Ordering Advertising – Howto Override Zone Selection

By design, Ad Peeps allows you to "pre-define" the target zone that an advertiser will be placed in when ordering advertising. This simplifies the ordering process and eliminates the ambiguity out of the naming convention. For example, you may call a zone on your homepage "HMZ" but an advertiser wouldn't necessarily know this means "Home Page Zone".

For classified software packages however (i.e. http://geodesicsolutions.com/) you may have hundreds of categories and sub-categories which would make creating an Ad Package for each combination impractical.

Ad Peeps allows you to easily override the target zone in the Ad Package. This would enable advertisers to visit your classified site and visit the ad rates page from the page they want to advertise on. Ad Peeps will then place their banner in that category/subcategory upon ordering.

Setup Instructions:

Step 1) You will first need to create your own "Advertise Here Banner" and upload it to your website and upload it manually to your website.

Step 2) As Administrator, create your own Internal Campaign, for example "Advertise Here"

In the "Rich-Media Content" field, use standard HTML Img tags to call the image you uploaded in the previous step and link to the Ad Rates page in the following way:

Sample HTML CODE
<a href="<ratespagelink>"><img src="http://www.mydomain.com/images/advertise_here.gif" width="468" height="60">

Use the normal settings such as Target Zone to control where you want this ad to appear.

Tag	Meaning
<ratespagelink>	Ad Peeps will replace *<ratespagelink>* dynamically with a LINK to your Ads Rate page and include the zone matched to override.

- In order for Ad Peeps to dynamically insert the link to the Ads Rate Page you need to generate the html code using **Enhanced Image** or **IFRAME/ILAYER**
- If a user orders advertiser from a page in which the Target Zone does not already exist, Ad Peeps will create that zone dynamically.

Now, when this ad is shown and clicked on your site, Ad Peeps will automatically REPLACE <ratespagelink> with your Rates Page and remember where the user clicked from and use that to set the targeting zone.

Need additional help?

You can contact us for general questions by visiting AdPeeps.com > Contact Us