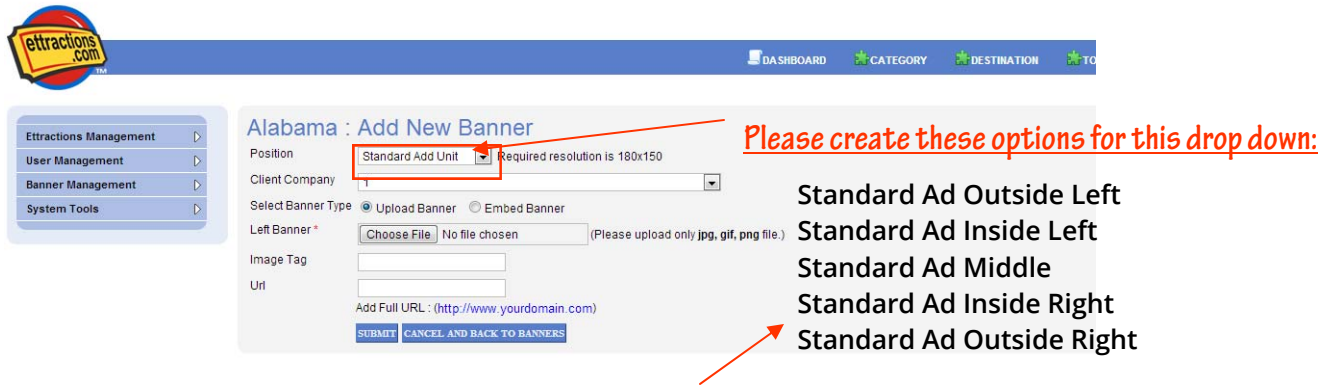


Destination Banner Ad Units | Position field



Alabama : Add New Banner

Position: Standard Add Unit (Required resolution is 180x150)

Client Company: 1

Select Banner Type: Upload Banner Embed Banner

Left Banner: Choose File (No file chosen) (Please upload only jpg, gif, png file.)

Image Tag:

Url:

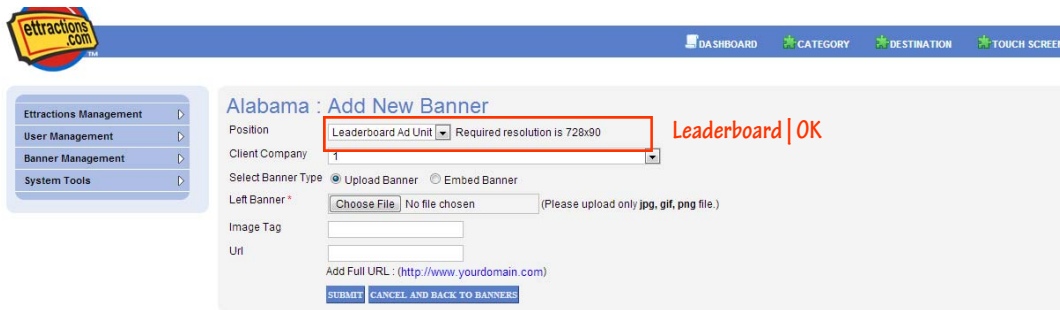
Add Full URL: (http://www.yourdomain.com)

SUBMIT CANCEL AND BACK TO BANNERS

Please create these options for this drop down:

- Standard Ad Outside Left
- Standard Ad Inside Left
- Standard Ad Middle
- Standard Ad Inside Right
- Standard Ad Outside Right

This process should create the actual ad spots for each destination.
(Please do not allow duplicates to be created for these units, as there should only be one of each.)



Alabama : Add New Banner

Position: Leaderboard Ad Unit (Required resolution is 728x90)

Client Company: 1

Select Banner Type: Upload Banner Embed Banner

Left Banner: Choose File (No file chosen) (Please upload only jpg, gif, png file.)

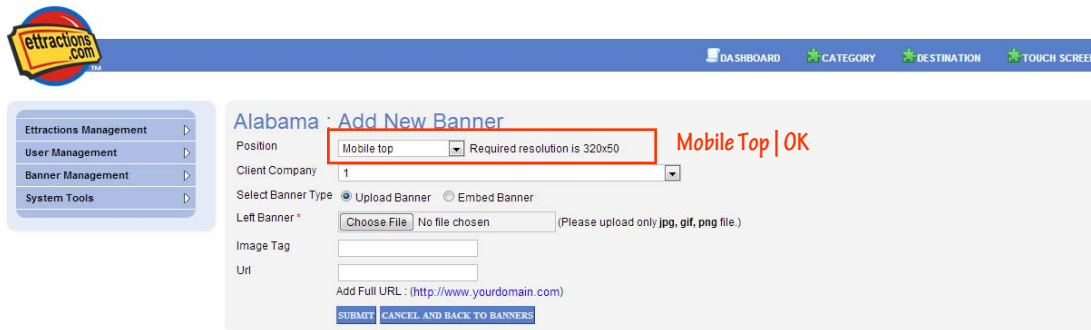
Image Tag:

Url:

Add Full URL: (http://www.yourdomain.com)

SUBMIT CANCEL AND BACK TO BANNERS

Leaderboard | OK



Alabama : Add New Banner

Position: Mobile top (Required resolution is 320x50)

Client Company: 1

Select Banner Type: Upload Banner Embed Banner

Left Banner: Choose File (No file chosen) (Please upload only jpg, gif, png file.)

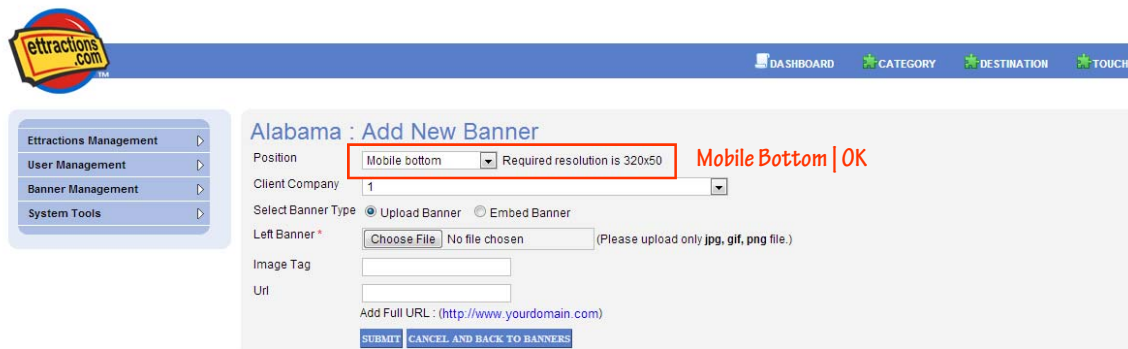
Image Tag:

Url:

Add Full URL: (http://www.yourdomain.com)

SUBMIT CANCEL AND BACK TO BANNERS

Mobile Top | OK



Alabama : Add New Banner

Position: Mobile bottom (Required resolution is 320x50)

Client Company: 1

Select Banner Type: Upload Banner Embed Banner

Left Banner: Choose File (No file chosen) (Please upload only jpg, gif, png file.)

Image Tag:

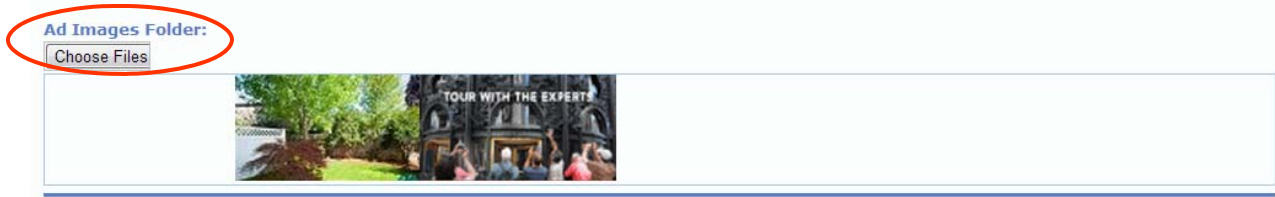
Url:

Add Full URL: (http://www.yourdomain.com)

SUBMIT CANCEL AND BACK TO BANNERS

Mobile Bottom | OK

Destination Banner Ad Units | Media Library Page



Currently you have a section called "Ad Images Folder" under the Media Library in Admin. We want the ability to keep media files with the corresponding profile/advertiser in the new system and schedule campaigns for them from the profile.

This section should be broken out into 4 parts:

- Web banner ads
- Mobile banner ads
- ExploreBoard banner ads
- Screen Take-Over ads

Web banner ads:

Standard Ad Unit (180 x 150)

No file chosen (Please upload only jpg, gif, png file.)

Destination: *

Position: *

Url

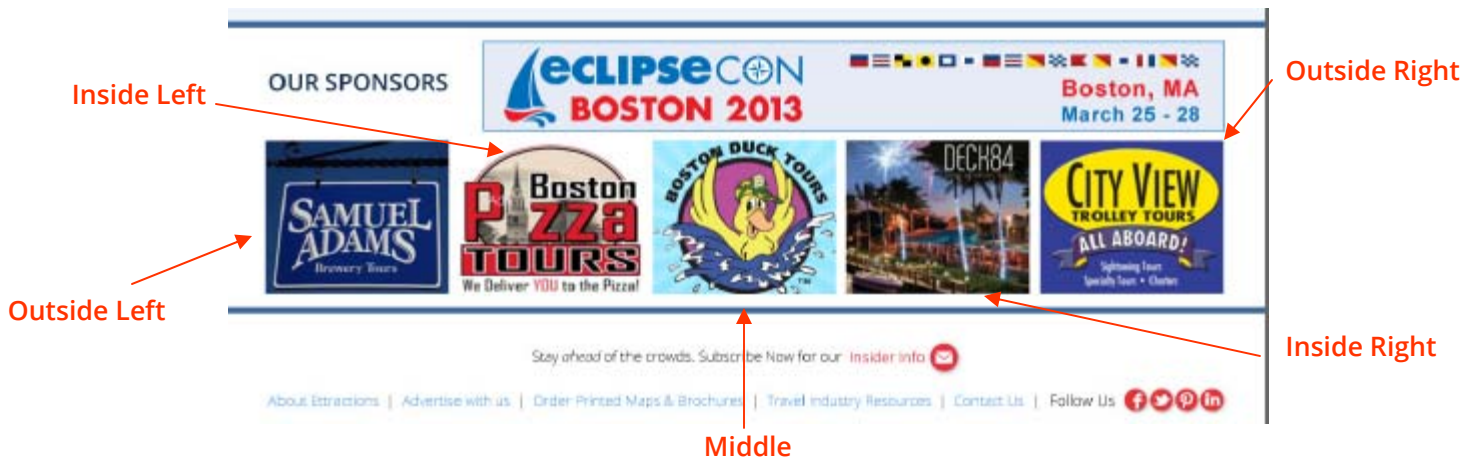
Contract #

Start Date

End Date

These are the options for this drop down

- Outside Left
- Inside Left
- Middle
- Inside Right
- Outside Right



Destination Banner Ad Units | Media Library Page

Web banner ads:

Leaderboard (728 x 90)

No file chosen (Please upload only jpg, gif, png file.)

Destination: *

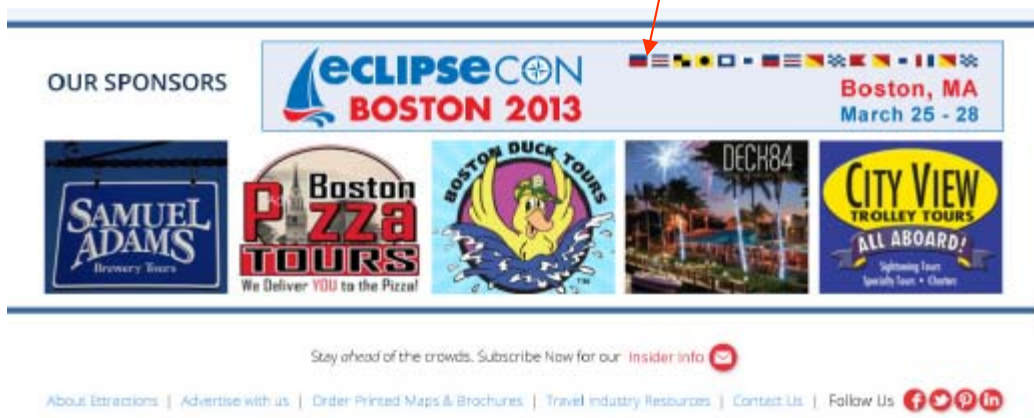
Url

Contract #

Start Date

End Date

We don't need a "Position" drop-down menu since there is only 1 Leaderboard position per destination



Destination Banner Ad Units | Media Library Page

Mobile banner ads:

Mobile (320 x 50)

No file chosen (Please upload only jpg, gif, png file.)

Destination: *

Position *:

Url

Contract #

Start Date

End Date

These are the options for this drop down

TOP
BOTTOM

Destination Banner Ad Units | Client Company

The screenshot shows the Etractions.com interface. On the left is a sidebar with menu items: Etractions Management, User Management, Banner Management, and System Tools. The main content area is titled 'Alabama : Add New Banner'. It contains a form with the following fields: Position (Mobile bottom), Client Company (CTM- Amber Abram (UPGRADED)), Select Banner Type (Upload Banner selected), Left Banner (Choose File), Image Tag, and Url. There are also buttons for SUBMIT and CANCEL AND BACK TO BANNERS. A red box highlights the Client Company dropdown, and a red arrow points to it from the sidebar.

If we are scheduling the campaigns from the Media Library, we shouldn't need the Client Company field here.

The destination module should really just create the ad unit spots... but it would be good to view a list campaigns scheduled for this spot.

Example:

Profile ID	Profile Name	Contract	Views	Clicks	CTR	Start	End
1	New England Aquarium	#137131	1,986	19	0.96%	1/1/2104	12/31/2014
1545	Bobby's Fun Shack	#144832	88,906	235	0.26%	2/1/2013	1/31/2014

Destination Banner Ad Units | Select Banner Type

ettractions.com

DASHBOARD CATEGORY DESTINATION TOUCH SCREEN

Alabama : Add New Banner

Position: Mobile bottom Required resolution is 320x50

Client Company: CTM- Amber Abram (UPGRADED)

Select Banner Type: Upload Banner Embed Banner

Left Banner: Choose File No file chosen (Please upload only jpg, gif, png file.)

Image Tag:

Url:

Add Full URL: (<http://www.yourdomain.com>)

SUBMIT CANCEL AND BACK TO BANNERS

Currently if I upload a banner, I am limited to only 1 ad running in that location. This is not very useful.

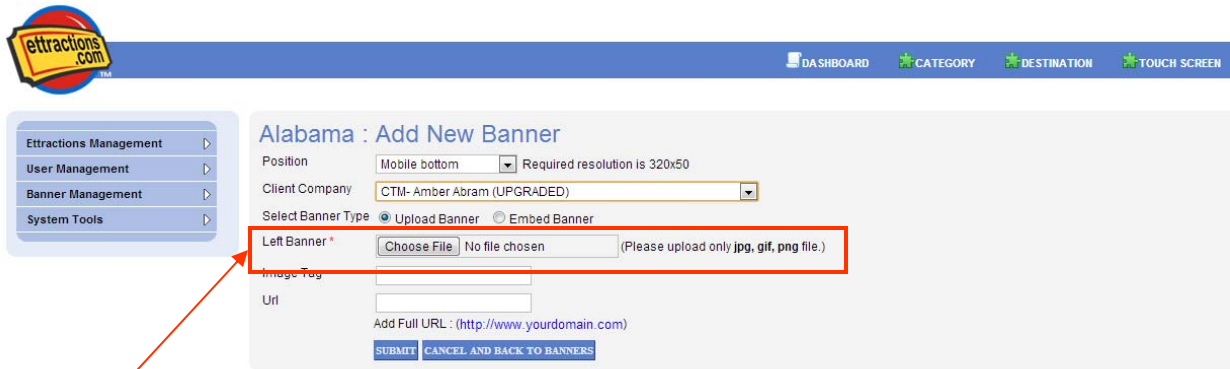
So instead, we grab code from Adbutler which allows many ads to rotate in the same location

Sample code:

```
<!-- ATLANTA | #1 | 180 X 150 [javascript] -->
<script type="text/javascript">
var rnd = window.rnd || Math.floor(Math.random()*10e6);
var pid160349 = window.pid160349 || rnd;
var plc160349 = window.plc160349 || 0;
var abkw = window.abkw || "";
var absrc = 'http://ab155615.adbutler-taon.com/
ad-
serve/;ID=155615;size=180x150;setID=160349;type=js;kw='+abkw+';pid='+pid160349+';place='
+(plc160349++)+';rnd='+rnd+';
document.write('<scr+ipt src="'+absrc+'" type="text/javascript"></scr+ipt>');
</script>
```

Can we have our own coding that allows us to run multiple ad units from one location and track impressions & clicks for each campaign?

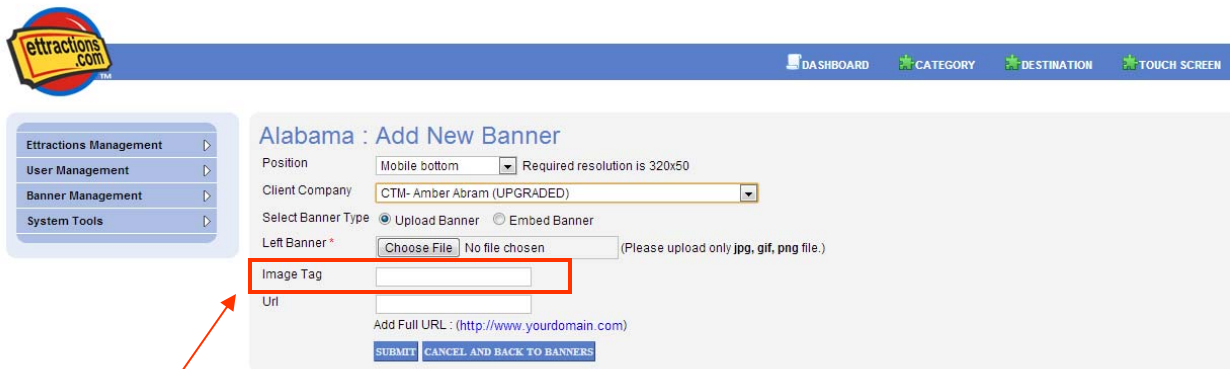
Destination Banner Ad Units | Left Banner



The screenshot shows the 'Alabama : Add New Banner' form. The 'Left Banner' field is highlighted with a red box. The form includes a sidebar with navigation options: 'Ettractions Management', 'User Management', 'Banner Management', and 'System Tools'. The main form fields are: Position (Mobile bottom), Client Company (CTM- Amber Abram (UPGRADED)), Select Banner Type (Upload Banner), Left Banner* (Choose File), Image Tag, and Url. The 'Left Banner*' field is highlighted with a red box, and an arrow points from the text below to it.

The ad loader would be moved into the Media Library folder where ads would be uploaded at the profile level.

Destination Banner Ad Units | Image Tag



The screenshot shows the 'Alabama : Add New Banner' form. The 'Image Tag' field is highlighted with a red box. The form includes a sidebar with navigation options: 'Ettractions Management', 'User Management', 'Banner Management', and 'System Tools'. The main form fields are: Position (Mobile bottom), Client Company (CTM- Amber Abram (UPGRADED)), Select Banner Type (Upload Banner), Left Banner* (Choose File), Image Tag, and Url. The 'Image Tag' field is highlighted with a red box, and an arrow points from the text below to it.

I don't know what this field is for? Does it just re-name the ad?

Destination Banner Ad Units | URL



The screenshot shows the 'Alabama : Add New Banner' form. The 'Url' field is highlighted with a red box. The form includes a sidebar with navigation options: 'Ettractions Management', 'User Management', 'Banner Management', and 'System Tools'. The main form fields are: Position (Mobile bottom), Client Company (CTM- Amber Abram (UPGRADED)), Select Banner Type (Upload Banner), Left Banner* (Choose File), Image Tag, and Url. The 'Url' field is highlighted with a red box, and an arrow points from the text below to it.

The url field would be moved into the Media Library folder where ads would be uploaded at the profile level.