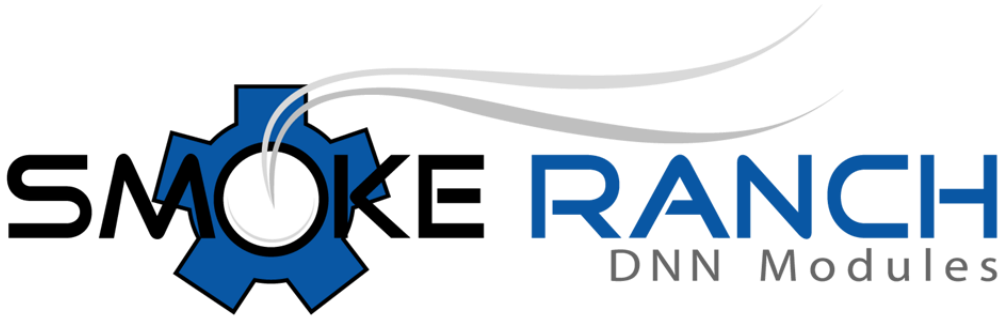


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Introduction

In development since the earliest days of DNN, the Smoke Ranch Ad Banner Manager provides a robust solution to managing banner advertisements that has been used by many web sites all around the world. The majority of features have been the result of customer requests so if you have ideas you'd like to see implemented don't hesitate to email us at info@smokeranch.com.

The module is geared toward web site administrators who wish to centrally manage ad campaigns and banner placement, but enable advertisers to upload and manage their own banner images.

The Smoke Ranch Ad Banner Manager consists of two modules:

- **BannerAdvertisers** Module – This module provides administration of advertiser accounts and campaigns. Portal administrators access this module to create advertiser accounts and campaigns. Advertisers use this module to upload and manage their banners.
- **BannerDisplay** Module – This module is used to display banners. Portal administrators place this module wherever they would like one or more banners to be displayed. This module also provides a script that can be pasted anywhere you want to see banner ads.

Installation and configuration

This version supports **DNN 7.3.1 and greater, including DNN 8 and DNN 9**. If you have not previously installed the Ad Banner Manager modules you can skip to the Installation Steps below.

Upgrading

If you are upgrading from a previous version of the Ad Banner Manager, you must have at least version 6.00.02 of the BannerAdvertiser already installed. If you have version 6.00.02 or later currently installed, you can safely upgrade to this version by installing over the top (don't uninstall first if you wish to keep your data intact). **However, it is strongly recommended that you backup your database before upgrading this module (or any module) on a live web server.**

If you currently have a version of the BannerAdvertiser older than 6.00.02 then you must upgrade it first to an interim version, such as 7.01.02. You can download a copy of version 7.01.02 at the following link:

http://www.smokeranch.com/portals/0/BannerAdvertisers_07.01.02_Standard_PA.zip

Once you install this version your site is ready for the installation of the current release.

A note to Enterprise Edition purchasers: don't worry that this interim version is the Standard Edition – one you install the final upgrade to the current version you will have the Enterprise Edition.

Installation Steps

The two modules are installed separately, just like any other modules. The steps below describe how to install a module in your DNN site (note that these instructions reference DNN 8.0.3 – depending on your version the details may differ slightly). You will follow these steps once to install the BannerAdvertisers module, then again to install the BannerDisplay module.

1. Login as Host.
2. In the SETTINGS menu on the left, select **Extensions**.
3. Click the **Install Extension** button.
4. Drag and drop (or click to browse to) the zip file that contains the module (for example, **BannerAdvertisers_08.05.01_PA.zip** or **BannerAdvertisers_08.05.01_Enterprise_PA.zip**).
5. Follow the rest of the steps in the wizard to complete the process.
6. Repeat these steps to install the BannerDisplay module.

Now your modules are available to place on any page you want. Generally, you place an instance of the BannerAdvertisers on a single page, and you place the BannerDisplay module in multiple places (where you want banners to appear).

If you have multiple child portals, it is possible to manage all your advertiser accounts on the main portal, and allow the banners to be displayed on any or all child portals.

Setting Page Permissions for the BannerAdvertisers Module

If you plan on managing all aspects of your advertising campaigns and banners yourself, then the page on which the BannerAdvertisers is placed should be visible to Administrators only. In other words, in the Page Settings on the Permissions tab, ensure that the VIEW and EDIT columns only have the Administrators box checked.

If, however, you want to have advertisers log in and upload their own banners, you need to add a Role named Advertisers and then make sure that this role has VIEW permissions for your page. Do not grant advertisers EDIT permissions.

You can add the Advertisers Role via the Roles option in the MANAGE menu on the left. Also, note that you can change the name of the role that is used in the BannerAdvertisers configuration.

Configuring the BannerAdvertisers Module

After you have placed the BannerAdvertisers module on a page, it will need to be configured. Unlike previous versions, you do not need to put the page into Edit Mode to do this, but simply click the Configuration menu item.

If you want to place instances of the BannerAdvertisers module on more than one portal in the same Host (if you have configured child portals), you can opt to check the 'Share Settings' box. This means that each module will use these same settings, so that you don't have to reconfigure them for every place you have put the module. This is especially useful if you want to modify the email text. Note that if you are only using the BannerAdvertisers on a single portal, then this checkbox has no real effect (although changing it might make you re-enter some settings).

What is New in this Version?

Version 8.5:

- Manage and define your own banner types (sizes)
- New Banner Display option: Responsive
- New Banner Display option: Carousel
- UI refresh

Version 8.1:

- DNN 9x full compatibility.
- Redesigned UI
- Ability to see full list of banners for a given advertiser at once
- Ability to see list of unassigned banners for a given advertiser
- Script/Text based banners can be disallowed completely

Important Changes when upgrading from older versions to version 8.x

If you are upgrading from an older version of the Ad Banner Manager, here are the changes that you should be aware of.

Embeddable Scripts (formerly 3rd Party Scripts)
These scripts have changed, which means if you have pasted the "3rd Party Script" from an instance of a BannerDisplay module to display banners on external sites (or even on pages in the DNN site) you must replace them. Once you have installed the new version of the BannerDisplay module, you must visit each instance and copy the modified script from the Edit page and use it to replace the original wherever it is currently used.

Flash support has been dropped
Technically, existing Flash banners should continue to work, however it is no longer possible to add new Flash banners. Flash support in the major browsers is going away so we recommend you replace your old Flash banners as soon as possible.

No more Search or Contact Us forms
These features have been removed.

No more Secondary Contacts
In prior versions when adding an advertiser it was possible to add both a primary and secondary contact. The secondary contact has been removed and now the "advertiser" and "primary contact" are one and the same.

Banner Roles are not visible or editable by advertisers
Now you must be logged in as an administrator to configure the Roles that a banner is visible to. This prevents advertisers from being able to see the list of Roles in your DNN site.

Banner Types (sizes) have changed slightly
You'll notice a slight terminology change when viewing the Banner Types. Rather than having Banners and Skyscrapers, we simply have "horizontal" and "vertical" banners. The pixel ranges have also been very slightly modified – for example, the range for a "Regular" horizontal banner used to be 401 to 550, whereas now it is 400 to 549.

External images
Image-based banners that used URLs to point at external images are no longer supported.

Robots.txt
If you have an entry in your robots.txt file to prevent web crawlers from generating artificial clicks, you'll need to update the entry to the new Click2.aspx page. This page can be found at:

[yourwebsite]/DesktopModules/SmokeRanch.BannerDisplay/SmokeRanch.BannerDisplay/Click2.aspx

Overview

This section is designed to help you understand the available functionality of the Ad Banner Manager at a high level. For step-by-step instructions, refer to the various entries in the Common Tasks section.

The approach to managing advertisers, campaigns, and banners can be divided into two distinct scenarios:

1. Administrators create campaigns and Advertisers upload their own banners
2. Administrators manage everything

These scenarios are described below.

Creating Advertisers and Campaigns – Scenario 1

The Ad Banner Manager allows administrators to create and manage campaigns and place banners, while allowing Advertisers to upload their own banners and view their statistics. A typical workflow looks like the following.

	Administrator	Advertiser
Step 1	Create a DNN security role named Advertisers.	
Step 2	Add View permissions for the Advertiser role to the page that contains the BannerAdvertiser module. Do NOT assign Edit permissions to the Advertiser role.	
Step 3	Create a DNN user account and assign it to the Advertisers role.	
Step 4	Using the BannerAdvertisers module, Click Advertisers and then Add a New Advertiser. In the "user account" drop down list, select the user created in step 3. On the final step, make sure the "Send Email Notification" box is checked.	
Step 5	Create at least one campaign for the Advertiser account you just created.	
Step 6		Advertiser logs into the site and

		approves the new campaign.
Step 7		Advertiser creates banners and adds them to the campaign.
Step 8	Place instances of the BannerDisplay module on the pages where banners should appear.	
Step 9	Approve uploaded banners.	

Creating Advertisers and Campaigns – Scenario 2

It is possible for administrators to manage and upload banners themselves, without requiring explicit involvement of Advertisers. In this case it is not necessary to create the Advertisers DNN role or to create any additional DNN user accounts. In addition, the administrator can disable the requirement for banners to be explicitly approved.

	Administrator
Step 1	On the General Settings tab of the Configuration page, uncheck the box that says "Require Banner Approval".
Step 2	Click Advertisers and then Add a New Advertiser. The "user account" drop down on the first step can be left blank.
Step 3	Once the advertiser is created, click the Add a Campaign button. On the final step of the wizard, make sure the "Approve this campaign immediately" box is checked.
Step 4	Visit the newly created campaign and upload banners.
Step 5	Place instances of the BannerDisplay module on the pages where banners should appear.

Campaign Types

When creating individual campaigns, you can select one of two Campaign Types: Generic or Targeted.

Generic Campaigns – Banners placed in these campaigns are placed in the global pool of banners. BannerDisplay modules that are configured to pull from Generic campaigns pull randomly from the pool of all Generic campaigns. These campaigns also provide the banners displayed when using Advertiser Groups (see discussion on Advertiser Groups for more details).

Targeted Campaigns – Banners placed in a Targeted campaign will never be displayed unless a BannerDisplay module is specifically configured to pull from that specific campaign. Targeted campaigns can also be assigned to Campaign Groups, which in turn can be selected in BannerDisplay module instances (see discussion on Campaign Groups for more details).

Approaches to Displaying and Targeting Banners

The Ad Banner Manager offers many ways to display and target banner ads. The following approaches are presented in order of increasing flexibility (and complexity). Of course, these approaches are not mutually exclusive – you can use them in any combination.

1. Use Generic Campaigns

The simplest approach to using the Ad Banner Manager is to use only Generic Campaigns and then place BannerDisplay module instances wherever desired, with the only configuration options that differ between display modules being the banner type (size) and count. This way, every banner that is added to a campaign can randomly show up anywhere that size of banner is being shown.

2. Use Advertiser Groups

If you want the simplicity of using Generic campaigns, but you want to target banners based on Advertiser, you can use Advertiser Groups. For instance, suppose you wanted to only display banners from certain Advertisers on the front page. In this case you could create an Advertiser Group named 'Front Page Advertisers' and configure the BannerDisplay modules on the front page to only display banners from that group.

3. Use Campaign Groups

Using Campaign Groups is a great choice if you want to target banners based on campaigns, rather than Advertisers. Campaign Groups can also reduce administrative overhead when using Targeted Campaigns. For instance, suppose you want to target specific campaigns to specific sets of pages, but you don't want to have to visit each page and update the BannerDisplay module configuration every time you create a new Targeted campaign. The solution is to create groups, and configure the BannerDisplay modules a single time. From then on, it is just a matter of adding new campaigns to the appropriate group.

4. Use Targeted Campaigns Directly

The ultimate in flexibility is achieved by creating Targeted campaigns and then selecting those campaigns where desired in the various BannerDisplay modules. Even if you use groups, you may decide to use this approach in select cases. For example, if you wanted to offer a special

banner placement of a specific banner in a specific place, you can assign the Targeted Campaign to the module directly, rather than having to create a Campaign Group for it.

Groups

Groups provide a convenient method to target groups of either Advertisers or individual campaigns, and can reduce the administrative overhead of adding additional Advertisers and campaigns. One use of groups is to create 'zones' in your site. For instance some sites create zones based on page placement (a PageTop zone and a PageBottom) zone. Another option is to divide the site based on high-traffic pages, or by topical area.

The key advantage of groups is that once you create your groups and assign them to your BannerDisplay modules, you never have to visit your display modules again. This is a big deal if you have 50 pages on your site, each with multiple BannerDisplay module instances. Once this initial configuration is done, all that is left is to add each new Advertiser or campaign to the appropriate group(s).

Advertiser Groups

Advertiser Groups can contain one or more Advertisers. The banner pool for an Advertiser Group consists of all the Generic campaigns from each Advertiser in the group.

Campaign Groups

Only Targeted campaigns can be added to a Campaign Group. The banner pool for a Campaign Group consists of all the campaigns in the group.

Event Records

By default, when a banner is displayed or clicked on, two things happen:

1) The corresponding campaign statistics are updated. Each campaign maintains a running total of impressions and clicks and these numbers get incremented.

2) An event record is either created or updated. Event records are stored in the WT_BM_Events table. The purpose of these records is to allow for date-range based reporting.

How event records are created in step #2 above depends on two settings on the Edit page of the BannerDisplay module (under Advanced Options):

Insert event records Setting

If this box is not checked, then no event records are created. This means that you will not be able to view reports based on date ranges, however the running totals of impressions and clicks

are still stored for each campaign. This option is provided for web sites for which performance is a top priority and date-range based reporting is less important.

Deleting Records Using the Web Interface

Since a large number of event records can accumulate over time, you may wish to periodically delete older records. Note that deleting event records will not affect the campaign **totals** for impressions and clicks, but it will affect reports based on a date range. For example, if a given campaign has 100,000 total impressions, reports will continue to reflect that amount even after the event records have been deleted. However, if you delete all records for 2017, then attempt to run a report showing impressions for only December of 2017 the impression count will be 0.

Deleting records also affects the counts for individual banners, as these counts are calculated by scanning the event records. However, the operation of your campaigns will not be affected since campaigns that are governed by impression or click counts always use the running totals and do not scan for event records.

To delete records follow these instructions:

1. Login as a Host user.
2. Go to the BannerAdvertisers module and click the Reports link.
3. Click Manage Records link.
4. Enter a date and click the Delete Records Now link.

Note that if you have a very large number of records then this operation may time out. If this happens, you will need to delete records manually using SQL Server Management Studio.

Deleting Records Using SQL Server Management Studio

All event records are stored in the WT_BM_Events table. Note that if you specified a custom object prefix then you will need to prefix the name of the table accordingly. To delete records older than a certain date, execute SQL such as the following:

```
delete from WT_BM_Events where EventDate < '1/1/2010'
```

Note that this operation may take a fair amount of time if you have a very large number of records.

Common Tasks

Create an Advertiser Account

The details of creating advertisers depend on whether advertisers will manage their own banners or administrators will be handling everything. See the **Overview** section for a discussion of these two possible scenarios.

Create a new campaign

1. Go to the Advertisers directory, and locate the advertiser in the list. The columns can be sorted by clicking the column headers and a search box is provided that allows searching by company name.

2. Click the advertiser in the list to go to the Advertiser Home page. This page is also the page that advertisers see when they login.

3. Go to the Campaigns tab and click Add a New Campaign.

4. Enter a title and select one of the three available models:

    a. **Fixed** – campaign will run from starting to ending date, with no restriction on the number of clicks or impressions.

    b. **Number of impressions** – campaign will run until the specified number of impressions has been reached, or until the ending date has been reached, whichever comes first. If no date range is specified then the campaign will start immediately and run until the impressions count has been reached.

    c. **Number of clicks** – campaign will run until the specified number of clicks has been reached, or until the ending date has been reached, whichever comes first. If no date range is specified then the campaign will start immediately and run until the clicks count has been reached.

5. [*Enterprise Edition Only*] Enter the Amount Due. If the amount due is greater than 0, then when the advertiser approves their campaign they will be prompted to submit payment (via PayPal). Once payment is completed the campaign approval will be processed.

6. Select a campaign type:

    a. **Generic** – banner ads from these campaigns will be displayed on pages that have been specified to pull ads from the general pool. Each advertiser can only have one active Generic campaign at a time.

    b. **Targeted** – banner ads from targeted campaigns will only be displayed on pages that have been configured to pull ads from this specific campaign. *Note that only Targeted campaigns can be assigned to Campaign Groups or specifically referenced by BannerDisplay module instances.*

7. Enter date range and Click/Impression counts:

a. Start Date/End Date – these are optional. For example, if no start date is provided then the campaign is eligible to become active immediately. If no end date is provided the campaign remains active until either the click or impression limits are reached (if applicable) or the campaign is manually disabled.

b. Clicks – only available if the “Clicks” advertising model was selected

c. Impressions – only available if the “Impressions” advertising model was selected.

8. Assign to a group (optional). Here you can assign the campaign to one or more Campaign Groups if desired.

9. Choose portals:

    a. All portals – this campaign will be available to all portals in this installation.

    b. This portal only – this campaign will only be visible in the current portal.

    c. Only selected portals – this option allows you to specify which exact portals the campaign will be available to.

10. Choose roles (optional) [*Enterprise Edition only*]. Here you can restrict the campaign to only be visible to users with the specified DNN security roles:

    a. All Users – leave this selected to allow all users to view banners from this campaign.

    b. Selected roles – this option allows you to select the list of roles that will be able to view banners from this campaign. This would restrict the visibility of the banners to users who are both logged in and have been assigned at least one of the specified roles.

11. Select Display Options:

    a. Frequency - Here you can set the relative frequency with which banners from this campaign are displayed. If all campaigns are set to the same Frequency, then banner selection is purely random (within the given parameters of the BannerDisplay module settings of course). Tip: If you want to temporarily "disable" a campaign, you can do so by simply changing the Frequency to Never.

    b. Position - This is the position within a given BannerDisplay module. Banners are ordered from left to right, top to bottom. If all campaigns are set to the same

position, then banners are ordered randomly. Note that there will never be "gaps" in the banner display.

12. Click the Finish button. If the “Approve this campaign immediately” box is checked, the campaign will be immediately approved. If the ‘Send an email to the advertiser’ box is checked then an email will be sent to the advertiser’s email address notifying them of the creation of the campaign. Note that the campaign will not become active until it is approved.
13. Note that if the campaign is not approved at this time (by checking the box), either the advertiser must login and approve it, or the administrator can approve it an anytime by visiting the campaign and clicking the link.

Add image-based banners to a campaign

Adding banners is typically done by the Advertiser. However, as an administrator you can also upload banners for any campaign by following the same steps.

1. From the Advertiser Directory, click an advertiser to visit the Advertiser Home page.
2. On the Campaigns tab, click a campaign in the list to visit the Campaign Home page.
3. Note: If the campaign is not approved, click the link to approve it.
4. On the Banners tab, click Add a Banner.
5. If available banners already exist for this campaign (in other words, banners that have been created but are not assigned to this particular campaign) then you will be presented with a choice to select an existing ad or create a new one. Otherwise, you will see the banner format choices. Leave “Image” selected and click Next.
6. Follow the steps to upload an image and provide the information, such as title and target URL, for your banner.
7. [*Enterprise Edition Only*] – if you are logged in as the banner administrator you will be given the option to select which roles will be able to see this banner. However, when advertisers upload their banners they will not be given this option.

Add existing banners to a campaign

1. From the Banners tab on the Campaign Home page, click the Add a Banner link.

2. If available banners already exist for this campaign (in other words, banners that have been created but are not assigned to this particular campaign) then you will be presented with a choice to select an existing ad or create a new one. Choose “Select an existing banner ad” and click Next.

3. From the list of banners click the Add this banner link next to each banner you would like to add. Click the Done button when finished.

4. Remember that banners will not appear in the portal until they have been approved. You can eliminate the need for banners to require approval on the **Configuration** page.

Approve banners

1. Login as a user with Edit access to the BannerAdvertisers module.

2. From the main menu, click the ‘Review Banners’ link. Note that if there are banners to be approved, this link will be bold and will display the number of banners waiting for approval.

3. For each banner, click the Approve or Reject button as appropriate.

4. If you reject a banner, you will be given an opportunity to enter comments, which will then be emailed to the advertiser. The banner is then immediately deleted from the system.

Place a banner on a portal page

Banners are displayed using the BannerDisplay module. Place this module anywhere you wish banners to appear. For more details see the section on BannerDisplay settings later in this document.

Place a banner on an external page

To display banners on an external site, simply copy the “Embeddable script” from the Script tab of a BannerDisplay module instance. The banners displayed by the script will depend on the specific BannerDisplay module instance the script was copied from.

Delete an advertiser account

1. Before an advertiser may be deleted, all banners and campaigns for that advertiser must first be deleted:

a. On the Campaigns tab click on a campaign.

b. Click the Delete link next to the tile of the campaign.

c. Once all campaigns are deleted, go to the Banners tab of the advertiser and click the Delete link next to each banner.

2. Once all campaigns and banners have been deleted, click the Delete link next to the advertiser name.

View and Email Reports

1. From the main menu, click the Reports link.
2. Choose parameters and view report.
3. To email report, enter email address in the textbox at the bottom and click the Email this Report button.

Custom Parameters: Target Banners by Matching Querystring, Session, or Cookie Values

The Custom Parameters feature allows the Banner Display module to search for banners that match a parameter value supplied by the site. This value could come from a querystring (embedded in the URL), a Session value, or a Cookie. When an Advertiser uploads a banner, they can specify the value of the parameter to match on.

Tutorial: Targeting Banner Ads by County

Suppose you have a page on your site that places the name of a county in the URL. For instance, your URL might look something like this:

http://www.yoursite.com/somepage/tabid/76/Default.aspx?county=boise

In this case, you have a querystring with a name of 'county' and a value of 'boise'. Using the Custom Parameters feature, it is possible to allow Advertisers to specify a county name for each banner and then display only banners that match the current county.

1. In the BannerAdvertisers module, click the Configuration menu item and open the Custom Parameters tab.
2. Check the "Enable Custom Parameters" check box.

3. In the “Custom Parameter Caption” text box, type ‘County Name’.

4. (Optional) In the “Custom Parameter Values” setting, enter a list of county names. The names are entered one at a time, by typing a name into the text box and clicking the Add Value button. This will allow Advertisers to select the county name from a list, rather than typing the name into a text box. If you would rather allow Advertisers to type in the county name, then skip this step.

5. Choose a campaign and create a new banner. You will now see an extra field in the form with the caption ‘County Name:’ and either a text box or a drop down list. Type or select ‘boise’. (Normally this step would be done by the Advertiser, unless you are centrally managing all ads yourself) Remember to approve the banner if necessary.

6. Go to the page where you want to display the banner ads, and place a new BannerDisplay instance. Configure the module as necessary so that your new banner will show up.

7. In the BannerDisplay Edit page go to the “Custom Parameters” tab and type ‘county’ (without the quotes) into the “Custom Parameter name” text box.

8. Leave the default “Querystring” option selected for “Value source”.

9. Check the box that says “Require a value”.

Now when you visit the page, no banners should display unless the querystring ‘county=boise’ appears in the URL.

Targeting via Session or Cookie values

Follow the steps above, but for the “Value source” select “Session” or “Cookie”. Another option is to select the “All” option. In this case, the module will first look for a querystring. If it does not find a value, then it will look in the session, and finally in the cookie.

Managing Banner Types

A feature new for 8.5 is the ability to define your own Banner Types. A Banner Type is really just a category containing banners of similar sizes and dimensions.

To view or manage the list of banner types, click the **Configuration** menu option in the BannerAdvertisers module and select the **Banner Types** tab. You’ll see that by default there are a list of pre-defined types. The only purpose for these types is to provide an option for the BannerDisplay module to only display banners of certain sizes and dimensions. For example, a mixture of banner types could be placed in a single campaign, but when the BannerDisplay module is placed at the top of a give page it could be configured to display large horizontal

banners, where a BannerDisplay module in the side of a page might be configured to display small vertical banners.

How a banner's type is determined

A banner is assigned a type based on its *orientation* and its *width*. Regarding orientation, any banner with a width greater than its height is considered to be Horizontal. If the width and height are equal, or the height is greater than the width, then the orientation is Vertical.

Once the orientation is determined, the banner's *width* is used to place it in the correct Banner Type category according to the Lower Limit values of the Banner Types. The type assigned will be the one where the Lower Limit value is equal to or less then the width of the banner, and also where the banner's width is less than the Lower Limit of the next Banner Type.

Examples:

A banner of width=468 and height=60 would be assigned a Banner Type of 'Regular'. This is because its width is greater than its height, so it is a Horizontal banner, and its width is greater than the Lower Limit of the 'Regular' Banner Type, while being less than the Lower Limit value of the subsequent type ('Large') which is by default 550.

A square banner of width=50 and height=50 would be assigned a Banner Type of 'Narrow'. This is because since the width is not greater than the height it would have an orientation of Vertical. Also, its width is greater than the Lower Limit value for 'Narrow' (which is 0), while being less than the Lower Limit value of the next type, 'Wide', which is 150.

Defining your own types

You are free to not only modify the existing Banner Types, but also to add new ones by clicking the button in the lower right of the grid. Also, existing Banner Types can be deleted. **When making these modifications, think carefully about how any existing banners will be affected, because changes made on this screen will cause existing banners to be updated automatically as appropriate.** Also, note that **changes you make are saved immediately** (they do NOT require the Update button below to be clicked) and cannot be undone.

PayPal Integration (Enterprise Edition)

PayPal integration allows you as the administrator to set a price for a given campaign and require advertisers to submit payment in order to approve the campaign. In order to accept PayPal payments follow these steps:

1. In the BannerAdvertiser Configuration page go to the PayPal tab and make sure the "Enable PayPal integration" box is checked, and that you have entered your PayPal account email address in the text box provided.

2. Select the type of currency your amounts will be specified in.

3. If you are testing your site, leave the "PayPal sandbox mode" box checked, otherwise uncheck it.

4. When creating a new campaign, enter a value greater than 0 in the “Amount Due” box. Be sure that the "Approve this campaign immediately" box is NOT checked before you click the Finish button.

Now, when an advertiser visits your site to approve a campaign, clicking the link on the site will redirect them to PayPal's site in order to submit payment. Once they have completed this process they will be redirected back to your site. Note that it may take a few minutes for the campaign to be updated, while it waits for PayPal to submit the payment notification to your site. Once the notification happens, the campaign is marked as approved.

Testing PayPal Integration

By default, the module will have PayPal "sandbox" mode enabled (which can be changed on the Configuration page). Sandbox mode will allow you to test out the round trip process of submitting and receiving payments. In order to do this you must setup a developer account at https://developer.paypal.com, which in turn will allow you to create dummy seller and buyer accounts to use in your testing. For more information refer to the documentation on PayPal's site.

Instant Payment Notification

The module's PayPal integration uses a feature called Instant Payment Notification (IPN). This means that once a buyer has submitted a payment, the PayPal site makes a direct HTTP call to your DNN site to notify it that the payment has been made. This means that your site must be publicly accessible via the Internet in order for this process to happen. If your site uses an address such as "localhost" or a machine name that it not directly accessible from the PayPal servers then you will not receive the notification.

The IPN usually happens quickly but due to the nature of the Internet delays can occur. If the IPN is not successfully made, PayPal will retry at various intervals. At the time of this writing, PayPal indicates that failed IPN messages will be resent for up to four days after the original message.

You can view the list of payment notifications for a specific campaign by navigating to a campaign and clicking the Payments link.

Configuring Your PayPal Account

In order for the PayPal functionality to work, you must enable Instant Payment Notifications in your PayPal account. As of the time of this writing, the Instant payment notifications setting can be found by clicking the “gear” icon, selecting “Profile and settings”, and clicking “My selling tools”. Note that this may require you to specify a Notification URL – since the

BannerAdvertisers module supplies the URL dynamically, it doesn't matter what value you enter here.

Testing a Localhost Site

If your test site is using localhost or a machine name, or is otherwise inaccessible from the Internet, then campaigns will not be automatically approved after payment is submitted (see section above on Instant Payment Notification for more information). In this situation, you must manually set the campaign status to Approved. The rest of the checkout process should work fine -- the user will still be redirected to PayPal to submit payment and redirected back to your site.

BannerAdvertisers Settings

From the main menu of the BannerAdvertisers module, click the Configuration link to access the settings.

General Settings Tab

This page contains miscellaneous settings that affect the behavior of the module.

Share Settings

This setting only applies if you are using a single DNN installation to host multiple portals, and you want to have a separate instance of the module on each portal, but you don't want to manage the settings (such as custom email text) separately. Note that you don't need to install an instance of the Advertiser module on each portal in order to display banners on that portal.

Contact Email Address

Automated emails sent by the module, such as when a new campaign is created or a banner is rejected, use this address as the "from" address.

Required Role

This is the DNN Security Role that must be granted to a user account in order to be able to tie the account to an Advertiser account.

Max Banner File Size

This is the maximum allowed file size for uploaded images.

Additional settings on this page allow the following to be customized:

- Whether banners need to be approved.
- Whether individual banners can be restricted by user role [*Enterprise Edition only*].
- Whether campaigns and banners can be targeted to specific portals.

- Whether Text and Script-based banners are allowed.

Email Templates Tab

Here you can customize the text of automated emails. To the right of each Body text is a list of placeholder values that can be used in the email text. These values will be dynamically replaced when the email is sent.

New Account

This is the automated email that is sent when a new Advertiser account is created. Note that you can prevent the email from being sent if you uncheck the 'Send Email Notification' checkbox when creating the Advertiser account.

New Campaign

This is the automated email that is sent when a new campaign is created. Note that you can prevent the email from being sent if you uncheck the 'Send Email Notification' checkbox when creating a new campaign.

Updated Campaign

This is the automated email that is sent when a campaign is updated. Note that you can prevent the email from being sent if you uncheck the 'Send Email Notification' checkbox when updating the campaign.

Banner Rejected

This is the automated email that is sent when a banner is rejected. *If you modify the default text of this setting, be sure not to delete the [COMMENTS] placeholder, otherwise the reviewer's comments will not be included in the email.*

Custom Parameters Tab

Here you can manage the custom parameter settings. To learn more, refer to the section on Custom Parameters earlier in this guide.

PayPal Tab (Enterprise Edition)

To enable PayPal integration, check the Enable PayPal integration box and enter your PayPal account email address in the box provided. To learn more, refer to the PayPal Integration section in this document.

BannerDisplay Settings

Unlike the BannerAdvertisers module, you must be in **Edit Mode** to access the BannerDisplay settings (the Edit page). These settings are accessed by clicking the Edit item in the context menu of the BannerDisplay menu.

The settings are divided into several tabs. You can navigate through the tabs and make changes but be sure to click the Update button when you are finished. Note that even if you accept all the default settings, you must click Update at least once for the module to begin displaying banners.

Size and Layout Tab

The settings on this tab determine the layout and size of the banner display. The **Banner size** determines which size of banners will be displayed in this module, while the remaining settings on this tab affect the HTML that is generated to contain the banners. See the **Banner Layouts** section for details.

Display Source Tab

These settings determine which campaigns or groups to pull banners from.

AJAX Rotation Tab

If the **Display Interval** is set to a value greater than 0, AJAX rotation will be enabled. Note that the lower this number, the more banners will be displayed. Note that AJAX rotation increases the load on your site, especially the database. If you have a very busy site you may wish to disable rotation, increase the interval value, or set the Max Rotations value (see below).

The **Max Rotations** setting prevents large numbers of impressions from being generated in a single page view (for example, if a user leaves their browser open overnight). Setting this value to 0 will allow unlimited rotations.

If you have trouble with your page "jumping" during rotation, you may need to set the **Display Height** and/or **Width**. Set these values to allow for the maximum space required for the banners that will be displayed.

Custom Parameters Tab

See the section on Custom Parameters earlier in this document for more details.

Script Tab

Embeddable script - Cut and paste this script into any location which you want banners to appear, even external sites. It is also possible to paste this script into instances of the Text/HTML module, which may be desirable if you want to display banners on multiple pages but only manage a single BannerDisplay module instance.

Advanced Tab

Some of the settings on this tab are portal-wide, meaning that changes will be applied to all instances of the BannerDisplay module.

Display only one banner per advertiser - if you want to display multiple banners simultaneously from a single Advertiser you'll need to uncheck this box.

Open links in a new window - this setting applies to image-based and text-based banners. Script-based banners are not affected by this setting.

Do not use JavaScript to embed Flash and Text-based banners - this is a legacy setting and most users will likely always want this box to be checked. Note that it is no longer possible to add new Flash-based banners.

Cache base URL - it is recommended to leave this box checked unless your site switches between http and https connections, or for other situations that may affect the base address of the page.

Include image width attribute and **Include image height attribute** – If these boxes are not checked, the image width and height attributes will not be included in the generated HTML. Leaving these attributes out can make it easier for banners to be compatible with responsive designs.

Insert event records - see section on Event Records for more information on these settings.

Link Attributes and **Image Attributes** – these settings allow custom attributes to be included in the generated HTML. They only apply to image-based banners. The Link Attributes are included in the anchor element, while the Image Attributes are included in the image element. These attributes can be used in custom solutions to, for example, trigger a script when a banner is clicked on.

For a demonstration, try pasting the following into the Link Attributes text box:

```
onclick="alert('You clicked me!')"
```

Banner Directory - this setting is only required in rare circumstances.

Banner Layouts

The banner layout is selected on the Size and Layout tab. There are four available layout options:

Responsive (Mobile Friendly)

This is the default layout. Unless you need a grid of banners, or you are creating a Carousel display, you most likely want to select this layout.

The Responsive layout allows banners to flow from left to right, and to automatically "wrap" into a column when space is limited. In addition, banner images will resize down for smaller screens.

Row and Column Based Layout Using Div Tags

This layout is not responsive by default, although advanced users may be able to add responsiveness via custom CSS. The advantage of this layout is that it allows a grid-based display with a configurable number of rows and columns. The total banners displayed is determined by multiplying the number of rows by the number of columns. For example, 2 rows and 3 columns will produce a display with 6 banners.

Row and Column Based Layout Using Tables

This is similar to the previous layout, but the generated HTML uses a table element. This is included primarily for backwards compatibility.

Carousel

The Carousel layout is a specialized layout this is intended for displaying a fixed set a banners in a fixed order, in which users can navigate back and forth through the set.

Simple Carousel Tutorial

1. Create a Targeted Campaign
2. Add banners to the campaign, and set the Sort Order of each banner. If the Sort Order is not set, the banners will appear in random order each time the page loads.
3. In the BannerDisplay module, select the Carousel banner layout. Choose settings appropriately.
4. On the Advanced tab of the BannerSettings edit page, uncheck the box that says "Display only a single banner per advertiser at once"

Note that Carousel displays work best with banners that are:

- Image-based banners (script-based banners are not guaranteed to work in Carousel displays)
- Equal in size

An important note about impression counts for Carousels

Banner Impressions for a Carousel display are counted upon initial page load. This means that a Carousel display with a banner count of four will increment the counts for those four banners when the page loads, regardless of whether the user actually views all four banners. Also,

impression counts are not incremented when the user navigates through the display (or when the automatic transitions happen).

BannerDisplay and CSS

The generated HTML produced by the BannerDisplay module assigns class names to the div or table elements. These CSS classes are not defined anywhere, but rather are specified to enable developers to implement their own versions and also more easily reference banner HTML elements via jQuery/Javascript.

The class names differ based on whether you have configured your module to output table or div elements.

For table elements:

```
bannerDisplayTable
bannerDisplayTR
bannerDisplayTD
```

For div elements:

```
bannerDisplayDiv
bannerDisplayRowDiv
bannerDisplayCellDiv
```

View source on the page to see exactly how these names are applied in the generated HTML.

Troubleshooting

Why won't my banner show up?

There are several reasons why a banner may not be showing up in a banner module:

- The banner has not been approved.
- The banner size of the banner is not the same as the size that was selected in the banner module.
- The campaign uses a date range and the starting date has not been reached.
- The campaign has expired.

My Display module is set to show 2 or more banners but only 1 shows up. Why?

- On the BannerDisplay Edit page, uncheck the box that says "Display only a single banner per advertiser at once" (Advanced tab).
- Verify the banners have been approved.

My Banner Activity Report does not show the correct number of clicks.

For script-based banners and some legacy Flash or Text banners it is not possible to track clicks.

Frequently Asked Questions

Can I get a demo version of the module?

Yes, you can download a free trial version from www.smokeranch.com.

Can a non-host user administer the advertisers and campaigns?

Any DNN user that has been assigned Edit access to the BannerAdvertisers module (either directly or via inheriting page permissions) can administer the module.

How do I center banners horizontally?

The alignment of banners on your page is dependent on your particular skin and containers and how they treat HTML elements such as table and div elements. However, a common method many customers have used in the past to force the centering of modules is to add custom HTML in the Header and Footer fields in the standard DNN module settings for the BannerDisplay module instance. These fields are located under Advanced Settings in the Module Settings.

For example, in the header field put:

```
<center>
```

And then in the footer field put:

```
</center>
```

An alternative, if you prefer to use CSS styles, and you are outputting your banners using DIV tags, you could place the following text in the module Header field (and leave the Footer field blank):

```
<style>
.bannerDisplayDiv { width: 600px; margin-left: auto;  margin-
right: auto; }
</style>
```

Note that you might have to adjust the **width** value in the above example for your specific page.

Why do I see banners appear in a specific order and never change?

This is most likely because you have campaigns with differing Position values. For example, if you are displaying banners from two campaigns, and campaign A has a position value of 1 and campaign has a position value of 2, banners from campaign A will always appear above (or to the left of) banners from campaign B.

Another possibility is that the banners in question have non-default Sort Order values. If two banners are displayed at once, the banner with the lowest Sort Order value will appear first, as long as their campaign position values are equal.

If banners have identical Sort Order values, and their respective campaigns have identical Position values, then the display order will be random.

Tech Support

Smoke Ranch Software offers free email tech support for all modules. If have a tech support issue please send email to support@smokeranch.com. Alternatively, if you purchased the module from the DNN Store, you can open a Help Desk ticket.

Feedback / Contact Us

For feature requests, custom development requests, or general questions, send email to info@smokeranch.com. If you like our modules please consider giving them a positive review in the store where you purchased them. Thanks!