

# **Banner Manager**

**A detailed look at creating and managing  
banner advertisements for WFG websites**

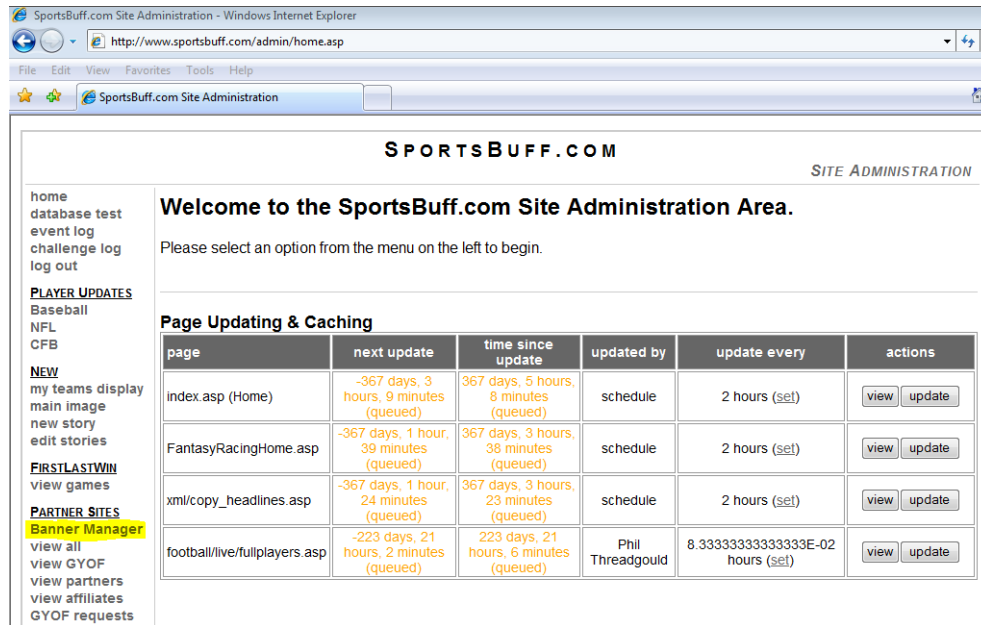
**If found please contact**

**World Fantasy Games (262) 656-6700**

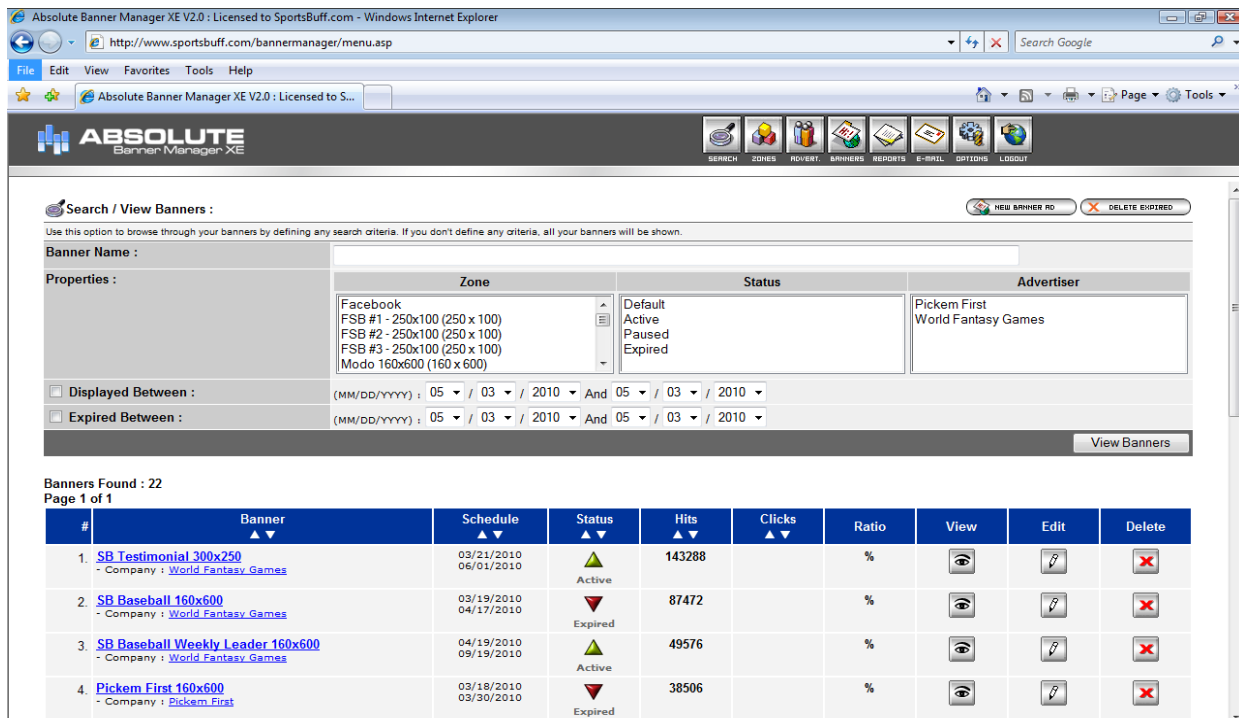
# Accessing Banner Manager

go to <http://www.sportsbuff.com/admin> and login using the correct user name and password.

Once you are logged in you can access Banner Manager by clicking on the “Banner Manager” link founder underneath the Partner Sites heading.



Doing this will take you to the main Banner Manager page (shown below). At the top of the page there are several navigation icons that take you to the various portions of the Banner Manager program. The 4 that will be used are Search, Zones, and Advert.



## Search

In this section (shown on previous page), you can search for and edit individual banners. The section will most likely be the most used of all of the sections. The top part allows you to control which banners are displayed in the bottom section. There are various options to filter by:

**Banner Name:** allows you to search for banners by name

**Properties:** allows you to filter banners by various attributes:

Zone (where the ad is displayed),

Status (if the ad is currently running, expired, etc.)

Advertiser (what company which owns the ad)

**Displayed Between:** allows you to see ads that were displayed over a set period of time. You must check the box to filter by this attribute.

**Expired Between:** allows you to see what ads expired (explained in the \_\_\_ section). You must check the box to filter by this attribute.

Banners can be sorted by multiple attributes (example: ads from a particular company that appear in a specific zone).

Once you have selected the attributes that you want to filter by, click the “View Banners” button and this will display the banners which match those attributes. (see below).

SB #3 - 250x100 (250 x 100) | Expired  
 Mode 160x600 (160 x 600)

Displayed Between : (MM/DD/YYYY) : 05 / 03 / 2010 And 05 / 03 / 2010

Expired Between : (MM/DD/YYYY) : 05 / 03 / 2010 And 05 / 03 / 2010

View Banners

Banners Found : 22  
 Page 1 of 1

#	Banner	Schedule	Status	Hits	Clicks	Ratio	View	Edit	Delete
1.	<a href="#">SB Testimonial 300x250</a> - Company : <a href="#">World Fantasy Games</a>	03/21/2010 06/01/2010	▲ Active	143910		%			
2.	<a href="#">SB Baseball 160x600</a> - Company : <a href="#">World Fantasy Games</a>	03/19/2010 04/17/2010	▼ Expired	87472		%			
3.	<a href="#">SB Baseball Weekly Leader 160x600</a> - Company : <a href="#">World Fantasy Games</a>	04/19/2010 09/19/2010	▲ Active	50278		%			
4.	<a href="#">Pickem First 160x600</a> - Company : <a href="#">Pickem First</a>	03/18/2010 03/30/2010	▼ Expired	38506		%			

Each banner is displayed as a row and each column for the row displays information or an option for that banner.

**Banner:** Displays the name and also the company which owns that banner.

**Schedule:** Displays the dates that the banner started and stopped running, with top being the start date and the bottom being the end date.

**Status:** displays if the current state of the ad.

Active- the banner is live and working

Expired- the banner is in the system but has passed its end date and is no longer being displayed

Default- the banner is live and working

Paused- the banner is in the system but not live

**Hits:** Number of times the banner has been clicked on since it was added to the site.

**View:** Allows you to view the banner and its attributes

**Edit:** Allows you to edit the banner (explained below)

**Delete:** Deletes the banner completely out of the system

## Editing or Creating a Banner

The process of creating a banner or editing an existing one is nearly identical. To create a banner click on the “New Banner Ad” button that is found on upper right hand side of the banner search page. It will take you to the “Edit Banner” page which is discussed below.

To edit an existing banner, first search for a banner using the process explained above. Once you find the ad you would like to edit, click on the pencil icon that is found in the edit banner column and you will be taken to the “Edit Banner” page (shown below). This page allows you to add and alter all of the attributes of the banner and also change banner image itself.

The screenshot shows the 'Edit Banner' interface in ABSOLUTE Banner Manager XE. The form contains the following fields and values:

- Banner Name :** RD Mock 728x90
- Advertiser :** World Fantasy Games
- Banner File :** banners/RD-FF-728x90-mock.jpg (with Preview and upload buttons)
- Banner Code :** (Empty text area for HTML code)
- Link :** http://rapiddraft.com/RDLanding.aspx# (with 'Open in a New Window' checked)
- Banner text :** (Empty text area)
- Start Date :** (MM/DD/YYYY) 04 / 19 / 2010
- End Date :** (MM/DD/YYYY) 09 / 19 / 2010
- Status :** Active (with Hits: 1034 - Clicks: - Ratio: % and Reset Stats button)
- Payment Type :** None
- Quantity Purchased :** 0
- Cost :** 0 \$

There are loads of various options that can be altered on this screen but only a handful are currently applicable to World Fantasy Games websites.

**Banner Name:** This is how the banner appears in the search section of Banner Manager

**Advertiser:** This allows the owner of the banner to be changed

**Banner File:** This controls the image file that appears as the banner. Clicking preview opens a new tab that allows you to see the image, the folder allows you to select a file that has already been uploaded into banner manager as the image file, and the blue arrow allows you to upload a new image file to banner manger to be used for the ad (important if the ad is brand new) .

**Link:** This controls where the user is taken when they click on the banner.

**Banner text:** Not currently applicable

**Start Date:** Sets the date that the banner will begin being displayed

**End Date:** Sets the date that the banner will expire. Once the banner expires it is no longer active and being displayed

Status: This controls the current status of the ad (explained earlier) The number of hits the banner has had is also displayed on this line along with a button that allows that hit counter to be reset.

Payment Type: Not currently applicable

Quantity Purchased: Not currently applicable

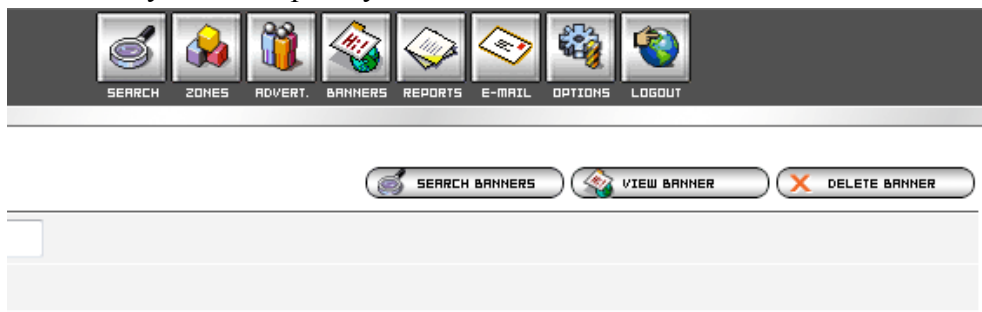
Cost: Not currently applicable

Weight: This attribute controls the frequency that the banner appears in a zone. The weight of a banner can be set from 1-10 with the higher the value, the more frequently the ad will be seen. To find the exact frequency that banners will appear in a particular zone, add all the weights of the banners that are assigned to that zone. This number becomes the denominator. Then use the weight for the particular banner that is being discussed as the numerator. This fraction give you the frequency that the banner will appear in that particular zone. For example, if there are 2 ads assigned to a particular zone, and one banner has a weight of 2 and the other banner has a weight of 3, the together the banners total weight of the banner is 5. Therefor the ad that has a weight of 2 appears  $2/5$  of the time or 40% of the time. The ad with a weigh of 3 appears  $3/5$  of the time or 60%

Max. Impressions Per Day: Not currently applicable

Zones: This section provides a list of all of the zones where the banner can be displayed. To select multiple zones for a banner, hold the ctrl key and click the on the zones to highlight them.

Once all the changes have been made for a particular banner, click on the “Save Banner” button at the bottom of the page. At the top of the page there are three buttons that are useful (see below). “Search Banners” returns you back to the search section. “View Banner” allows you to view the current banner. “Delete Banner” allows you to completely delete the banner.



## Zones

Zones are places on the website that banner ad can be displayed. On this screen, each zone is displayed as a row and each column of the row displays information or an option for that zone

**Banner Zones**

Zones are the places of your site where your banners are displayed and rotated.  
Copy and paste the zone code into the pages where you want to display banners assigned to that zone

Code Type : Standard

#	Zone Name / Description	Code for Banner Zone	Banners	Size	View / Edit	Delete
1.	<a href="#">Facebook</a> - ID : 11 - Description :	<script language=JavaScript src=http://www.sportsbuff.com/bannerm anager/abm.asp?z=11> </script>	<a href="#">8</a>	Undefined		
2.	<a href="#">FSB #1 - 250x100</a> - ID : 12 - Description :	<script language=JavaScript src=http://www.sportsbuff.com/bannerm anager/abm.asp?z=12> </script>	<a href="#">2</a>	W: 250 H: 100		
3.	<a href="#">FSB #2 - 250x100</a> - ID : 13 - Description :	<script language=JavaScript src=http://www.sportsbuff.com/bannerm anager/abm.asp?z=13> </script>	<a href="#">2</a>	W: 250 H: 100		
4.	<a href="#">FSB #3 - 250x100</a> - ID : 14 - Description :	<script language=JavaScript src=http://www.sportsbuff.com/bannerm anager/abm.asp?z=14> </script>	<a href="#">2</a>	W: 250 H: 100		

Zone Name / Description: This is how the zone is identified in the “Zones” section of the edit banner page.

Code for Banner Zone: This is the actual code that is inserted in to the site's source code to make the banner zone display different ads and track the number of clicks.

Banners: This number is the current number of banners that are assigned to that particular zone. Clicking on the number displays all those banners.

Size : Displays the width and the height of the zone in pixels.

View/edit: Clicking on this button allows you to edit the name of the zone and also the size.

Delete: Clicking on this button completely deletes the zone.

At the upper right hand side of the page, there is a button that allows you to create and entirely new zone.

## Advert.

This section shows all of the various advertisers that own banners on the site.

**Search Advertisers :**

Use this option to browse through your site's advertisers by defining any search criteria. If you don't define any criteria, all the advertisers will be shown.

Company :

Advertising In Zone : All

Banners Status : All

With Banner Ads Displayed Between : (MM/DD/YYYY) 05 / 07 / 2010 And 05 / 07 / 2010

Advertisers Found : 2  
Page 1 of 1

#	Company	Banners Registered	View	Edit	Delete
1.	<a href="#">Pickem First</a> - Contact :	<a href="#">3</a>			
2.	<a href="#">World Fantasy Games</a> - Contact :	<a href="#">17</a>			

The only two functions that this page serves is to add a new advertise (done by clicking on the button found in the upper right hand corner of the page) and to view all of the ads that a particular advertiser owns (done by clicking on the number found in the “Banners Registered” column).