

## Ad Peeps Banner and Text Ad Rotator – Quick Start Guide

The following guide will show you in 4 easy steps how to use Ad Peeps to display, rotate and track an advertisement on your website.

This guide is broken down in the following steps:

1. Setup Target Zones
2. Create Advertiser
3. Upload/Configure Ad
4. Generate HTML Code on your website

### *Step 1 – Create Target Zones*

A target zone is a definition that allows you to show ads in specific areas of your website. If you only plan to have one ad location or want all of your adverts to run-of-site, you can skip this step as a default zone is automatically created for you.

Otherwise, let's imagine you plan to rotate 468x60 ads at the header and footer of your website. However, for the ads on the header you plan to charge advertisers more because they are in a prominent position. In order to separate the two, you need to create two targeting zones so Ad Peeps can distinguish the two locations from one another.

Login to your Ad Peeps Control Panel and click the "Setup Target Zones" button.



Once you're in the Setup Target Zones page, click "Add New" to add a new zone.

Setup Target Zones |



Targeting Zones allow you to show certain ads in specific areas of your website or on certain pages. To create your own target zone, click the "Add New Target Zone" button. By default, there is already a pre-defined zone, "default" that can not be removed.



 Add New



Name your zone according to where on your site you plan to place your ad. For example, if you have a square box on your main page, you might call it 300x200\_main. If it's your top banner, it might just be top\_banner.

Add/Edit Target Zone

Targeting Zone Name:   :

allowed.

Setup as many zones as you have spots for banners. Then go back to the main page to continue the process.

**Repeat the step, for "Bottom\_Banner" or "Footer". You can pick whatever name you want.**

*Step 2 - Create Advertiser*

To get started with creating an advertiser, which keeps track of all the ads created and owned by an advertiser, click "Create New Advertiser" on your main screen.

	All Time	This Year	This Month	Today
IMPRESSIONS:	0	0	0	0
CLICKS:	0	0	0	0
CTR:	0:1 (0%)	0:1 (0%)	0:1 (0%)	0:1 (0%)

Visitors on Site  
**0**  
Refresh  
[View Visitor Log](#)

Advertiser Total		Main Menu - Quick Navigation	
Total Advertisers:	0 (0 total ads)	Create New Advertiser	View Overall Statistics
Active:	0	Setup Target Zones	Generate HTML Code
Suspended:	0	Other Features / Settings	Log out of Software
Pending Approval:	0		
Deleted:	0		


Fill out the advertiser form. If you want your advertiser to be able to log in and check their own stats, make sure you create an account name and a password for them as well.

Everything except the Advertiser Name is optional. Click "Create Advertiser and Setup Ad" when you're finished.

.....

<b>Advertiser Name:*</b>	<input type="text" value="ContentWriter"/>
<b>First &amp; Last Name:</b>	<input type="text" value="Content Writer"/>
<b>Advertiser E-mail:</b>	<input type="text"/>
<b>Advertiser Address:</b>	<input type="text"/>
<b>Advertiser Phone Number:</b>	<input type="text"/> (no dashes)
<b>Username:</b>	<input type="text"/>
<b>Password:</b>	<input type="text"/>
<b>Confirm Password:</b>	<input type="text"/>
<b>Password Hint:</b>	Enter a password hint that will help you remember your password <input type="text"/>
<b>Group Name:</b>	<input type="text"/>
<b>Options:</b>	<input type="checkbox"/> Allow advertiser to modify their campaign ad.

or



### *Step 3 Upload/Configure Ad*

The ad setup screen is where you select all the options about how your banner ad behaves.

Configure | Schedule | Expiration | Targeting | Geographical Targeting | Weighting | Other

**Save ALL Changes**

**Configure Ad:** This section allows you to manually setup/edit an ad on the system and configure the web address to direct visitors to when clicked. Click TABS above to edit other settings, however only this section is REQUIRED. All others sections left empty, will use default settings.

**Ad Size:** Automatically Detect Size 1

**Description (alt tag):**   Add link under banner

**Upload Banner:** You can setup a banner ad in the system in three different ways. (1) upload the ad from your local hard drive using the BROWSE button, or (2) enter the remote banner web address in the "Remote Banner URL" section or (3) paste the rich-media/html code in the "Rich-Media" box (IE Google AdSense Code)

**Upload Banner:**  No file chosen  
Upload GIF, JPG, PNG -- even FLASH (.swf) ads right from harddrive

or

**Remote Banner URL:**  2

or

**Rich-Media Content:**   
 Correct Rich-Media Errors

**Transparency:**  On  Off

**Website Address:** Enter the full web address visitor should be directed to after clicking ad. 3

**Website URL:**

**NOTICE:** If tracking clicks to FLASH ADS, you will need to use the clickTAG attribute [ See Tracking Clicks in FLASH Ads] inside the User Manual for instructions.

Here's what each section means:

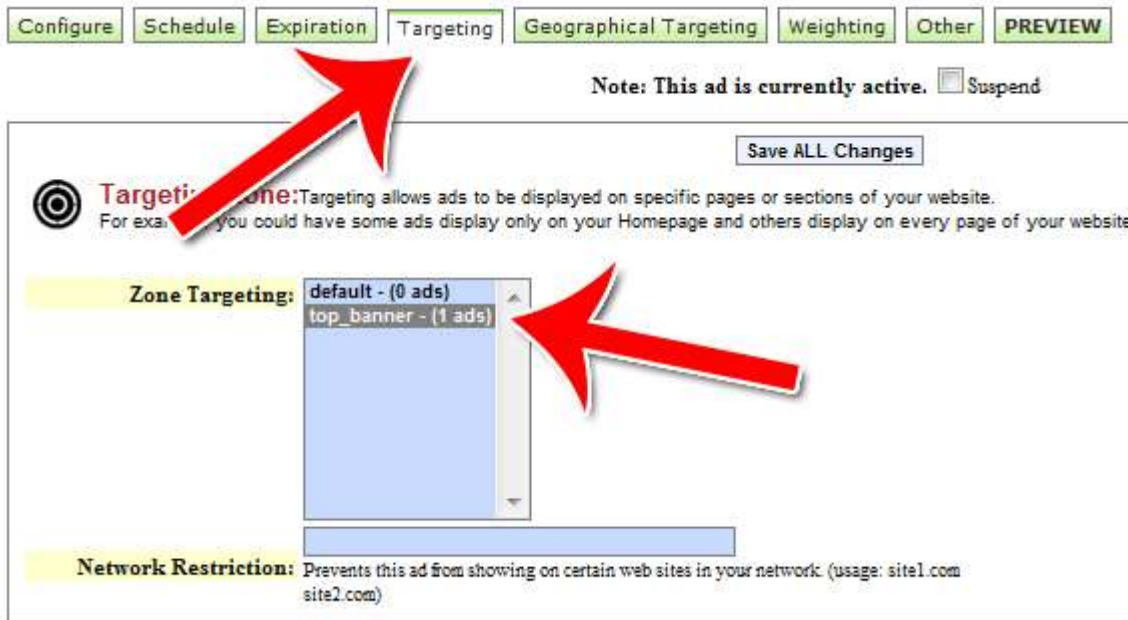
1) The ad size can generally be set to automatically detect size. If you know the exact size and want to be absolutely sure that size is displayed. Select your size.

The description alt tag is what people will see in text before the image loads. It's also what they'll see when they hover their mouse over the image.

2) This is where you upload your image. You can also use a remote URL, meaning the banner is hosted somewhere else. If you have rich media content, meaning interactive banners, you can paste it in the box here as well.

3) This is where you specify the page you want visitors to go to after they click on your banner ad.

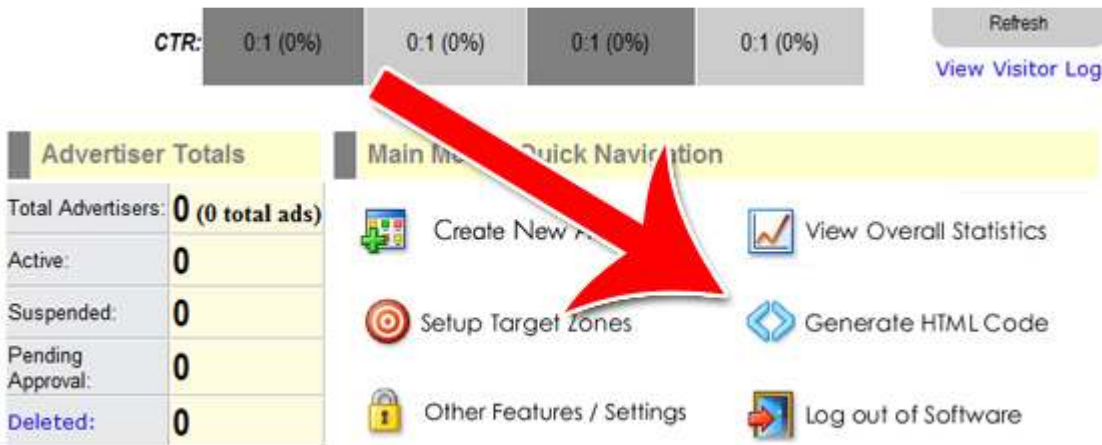
When you're done, click save changes. Then, along the top row select "Targeting."



This is where you choose where your banner ad will appear. By default all banners are saved to Default. Switch it to the zone you want the banner to appear in then save your changes.

#### Step 4 Generate HTML Code for Website

This is where you create the code you need to have your banners display on your site. Go back to the main screen and click "Generate HTML Code."



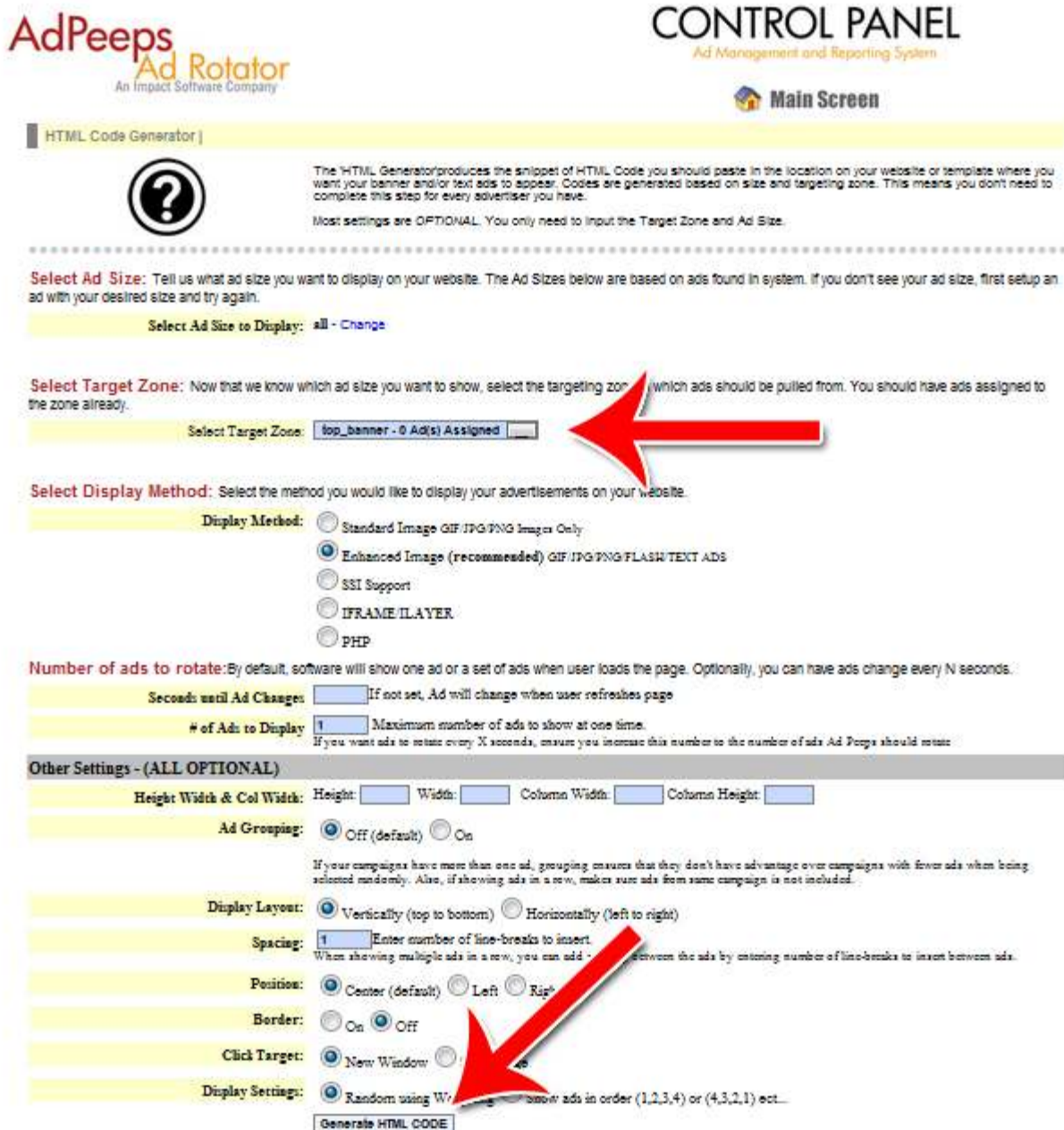
Select the ad sizes for the code you're generating.



**Select Ad Size:** Tell us what ad size you want to display on your website. The Ad Sizes below are based on ads found in system. If you don't see your ad size, first setup an ad with your desired size and try again.


Select Ad Size to Display:  

Once your ad size is selected, you'll be taken to the HTML Code Generator screen.



**AdPeeps Ad Rotator**  
An Impact Software Company

**CONTROL PANEL**  
Ad Management and Reporting System

 **Main Screen**

**HTML Code Generator**

The HTML Generator produces the snippet of HTML Code you should paste in the location on your website or template where you want your banner and/or text ads to appear. Codes are generated based on size and targeting zone. This means you don't need to complete this step for every advertiser you have.

Most settings are OPTIONAL. You only need to input the Target Zone and Ad Size.

**Select Ad Size:** Tell us what ad size you want to display on your website. The Ad Sizes below are based on ads found in system. If you don't see your ad size, first setup an ad with your desired size and try again.

Select Ad Size to Display: **all** - [Change](#)

**Select Target Zone:** Now that we know which ad size you want to show, select the targeting zone which ads should be pulled from. You should have ads assigned to the zone already.

Select Target Zone:

**Select Display Method:** Select the method you would like to display your advertisements on your website.

Display Method:

- Standard Image (GIF/JPG/PNG Images Only)
- Enhanced Image (recommended) (GIF/JPG/PNG/FLASH/TEXT ADS)
- SSI Support
- IFRAME/LAYER
- PHP

**Number of ads to rotate:** By default, software will show one ad or a set of ads when user loads the page. Optionally, you can have ads change every N seconds.

Seconds until Ad Change:  If not set, Ad will change when user refreshes page

# of Ads to Display:  Maximum number of ads to show at one time.  
If you want ads to rotate every X seconds, ensure you increase this number to the number of ads Ad Peeps should rotate

**Other Settings - (ALL OPTIONAL)**

Height Width & Col Width: Height:  Width:  Column Width:  Column Height:

Ad Grouping:  Off (default)  On  
If your campaigns have more than one ad, grouping ensures that they don't have advantage over campaigns with fewer ads when being selected randomly. Also, if showing ads in a row, makes sure ads from same campaign is not included.

Display Layout:  Vertically (top to bottom)  Horizontally (left to right)

Spacing:  Enter number of line-breaks to insert.  
When showing multiple ads in a row, you can add line-breaks between the ads by entering number of line-breaks to insert between ads.

Position:  Center (default)  Left  Right

Border:  On  Off

Click Target:  New Window  Same Window

Display Settings:  Random using Weight  Show ads in order (1,2,3,4) or (4,3,2,1) etc...

The screen has many options you can choose from. You can choose to have your banners rotate every X seconds, for example. It can have a border on or off, etc.

In general, to have a banner ad that behaves like a normal banner ad, just leave all the options as they are. Just select the zone you're generating the code for, change any options you want to change and hit generate code.

The HTML code box will pop up below the "Generate HTML Code" button. Copy and paste this into Dreamweaver, XSitePro or whatever HTML editing program you use.

```
HTML: <!-- START 468x60 Ad Peeps Ad Code -->
<p align="center">
<script type="text/javascript" src="http://demo.adpeeps.com
/adpeeps.php?bf=showad&uid=100000&bmode=off&
&gpos=center&bzone=top_banner&bsite=468x60&
&btype=3&bpos=default&btotol=1&btargt=_blank&
&bborder=0">
</script>
<noscript>
<a href="http://demo.adpeeps.com/adpeeps.php?bf=go&uid=100000&
&bmode=off&bzone=top_banner&bsite=468x60&
&btype=1&bpos=default" target="_blank">
<img src="http://demo.adpeeps.com/adpeeps.php?bf=showad&
```

Copy and Paste this HTML code on pages for the top\_banner zone.

Paste the code on all the pages that you want the banner ad to appear in. Remember to paste this code only for pages that have the zone you want in it. For example, if you have separate zones for the home page and your sub pages, you'll have to generate and paste different codes for the home page and the subpages.

Once your code is in place, upload your files. You're done! Your banner ads will now start showing on your site in the targeted zones.

#### ***About this Guide:***

The material for this guide was taken from publically available help guides online including <http://adpublishing.org>. It is designed as a reference to getting setup with Ad Peeps quickly however does not go in-depth with the full capabilities of the software. Please refer to your owners manual at <http://www.adpeeps.com/Manual.pdf> for further instruction of various features and usage of the software.

For additional support, please visit our Frequently Asked Questions at <http://www.adpeeps.com/faq> or contact our support team at <http://www.adpeeps.com/cis>