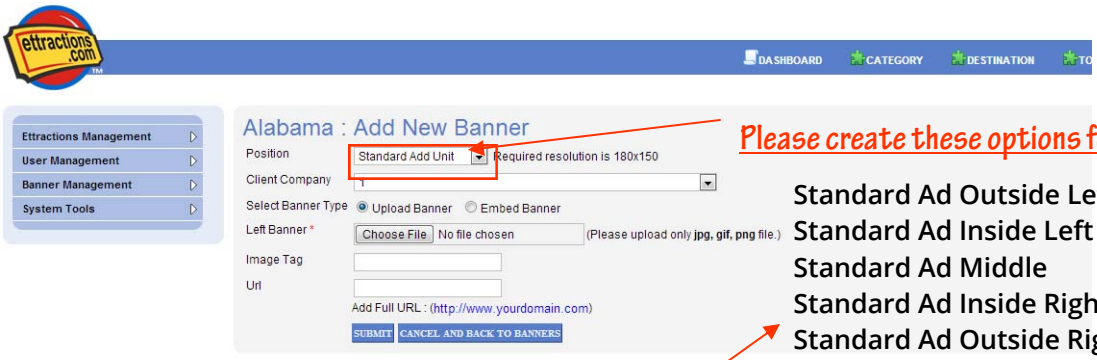
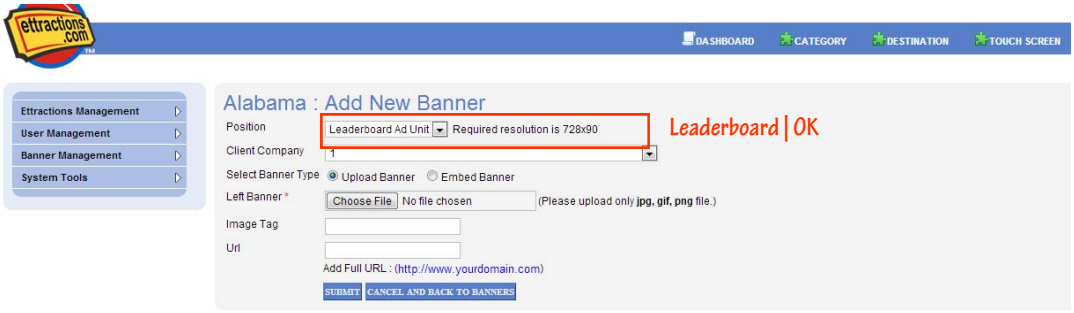
# Destination Banner Ad Units | Position field



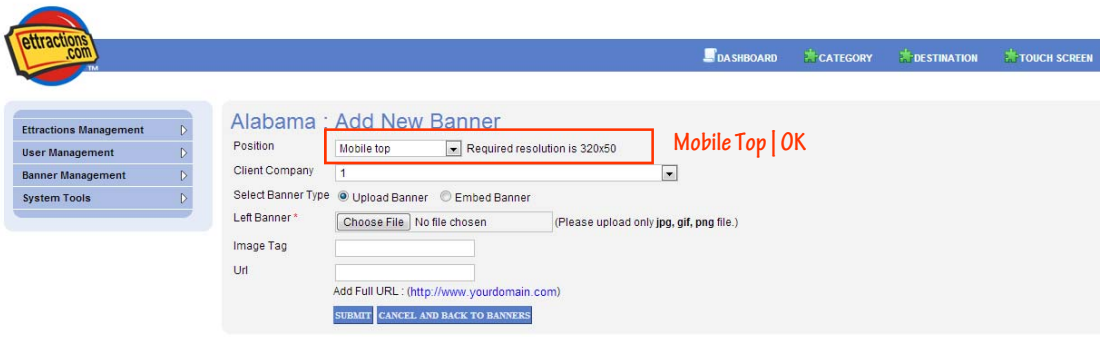

Please create these options for this drop down:

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

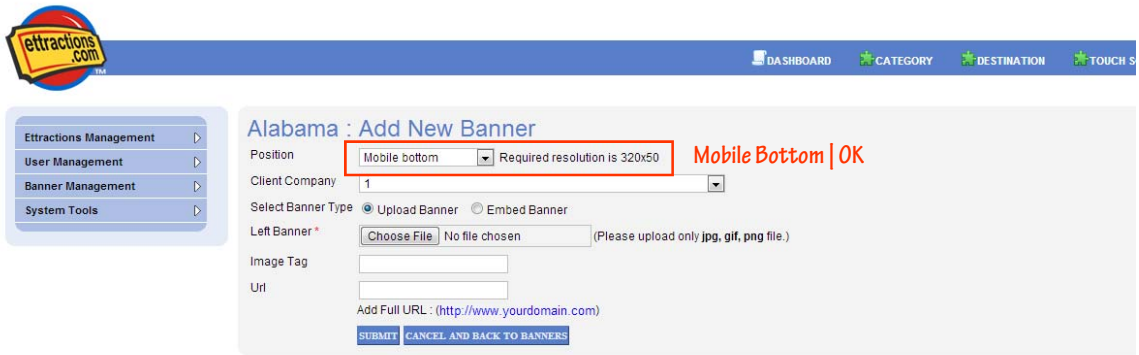
This process should create the actual ad spots for each destination.
(Please do not allow duplicates to be created for these units, as there should only be one of each.)




Leaderboard | OK

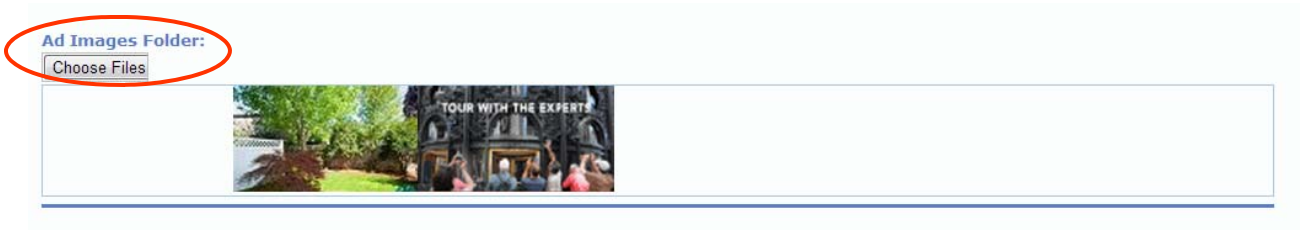



Mobile Top | OK




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:

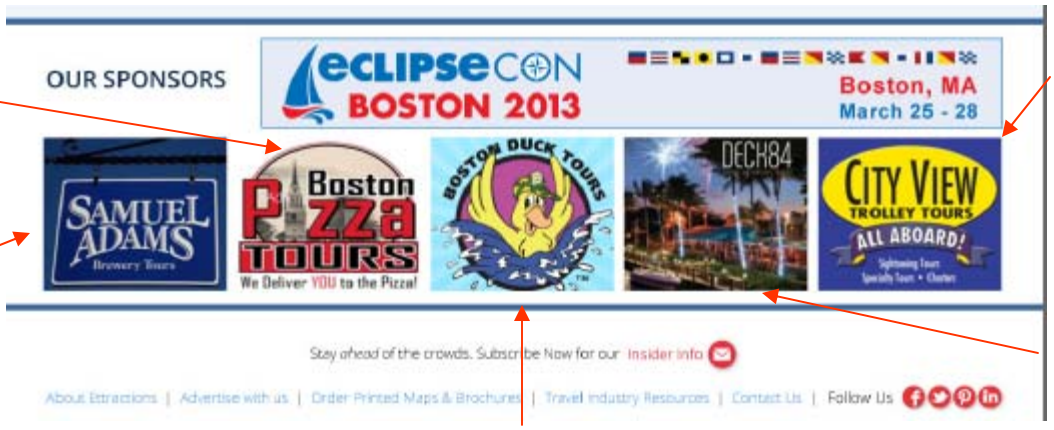
- Web banner ads
- Mobile banner ads
- ExploreBoard banner ads
- Screen Take-Over ads

## Web banner ads:

Standard Ad Unit (180 x 150)

These are the options for this drop down

Outside Left
Inside Left
Middle
Inside Right
Outside Right




Inside Left

Outside Right

Outside Left

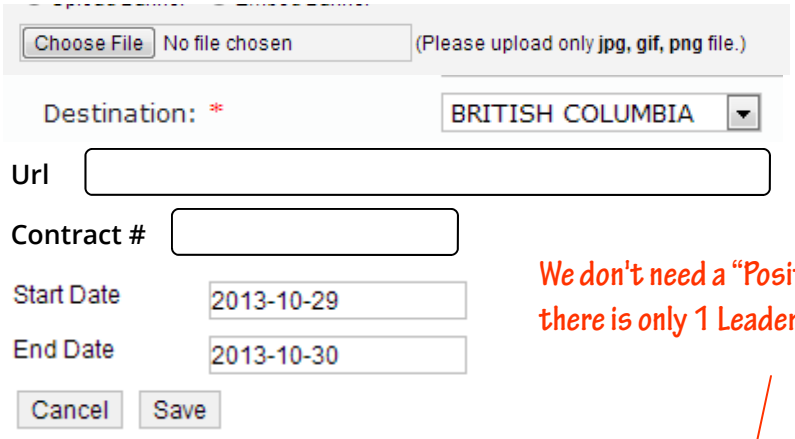
Inside Right

Middle

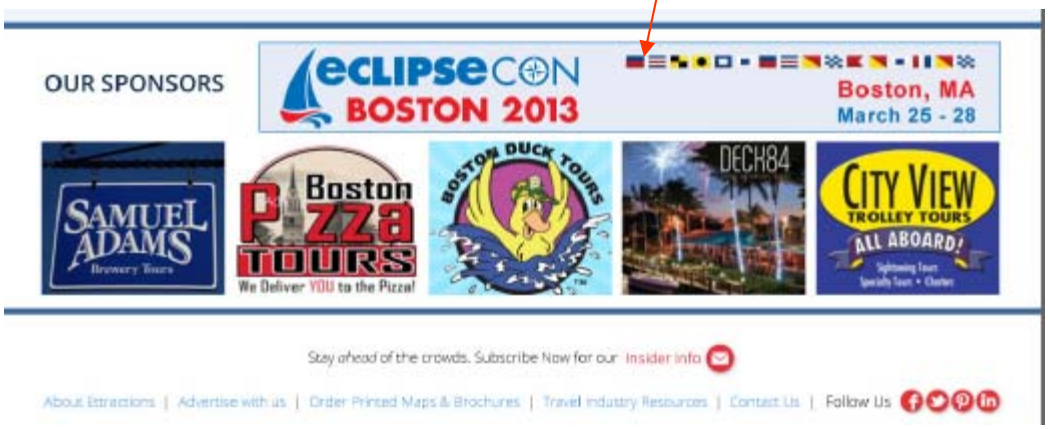
# Destination Banner Ad Units | Media Library Page

## Web banner ads:

Leaderboard (728 x 90)




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

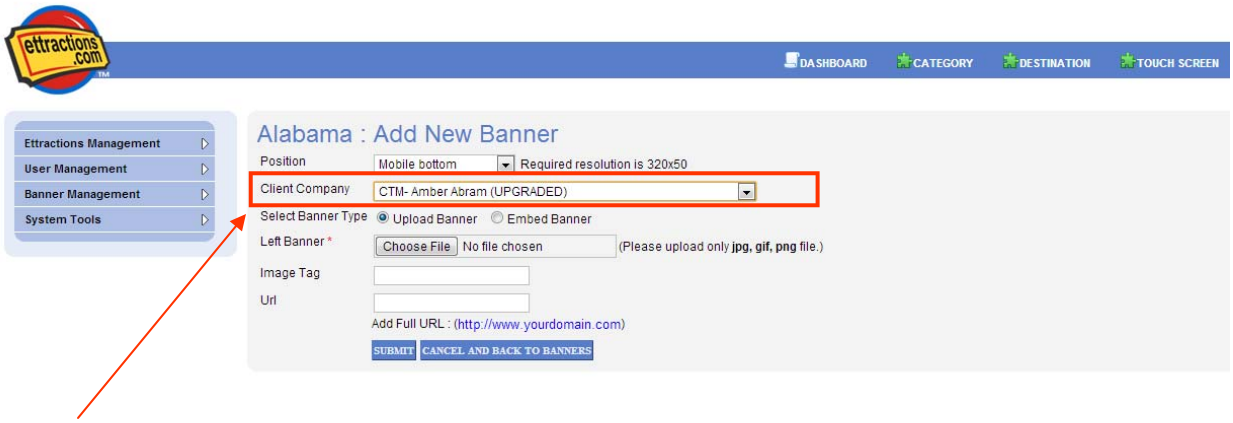
## Mobile banner ads:

Mobile (320 x 50)

These are the options for this drop down

TOP
BOTTOM

# Destination Banner Ad Units | Client Company



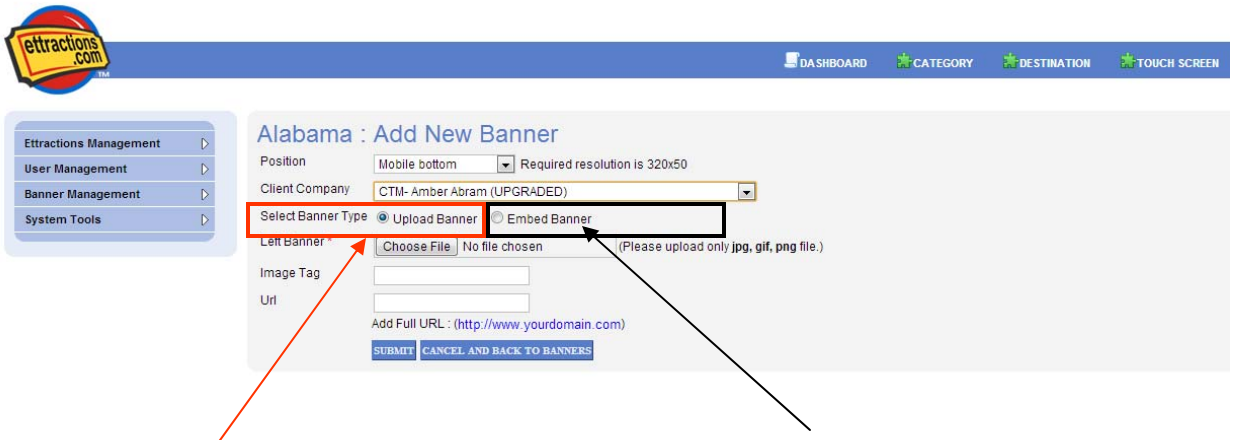

## If we are scheduling the campaigns from the Media Library, we shouldn't need the Client Company field here.

## 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




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-tauon.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?

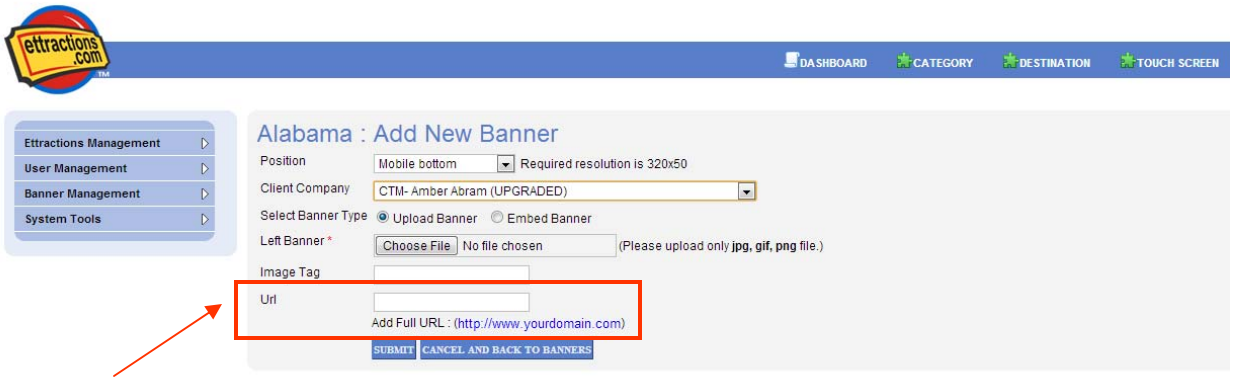
# Destination Banner Ad Units | Left Banner

The 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

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

# Destination Banner Ad Units | URL




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