



Recite CMS Control Panel Add-On User Guide: Ads

Recite CMS Package: ads-2.1.0

Recite CMS Control Panel Add-On User Guide: Ads

Copyright © 2010 Recite Media Pty Ltd

Table of Contents

1. Introduction	1
2. Getting Started	2
3. Managing Zones	3
Creating a Zone	3
Editing a Zone	3
Deleting a Zone	3
Linking a Zone to Campaigns	3
4. Managing Campaigns	4
Creating a Campaign	4
Editing a Campaign	4
Deleting a Campaign	4
Linking a Campaign to Zones	4
5. Managing Banners	5
Creating a Banner	5
Editing a Banner	5
Deleting a Banner	5
6. Displaying Ads On Your Web Site	6
7. Reporting	7

List of Figures

2.1. Sample tab layout for managing ads	2
---	---

Chapter 1. Introduction

The Recite CMS Ads module is used for managing the display of advertising on web sites your create with Recite CMS.

It allows you to manage zones, campaigns and banners. A zone is an area on your web site that displays an ad (such as along the top, or in the footer); a campaign is used to distinguish different items that are being advertised; a banner is a graphic that is used to advertise a campaign.

This guide helps you manage your zones, campaigns and banners, and also instructs how to display ads on your web site.

Chapter 2. Getting Started

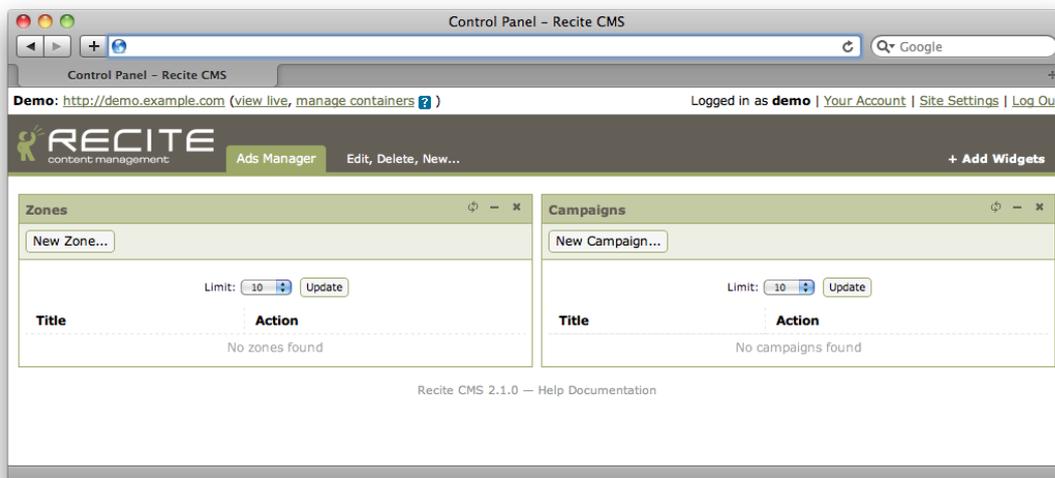
There are five different Control Panel widgets available to help you manage advertising. These are as follows:

- **Zone List.** This widget lists all zones that exist on your web site.
- **Zone Viewer.** This widget is used to view and manage a single zone. This widget can be opened by clicking on a zone in the **Zone List** widget.
- **Campaign List.** This widget lists all campaigns that exist on your web site.
- **Campaign Viewer.** This widget is used to view and manage a single campaign. This widget can be opened by clicking on a campaign in the **Campaign List** widget.
- **Banner Viewer.** This widget is used to view and manage a single banner. This widget can be opened by clicking on a banner when viewing the banner list in a campaign.

You can add these widgets manually (from the **Ad Management** category in the widget browser), or you can create a new tab using the **Ads Manager** pre-defined layout.

The following figure demonstrates this layout. The tab is a two-column layout, with the **Zones List** and **Campaigns List** widgets showing.

Figure 2.1. Sample tab layout for managing ads



For the purposes of this chapter, I'll assume you're working with a tab having the same layout as the pre-built **Ads Manager** tab.

Chapter 3. Managing Zones

A zone represents an area on your web site where you will display banners from any linked campaigns. Zones can be managed using the **Zone List** widget.

Creating a Zone

To create a new zone, click the **New Zone** button. You will then be prompted to enter a name for the zone. Click **Create Zone** to create your zone. Once created, the zone listing will update to display the newly-created zone.

Click the new zone to open it in the **Zone Viewer** widget.

Editing a Zone

To edit a zone, you can either click the **Edit** link in the zone listing beside the zone you want to edit, or click then **Edit Zone** button when viewing the zone.

You will then be prompted to make any changes as required. Click **Save Zone Changes** to save your changes.

Deleting a Zone

To delete a zone, click either **Delete** from the list of zones, or click **Delete Zone** when viewing the zone.

You will be prompted to confirm deletion of the zone. If you are displaying ads from this zone on your web site, the ads will no longer be displayed.

Linking a Zone to Campaigns

Once you have one or more campaigns, you can link the campaigns to a zone. To do so, click the **Linked Campaigns** tab when viewing the zone. Check the box beside the campaigns you want to link. At this point the checked campaigns are linked to the zone.

If you are displaying the zone on your web site, then any banners belonging to the newly linked campaigns will be candidates for display in the zone.

To unlink a campaign from a zone, uncheck the campaign from the list of campaigns in **Linked Campaigns**.

Chapter 4. Managing Campaigns

A campaign is used to advertise a single thing. There may be any number of banners associated with a campaign. To display banners from a campaign you link the campaign to a zone, then display the zone on your web site.

Creating a Campaign

To create a new campaign, click the **New Campaign** button. You will then be prompted to enter a name for the campaign. Click **Create Campaign** to create your campaign. Once created, the campaign listing will update to display the newly-created campaign.

Click the new campaign to open it in the **Campaign Viewer** widget.

Editing a Campaign

To edit a campaign, you can either click the **Edit** link in the campaign listing beside the campaign you want to edit, or click then **Edit Campaign** button when viewing the campaign.

You will then be prompted to make any changes as required. Click **Save Campaign Changes** to save your changes.

Deleting a Campaign

To delete a campaign, click either **Delete** from the list of campaigns, or click **Delete Campaign** when viewing the campaign.

You will be prompted to confirm deletion of the campaign. If the campaign is linked to a zone that is being displayed on your web site, banners belonging to this campaign will no longer be displayed.

Linking a Campaign to Zones

Once you have one or more zones, you can link the zones to a campaign. To do so, click the **Linked Zones** tab when viewing the campaign. Check the box beside the zones you want to link. At this point the checked zones are linked to the campaign.

If you are displaying the linked zones on your web site, then any banners belonging to the campaign will be candidates for display in the zone.

To unlink a zone from a campaign, uncheck the zone from the list of zones in **Linked Zones**.

Chapter 5. Managing Banners

Once you have created a campaign you can add one or more banners to it. A banner is a single advertising unit that can be displayed on your web site. A banner typically has an image (or some other file such as a flash movie) linked to it, as well as a destination URL (where the user is redirected if they click the banner).

You can view and manage banners that belong to a campaign by clicking on the **Banners** tab when viewing the campaign.

Creating a Banner

To create a new banner, click the **New Banner** at the bottom of the **Campaign Viewer** widget.

You will then be prompted to enter the destination URL and some display text. Additionally, you will need to select the file from the file manager to display for the banner. You must upload this prior to creating the banner.

Click **Create Banner** to create the banner. The banner listing in the campaign will now update to display the newly-created banner.

You can click on the banner to open it in the **Banner Viewer** widget.

Editing a Banner

To edit a banner, you can either click the **Edit Banner** button at the bottom of the banner viewer widget, or click the **Edit** link beside the banner in the campaign banner listing.

Update any details as required then click **Save Banner Changes**.

Deleting a Banner

To delete a banner, click the **Delete Banner** when viewing the banner, or click **Delete** beside the banner in the campaign banner listing.

You will be prompted to confirm deletion of the banner. This operation cannot be undone.

Chapter 6. Displaying Ads On Your Web Site

Once you have created a zone you can display ads from any linked campaigns on your web site. This is done using the **Ads Display** container rule.

Firstly, you must create a template with which to display the ads. There is a sample template you can base your template from. Keep in mind that you can choose to display multiple ads at once, so you should account for this in your template.

Next, add the **Ads Display** container rule to your web site. Select which zone to display and also your newly-created template.

Chapter 7. Reporting

The ad management tools currently do not support reporting on clicks and views. Note however that this data is tracked and stored internally. We expect an update to include this reporting in future version of this package.