClicks enabled. If the HTML banner doesn't work properly, turn off this option and try to manually change the HTML code. How to manually change the HTML code is explained later in this chapter.

Also keep in mind, if this option is turned on, Openads will try to replace the target frame of each link with the one defined on the Banner properties page. In no target frame is specified on the Banner properties page, it will be replaced during invocation with the one specified in the invocation code. If you have multiple links inside the HTML banner, each with a different target frame and you want to preserve these different target frames, you should manually change the HTML.

Openads and Google Adsense click-tracking integration

Google Adsense is an easy way to display Google text or image ads and is popular among Openads users. With the **Alter HTML in order to track Adclicks** option selected, Openads can track Adsense clicks by visitors who use Internet Explorer (IE 6 & 7), Firefox and Opera (9) in Windows. In fact, the HTML in this case is not altered; instead Adsense ads are automatically detected and handled as a special case, using Javascript methods.

Text

The simplest HTML banner you could use is just plain text, with or without HTML layout tags such as and <i>. If you enter the target destination in the Destination URL field Openads will automatically create a link to the target destination and will track the AdClicks. If you leave the Destination URL field empty Openads will not alter the HTML in any way.

I inks

Links are probably the most used type of HTML banners. Hard-coded URLs normally will prevent Openads from tracking AdClicks, but if Alter HTML in order to track AdClicks is enabled Openads will try to replace these hard-coded URLs with the correct code to track AdClicks. If the HTML banners contain multiple links to multiple destinations it will replace all links while keeping their destination URLs intact. Openads will automatically recognize links inside anchors (<a> tags) and image maps (<area> tags).

Forms

If your HTML banner contains a form Openads can automatically alter the HTML in order to track AdClicks. The action parameter, which contains the original destination URL, will be replaced with the AdClick logging mechanism and the original destination will be added as a hidden field. All fields which are not needed for the functioning of Openads will be passed on to the URL specified in the original action parameter. Openads can handle both GET and POST methods, but will always use the GET method to pass the contents of the fields to the original URL. The following field names should not be used because they are used by Openads internally: bannerid, zoneid, source, dest, ismap, log and cb.

Manually changing the HTML

As you can read in the section above, Openads can automatically alter HTML banners in a way clicks are automatically tracked. In certain cases the HTML banner is just too complicated to let Openads do this automatically. In that case you need to do this manually. In order to make this as easy as possible, a number of variables can be used to assist you. Each variable will be replaced with the appropriate code during delivery.

Targeturl

The most important variable is {targeturl}, which can be used to change an URL into it's equivalent including the AdClick logging mechanism. There are three different ways to use this variable, each with a slightly different result.

If you place {targeturl} somewhere in the HTML code it will be replaced with the equivalent of the Destination URL field. Since the Destination URL field can only contain one specific URL this method is only usable if the HTML code contains one hard coded URL, or multiple links to the same hardcoded LIRI

If you have multiple links with different hard coded destination URLs, the following two variants are probably the easiest to use. The first is contains of the {targeturl:, the URL of the destination and a }, for example: {targeturl: http://www.Openads.com}. Openads will replace this variable with the equivalent of the URL that is specified inside of the variable. As an extra option it is also possible to change the source parameter that is logged together with the AdClick, by simply placing another colon after the URL and the string you want to use as the source parameter, for example: {targeturl: http://www.Openads.com:first}. If there is an existing source parameter defined in the invocation code, it will be overwritten, unless the first character of the source specified in the variable begins with a +. If the first character begins with a +, the source specified in the variable will be appended to the already existing source parameter that was supplied by the invocation code. The extra source parameter is especially useful if the HTML banner contains multiple links and you want to know how much each link is being clicked on. Of course this will only work if the option Log the source parameter specified during invocation is enabled on the appropriate configuration page.

The second variant that is useful for multiple links with different destination URLs can is even easier than the first variant, but it lacks the option to change the source parameter. You can use this variant by simply placing the string {targeturl=} in front of the hard-coded URL inside the HTML code, for example {targeturl=}http://www.Openads.com.

The last variant of the {targeturl} variable is also useful for another type of HTML banner. Some adservers used by banner networks allow you to supply the URL of the click logging mechanism, so both the banner network and Openads will log the AdClick. When the visitor clicks on the banner, he will be redirected to the logging mechanism of the banner network, which will send the visitor back to the logging mechanism of Openads, which will finally send the visitor to the actual destination URL.

Random

Some invocation codes used by banner networks require that a random number is inserted in their invocation code. So if you are going to include their invocation code as a HTML banner, you need to include the {random} variable. The {random} variable will be replaced with a random number of eight digits. If you need a random number with a different length, you could optionally specify the length, for example: {random:16} or {random:4}. The length of the random number can be any number from 1 to 32.

If you use multiple random variables inside your HTML banner they will all be replaced with the same random string. There is one exception: if you specify random variable of a different length than the previous random variable a new random number will be generated.

Timestamp

The next variable is usually used for the same reason as the {random} variable. Instead of inserting a random number, this variable will be replaced

with the number of seconds since the UNIX-epoch (January 1st, 1970).

Banner id

If you want to include the id of the banner, which is displayed in the HTML, you can use this variable. Every occurrence of the string {bannerid} will be replaced by the correct id.

Examples

The following example will demonstrate how to manually change a HTML banner containing multiple links. Usually these types of links are automatically changed, so you need to use this only when Alter HTML in order to track AdClicks is disabled. Each link retrains its original destination URL, but will be replaced with the equivalent logging mechanism:

- Main page
- Product A
- Product B

The next example will look very much like the previous one, but this time the source parameter is overwritten. This will allow you to see how many times each link was clicked on. If you go to the banner history page you will see the overall performance of the banner by default, but you can select which source you want to see from a drop down menu.

- Main page
- <a href='{targeturl:<u>http://www.foobar.com/producta/:a</u>}'>Product A
- <a href='{targeturl:<u>http://www.foobar.com/productb/:b</u>}'>Product B

It is also possible to use the {targeturl} variable to change URLs that are not strictly part of a link. In the following example the destination URLs are used as the value of a drop down menu. A JavaScript will redirect the page when the visitor selects an item from the drop down menu.

- <select onChange='window.location=this.options[this.selectedIndex].value;'>
- <option value='{targeturl:http://www.Openads.com/}'>Openads</option>
- <option value='{targeturl:<u>http://www.phppgads.com/</u>}'>phpPgAds</option>
- <option value='{targeturl:http://www.sourceforge.net/}'>Sourceforge</option>
- </select>

Even image maps can be easily adapted using the {targeturl} variable. It works pretty much the same way as regular links. Just place the destination URL of each outgoing link inside the variable and you are done.

-
- <map name='mymap'>
- <area shape='rect' coords='0,0,234,60' href='{targeturl: http://www.Openads.com}'>
- <area shape='rect' coords='235,0,468,60' href='{targeturl: http://www.phppgads.com}'>
- </map>

Using external HTML files

Openads will also allow you to place the HTML code of the HTML banner in an external file. The HTML inside the HTML file will be inserted into the page by using an iframe. To use this option, you need to create a new HTML banner and keep the field where you usually place the HTML code empty. Then use the Destination URL field to tell Openads where the external HTML file can be found. This option is useful if you want to show a complete webpage, or even a website as a banner. Because the actual HTML code is stored outside of Openads, it has no influence over the content, and it can't change the hardcoded links into our own click logging mechanism.

Embedding PHP code

In certain cases you may want to embed PHP code inside an HTML banner.

You can do this in the same way as you would normally embed PHP code inside an HTML document. PHP code starts with <?php and ends with ?>.

All code between these two tags will be executed just as it would if it were embedded inside a normal HTML document.

There are some exceptions: It is not possible to define functions or classes and include or require other files. The print(), echo and printf() functions will still work and can be used to print strings to the HTML banner. It is also not possible to mix variables and PHP code, so the following example will definitely not work: {targeturl:http://www.Openads.com/page.html?id=<?php \$id ?>}

```
<a href="http://www.mybanner.com/click'>
<?php
echo "The current time is: ";
echo date ("H:i:s");
?>
</a>
```

Delivery limitations

Delivery limitations are used by Openads to set additional requirements that must be met before a banner will be displayed. These requirements differ very much from requirements, such as keywords, which can be specified at banner invocation. Delivery limitations are configured from the administrator interface. It is possible to specify multiple limitations per banner and it is even possible to use logical operators to create very specific situations in which the banner is displayed.

Before you can use delivery limitations you might need change your Invocation and Delivery settings, because delivery limitations are disabled by default. More information about changing settings and configuring Openads can be found in the guide Installation and Configuration.

Openads Delivery limitations:



To setup the delivery limitation for a specific banner you need to go to the Delivery options page. There are different ways to reach this page, for example: on the Advertisers & Campaigns page you can click on the button called Limitations next to the name of the banner, or on the Banner Properties page you can click on the tab called Delivery options.

Managing delivery limitations

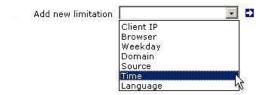
Because delivery limitations can become very complicated the next part of this chapter will deal with how to manage the limitations for each banner and how to apply a set of limitation to other banners.

Creating a new limitation

The following limitations can be used: Client IP, Domain, User agent, Language, Weekday, Time and Source. You can add one of these limitations by selecting one from a drop down menu at the top of the page and clicking on the blue arrow next to it.

After clicked on the blue arrow a new limitation will appear at the bottom of already existing limitations. Please don't forget, the changes you make won't be saved until you have clicked the button called Save changes on the bottom of the screen.

Openads Managing delivery limitations:



Select a limitation from the drop down list and click on the blue arrow to add it to you list of limitations

Changing an existing limitation

If you want to change the setting of a limitation you can do this by simply editing one of its parameters, you entered the correct values you need to make sure you have saved the changes. You can save changes by clicking on the button Save changes on the bottom of the screen. It is possible make changes to multiple limitations and save them all at the same time.

Moving a limitation

You can change the order of the limitations by clicking on the two triangles on the bottom right of each limitations. By clicking on the button the limitation will move one position up and by clicking on the button the limitation will move one position down. These changes won't be saved until you click the Save changes button on the bottom of the screen.

Deleting a limitation

You can delete a limitation by clicking on the button. It is not possible to remove all limitations at once. Please don't forget to save the changes by clicking on the Save changes button on the bottom of the screen.

Applying a set of limitations to another banner

If you want to use the same set of limitations for multiple banners you can copy the limitations from one banner. This can be very helpful, because otherwise you would have to recreate all the limitations for each of the banners that needs to have the same limitations. First you need to create the limitations for one of your banners, after which you can select the destination banner from a drop down menu on the left side of the screen.

Limiting delivery by weekday

If you want to display a banner only on specific day you can use the Weekday limitation to specify on which day of the week you want to display the banner. You can select multiple days at the same time. For example if you want to display a banner only on Saturday and Sunday, you can simply select these two days.

Openads Managing Limiting delivery by weekday:



Limiting delivery by time

You can use the time as a limitation and specify whether the banner should be displayed or not. You can select multiple hours at the same time. If you want the banner to be shown only during office hours, you can simply select all hours which fall within this period. It is only possible to make a distinction per hour. For example if you select 8:00 as the condition on which the banner will be shown it will be displayed from 8:00 till 8:59.

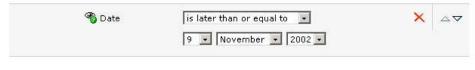
Openads Managing Limiting delivery by time:



Limiting delivery by date

By limiting the delivery by date you can set the exact period when a banner is delivered. Unlike the other limitations you have many more options such as later than, earlier than, later than or equal to and earlier than or equal to. With these options it is very easy to set a starting date on which the banner must be first shown and an expiration date on which the banner will be deactivated.

Openads Managing Limiting delivery by date:

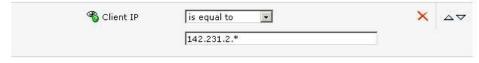


If you want to have both a starting date and an expiration date you need to create two separate limitation, it is not possible to do this with only one limitation.

Limiting delivery by client IP

If you want to target your banners for a specific IP range, you can use the Client IP limitation. Each user connected to the internet has a unique IP address. IP addresses are not geographically distributed, but each ISP has been assigned a number of block. If you want to display a banner for users of a specific ISP, you could specify all blocks assigned to this ISP and allow or deny access to this banner.

Openads Managing Limiting delivery by IP:



There are two ways to specify a block of IP addresses: by providing the base IP and the net mask, or by using wild cards:

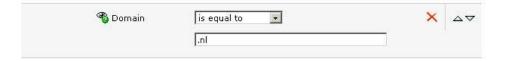
212.187.0.0/255.255.0.0 will match all IPs from 212.187.0.0 to 212.187.255.255

64.12.*.* will match all IPs from 64.12.0.0 to 64.12.255.255

Limiting delivery by domain

This limitation could be used for providing different types of banner for different nationalities. Most users do not only have an unique IP address assigned to them when they connect to the internet, but also a domain name. The domain name usually is a human-readable version of the IP address, and usually includes the country suffix. For example: the user domain could look like: ipc3797d8d.dial.wxs.nl or ppp211-104-59-62.dialup.zonnet.nl or e156107.upc-e.chello.nl or

Openads Managing Limiting delivery by domain:



Using the domain to determine in which country the user resides is not very accurate, if you need a more accurate way to target your banners, please take a look at the next chapter called GeoTargeting

The Domain limitation can match a specific portion of the users domain. If you specify .nl as the limitation, you can deny or allow all users who are online in The Netherlands.

How can this be useful? If you own a website which targets different countries and a client want to show his banner in only one specific country, you could allow this banner to be displayed only from that specific country. The client could also provide you with the same banner translated in a whole lot of different languages. All you have to do is to specify the correct country suffix with each banner.

Limiting delivery by language

The Domain limitation can be quite effective of targeting a specific banner in a specific geographical region. The Language limitation is a refinement of the domain limitation mentioned before. Every browser provides Openads with information about the default language of the browser. For example a browser running on a German operating system will tell Openads that the default language of that specific browser is German.

In some cases a language is specified twice in the list, usually with extra information about the country in which the language is spoken. For example: Belgium, a small country in Western-Europe is bi-lingual. In some parts of Belgium people speak Dutch, in other parts people speak French. If you operate a website in Belgium, or another country which is bi-lingual, it isn't possible to determine which language is spoken by your visitors by using Domain limitation, since both languages are spoken in the same country. However if you use Language limitation you could target a banner for a specific language. The Dutch version of the banner could only displayed be when the limitation is equal to Dutch/Belgium, and the French version of the banner could only be displayed when the limitation is equal to French/Belgium.

Openads Managing Limiting delivery by language:



Using the language limitation to determine what the native language of the user is, is not very accurate. if you need a more accurate way to target your banners, please take a look at the next chapter called GeoTargeting

If you want to target all users, who are using the French language you could just specify the language code French. If you want to target only French speaking users in Belgium, you will have to specify the language and country combination, in this case French/Belgium.

It is possible to specify multiple languages inside your browser, but Openads will only take the default language into account. If you configure a banner to show only when the language limitation is equal to German, it won't show the banner if the default language is different from German, even if you specified German as a secondary language.

Limiting delivery by browser

At the same moment a banner is requested by a browser, it will tell Openads it's own name and version. By using this information you can simply decide on which browsers the banner must be shown. It is can be quite useful to use this information to show banners which are browser specific, only on the correct browser. For example, if you have a banner which uses Internet Explorer specific DHTML, you don't want it to be shown on Netscape browsers. You could use the Browser limitation to prevent it from being shown in browsers other than Internet Explorer.

Openads Managing Limiting delivery by browser:

🔏 Browser	is equal to	•	×	$\triangle \nabla$
	□ IE 4	□ IE 5	□ IE 6	
	□ Netscape 3	☐ Netscape 4	☐ Netscape 6+	
	☐ Safari	☐ OmniWeb	□ iCab	
	☐ Opera	☐ Konqueror	☐ AOL	
	☐ MSN	☐ WebTV		

If you select more than one browser, the banner will be shown in all of the selected browsers. In other words, the banner will be delivery if one of the selected conditions are met.

Limiting delivery by operating system

In addition to information about the browser itself, Openads will also receive information about the operating system on which the browser is running. By using this information you can determine on which operating system the banner will be shown. For example: if you have a banner that is targeted for Apple users, you could add a limitation to ensure the banner is only shown when the browser is running on MacOS. While this may decrease the number of times the banner is shown, you can probably ask a higher price for each impression, because the banner is only shown to a targeted audience.

Openads Managing Limiting delivery by operating system:

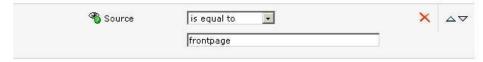


If you select more than one operating system, the banner will be shown in all of the selected operating systems. In other words, the banner will be delivery if one of the selected conditions are met.

Limiting delivery by the source parameter

This limitation is linked to the source parameter of the banner invocation code. You can specify any keyword during invocation and check whether the banner should be shown. This feature can be useful to show a banner only on a specific page or section of your website. It is also possible to create this behavior with regular keywords, but this could be an additional way to display banner only on a specific page. The advantage of using this condition is it is pretty easy to change the display location of a banner by using the admin interface.

Openads Managing Limiting delivery by source parameter:



For example:

If you specify frontpage as the source parameter during banner invocation and set the limitation of a banner also to frontpage the banner will shown. If you don't specify frontpage as the source parameter during banner invocation, the banner won't be shown.

It is possible to use a wildcard (*) if you want to match multiple source parameters with only one limitation. For example:

frontpage is equal to frontpage

frontpage-news is equal to frontpage-news

frontpage* is equal to frontpage, frontpage-news, frontpage-sports

frontpage-* is equal to frontpage-news, frontpage-sports

*news is equal to frontpage-news, headlines-news

Limiting delivery by referring page

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By using this delivery limitation is is possible to show a banner when the URL of the referring page you visited contains a specific text. For example if an external website has a link to a page on your website you can show a specific banner for visitors from the external website.

Openads Managing Limiting delivery by referer:



Important: This limitation will only work if you are using Local mode, Remote invocation for JavaScript to show your banner. This limitation will not work if you are using any of the other invocation types.

Comparison expressions

Each limitation can be set to is equal to the user specified value or is different from the user specified value. If the current value of the limitation and the user specified value meets the comparison it will evaluate to true. The banner will only be shown if all conditions evaluate to true.

Openads Managing Limiting delivery by Comparison expression:



Logical operators

It is possible to use logical operators to create very complex situations in which the banner is displayed. If you use multiple conditions you can set a logical operator between each limitation. An logical operator can be either an OR operator or an AND operator.

true AND true = true true OR true = true

true AND false = false true OR false = true

false AND true = false false OR true = true

false AND false = false false OR false = false

OR operators have precedence over AND operators. This means all AND operators will be evaluated first. The resulting expression will only consist of OR operators and only one of the parts left need to evaluate to true in order for the total result to be true. The banner will only be shown if the result of all limitations evaluates to true, however this doesn't have to mean every limitation must be true.

false AND false OR true AND true OR false

(false AND false) OR (true AND true) OR false

false OR true OR false

true

false OR false AND true OR true AND false

false OR (false AND true) OR (true AND false)

false OR false OR false

false

For example: If you want show a banner only during the business week during the evening, and during the weekend:

Openads Managing Limiting delivery Comparison expressions:

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Only displa	y this banner when:						
	🔏 Weekday	is equal to	•			×	△▽
		□ Su	▼ Mo	▽ Tu	▽ We		
		▽ Th	▽ Fr	□ Sa			
AND -	₹ Time	is equal to	•			×	△▽
		□ 0:00	□ 1:00	□ 2:00	□ 3:00		
		□ 4:00	□ 5:00	☐ 6:00	7:00		
		□ 8:00	9:00	□ 10:00	□ 11:00		
		□ 12:00	□ 13:00	□ 14:00	☐ 15:00		
		□ 16:00	□ 17:00	☑ 18:00	▽ 19:00		
		☑ 20:00	☑ 21:00	☑ 22:00	☑ 23:00		
OR 🕶	♥ Weekday	is equal to	•			×	△▷
		▽ Su	□ мо	□ти	□ We		
		□ Th	□ Fr	▽ Sa			
Remove all	limitations	2000 See 60		49/200-14/20	9	Client 1	P

Weekday is equal to mo, th, we, tu, fr

AND Time is equal to 18:00, 19:00, 20:00, 21:00, 22:00, 23:00

software transcer

OR Weekday is equal to sa, su

Let's take a closer look. The first line (Weekday is equal to mo, th, we, tu, fr) only evaluates to true on monday to friday. The second line (Time is equal to 18.00 ...) only evaluates to true on evenings. The third line only evaluates to true during the weekend.

Lets assume it is Wednesday, 21.00 hours, the banner should be displayed:

true AND true OR false . (true AND true) OR false . true OR false . true

Now lets assume it is Wednesday, 14.00 hours, the banner should not be displayed:

true AND false OR false . (true AND false) OR false . false OR false . false

And finally Saturday, 13.00 hours, the banner should be displayed:

false AND false OR true . (false AND false) OR true . false OR true . true

Geotargeting

For more information about the GeoIP database, please go to http://www.maxmind.com/?rld=phpadsnew2

By using Geotargeting you have the ability to determine in which country or continent a specific banner is delivered. For example: if you have a banner intended only for a specific country you can use this feature to make sure the banner is only delivered to people who are currently in that country. The Geotargeting capabilities are build into every distribution of phpAdsNew, but it isn't activated by default, because you will need to have a database which holds information about geographical location of the IP address of the user. During the delivery, phpAdsNew will determine the IP address of the visitor and look inside the database for the geographical location of the user. This information is then compared the requirements you have set for the banner.

The GeoTargeting feature is based on the regular Delivery Limitations, which were explained in the previous chapter. After you enabled this feature two new limitations, called Country and Continent, will be available for you to use.

If you are using the GeoIP Region Edition database a third limitation will also become available: US State. This limitation will allow you to target a banner to a specific state in the United States.

Limiting delivery by country

If you want to show a banner only to users from a specific country you can use this limitation. Just select the country where your banner must be shown and phpAdsNew will try to detect the location of the user before the banner is delivered. If the location of the user matches the country you specified, the banner will be shown, otherwise the banner will not be considered for delivery. If for some reason the location of the user can't be detected, the banner will be shown also. It is also possible to select multiple countries at the same time. If the user is located in any of the selected countries the banner will be considered for delivery.

Figure: phpAdsNew Managing Limiting delivery by Country



Limiting delivery by continent

This limitation is based on the previous one, but instead of selecting a country, you can select a whole continent. Because phpAdsNew knows in which continent a country is located, phpAdsNew can use the detected country to deliver banners only to users from the selected continent. If the country of the user is not located in the selected continent, the banner won't be considered for delivery. Just like the previous delivery limitation, it is possible to select multiple continents at the same time.

Figure: phpAdsNew Managing Limiting delivery by continent



Limiting delivery by US state

The third geotargeting limitation is used for targeting banners to specific US States. If you have the MaxMind GeoIP Region Edition phpAdsNew knows from which state the visitor is coming from, phpAdsNew can use the detected state to deliver banners only to users from the selected state. If the visitor is not living in the United States the banner won't be considered for delivery. Just like the previous delivery limitations, it is possible to select multiple states at the same time.

Figure: phpAdsNew Managing Limiting delivery by US state



Delivery capping

Openads has some advanced features which will help you target banners and popups more accurate. It is possible to specify how many times a banners must be shown to a specific user and how much time there must be between two impressions. The delivery capping feature is based on cookies, so they will only work if cookies are enabled in the browser of the visitor.

If the visitor disabled cookies the delivery of the banner won't be capped at all. For example if you use this feature to show a particular pop-up banner only one time a day, the visitor may see it many times more often. Also, if the visitor deleted all of his existing cookies, the information about capping will be lost and the user will see the banner again until the new limits are reached.

Openads delivery capping:

Delivery capping		
Once this banner has been delivered once, don't show this banner again to the same user for:	0 hours 30 minutes 0 seconds	
Do not show this banner to the same user more than:	4 times	

Time based capping

By setting a time limit you can influence how often a banner is delivered to a specific user. Once the banner has been delivered once, the banner will not be considered any more for as long as the set time limit. After the limit has expired, the banner will be considered for delivery again. If you change this time limit after a visitor seen the banner the old time limit is still used. Only after the original time limit has passed, the new limit will be used.

Frequency capping

If you want to limit how many times a specific user will see a banner, you can enter the maximum number of impressions in the field Do not show this banner to the same user more than. Once the user has seen the banner as many times as specified the banner will no longer be considered for delivery.

Unlike the other type of capping, changes to the frequency capping will directly affect all visitors. For example, if a visitor has seen this banner exactly 5 times and the previous limit was 8. If you change the limit to 4 the banner won't be shown again to the visitor. If you change the limit to 6, the visitor will only see the banner one more time. If you set the limit to zero, the banner will be shown again to every visitor, even visitors who already reached the limit.

Displaying banners on your website by using zones

Displaying banners using zones

After you have set up your banner inventory you are only half way. The next step is to setup the delivery configuration and prepare your website for banner invocation. There are two ways to display banners on your website; by selecting a banner directly from your banner inventory or by using publishers and zones.

The default way of displaying banners would be to use publishers and zones, which are pretty easy to setup. Zones can be fully configured from the administrator interface and allows you to link banner from your inventory to a zone. After you have setup your zones you can generate a small piece of HTML called banner code or invocation code, which you can place on your website. The invocation code directly calls your zone to show the banners which are linked to it. Using zones is also slightly faster than directly selecting a banner from your inventory, because zones are cached and which will result in a lower load on you database server and ad server.

While zones are very easy to configure they are not as powerful as a direct selection. If the limitations of zones are too restricting for you, it is possible to create a custom piece of banner code, which is able to directly select and display a banner from you inventory without using zones. You can select a banner by almost all of its properties, such as id, keywords and size. It is even possible to use multiple expressions and logical operators to further pinpoint the selection of banners. While this method of displaying banners is very advanced it lacks the easy configuration of zones. If you need to change the selection of banners on a certain position of your website you need to change the banner code, which can take quite a bit of time if you need to change hundreds of pages.

Publishers

After you have added banners to your inventory you need to define how banners are delivered from your ad server to the visitors. The delivery model of Openads is ready for multiple websites, and each can have multiple zones where banners are displayed.

Before you can define which banners are displayed you need to create at least one Publisher. Usually the first publisher you define is used for your own website. If you have more websites which use the same ad server, you can also create a new publisher for each of your other websites. It is also possible to add new publishers for partner websites which do use your ad server, but are not under your control. Publishers can be created on the Publishers & Zones page, by clicking on the button called Add new publisher.

Openads Publishers Properties:

te http://www.creatype.nl ct Niels Leenheer I niels@creatype.nl age Default rmation
niels@creatype.nl Default
age Default •
rmation
ame niels
w********
llow this user to modify his own settings
llow this user to modify his own settings llow this user to modify his own zones
rmation

First of all you need to supply a Name for your new publisher. The name must be unique and will be used throughout the administrator interface to differentiate between the different publishers.

The field Website is used to store the URL of the website on which the zones will be defined. If you want to use local mode invocation (see chapter Generating the invocation code for your website) this field needs have the same domain as Openads itself.

The Contact field is used to store the name of the contact for this publisher. This name will be used in mailed reports. The e-mail address to which reports are mailed can be entered into the Email field (mailing reports to publishers is currently not yet supported).

The Language field is used to specify the native language of the contact for this publisher. The language you specify here is used for reports send by e-mail and for the user interface of the publisher interface.

The option **Make the zones owned by this publisher publicly available** is a special setting which can be used to make the zones from this website available to other publishers. The significance of this option becomes clear when you choose to create a chain of zones. Briefly, where banners can't be delivered to a zone for some reason, you can create a chain of zones so that the next in the chain of zones can be used to deliver banners. You can specify that another publisher can be made publically available so that compatible zones from that publisher can be used as part of the chain. (see

Displaying banners on your website by using zones:Zones:Creating chains).

A publisher can log into Openads' publisher interface to look at all the statistics gathered for his zones. To be able to log in the publisher interface, the publisher needs to have a unique username and password.

If the checkbox **Allow this user to modify his own settings** is set, the publisher will be able to change the properties of this publisher by himself, except for the name of this publisher and the special permissions. If the checkbox **Allow this user to modify his own zones** is set the publisher will be able to make modifications to existing zones, but won't be able to decide which banners are linked to his zones. If the checkbox **Allow this user to link banners to his own zones** is also set, the publisher will be able to decide which banners are displayed in his zones. The user will be able to link new banners to his zones and removed banners from his zones. If the checkbox **Allow this user to define new zones** is set the publisher is able to create new zones and define which banners are displayed in this new zone. If the checkbox **Allow this user to delete existing zones** is set he will also be able to delete existing zones, or delete newly created zones. All changes the publisher makes will only affect his own zones. Zones which are owned by other publishers won't be affected.

Zones

Zones are used to define a space on a website which is used for advertising. A zone can be a single specific space on only one page, or a space which is used on multiple pages, but show the same banners. For example it is possible to define one zone for the front page of your website, which includes special banners. It is also possible to define a one zone which is used to display banners on the top of all article pages.

Zones always belong to an publisher, so you need to create a publisher before you can create any zones. Zones can be created on the Publishers & Zones page by expanding an existing publisher and clicking on the Create button next to the name of the publisher. It is also possible to create zones on the Zone Overview page of each affiliate, by clicking on the Add new zone button on the bottom of the screen.

Openads Zone Properties:

Name	Frontpage
Description	Collection of banners for use on the frontpage
Zone type	© 🔲 Banner, Button or Rectangle
and COMPANIAN AND	C 🗷 Interstitial or Floating DHTML
	С 🔲 Рорир
	C a Text ad
Size	
Size	C Width: 468 Height: 60

Each zone has a unique Name which can be used to differentiate between all the available zones. In addition to this it is also possible to specify a Description of each zone, which is also displayed in the administrator interface. This way it is easy to determine what a specific zone is used for.

The Zone type you select here determines how the banners of this zone will be displayed on your website. The options available from the invocation code generator depend on the type you select here. If you want to display a banner inside or next to the regular content of your website you need to select Banner, Button or Rectangle. Interstitial or Floating DHTML is used for displaying banner on top of your regular content.

The banner usually appears when the page is initially loaded and will disappear after a set number of seconds. If you select Popup, the banner will be displayed in a new window, which will appear above or below the window in which your website is shown. The Text ad zone type is used for displaying text ads. If you choose this zone type the zone will only be able to display text ads, if you choose a different type it won't be able to display text ads.

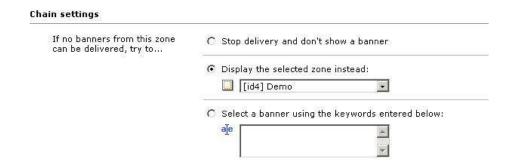
Unless the zone type is Text ad, the zone will have a specific width and height and only banners with the same dimensions will be shown in that specific zone. When you create a new zone you can choose the Size of the zone from a drop down menu which includes all the standard dimensions, defined by the IAB. It is also possible to specify the width and height of the zone yourself. This should only be necessary when you use non-standard banners.

In certain conditions you might need a zone which isn't limited to a specific size, for example when you want to create a bar of different banners which have the same width, but may have a different height. If you specify an asterix (*) as the width or height (or both), Openads will ignore this property. For example if you set the size to 150 x *, all banners with a width of 150 pixels could be displayed in this zone. The height of the banners will be ignored.

Creating chains

It is possible a zone isn't linked to any active banners or campaigns, or the currently linked banners can't be displayed due to delivery limitations or capping. In that case you might want to create a chain of zones, to prevent that no banners are delivered at all.

Openads Chain Properties:



The first zone of a chain is usually called directly by the invocation code, if that zone can't display any banners the second zone in the chain is automatically called. On the Advanced page there are three different options:

Stop delivery and don't show a banner

If the current zone can't display any banners, no other banners will be shown and the space on your website reserved for banners from this zone will be left empty.

Display the selected zone instead

The zone you select here will be used as the next zone in the chain. If the current zone can't display any banners, banners from the selected zone will be displayed. It is only possible to use zones from the same publisher, unless you make the zones of the other publisher public. Please see the previous chapter for instructions on how to make the zones of a publisher public.

Select a banner using the keywords below

As an alternative to selecting a zone as the next item in a chain it is also possible to display a banner using keywords. If the current zone can't display any banners, an alternative banner will be selected using the keywords you enter here. For example: if you enter default as the keyword, all banners with the keyword default will be considered for delivery if this zone can't display any banners. The possibilities of this method is much more advanced as the example given above. It is also possible to use logical operators and other selection criteria such as banner id, client id and campaign id. The syntax of this field is the same as the syntax for the Banner selection parameter during invocation, if you are making a direct selection from your banner inventory.

Appending other invocation codes

In certain conditions you might want to append another invocation code to the HTML generated during invocation. For example if you want to show a pop-up banner on the same pages as a certain zone, you can simply append the invocation code of the pop-up to the zone of the regular banner. Every time a banner from the regular zone is delivered, the invocation code you enter here is also executed. There are currently two different ways to append an invocation code. Which way you want to use is determined by the Append type field.

Openads Appending Invocation Code:



If you choose HTML code you can simply copy-paste the invocation code you want to append in the appropriate field. The invocation code doesn't have to be specific to Openads, you can also place invocation codes of other ad servers.

If you want to append a popup or interstitial which is available from a zone in the Openads inventory you can simply choose Popup or interstitial from

the Append type field. After choosing the specific zone you want to append you can set the specific invocation code properties. More information about these properties can be found in the chapters Floating DHTML or Interstitial or Popup.

Configuring the layout of Text ads

If the type of your zone is set to Text ad, there will be some additional settings for you to configure on the Advanced page. By using the bottom two fields, you can determine the layout of all text ads delivered by this zone, by specifying the HTML which must be prepended and appended to the text ad.

Openads Configuring the layout of Text ads:

Always prepend the HTML code to	
text ads displayed by this zone	advertisement <
Always append the HTML code to text ads displayed by this zone	

Linking banners to a zone

After you have created a zone you can link banners to it. Only linked banners will be displayed in the zone. You can link banners to a zone on the Linked banners page of each zone. In addition to this it is also possible to link a banner to a zone on the Linked zones page of each campaign or banner. There are currently three ways of linking banners which are both described below. The type of linking you choose also affects the Linked zones page of each banner or campaign. For example if you choose Campaign selection, the zone won't be shown on the Linked zones page of banners. If you choose Banner selection, the zone won't be shown on the Linked zones page of campaigns.

Campaign selection

The easiest way of linking banners is to use the Campaign selection method. If you choose to use this method a list of all campaigns which hold banners which will match the dimensions of the zone will be shown, after which you can select the campaign you want to display by clicking on the checkbox in front of the name of the campaign. Only campaigns which are selected are considered for delivery. That doesn't mean all banners from the linked campaign are considered. Only banners with the same dimensions as the zone will be shown. To remove a campaign from your zone, you simply need to deselect the campaign by clicking on the checkbox in front of the name of the campaign.

Banner selection

The second method works exactly the same as the one described above, but instead of selecting a campaign, you can select the exact banners you want to display inside a specific zone. This way of linking is a bit more complicated than Campaign selection, but offers more control over which banners are actually selected. Please note: only banners which have the same dimensions as the zone will be shown in this list.

Openads Banner selection:

Banner selection 🕝 🗈 Name ID Description ▼ ☐ ThinkGeek 4 ☑ phpAdsNew 5 ▼ Think Geek 2 6 Sourceforge.net 7 The new iMac 8 ☐ ☐ Untitled 10 Check all / none

Please choose the type of linking banners

Keyword

If you choose Keyword as the method of linking banners, it is possible to enter one or more keywords. Banners which have the same keywords as you entered here will be considered for delivery. For example: if you enter **frontpage** as the keyword linking banners to this zone, all banners with the keyword **frontpage** will be considered for delivery. The possibilities of this method are much more advanced as the example given above.

It is also possible to use logical operators and other selection criteria such as banner id, client id and campaign id. The syntax of this field is the same as the syntax for the Banner selection parameter during invocation, if you are making a direct selection from your banner inventory, with the following exception: the keyword method doesn't support multiple expressions, separated by a |. Instead of using multiple expressions you can create chains of different zones to create the same effect.

Probability

The Probability page of each zone includes a list of all the banners which are currently considered for delivery for this zone. The list includes the name and id of the banner and also includes the probability of how often a banner is delivered. If you want to change the probability of a specific banner you can do this by changing the priority of the campaign to which this banner belongs or by changing the weight of the specific banner. *Please note:* these change not only affect this zone, but all zones to which the banner or campaign are linked to.

If a linked banner isn't listed on the Probability page it simply means this banner isn't currently considered for delivery. If for some reason you think that particular banner should be listed, please read the chapter Troubleshooting for information about how to solve this problem.

If there aren't any banners currently considered for delivery the list will be empty, unless you created a chain between this zone and another. If this is the case, you will see how the chain is followed and the end result of the chain. In this case, you might see banners listed, which aren't linked to the current zone, but linked to a different zone in the chain.

Displaying banners on your website by direct selection

Displaying banners using direct selection

Introduction

In the previous chapter you read about how to use publishers and zones to make a selection from your inventory, but there is an alternative method. Direct selection is a way to make a selection from your inventory by putting together a selection string and placing it directly in the invocation code.

The contents of the selection string will instruct Openads which banners to consider for delivery. The selection string has a syntax which you must learn if you want to use direct selection. In this chapter we will explain the syntax and what you can do with direct selection. How to put the direct selection string inside the invocation code will be explained in the next chapter. Because you need to learn the syntax before you can use direct

selection, it is one of the most challenging elements of Openads, but it is also the most powerful part.

The big advantage of this method is the increased flexibility in selecting banners. Because you can use paths, multiple expressions, logical operators and different types of statements, direct selection is much more powerful than using zones. However, there is a price to pay for all this power; because the selection is made during invocation, it will be necessary to change the invocation code every time you want to change the selection. Bear in mind, too, that because direct selection is much more powerful, it is also more difficult to implement on your website. Direct selection is only intended for advanced users.

Statements

The idea behind direct selection is that each banner has a number of properties such as id, width, height, banner type and even keywords, which can be assigned to a banner in the administrator interface. These properties are available when making a selection. For example, with direct selection it is quite easy to show a number of html banners with a specific size and with certain keywords assigned to it. Also if you want to show one specific banner you can easily use the id property of the banner in the selection string.

A statement is nothing more than an indication of the property you want to look at and the value the property must be if the banner must be considered for delivery. Below you will find a list and an explaination of each statement that Openads currently supports.

Banner id

If you want to show a specific banner, the easiest way to achieve this is to use the banner id statement. The banner id statement consists of the identifier bannerid, a colon and the id of the banner you are looking for, for example: bannerid:3. Because of backwards compatibility it is also possible to just specify the id of the banner, without the identifier and the colon, for example: 3 is equivalent to bannerid:3.

Campaign id

Every banner in the inventory is owned by a campaign. Just like banners, campaigns also have an id, which can be used as a statement. If you use the campaign id statement, Openads will only consider banners owned by the campaign you specified. The campaign id statement consists of the identifier campaignid, a colon and the id of the campaign you are looking for, for example: campaignid:12.

Width

Every regular banner, except for text ads, have a fixed width. There are two variants of the width statement, one which allows you to specify the specific width and one which allows you to specify a range. The first variant consists of the identifier width, a colon and the exact width you want to use, for example: width:120.

If you do not want to limit the selection to just on specific width you can also use the second variant and specify a range of allowed widths. The second variant consists of the identifier width, a colon, the minimal width, a dash and the maximum width, for example: width:120-160. If you do not want to have a minimum width you do not have to specify it, it's optional. If it is not specified Openads will consider every banner that has a width smaller than the maximum you specified, for example: width:-160. Just like the minimum width, it is also possible to ignore the maximum width, but you can't ignore both at the same time. You must specify either the minimum or the maximum. If you ignore the maximum the statement will look like this: width:160-.

Height

Just like the previous statement does every regular banner, except for text ads, have a fixed height. There are two variants of the height statement, one which allows you to specify the specific width and one which allows you to specify a range. The first variant consists of the identifier height, a colon and the exact height you want to use, for example: height:250.

If you do not want to limit the selection to just on specific height you can also use the second variant and specify a range of allowed heights. The second variant consists of the identifier height, a colon, the minimal height, a dash and the maximum height, for example: height:250-500. If you do not want to have a minimum height you do not have to specify it, it's optional. If it is not specified Openads will consider every banner that has a height smaller than the maximum you specified, for example: height:-500. Just like the minimum height, it is also possible to ignore the maximum height, but you can't ignore both at the same time. You must specify either the minimum or the maximum. If you ignore the maximum the statement will look like this: height:160-.

Dimensions

If you want to show banners which a specific width and a specific width, you don't have to use the width and height statements, but you can simply use the dimensions statement, which combines the two previous statements and looks at both the width and height parameters of the banners at the same time. The dimensions statement does not have a identifier and consists of the width of the banner, an x and the height, for example: 468x60. It is not possible to use ranges for the dimensions statement.

Textads

Apart from regular banners, Openads can also be used to display text ads. Text ads have no fixed width or height, so the previous three statements can't be used for selecting text ads. We do have a seperate statement for making sure only text ads are considered for delivery. The text ad statement only consists of the string textad.

Keywords

The last statement is also the most powerful and deals with keywords. As described in the chapter Banners, you can assign one or more keywords to each banner. You can use the same keywords also as a statement in a selection string. For example if you assigned the keyword sports to a banner, it will be considered for delivery if the use sports as a keyword statement. If the banner contains more than one keyword, for example sports, news and science, you can use any one of these keywords to select the banner. So using sports will consider the banner, but using news will also work.

Selection strings

Now that you know about the most basic component of the selection string, the **statements**, you can begin to build the actual selection string. The most simple selection string you can build only consists of one single statement and nothing more, for example width:468 or bannerid:33. These very simple selection strings are already very handy, but with the help of some other components they can be even more powerful.

There are two types of selection strings, each with it's own advantages, limitations and syntax. The first type is using a path to help determine the banners that must be considered for delivery. The second type is even more advanced and allows you to use multiple expressions and logical operators.

Selection Paths

Selection strings of this type are usually only used in combination with keyword statements. It is not impossible to use it with other types of statements, but it is very rarely done. In all the examples you will find below I will use the keyword statements.

A path consists of a number of keyword statements seperated by a slash (/), for example sports/formula1/teams/ferrari. What this means is that Openads will try to show a banner that has all of the above keywords first. If there isn't a banner with all keywords, it will drop the last one and try to display a banner with the keywords sports, formula1 and teams. If there are still no banners available that meet these conditions it will again drop the last keyword, and so on. In other words, Openads will try to display the most appropriate banner first and if that fails it will try to display the banner that will match the keywords as best as possible.

The path selection string is very useful if your website is based on a tree structure. Take for example the google directory (http://directory.google.com). On the main page you can find many different categories, such as Arts, Computers, Science and Sports. If you click on one of these categories, for example Computers, you go to a page with another set of categories, such as Internet, Software or Open Source. If you go deeper into the structure of the directory the informatie will get more detailed.

If your website is structured in the same way as the google directory Paths are ideal for managing the banners. Take for example the category Computers > Programming > Languages > PHP > Scripts > Ad Management. If we would want to show a banner in this category we can simply assign all of the above category names as keywords to the banner en use the following path as the selection string for this particular page: computers/programming/languages/php/scripts/ad_management. This means, of course, you will have to create a separate selection string for each page on your website.

There is one problem with using Paths like this, though. If you work with two different sizes of banners one single page, it is not possible to let Openads know which size banner you want to show. Banners of both sizes will be considered by the selection string, unless • it is possible to use another statement as condition for the whole path. This is actually very simple to do. After the path you can simple append a @ and the statement you want to use as a condition for the whole path, for example: sports/f1/teams/ferrari@468x60 or sports/f1/drivers/verstappen@width:160. The first example will only show banners with a size of 468 by 60 pixels. The second example will only show banners with a width of 160 pixels.

The size of the banner isn't the only thing you can use as a condition for the whole path. It is possible to use any statement you want, even keywords. If you have 2 or more different locations on the page where you want to show a banner, for example, top and bottom, and you want to be able to

determine in which position you want to place the banner you could use an extra keyword. For example: sports/f1/teams@top would try to show a banner with the following keywords: sports, f1, teams and top. If there are no banners available with these keywords, it will drop the teams keyword and try to show a banner with only sports, f1 and top. Because top is a condition for the whole path, it won't be dropped.

Advanced selection strings

Advanced selection strings

As mentioned earlier in this chapter, the most advanced type of selection strings allows you to use multiple expressions and logical operators. Below we will first explain what these two features are and how you can use them. Later in this chapter we will give you some real world examples.

Logical operators

With logical operators it is possible to combine two or more statements in a logical way. For example, if you want to show a 468 x 60 pixel banner with the keyword 'top', the dimensions of the banner would be the first statement, the keyword 'top' would be the second statement and the two statements are combined by the AND logical operator. In case of the example above, both keywords must be assigned to the banner, if it wants to be considered for delivery. If you would change the logical operator in the example above to OR, only one of the two keywords is needed for a banner to be considered for delivery. Openads supports the following operators: AND, OR and NOT.

The logical operators in Openads look a bit different than the ones used in MySQL and PHP, but they work the same way. Statements need to be separated by a comma (,) and a statement can begin with a switch to set the behavior. Do not put a space between the operator and the statement. If you separate statements without a switch (only a comma), the separator will become an OR operator.

news, sports. Consider all banners with the keyword news or the keyword sports

If you use the + or _ switch the separator will become an AND operator. Please note: you can't use the + switch in remote invocation and must use the _ switch, which means exactly the same.

science,+business. Consider all banners with the keywords science and business

If you use the - switch the separator will become a NOT operator. You can use the - switch on the first statement.

software, news. Consider all banners with the keyword software, but do not use banners with the keyword news.

If you combine more than two statements by using different types of logical operators it is very important to keep the following in mind: OR takes precedence over AND and NOT. AND and NOT have equal precedence. At this moment it is not possible to use parentheses to force precedence!

statement1,+statement2,statement3. (statement1 AND statement2) OR statement3

statement1,+statement2,statement1,+statement3. (statement1 AND statement2) OR (statement1 AND statement3). statement1 AND (statement2 OR statement3)

To illustrate what this means, look closely at the following statements: *news*,+*science*,*sports*. Without precedence rules these statements could mean two different things: news,+science **or** sports or it could mean news **and** science,sports. While these two look very much alike they mean two completely different things. The first will consider a banner with both the news and science keyword, or when the sports keyword is assigned. The second will consider a banner with the news keyword in combination with the science or the news keyword in combination with the sports keyword. Luckily there are rules to deal with these kinds of situation, so a selection string only means one thing. In this case OR is more imporant than AND, so it will mean news,+science or sports.

So how do we get the behavoir of the second example? We can't use the statements news,+science,sports, because of the precedence rules will mean something else. However this is a pretty easy problem to solve. We simply have to write it in a slightly longer form, so there is no question on what the statements really means: news,+science,news,+sports. According to the precedence rules this expression can be broken in the following parts: news,+science or news,+sports, which is exactly what we needed.

All of the statements and the logical operators together are called an expression. Each banner is compared to the expression as a whole and only

banners that match the whole expression are considered for delivery. This doesn't mean that all of the statements must be true, for example the expression bottom, top will evaluate to true if only one of the statements is true. Banners with just the keyword bottom, just the keyword top and with both keywords are all considered for delivery. Of course it is also possible to use more than only two statements in one expression, but each statement must be seperated by one logical operator. So if you have 8 statements in an expression, you also must have exactly 7 logical operators.

Multiple expressions

Multiple expressions

An expression is a combination of one or more statements, in combination with logical operators. The selection string can consist of one or more expressions. Each expression will be executed when the previous expression has failed. Multiple expression must be separated with the character | and may not be separated by spaces.

If the first expression does not match any banner the second expression will be executed. If the second expression does not match any banner the third expression will be executed. This also means that if the first expression does match a banner, the second and third expression won't be executed. You can specify as much expressions as you like, but each additional expression may require some extra system resources such as processing time.

What this all means, is that you can create a set of 'backup' expressions which will be evaluated if the main expression doesn't match any banners. The most simply example of this is the following selection string soccer|sports|main. What this comes down to is that Openads will first try to display banners with the keyword soccer and if that fails it will use the backup keyword statement sports and so on.

soccer|sports|main

soccer,+news|sports,+news|main,+news

The global keyword (deprecated)

In Openads you can define global banners. If you want to turn a banner into a global banner you need to add the global keyword to the banner by using the administrator interface. Global banners will always be considered a match. The behavior only works if you are using one expression with only keywords. Otherwise you will have to add the global keyword to the selection string by hand.

key1

Match a banner with keyword key1 or global. Because there is only one expression and only keywords are used; global banners are also considered a match.

key1|global

Match a banner with the keyword key1. If there are no matching banners, match a banner with keyword global. This example is slightly different from the first - instead of displaying both banners with the keyword key1 and global banners, this selection will only contain global banners if there are no banners with the keyword key1

Examples

Below you will find examples of how the selection string could be configured.

The examples include different statements, logical operators and multiple expressions.

key1|main

Match a banner with keyword key1. If there are no banners with this keyword try to match a banner with keyword main.

key1,key2|campaignid:3

Match a banner with keyword key1 or key2. If there are no banners with this keyword try to match a banner with client id 3.

key1,-campaignid:2

Match a banner with keyword key1, don't match banners with client id 2. 4|campaignid:2,clientid:4|key1|global

Match a banner with id 4. If there are no matching banners try to match a banner with client id 2 or 4. If there are no matching banners try to match a banner with keyword key1. If there are no matching banners try to match a banner with keyword global.

html,+key1,+key2,-campaignid:2

Match a html banner with keyword key1 and key2, but don't match banners from client with id 2.

3,+468x60,4,+468x60,5,+468x60.

Match a banner with a width of 468 and a height of 60.

The banner id must be 3, 4 or 5.

key1/key2/key3

Match a banner with keyword key1, key2 and key3. If no matching banners are available try to match a banner with keyword key1 and key2. If there are still no matching banners available try to match a banner with keyword key1.

key1/key2/key3@468x60

Match a banner with keyword key1, key2 and key3. If no matching banners are available try to match a banner with keyword key1 and key2. If there are still not matching banners available try to match a banner with keyword key1.

The banner must not have a width of 468 and a height of 60.

Generating the invocation code for your website

Invocation Overview

To place a banner on you website you need to have a piece of HTML which retrieves a banner from the ad server and displays it. This piece of HTML is usually called invocation code or banner code. The invocation code needs to be placed in the HTML document in the exact location where you want to display the banner. This chapter will help you generate the invocation code and set all the options of the different invocation types.

The invocation code generator

Creating the invocation code manually can be very complicated, but to help making it simpler there is a code generator available. With the code generator you only have to specify the type of invocation and set a couple of additional parameters.



TIF

IMPORTANT:

Remember is to generate the invocation code twice if you want to display two banners on the same page, even if the selection of the banners is the same. Each invocation code has an unique identifier embedded, to help Openads keep track of which banner is clicked on by the user.

There are two different invocation code generators; one for direct selection and one for publishers and zones.

Publishers and zones

If you are using publishers and zones to make a selection of the banners you want to display, you can find the invocation code generator next to the Zone properties, Chains, Banner selection and Probability tabs. To create your invocation code you need to go to the Invocation code tab of the zone you want to show on your website and select the type of code you want to create, setup a couple of additional parameters and click on Generate.

Openads Invocation: Publishers and zones:



On the Zone properties page you can choose the type of the zone and based on this choice Openads may let you choose different invocation types. If the type of the zone is Banner, Button or Rectangle only normal invocation types are available. If the type of the zone is Interstitial or Floating DHTML or Popup, you don't have to choose an invocation type, because for each of those zone types there is only one JavaScript based invocation type.

Direct selection

If you want to select a banner directly from your inventory, creating this invocation code is a bit more difficult than using zones, but the basics are the same. Just go to Direct selection page and select the type of code you want to create, setup a couple of additional options and click on Generate. They two differences between using zones and direct selection are two additional parameters and the location where you can find the generator.

Openads Invocation: Direct selection



If you choose to use the generator for direct selection there are two additional parameters available for each invocation type. These two parameters will be explained once below, but are available for every invocation type.

Openads Invocation: Direct selection parameters

Banner selection		19
		-
		-
Advertiser or campaign	 1000	

Banner selection

This parameter is used to make the actual selection from your banner inventory and contains the selection string. If you want to know more about this parameter please read chapter Making a selection, which will explain the exact format of the selection string in detail. If you leave this field empty all banners are considered for delivery.

Advertiser or Campaign The optional argument is used to limit the banner selection you made with the Banner selection parameter to a certain client. This argument is not used by default. If you do not want to limit the delivery to one particular advertiser or campaign you can leave this field empty.

Different types of invocation codes

Openads is a very flexible ad server and there are different types of invocation codes you can use. There are two types we recommend for most situations: Remote invocation for JavaScript and Local mode. There are other types which can be useful in specific situations, but those types are disabled by default. If you want to enable the other types of invocation codes, please read the chapter Invocation and Delivery of the Administrator Guide.

Each type of code has its own abilities and limitations. Please take a careful look at the overview below, before you decide which type is most suitable for your website.

Capabilities and requirements for the different types of invocation codes	Remote invocation	Remote invocation for JavaScript	Remote invocation for Frames	Remote invocation using XML-RPC	Local mode
Available by default	no	yes	no	no	yes
Basic Requirements					
Requires cookies	yes	no ¹⁾	no ¹⁾	no	no
Requires JavaScript	no	yes	no	no	no

Requires iframes/layers ²⁾	no	no	yes	no	no
Requires PHP powered website	no	no	no	yes	yes
Banner capabilities					
Display regular banners	yes	yes ³⁾	yes	yes	yes
Display Flash or HTML banners	no	yes ³⁾	yes ⁴⁾	yes	yes
Append popups/interstitials ⁵⁾	no	yes ³⁾	yes ⁴⁾	yes	yes
Block based on previous banners	no	yes	no	yes	yes
Block based on previous campaigns	no	yes	no	yes	yes

- 1) Remote Invocation for JavaScript does not require cookies to be enabled, but in case JavaScript is disabled it turns into a regular Remote Invocation code which does require cookies. The same thing applies to Remote Invocation for Frames when the browser does not support iframes or layers.
- 2) Remote Invocation for Frames requires that the browser supports iframes. If you want to support Netscape 4 (which does not support iframes) you need to manually enable the layers compatibility mode during the generation of the invocation code.
- 3) Remote Invocation for JavaScript consists of two different codes. If JavaScript is enabled in the browser this feature is supported. If JavaScript is disabled the invocation code will turn into a regular remote invocation code, which does not support this feature.
- 4) Remote Invocation for Iframes consists of two different codes. If iframes and/or layer are supported by the browser this feature is supported. If iframes and layers are not supported the invocation code will turn into a regular remote invocation code, which does not support this feature.
- 5) This feature allows you to append a popup or interstitial banner to a regular banner. For example, if a banner or zone which uses this feature is displayed it will automatically display the append banner.

Banner, button or rectangle

Remote invocation

The most simple method of delivering banners to your website is by using remote invocation. Remote invocation consists of a simple construction, which calls Openads to select a random banner from your zone or directly from your inventory. While remote invocation is the most simple method, it is also the most limited method: cookies must be enabled on the users' browser and this method is not able to show rich media banners, such as Flash, Shockwave, Quicktime, Real and HTML.

Important: If you want to display two banners on the same page you must generate this code twice, because each time a unique code is embedded in the banner code. It is not possible to copy the code and paste it twice on the same page. It is possible to use the same code on two or more different pages.

Openads Remote Invocation:

= Parameters		
Target frame		
Source		
Style	Geocities	

Target frame

The optional argument Target frame allows you to specify a frame target to be used when the user clicks on the ad. For example, use _blank to force a new browser window to open, _top to replace the current window (and break frames), etc. For more information about this parameter you can take a look at the target attribute in the HTML specifications.

Source

The optional argument source allows you to specify the name of the current page (for example: mainpage or subpage1). You can later add a delivery limitation, using the administrator interface, to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read the chapter **Delivery Limitations**.

- Works in all browsers
- Does not slow down page loading
- Cookies needs to be enabled to work correctly
- No support for rich-media banners

Needs to be generated twice for multiple banners on the same page

Remote invocation for JavaScript

By embedding a small piece of JavaScript code on your page you will be able to shown any banner from your zones or directly from your inventory. Unlike normal remote invocation this method will allow you to use rich media banners such as Flash, Shockwave, QuickTime, Real or HTML. This method will only work properly if the user has enabled JavaScript in his browser and it will slow down the loading of the page, because the browser will wait while rendering the content which appears below the banner. However if JavaScript is not enabled, this invocation type will still work, only it won't show rich media banners.

Openads Invocation: Remote Javascript:



Target frame

The optional argument Target frame allow you to specify a frame target to be used when the user clicks on the ad. For example, use _blank to force a new browser window to open, _top to replace the current window (and break frames), etc. For more information about this parameter you can take a look at the target attribute in the HTML specifications.

Source

The optional argument Source allows you to specify the name of the current page (for example: mainpage or subpage1). You can later add a delivery limitation, using the administrator interface, to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read chapter **Delivery Limitations**.

Show text below banner

The optional argument Show text below banner allows you to show a banner with its associated line of text below it (for example, "Support our sponsor" is a common line of text). The Show text below banner parameter is turned off by default. If want to turn it on you should select the appropriate option button.

Don't show the banner again on the same page

Remote invocation for JavaScript has a very special feature, which is not available with other remote invocation types; by enabling this parameter you can make sure the banner with this invocation code isn't displayed again on this page. There is one restriction to this feature; it will only block the banner if the other banner codes on the same page are also invoked by JavaScript.

- Works in all browsers
- Support for rich-media banners

- Slows down page loading

Remote invocation for Frames

Usually iframes are used to embed an external HTML page inside another HTML page, but it can also be perfectly used to place a banner on a page. Openads will generate an HTML page which includes the banner, and the iframe will place the banner on your website. Because iframes are not supported on older browsers, the user will need to have at least Internet Explorer 4, Netscape 6 or Firefox. Netscape 4 has a similar way of embedding external HTML inside a webpage, called ilayers. If Netscape 4 is used the iframe code will be ignored and the ilayer code is used instead. On older browsers the iframe and ilayer will be ignored, so Openads can't display rich media banners in those cases.

Banners which are displayed with this method have one unique feature: the ability to rotate between multiple banners. You can specify the number of seconds after which the banner will be replaced by a new one. Unfortunately this function will only work in Internet Explorer 4 or higher, Netscape 6 or Mozilla

Important: If you want to display two banners on the same page you must generate this code twice, because each time a unique code is embedded in the banner code. It is not possible to copy the code and paste is twice on the same page. It is possible to use the same code on two or more different pages.

Openads Invocation: Remote frame:

Target frame	_blank	
Source	frontpage	
Refresh after	240	sec
Resize iframe to banner dimensions	⊙ Yes ○ No	
Make the iframe transparent	⊙ Yes C No	

Target frame

The optional argument Target frame allow you to specify a frame target to be used when the user clicks on the ad. For example, use _blank to force a new browser window to open, _top to replace the current window (and break frames), etc. For more information about this parameter you can take a look at the target attribute in the HTML specifications.

Source

The optional argument Source allows you to specify the name of the current page (for example: mainpage or subpage1). You can later add a delivery limitation, using the administrator interface, to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read chapter **Delivery Limitations**.

Refresh after

If you want to automatically refresh the banner you can specify the amount of seconds between each reload. After each refresh a new banner from your zone will be displayed.

Frame size

You need to specify the initial size of the iframe or ilayer. This value must match the banners that will be displayed inside this iframe or ilayer. This option is only available if you use direct selection, because when using zones you already specified the size of the zone when you created it.

Resize iframe to banner dimensions

It is possible to have banners with different dimensions in one zone. In that case you might want to enable this feature, because otherwise it might be possible the banners won't fit in the space used by the iframe and only a part of the banner will be shown. This option only works if the website and the adserver are installed on the same domain, and is hidden when using zones and the URL of the publisher is not equal to the URL of Openads.

Make iframe transparent

If you set this parameter to true the background of the iframe will become transparent, which means the background of the original page will be visible. This feature will only work in Internet Explorer 5.5 or higher.

Include Netscape 4 compatible ilayer

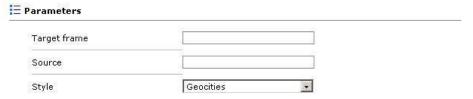
Because of compatibility problems the Netscape ilayer isn't included by default any more. If you want to include an Netscape 4 compatible ilayer you can enable this feature now by hand. Please be aware: Netscape 4 are notoriously buggy when used inside tables, so if you want to use ilayers, please do not place this banner inside a table cell.

- Does not slow down page loading
- Works in all browsers
- Support for rich-media banners

Interstitial or floating DHTML

Interstitials are banners which are displayed on top of the contents of your website. Usually the interstitial will disappear after a set number of seconds to make the contents accessible. While this ensures the user sees the banner, it will also decrease the usability of your website. Please be careful using interstitials and floating DHTML, because of the attention value, many people will not like this form of advertising.

Openads Interstitial Banners:



Target frame

The optional argument Target frame allow you to specify a frame target to be used when the user clicks on the ad. For example, use _blank to force a new browser window to open, _top to replace the current window (and break frames), etc.. For more information about this parameter you can take a look at the target attribute in the HTML specifications.

Source

The optional argument Source allows you to specify the name of the current page (for example: mainpage or subpage1). You can later add a delivery limitation use the administrator interface to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read chapter Delivery Limitations.

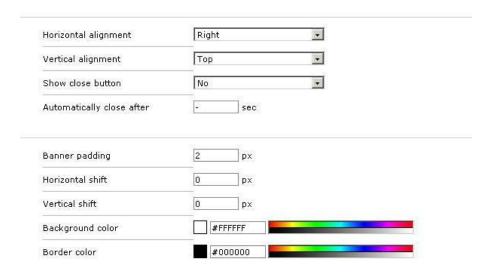
Style

There are currently four types of interstitials or floating DHTML: Simple, Geocities, Floater or Cursor. The first one is the most used type of interstitial and until the banner disappears it will always be visible on screen, even if the user scroll to the bottom of the page. The second type is inspired by the banners which are shown on every Yahoo Geocities member pages. Floaters are banners which move over the screen while the page is being displayed and Cursors are banners which are displayed next to the mouse cursor and move along with it when you move the mouse.

Simple

If you choose Simple as the style of the interstitial, the banner will be displayed inside a box on top of the contents of your website. By changing the following parameters you can change the way the interstitial looks like and where it is displayed.

Openads Interstitial Banners: Simple



Horizontal alignment

You need to specify on what side of the window the banner needs to be displayed. There are three possible setting; the left side of the window, the center of the window or the right side of the window. If the window is resized while the banner is visible, the banner will also move to the correct new position.

Vertical alignment

This setting is very similar to the previous setting, but instead you can specify wether the banner must displayed on the top of the window, in the middle of the window or on the bottom of the window. If the window is resized or if the users scrolls the contents of the window, the banner automatically moves to a new position to ensure it is displayed with the correct alignment.

Show close button

If you enable this option you are giving the visitors of your website the possibility to close the banner by themselves.

Automatically close after

If you want the banner to disappear automatically after a set number of seconds you can use this option.

Banner padding

In this field you can specify the number of pixels between the border of the interstitial and the banner inside of it. This property is set to two pixels by default

Horizontal shift

By default the interstitial is displayed exactly on the position set by the Horizontal alignment field. The width you enter here will be inserted between the border of the interstitial and the border of the window. For example if you align the interstitial to the left and set a shift of 40 pixels, the interstitial will be displayed 40 pixels from the left border of the window.

Vertical shift

The interstitial is displayed by default exactly on the position set by the Vertical alignment field. The value you enter into this field will be inserted between the border of the window and the border of the interstitial. For example if you align the interstitial to the top of the window and set a shift of 20 pixels, the interstitial will be displayed 20 pixels from the top of the window.

Background color

The color you choose here will be used to determine the color of the space between the border of the interstitial and the border of the banner inside of it. You can change the space between these two border by changing the Banner padding field.

Border color

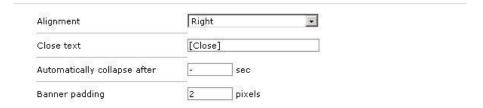
The interstitial has a default border of one pixel and by changing this field you can change the color of the border.

- Does not slow down page loading
- Support for rich-media banners
- Will work in all modern browsers
- JavaScript must be enabled

Geocities

The following type of interstitial is heavily inspired by the way banners are shown on the members pages of Yahoo Geocities. This type of interstitial is shown in one of the top corners of the window and has three different states: full, collapsed and closed. By default the banner is fully displayed and by clicking on one of the buttons just above the actual banner the interstitial can be collapsed, so only the buttons are shown. A collapsed banner can be closed by the user by clicking on one of the available buttons.

Openads Interstitial Banners: Geocities



Alignment

The selection you make here will determine in what corner of the window the interstitial will be shown. The default value will be the right top corner of the window, but it is also possible to show the interstitial in the left top corner or centered in the top of the window.

Close text

The text you enter into this field will be displayed just below the actual banner. If a user clicks on this text, the interstitial will be closed and will disappear.

Automatically collapse after

It is possible to collapse the interstitial automatically after a set number of seconds. After the banner is collapsed there will still be a couple of small buttons visible on screen, and by clicking on those buttons, the user can close the banner or re-display the full banner.

Banner padding

The value of this field determines how many pixels will be inserted between the border of the interstitial and the border of the banner inside of it.

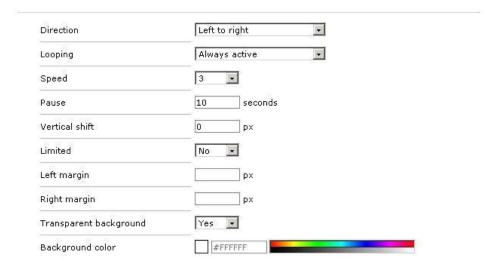
- Does not slow down page loading
- Support for rich-media banners
- Will work in all modern browsers
- JavaScript must be enabled

Floater

Every time this type is called a banner will be displayed on top of the current contents of the page. The banner will move from one side of the window to the other side of the window. There are a number of different parameters for this type to determine the exact movement.

Because of limitations within Opera, Netscape and Mozilla it is not possible to view rich media banners such as Flash with these browsers. Only IE 5+ will be able to handle this. While IE 5+ is able to display these kinds of banners, it is not recommended to deliver HTML banners, Flash banners should work fine though.

Openads Interstitial Banners: Floater



Direction

With this parameter you can decide wether you want the banner to move from the right side of the window to the left side of the window or vice versa. After the banner reaches the edge of the window it will continue to move until it is completely invisible.

Looping

You can limit the number of times the banner will move over your page. If you choose Always active the banner will continue to move until you go to another page. Otherwise the banner will disappear after it has looped as many times as specified here.

Speed

You can set how fast the banner will move with this field. One is very slow, five is very fast. The default value is three.

Pause

This field determines how many seconds Openads will wait between to loops. After the banner has disappeared from one of the edges of the window it will take this many seconds before the banner will appear on the other side of the window.

Vertical shift

The vertical shift determines the location where the banner will appear. For example if you set this field to 200 pixels, the banner will be displayed 200 pixels from the top of the page.

Limited

If this option is enabled you can specified different margins for the banner. You can use the next two fields for this. If this option is disabled the left and right border of the window will be used.

Left margin

This field will specify the left margin, measured pixels from the left border of the window. If you specify a negative number the left margin will be measured from the right border of the window. For example: -200 will place the left margin 200 pixels from the right border, while 200 will place the left

margin 200 pixels from the left border. If this field is left empty the left border of the window will be used instead.

Right margin

This field will specify the right margin, measured pixels from the left border of the window. If you specify a negative number the right margin will be measured from the right border of the window. For example: -100 will place the right margin 100 pixels from the right border, while 100 will place the right margin 200 pixels from the left border. If this field is left empty the right border of the window will be used instead.

Transparent background

If this setting is enabled, the background of the DHTML layer will be transparent. This is very useful if you want to display a partially transparent Flash banner.

Background color

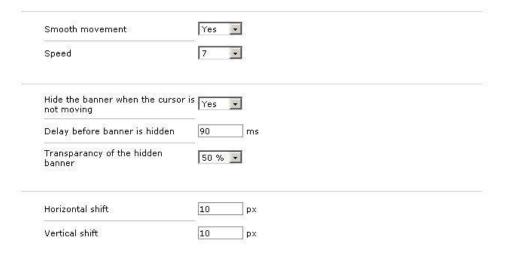
If you don't want a transparent background, you can specify the exact color of the background instead.

- Does not slow down page loading
- Support for rich-media banners
- Will work in all modern browsers
- JavaScript must be enabled

Cursor

If you use this type to display a banner, the banner will appear right next to the mouse cursor. Every time you move the mouse, the banner will follow the mouse cursor. It is recommended to use only small buttons with this type, because otherwise this type will become irritating for visitors of your website.

Openads Interstitial Banners: Cursor



Smooth movement

If this option is enabled the banner will not move directly when the cursor is moved, but will move smoothly in the direction of the cursor. If this option is not enabled it will not be possible to actually click on the banner.

Speed

This field will determine how fast the banner will move if Smooth movement is enabled. The fastest setting is 9, the slowest setting is 1. The default setting is 5.

Hide the banner when the cursor is not moving

If you want the banner to be hidden when the cursor is not moving, for example because you want the visitor to be able to see, the content behind the banner, you can enable this feature.

Delay before banner is hidden

This setting will determine how long the cursor must be still, before the banner is hidden. The default value is 90 ms.

Transparency of hidden banner

If you don't want to hide the banner completely when the mouse cursor is not moving, you can simply select the transparency percentage. For example, if you set this field to 30%, the banner will still be visible when the cursor is still, but only slightly, the actual content will be visible through the banner. This feature will only work in Internet Explorer 5.5 or higher.

Horizontal shift & vertical shift

These two fields determine the position of the banner in relation to the mouse cursor. The default value for these two fields is 10 pixels.

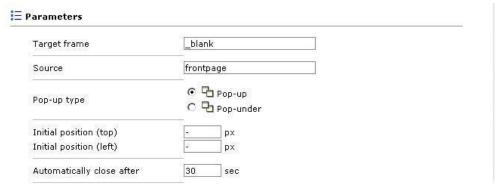
- Does not slow down page loading
- Support for rich-media banners
- Will work in all modern browsers
- JavaScript must be enabled

Popup

It is possible to show a banner inside an external window, which will either appear on top or behind the user's current browser window. This invocation type will not affect the current browser window. The window in which the banner will be displayed has the same dimensions as the banner itself, with one exception: in most browsers the external window has a minimum size. It is recommended to use banners inside pop-ups which are at least 200 x 200 pixels, otherwise the external windows will be bigger than the banner inside it.

The title of the external banner will be the same as the Alt text field you specified when you created the banner. If you do not specify content for the Alt text, phpAdsNew will use the generic text Advertisement as the title of the external window.

phpAdsNew Popups:



Target frame

The optional argument Target frame allow you to specify a frame target to be used when the user clicks on the ad. For example, use _blank to force a new browser window to open, _top to replace the current window (and break frames), etc. For more information about this parameter you can take a look at the target attribute in the HTML specifications.

Source

The optional argument Source allows you to specify the name of the current page (for example: mainpage or subpage1). You can later add a delivery limitation, using the administrator interface, to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read chapter Delivery Limitations.

Pop-up type

You can specify wether you want the external window to appear on top of the current browser window by selecting Pop-up. If you choose Pop-under, the external window will appear below the current browser window and will become visible when the user closes the current browser window.

Initial position

If you want the external banner to appear on a specific position on the screen you can set the x and y coordinates here. For example if you specify 300 as the x coordinate and 200 as the y coordinate, the external banner will appear 300 pixels from the left of the screen and 200 pixels from the top of the screen.

Automatically close

It is possible to close the pop-up automatically after a set number of seconds. phpAds-New will start counting right after the banner appears and will close the external banner after the number of seconds you specify here. If you leave this setting empty the banner will stay on the screen until the user closes the window manually.

- Does not slow down page loading
- Support for rich-media banners
- Will work in all browsers
- JavaScript must be enabled

Local mode

If the ad server is located on the same server as your website, you could use local mode for as the invocation type.

There is one essential requirement for local mode: it can only be used in PHP files (or other file types which are parsed by PHP). If Openads is installed on a different server, or you don't use PHP for your website you must use a form of remote invocation.

Not all options of this invocation method can be set from the administrator interface. If you want to access these additional options you need to manually alter the generated code.

There are a couple of advantages to using the local mode invocation type. Firstly local mode is a bit faster than remote invocation because it is directly called from the page where the banner is displayed and it doesn't rely on an external which is placed embedded on the page. Secondly, local mode is able to display rich media banner regardless of the browser and regardless wether JavaScript or cookies are enabled.

On every page you want to have a banner, you have to include phpAdsNew.inc.php. This file is in your Openads installation directory. Banners are displayed using the view() function. The view() function does not work well in template-based websites (for example phplib, smarty or fasttemplate), because the view() function prints the banner directly to the screen. The banner would appear before the rest of the page is printed. In order to make Openads work in template based websites there is an option that returns both the html code and the banner id in an array. The function does not print anything to the screen.

Openads Local Mode:

Target frame	_blank	
Source	frontpage	
Show text below banner	C Yes ⊙ No	
Don't show the banner again on the same page	€ Yes C No	
Store the banner inside a variable so it can be used in a template	C Yes ⊙ No	

Target frame

The optional argument Target frame allow you to specify a frame target to be used when the user clicks on the ad. For example, use _blank to force a new browser window to open, _top to replace the current window (and break frames), etc. For more information about this parameter you can take a look at the target attribute in the HTML specifications.

Source

The optional argument Source allows you to specify the name of the current page (for example: mainpage or subpage1). You can later add a delivery limitation use the administrator interface to make sure the banner is only shown when the source parameter is equal to or is different from a specific value. If you want to know more about Delivery limitations, please read chapter Delivery Limitations.

Show text below banner

The optional argument Show text below banner allows you to show a banner with its associated line of text below it. The withtext parameter is turned off by default. If want to turn it on you should set this parameter to true.

Don't show the banner again on the same page

If you enable this option Openads will try to make sure the banner which is displayed will not be displayed again on the same page. This option is very handy if you want to create a list of different banners which is displayed next to your contents.

Store the banner inside a variable so it can be used in a template

If this option is enabled Openads will use the view_raw() function to fetch a banner. This will mean the invocation code won't display a banner directly on screen, but store the HTML code needed to display the banner in a PHP variable instead. If you are using a template system this is very handy because you can easily assign the contents of the variable to the template you are using. For instruction on how to assign a variable to your template please read the documentation of your template system.

The Context parameter

The optional argument context is an array specifying banners to limit the search to or/and banners to be excluded from the search. The option Don't show the banner again on the same page also uses this parameter to prevent a banner from being displayed twice (or more) on the same page.

The format of the parameter is an array containing as many associative arrays as you want. The key of the entries must either be == to denote a banner to which the search is limited to or != to denote a banner to be excluded from the search. The value of an entry is a banner id.

For example, to show the same randomly selected banner on the top and bottom of a page, you could use the following code:

- Does not slow down page loading
- Support for rich-media banners
- Will work in all browsers

- Will only work on pages parsed by PHP

In some cases the bannercode may need to be modified to work correctly

// Top of the page:

\$phpAds_id = view("main");

// Bottom of the page

\$phpAds_context = array(array("==" => \$phpAds_id));

view("main", 0, "", "", 1, \$phpAds_context);

\$context = array(array("==" => 1)array("==" => 2)array("!=" => 3));

Statistics Overview

The statistics and reports components of Openads 2.0 complete the application. As far as statistics are concerned, they provide essential performance feedback for both Advertisers and Publishers of the effectiveness of their campaign and website management. Openads offers statistical results for AdViews, AdClicks and click-through ratios that can be viewed for advertisers, campaigns, banners, publishers and zones. This diversity of information can help you make informed judgements on the value of very specific elements of a campaign, such as visitor AdViews at particular times of day, or the usefulness of certain zones in relation to their web page position.

The Openads 2.0 Administrator interface gives access to statistics gathered by the maintenance scripts supplied with the application.

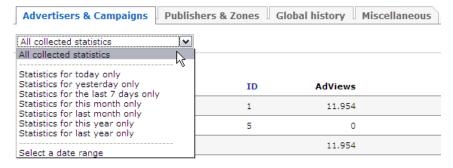
Viewing statistics

To access the statistics pages in the admin interface, click the Statistics tab. The default view is Advertisers & Campaigns.

Statistics are grouped by four tabs, Advertisers & Campaigns, Publishers & Zones, Global history and Miscellaneous.

Advertisers & Campaigns tab

Here you can look for statistics by Advertiser, or by individual campaign, or particular banner. You have a number of options for viewing gathered statistics by specific periods in the drop-down list. Note that *All statistics* refers to figures compiled since the advertisers were originally defined.

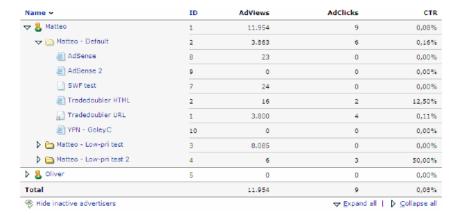


On this page, all advertisers are listed, giving a summary of results for the chosen period for each advertiser.

√Name ✓	ID	AdViews	AdClicks	CTR
▶ & Matteo	1	11.954	9	0,08%
▶ 👢 Oliver	5	0	0	0,00%
Total		11.954	9	0,08%
Pide inactive advertisers				Collapse all

You can expand each entry by clicking the small blue triangle adjacent to a table row. You expand each entry to view the campaigns owned by the

advertiser; in turn, you can expand each campaign to view its contained banners. In each case, relevant statistics for the displayed entries are shown for the period chosen in the drop-down list at the top of the page.



You may notice that some of your campaign entries are unavailable and appear dimmed. This shows that the campaign is currently inactive. You can click any of the entries to view history statistics related to them - this applies to advertisers, campaigns and banners.

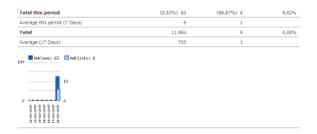
Advertiser history

On clicking an advertiser's name in the main Advertisers & Campaigns page, the Advertiser history page is displayed. You can change the layout of the history view by selecting any one of three choices (Daily, Weekly, Monthly) from the drop-down list box.

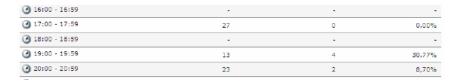
Note the Campaign overview tab; here you can view all the campaigns owned by that Advertiser and you can access the statistics for each campaign.

Daily History

Daily history is selected by default. In this view, statistics for each day are listed in the page from, optionally, the past 7 days up to the past 28 days. This view has three parts, the day-by-day table, a separate summary table and a chart showing AdViews and AdClicks.



You can dig even deeper for data by clicking a chosen day to view an hourly break-down of results in that 24-hour period. You may notice that some days in your table are not hyperlinks. This is because only those days on which your campaigns are active can be linked to hour-by-hour information. On clicking the desired date, the Daily statistics page is displayed:



A similar structure to statistics applies to Campaigns and Banners. Toview data for a campaign, click the Advertsier that owns the campaign. In the Advertiser history page, select the Campaign overview tab to view the campaigns owned by that advertiser. Click a campiagn to view its statistics. To view data for a banner, click the campaign that owns the banner in the Campaign overview tab. In the Campaign history page, select the Banner overview tab to view the banners owned by that campaign. Click a banner to view its statistics.

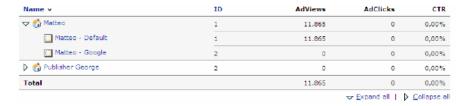
Publishers & Zones tab

You can gain access to statistics related to publishers and the zones they own by clicking the Publishers & Zones tab in the default Statistics display.



You have a number of options for viewing gathered statistics by specific periods in the drop-down list. Note that All statistics refers to figures compiled since the publishers were originally defined.

On this page, all publishers are listed, giving a summary of results for the chosen period for each publisher.



You can expand each entry by clicking the small blue triangle adjacent to a table row. You expand each entry to view the zones owned by the publisher. In each case, relevant statistics for the displayed entries are shown for the period chosen in the drop-down list at the top of the page. Click a Publisher to view the Publisher history page; click a zone to view the Zone history page.

Publisher history

Just like the Advertiser history, you can change the layout of the history view by selecting any one of three choices (Daily, Weekly, Monthly) from the drop-down list box.

Note the Zone overview tab; here you can view all the zones owned by that Publisher and you can access the statistics for each zone listed.

Zone history page

In addition to the zone history - for which you can view Daily, Weekly and Monthly statistics - the zone history page contains a Linked banners overview tab. Select this tab to view a list of banners that are currently linked to this zone. You can click a banner in the list to view its statistics.

Global history

As the name suggests, global history offers you a chance to view aggregated statistics that show total activity for all advertisers and their campaigns and banners. You access the Global history page by clicking the appropriate tab in the main Statistics display.

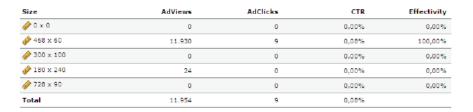
In line with other history pages, you can change the layout of the page by selecting any one of three choices - Daily history, Weekly history and Monthly history. Each view has a summary table included at the bottom of the page and a simple chart showing AdViews and AdClicks.

Miscellaneous

The Miscellaneous page offers two options via a drop-down list, Distribution by size and Targeting statistics.

Distribution by size

This options displays the data for each size of ad you specified.

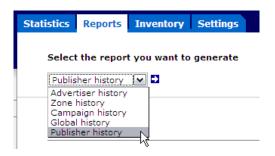


Reports Overview

Openads 2.0 can generate reports based on collected adserving data for advertisers, campaigns, publishers and zones. In addition you can produce a gobal history report that uses all available data. As these reports can be imported into Excel it provides an excellent way to analyse data and produce personalised reports about your adserving performance.

Creating reports

Select the Reports tab to reveal the reports page.



In the drop-down list, you can choose a report that you want to generate. In the remainder of the screen, below the list, you can make choices about the data you want to include in the selected report and its format.

The layout of the screen is similar for all types of report.

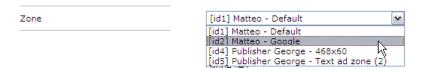


In each case, you choose a data source, a delimiter to separate the data and a choice of quotes to surround the data if desired. The only exception to this is Global history, which uses all data to form the results in the report.

Data Source

According to your choice of history, the available Advertisers, Campaigns, Publishers or Zones are shown in the list. Select one as your source of data

For example, choosing a Zone:



Delimiter

You can choose to delimit your results by comma, semi-colon or tab. For example, tabbed reports are displayed thus:



Use quotes

You can choose to surround the results text with a single quote or double quotes. Alternatively, you can choose to have neither by selecting 'None'.

Generating the report

When you are satisfied with the selections you have made, click the Generate button. In Internet Explorer your report is displayed as an embedded Excel file. In Firefox, reports are downloaded. Then you can choose how to handle the file in the typical download dialog:





Remember that when you generate a report in Internet Explorer, an Excel spreadsheet is displayed in the current browser window. Resist the temptation to close the window when you have finished reviewing the report, as you will also close the browser and Admin interface. To return to the reports page of the Admin interface, click the Back button in the browser toolbar.

All reports have a similar format:

	Α	В	С	D	Е
1	Campaign: [id2] I				
2					
3	Day	AdViews	AdClicks	CTR	
4	06/02/2007	3780	0	0,00%	
5	14/02/2007	32	0	0,00%	
6	16/02/2007	51	6	11,76%	
7					
8	Total	3863	6	0,16%	
9					
10					
11					
12					

Under the hood

Introduction

Lately we received a couple of questions about how Openads 2.0 works. This chapter will try to explain the different parts of Openads 2.0 and how they interact.

Openads 2.0 is split into three different parts, each responsible for a specific task. The most visible part for administrators is the administration interface, which allows you do manage your banner inventory and make decisions on which banner is delivered to what zone. The delivery engine is the part that actually does most of the work. Whenever Openads 2.0 is called to deliver a banner, this engine will get the banner you need and insert it into the web page. The third part of Openads 2.0 is the one that is often forgotten, the Maintenance task. The Maintenance task is responsible for sending e-mail reports, recalculating priorities and updating caches.

The Delivery engine

The delivery engine can be called in many different ways, but its job is mostly the same. Much of the time only the output to the browser is dependent on the way the delivery engine is called. The first thing the delivery engine does after being called is to make a connection to the database. As all of the data is stored inside the database this is a very important step.

After the connection is made, the delivery engine will try to assess which banner must be shown. Because banners are linked to zones and the id of the zone is specified during the call to the delivery engine, Openads will first get all the information available about that particular zone. This information will contain a list of all banners linked to the zone.

The next step is a bit more complicated, because it is cached for optimization reasons. Apart from a list of banners, the zone information also includes a cache of the contents of the linked banners. If that cache is not present, or if it is expired, the delivery engine will retrieve all matching banners from the database and store it in the cache for use next time the zone is called.

The reason why this step is cached is a simple one. Since the zone information needs to be fetched anyway, it is relatively 'cheap' to include a cache of all banners. Without a cache, the delivery engine would need to build and run an 'expensive' query to the database. Because the query is always the same for each zone, it is more efficient to run it only once and store the result.

So now we have the contents of the linked banners, including the priority of each banner. The first thing to do now is to make a choice about which banner to deliver. The priorities of all available banners is added up and a random number with a maximum of the sum of the priorities is generated. The banner which matches the random number is then checked for delivery limitations and capping. If the banner is allowed to be displayed it will be sent to the next step, otherwise the initially selected banner will be deleted from the list, and the priority of the initially selected banner will be substracted from the sum of the priorities and a new random number is generated from the sum of the priorities.

This will happen until a banner which is allowed to be delivered is found. If there isn't a banner which is allowed to be delivered, the zone holds information about how to proceed. Based on this information the delivery engine will either stop the delivery process, or select a different zone and go back to the second step.

Because the delivery limitations are dependent on external factors, which could change for every call to the delivery engine, the results of the limitations cannot be cached and need to be executed every time a banner is called.

Openads does partially cache the steps needed to calculate if a banner is allowed or not. Thanks to this cache the delivery engine doesn't need to execute an additional query to the database to fetch information from the table holding the delivery limitations. Every time the delivery limitations are changed in the administrator interface, the cache is also updated.

If a banner is found, the HTML code needed to display the banner will be prepared for the actual delivery. Even if you use non-HTML banners, the HTML code needed to display the banner will always be part of the already existing banner information. Because the HTML code is always the same for that particular banner, the HTML code will be generated when the banner is created or changed. This prevents the delivery engine from having to generate the same HTML code for each time the banner is called. Only information that isn't available during the generation of the HTML code will be added in this stage of the delivery. This usually includes the domain name from which the banner was called, the id of the zone which was used to deliver the banner, etc...

If 'beacon' logging is turned off, the delivery engine orders the database to add one additional Adview to the statistics. This isn't completely reliable, because at this stage, the banner isn't actually delivered yet and there may be reasons why the selected banner may not be displayed.

Adding an Adview to the statistics might be a bit premature. So if 'beacon logging' is turned on the above will simply not happen; instead a link to a invisible image will be appended to the HTML. Only if the invisible image is actually called from the browser, the number of AdViews will be increased. As the banner is loaded before the invisible image is called you can be pretty certain the banner was actually delivered.

Now there is only one step left. The delivery engine needs to send the HTML code to the browser. This step is usually different for each invocation type. For example, if you are using local mode invocation the HTML is just printed as-is to the browser. If you are using JavaScript invocation, the HTML code is converted to a JavaScript variable and sent to the browser. The browser will then be able to use the JavaScript variable and print it to the screen by itself.

Troubleshooting

Below you will find solutions for the most common problems people seem to have when using Openads. If you run into a problem which isn't described below, please do not hesitate to post a message about your problem on our forums.

Linking

When I go to the Linked Banners page of my zone, the banner I want to link to isn't listed

Banners have specific dimensions and so do zones. Only banners which have the same dimensions as your zone can be linked to your zone. Please check if the banner you want to link has the correct dimensions. If the dimensions are not the same as the zone the banner won't be listed on the Linked Banners page.

When I go to the Linked Zones page of my campaign, the zone I want to link to isn't listed

Zones can be linked to both banners and campaigns, but not at the same time. If the zone you want to link to isn't listed on the Linked Zones page of your campaign it probably is set to Banner selection and can only be linked to banners. You could workaround this by going to the Linked Zones page of your banners and use that page to link to the correct zone. Alternatively you could also set the zone to Campaign selection on the Linked Banners page of the zone.

When I go to the Linked Zones page of my banner, the zone I want to link to isn't listed

Banners have specific dimensions and so do zones. Only zones which have the same dimensions as your banner can be linked to your banner. Please check if your banner has the correct dimensions. If the dimensions are not the same as the zone you want to link to, the zone won't be listed on the Linked Zones page.

If the dimensions of the zone and banners are exactly the same, you should also check if the zone you want to link can only be linked to campaigns. You can see to what the zone can be linked on the Linked Banners page of the zone. If the selection method of the zone is set to Campaign selection you need to go to the Linked Banners page of the campaign which owns your banner to create a link between the zone and the campaign. Alternatively you could set the zone to Banner selection.

When I go to the Linked Zones page of my banner, the zone I want to link to is gray and I can't break the link between the banner and the zone

Zones can be linked to both banner and campaigns, but not at the same time. If the zone you want to link is gray, the zone is probably set the Campaign selection and linked to the campaign which owns your banner. The zone is only listed as an indication in which zones the banner will be shown, but it isn't possible to modify the link between the campaign and zone. To break the link between the campaign and the zone, go to the Linked Zones page of the campaign.

I linked a banner to my zone, but when I look at the probability page the banner isn't listed

The banner you linked is probably not active. There can be many different reasons why a banner is deactivated.

First of all there is the possibility the banner is deactivated manually. Please go to the Banner overview of the campaign to check if you can manually activate the banner. If this banner is not deactivated manually you should check the Banner properties. If the banner has a weight of zero, the banner won't be shown. If this is the case increase to weight to at least 1.

If the banner still does not appear in the Probablity page it could also mean the campaign which owns the banner is deactivated. Please go to the Campaign properties to check if the value of Adviews remaining is not zero or if the Unlimited checkbox is selected. Also check if the expiration date has not been reached yet. If the problem still is not fixed the mostlikely cause is the priority settings of the campaign. If the priority is set to low, please check if the weight of the campaign is at least 1. If the weight is zero the campaign is deactivated.

If you have set the campaign to high priority or distribute, there may be perfectly valid reasons the campaign is temporarily deactivated. For example if Openads 2.0 overdelivered the campaign in the previous hours or days it may be deactivated to make sure the campaign won't expire too soon. Please check again a couple of hours later to see if the campaign has been activated again.

Delivery capping

I am using delivery capping for my banners, but it doesn't seem to work at all, the banners keep appearing when I reload my webpage

The delivery capping depends on cookies which are set when the banner is displayed. Based on these cookies the delivery engine will decide if the banner must be excluded for delivery. If your browser does not accept cookies the capping will simply not work and the capping limits you have set will be ignored.

If you are using local mode invocation and you keep having this problem even if your browser does accept cookies, you might be affected by a larger problem which is causing the cookies to be send to the wrong domain. Usually this problem happens when you are using a separate virtual host for running Openads 2.0. Please read the chapter Considerations of the Administrator guide.

I am using delivery capping for my banners, but the same banner is still appearing more than once on the same page of my website

If you want to display more than one banner on the same page there is a possibility the same banner will show up more than once at the same time. Delivery capping will not prevent this because it stores its information inside cookies which will only be read after the page is refreshed or the user navigates to another page. If you want to prevent the same banner from showing up twice on the same page you should use local mode invocation or remote invocation for JavaScript. Both of these types of invocation have an option, which can be set during the generation of the invocation, to prevent the banner from showing up twice.

Banners

Whenever I click on a banner I get redirected to the wrong page

If you are using plain remote invocation to display multiple banners on the same page, you need to generate a new invocation code for each banner, because each generated invocation code includes an unique identifier. You can't have the same unique identifier more than once on the same. If you simply generate the invocation code once, all banners will point to the URL displayed last on the page.

Whenever I click on a banner the current page is reloaded or I get redirected to a blank page instead of the destination URL

If you are using plain remote invocation you need to make sure the browser you are using accepts cookies. Because Openads 2.0 stores the destination URL inside a cookie, Openads 2.0 doesn't know were to redirect the browser to if the cookie with the destination URL hasn't been properly set. If the destination URL isn't known, Openads 2.0 will try to detect the URL of the originating page and redirect back to it. If Openads 2.0 can't detect the originating page an empty page will be shown instead.

Openads 2.0 doesn't display any HTML, JavaScript or Flash banners

HTML, JavaScript and Flash banners are only supported if you use remote invocation with JavaScript, Iframes of Local mode. It is not possible to display HTML or Flash banners with normal remote invocation.

I added an HTML banner to my inventory, but when I click on it I get redirected to the correct website, but it doesn't count any AdClicks.

If you have enabled Alter HTML to enabled tracking of AdClicks when you added the HTML banner to your inventory Openads 2.0 will try to change the HTML in such a way that it will track AdClicks when you click on the banner, but this is not fool proof. Openads 2.0 can only change basic HTML structures, such as links and forms. If your HTML banner uses other techniques it might not be possible for Openads 2.0 to change it automatically. In those cases you might want to read the Advanced HTML banners chapter for more information on how to manually change HTML banners. In other cases it might not be possible at all to enable the tracking of AdClicks.

I uploaded a new banner, but the image isn't shown at all. Not even in the administrator interface. Everything used to work fine a couple of days ago.

This is probably caused by an incorrect configuration of PHP. Openads 2.0 requires that the PHP configuration setting file_uploads is turned on, otherwise it can't process the uploaded banner. Openads 2.0 usually checks if this setting is turned on during the installation, but if the PHP settings change after installing Openads 2.0 will stop functioning correctly.

I uploaded a new banner, but the image appears to be corrupted.

There are currently no known problems with uploading banners, so the most likely cause of your problem is that something happens to the uploaded file before Openads 2.0 can get to it. If you are using Apache please check your Apache configuration files for the following settings:

CharsetRecodeMultipartForms or LimitRequestBody. The first option will try to recode the charset of the information that is uploaded by forms and is known to cause problems with uploaded files. If this option is enabled, please disable it and try again. The second option limits the amount of data that is passed on to Openads 2.0. If the banner you are trying to upload is larger than the value specified by this option the image will be truncated, which will result in a corrected file. Please try to increase the limit, or remove this limitation completely and try again.

I uploaded a Flash banner and everything appear to be working fine, but when I click on the banner nothing happens.

Flash banners are basically interactive movies. Unlike regular banners, the actions that happen when you click on the banner are defined inside the Flash banner and not by Openads 2.0. In other words, Openads 2.0 cannot make a Flash banner clickable, you must do that yourself in the Flash file. There are currently two different ways to do this: defining hard-coded URLs and let Openads 2.0 convert them, or use the MFAA method. For more information please read the Advanced Flash banners chapter.

I uploaded a Flash banner with hardcoded URLs, but Openads 2.0 didn't detect any links. Now when I click on the banner, I do get the right webpage, but the click isn't counted.

First of all, with the introduction of Flash MX, Macromedia created a new compressed file format, which makes your Flash files much smaller than before. To read the new 'compressed' swf files, Openads 2.0 needs to have access to the zlib PHP extension. If that extension is not available on your server, then Openads 2.0 can't decompress the Flash file and it can't detect any hard-coded links.

Another possiblity is that the hardcoded URLs in your Flash file are too small to convert. Each hardcoded URL including the http:// and the frame target need to be at least 20 characters. If an URL and it's target frame is combined smaller than 20 characters it will probably not be considered for conversion. 20 characters sounds much for an URL, but it really isn't. For example: http://www.Openads.com is already 22 characters without specifying a frame target. If you had specified the frame target _blank as well, there would already be 28 characters. Also keep in mind that it is possible to change the URL on the banner properties page after the banner is converted. So if you really need to use a smaller URL, you can temporarily create the file with a bigger URL and change it to the correct smaller URL after the banner is converted.

Invocation code

I generated a local mode invocation code but nothing appears when I view the page.

Local mode invocation only works when the page that contains the code is parsed by PHP. You can check if this is the case by looking at the source of the page inside your browser. If you still see the invocation code it means the page is not parsed by PHP. You could change the settings of your server to make sure the page is parsed by PHP or use one of the remote invocation types which also work in plain HTML pages.

I generated a local mode invocation code and placed it in one of my PHP pages, but now my own script generated all kinds of database errors.

In some cases PHP will only let Openads 2.0 use the same database connection as the one originally opened by your script. In that case when Openads 2.0 is finished, the state of the connection may not be exactly as what your script expects. To prevent the errors you need to enable Database compatibility mode in the database settings of Openads 2.0. For more information about configuring Openads 2.0 please read the Administrator guide.

I am trying to generate a local mode invocation code, but it isn't listed on my zone's invocation code page.

You can only use local mode invocation if the php file where you want to place the invocation code in, is located on the same virtual server. Openads 2.0 determines this by looking at the IP address of the webserver it is currently running on and the IP address of the domain you entered into the Website URL field on the Publisher properties page. If the two IP addresses are the same, Openads 2.0 will allow you to generate local mode invocation codes for every zone owned by that particular publisher, otherwise you can only use remote invocation. So, if Openads 2.0 doesn't allow you to use local mode invocation, please check if the Website URL field on the Publisher properties page is pointing to the correct URL.

After I submit a form in Microsoft Internet Explorer the banners on the resulting page are sometimes replaced by red crosses.

This is caused by a bug in Internet Explorer 4 and 5 in combination with external banners and plain remote invocation. This problem has been fixed by Microsoft in Internet Explorer 6. If you are affected by this bug, you could try to use a different type of remote invocation.

Using Openads

I forgot my password, how can I retrieve it?

The username and password of the administrator are stored inside the database and is encrypted using a one-way MD5 hash. This means it is impossible to retrieve a lost password. However it is possible to set the password to a default value which you then can use to login. After using the default password to log into the administrator interface you need to change the password again. To set the password to the default you need to access the database directly using the mysql commandline interface or another tool such as phpMyAdmin and execute the following SQL query:

UPDATE phpads_config SET admin_pw = '5ebe2294ecd0e0f08eab7690d2a6ee69';

If you used a different table prefix during the installation of Openads 2.0, please make sure you use the correct table name. After executing this query you can log into the admin interface using your old username and the password 'secret' (without the quotes).

I just upgraded to the latest version of Openads 2.0, but I can't log in anymore

The most likely reason you can't login is because the upgrade script couldn't upgrade your password to a MD5 hash. The most common reason for this to happen is if your version of MySQL is older than the version required by Openads 2.0. Please read the instruction above to reset the password to a default password.

I built my website with Frontpage - can I still use Openads?

In short, yes. Just make sure that you don't use "Local mode" tags, as these require PHP. Otherwise, any of the other tag types (Javascript, interstitial etc.) will work for you.

I get all kinds of PHP warnings when using Openads

Some versions of Openads display warnings when error_reporting is set to E_ALL inside your PHP configuration file. Try to set the error_reporting to E_ALL & ~E_NOTICE.

When I try to view statistics I get the error 'Got error xxx from table handler'

The statistics table probably got corrupted and needs to be repaired. You can use the MySQL REPAIR command for this. More information about repairing corrupted tables can be found in the MySQL documentation, available from www.mysql.com.

When I try to upload a banner I get the error 'Could not access uploaded file, probably due to safemode or open basedir restrictions'

This error is displayed when Openads 2.0 can't access the uploaded file. The most common reason for this is a misconfiguration of your server in combination with either safemode or open_basedir restrictions being enabled in your PHP configuration. If you see this error please check your php.ini file to make sure if the upload_tmp_dir variable is set to the correct directory. If for some reason you are not able to make changes to the php.ini file there is a possible work around by creating a new directory called tmp in Openads 2.0' misc directory. After you created this directory you also have to make sure it is writeable by PHP.

Our Apache server runs behind a reverse proxy. How does Openads deal with this in terms of correctly identifying the real IP address of the visitor?

Firstly, go to **Settings>Host info & Geotargetting** in the Administrator interface. Select the "Try to determine the real IP address of the visitor if he is using a proxy server" checkbox. Secondly, ensure that the reverse proxy sends the HTTP Via: Header, by enabling the ProxyVia directive. This will prevent visitor IPs being logged as 127.0.0.1.

Performance

My ISP is saying that my site gets between 1.2-1.7 million page views consistently. Yet on Openads 2.0, I'm only getting approximately 250,000 Impressions delivered a month for my leaderboard which is on top of every page of my site.

There are a number of actions you can take to understand and reduce the discrepancy:

- 1. Check to make your ISP is really counting page views (and not hits);
- 2. Check to see a breakdown by URL and ensure that your ad tags are on every URL;
- Check to see if an ad actually serves for every page view for example, if you do not have low priority ads there could be time where 'blanks' are delivered, thus not being counted.
- 4. Check to see if the ad delivers quickly enough. Sometimes ads take up to 10 seconds to load (especially rich media ads). Depending on how you count the ads, there could be a big discrepancy.

Also, try installing a statistics tool on your site so that you're not solely dependent on the host for statistics.

What measures can I take to tune performance?

There are some basic steps you can take, regardless of your setup or whether you run single or multiple servers:

- Use PHP Accelerator, this is a definite aid to performance;
- Turn KeepAlive off;
- Avoid DNS reverse look-ups;
- Store your banners on the webserver and not in the database. Use a separate low-end web server to serve the images. This server can still be on the same hardware as your other web server;
- When using MySQL, consider turning OFF persistent connections. This is probably more important when you have multiple web servers feeding the same DB;
- Make sure that you are not using swap memory;
- Try to keep your use of the Administrator interface limited during peak delivery times.

If you decide to carry out benchmarking tests, change one thing at a time and document the results. Make sure your load testing environment is as close to your real-world scenario as possible.

Appendices

Useful links

Openads homepage

The official home of the Openads community. If you have any questions about this software you can use the forums, download new versions and submit bug reports.

http://www.openads.org

Interactive Advertising Bureau

The IAB has defined all kinds of standard regarding internet advertising including the banner dimensions used by Openads.

http://www.iab.net

Macromedia Flash Advertising Alliance

The MFAA was formed by Macromedia and a number of leading advertisers, publishers and technology companies to solve problems related to

advertising online with Flash banners. The MFAA have defined guidelines which help advertisers create banners which can be used on almost all professional ad servers.

http://www.macromedia.com/resources/richmediamfaa

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Glossary

ACL

Renamed to Delivery limitations

AdViews

The number of times a banner is send to the user.

AdClicks

The number of times a user clicked on the banner.

Publisher

A publisher uses your ad server to display banner on his own website.

Beacon image

A small invisible image which is send along with the banner. This image is used for counting the AdViews.

Campaign

A set of banners which logically belong to each other. All banners inside a campaign all share the same contract information.

Click Through

See AdClicks

Click Through Ratio (CTR)

The percentage of how many AdViews resulted in an AdClick.

Advertiser

An advertiser supplies banners, which can be displayed using your ad server.

Contract information

Includes settings which determines how often a banner is delivered and how after how much AdViews or AdClicks the banner inside the

campaign must be deactivated.

Destination URL

The address of the website where the user will be sent to when he clicks on the banner.

Delivery capping

If you want to limit the delivery of a particular banner you can use these settings. You can limit the delivery by frequency or time.

Delivery limitations

A way of targeting your banner. You can decide when your banner is shown and to whom.

>Flash banner

A banner in the Macromedia Flash format. Flash banners usually include animation and can include sound.

FTP

A protocol which is used to transfer files. Web servers usually use FTP to allow the user to place files on it. phpAdsNew can use FTP to store banners on a web server.

HTML banner

A banner which consists of HTML code. HTML banner can include other images, multimedia files and code to link phpAdsNew to a banner network.

Impressions

See AdViews

Invocation code

The HTML or PHP code

which should be inserted in your website to enable phpAds-New to display a banner.

Invocation method

The type of HTML or PHP code which is used to display a banner.

Linking banners and zones

If you want to display a certain banner inside a zone the banner must be linked to that zone. Banners can be linked to multiple zones and zones can be linked to multiple banners.

Local mode invocation

An invocation method which uses a piece of PHP code to display banners. This method can only be used if the ad server

and the website are located on the same web server

MySQL

An open-source database server which speaks the SQL language

PHP

An open-source scripting language, which is usually used to generate dynamic webpages.

Priority

Every banner has a certain priority. This value determines how likely it is that the banner is displayed. Banners with a higher priority will be displayed more often.

Remote invocation

An invocation method which uses an image and a link to the ad server to display images. This method is invocation is the most limited and can't display flash or HTML banners.

Remote invocation with JavaScript

An invocation method which uses an simple javascript code to display banners. This method only works when javascript is enabled inside the web browser.

Remote invocation for iframes

An invocation method which uses the <iframe> html code to display a banner. This method only works if the user uses Internet Explorer 4 or higher, Netscape 4 or Opera 5.

SQL

A language which is spoken by database servers.

Weight

Every banner has a certain weight.

Campaigns can also have a weight. Weight affects the priority of the banner.

Zone

A predefined space which can be used for advertising. A website can contain multiple zones which all can have different banners.

About this guide

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Administrator Guide

Using the interface

Before you can start using the administrator interface you first need to identify yourself to the ad server. You can do this by pointing your browser to the directory where phpAds-New is installed and enter your username and password in the appropriate fields.



TID

To be able to use the administrator interface you need to make sure your browser accepts cookies.



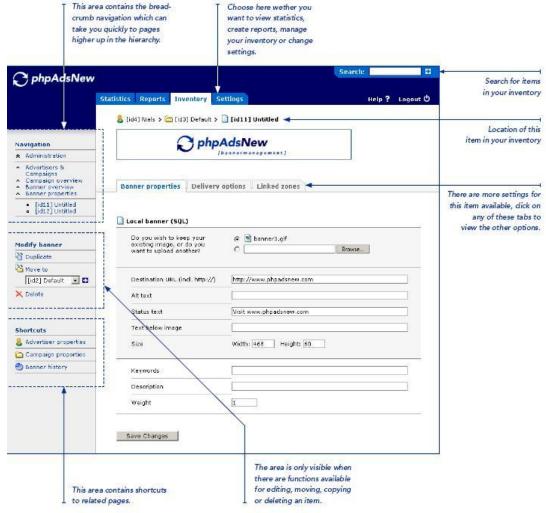
After logging in to phpAdsNew you will be transported to the main statistics page of phpAdsNew. While the statistics pages are not covered by this manual they should be pretty easy to use once you figure out how the interface of phpAdsNew is structured.

All pages within phpAdsNew are very similar and have many things in common. On the top of the screen you will find a couple of tabs which allow you to select whether you want to view statistics, generate reports, manage your inventory or change settings. Next to the tabs is a small button which

allows you to log out, for example if you are finished using the interface. Above this button is a small field which lets you search for items in your inventory, such as banners, campaigns, advertisers, zones and publishers.

On the left of the screen there are a couple sections which are used for navigating. The top section is called Navigation and contains a bread crumb navigation structure which allows you to go back to a page which is located higher in the hierarchy.

Figure: phpAdsNew User Interface



phpAdsNew User Interface

The section called Modify is used for making modification to the item you are currently using. This section usually contain links for moving the item and deleting the item. Other possible actions are duplicating and applying settings to other items.

The Shortcuts section contains a number of links to pages which are related to the current page. For example if you are changing the properties of a certain banner it will contain a link to the properties of the campaign which owns this banner.

Tables

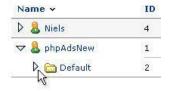
One thing used throughout phpAdsNew are tables and all have some features in common. On the top of a table you will find a description of every column of a table. It is possible to change the order in which the items appear inside the table, by clicking on a blue coloured column description. It is not possible to sort the table on a column which is black. The column which is used to determine the order of the table has a little black horizontal triangle () next to it. If the triangle is pointed down the column is sorted alphabetically (a-z), if it is pointing up the column is sorted in reverse order (z-a). By clicking on the little triangle you can change the way the column is sorted.

Figure: phpAdsNew User Interface: Tables



On the picture above you can also see a blue triangle () next to each client. By clicking on the triangle you can expand the item and see what other items are part of it. For example if you click on the triangle next to the advertiser phpAdsNew you will see what campaigns are owned by this advertiser. Each campaign will also have a triangle next to it, which will allow you to see the banners which are part of the campaigns. If you click again on an expanded triangle () the item will collapse and all items it contains will be hidden.

Figure: phpAdsNew User Interface: Tables



Community statistics

We have added the ability for you to see statistics of how many Ads have been served by the Openads community. This information is viewable towards the bottom on the left hand side of the screen if you're using the most recent version of Openads.