AdMentor.NET

Banner management system

DEVELOPED BY SYSTEMENTOR AB

Current revision:

Ver 1.0 2002-11-29

History:
Ver 1.0 2002-11-29, first version

Systementor AB – http://www.aspcode.net

1 Overview

1.1 This document

This document describes how to install and administer AdMentor.NET. It also tries to explain the different features implemented.

1.1 What is AdMentor

AdMentor is a banner management/rotation system. It is developed to aid people maximize their advertising income for their websites. AdMentor was first released in 1999 implemented with ASP/VBScript, but this version is totally rewritten using ASP.NET and C#.

1.2 Databases supported

Access 2000 or higher
SQL Server 7.0 or higher

1.3 General features

AdMentor lets you weight your banners - that is you can make some banners appear more often than other.

It supports multiple banner sizes/ad positions, by a construction we simply call ad positions.. Typically you create one ad position per physical advertising position on your page(s). You might have one position showing 468*60 banners, and another showing 88*31 buttons etc.

Zoning is also available (that is you can target certain ads to only appear on certain pages or areas of your site etc).

There is a HTML code generator which generates the ad code you should insert into your ASP/ASP.NET/HTML pages. Since plain HTML (JavaScript/img) is used it is possible to serve banners to pages from another server, even use it from servers with no ASP.NET support at all. Of course the server where AdMentor.NET is installed will need ASP.NET.

And HTML banners is available as well, easily rotate all kind of banners (LinkExchange etc).

An Access-database or SQL Server database is used in the backend, storing ad positions, zones, banners, clicks and impressions.

Simple administration scripts and statistic pages are available as well.

If you sell ad space to customers they can login themselves to view reports on how their banners are performing.

2 Installation and setup

2.1 Installation of files

There are two downloads available. One is binary only and does not contain any sourcecode at all. The other download contains all code and the Visual Studio solutions/projects files you need to compile AdMentor.NET yourself.

2.1.1 Binary install

You will first need to have a virtual directory in IIS where AdMentor should be installed. Use the Internet Services Manager from Windows 2000 Control Panel, Administrative tools to create the virtual directory. Typically you can call it admentor, or admentornet. Admentor will then be available through http://localhost/admentornet or http://localhost/admentor. If you know some DNS (and/or your webhost lets you create subdomains) you can install it on an own subdomain, such as http://admentor.yourwebsite.com.

Now just copy all the files from the distribution into that newly created directory, typically using FTP if you are installing it at a webhost.

Place the database (if you are going for Access – it is called admentornet.mdb) in a suitable directory (often the webhost has a special db-directory) - or if you are using SQL Server then run the script sqlserverscript.txt from the sqlserver subdirectory.
Now open up web.config:
Scroll down to the line

```
<add key="AdMentorConnString" value="Provider=Microsoft.Jet.OLEDB.4.0;Data
Source=G:\data\code\webs\AdMentorNet\releasestuff\admentornet.mdb" />
```

And enter the right path to your database file or enter a connection string suitable for you.

Now fire up your web browser and go to
http://localhost/admentornet/admin.aspx

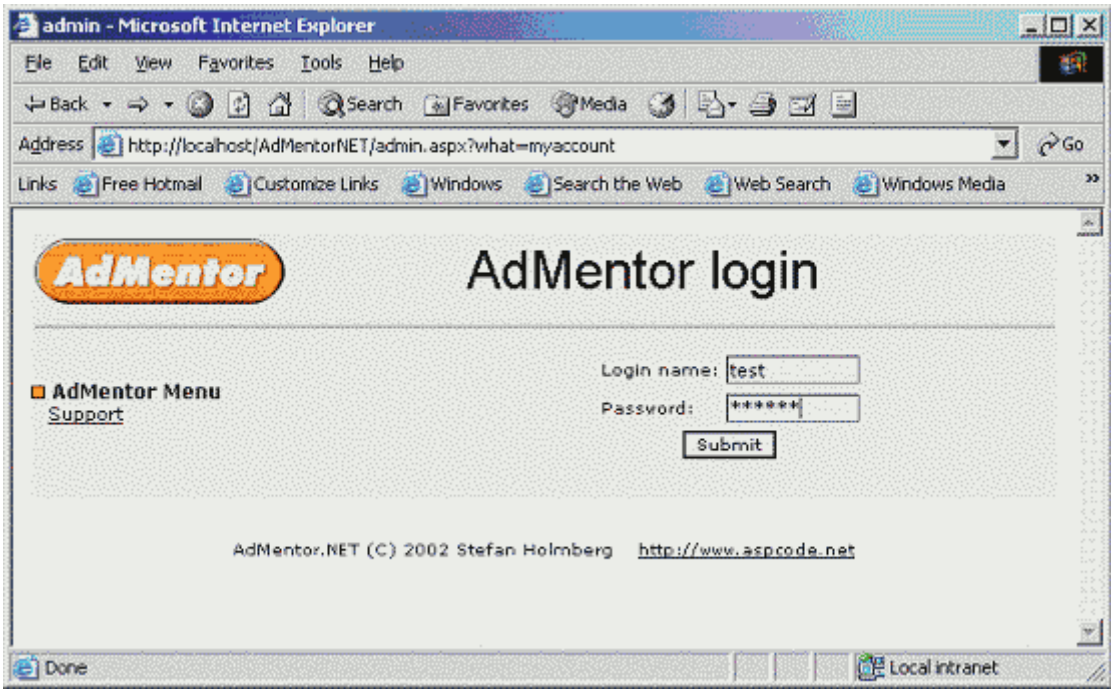
2.1.2 Source install

You will first need to have a virtual directory in IIS where AdMentor should be installed. Use the Internet Services Manager from Windows 2000 Control Panel, Administrative tools to create the virtual directory. Call it admentornet since that's what the projects file says. Copy all the files to that newly created directory and start up admentornet.sln.

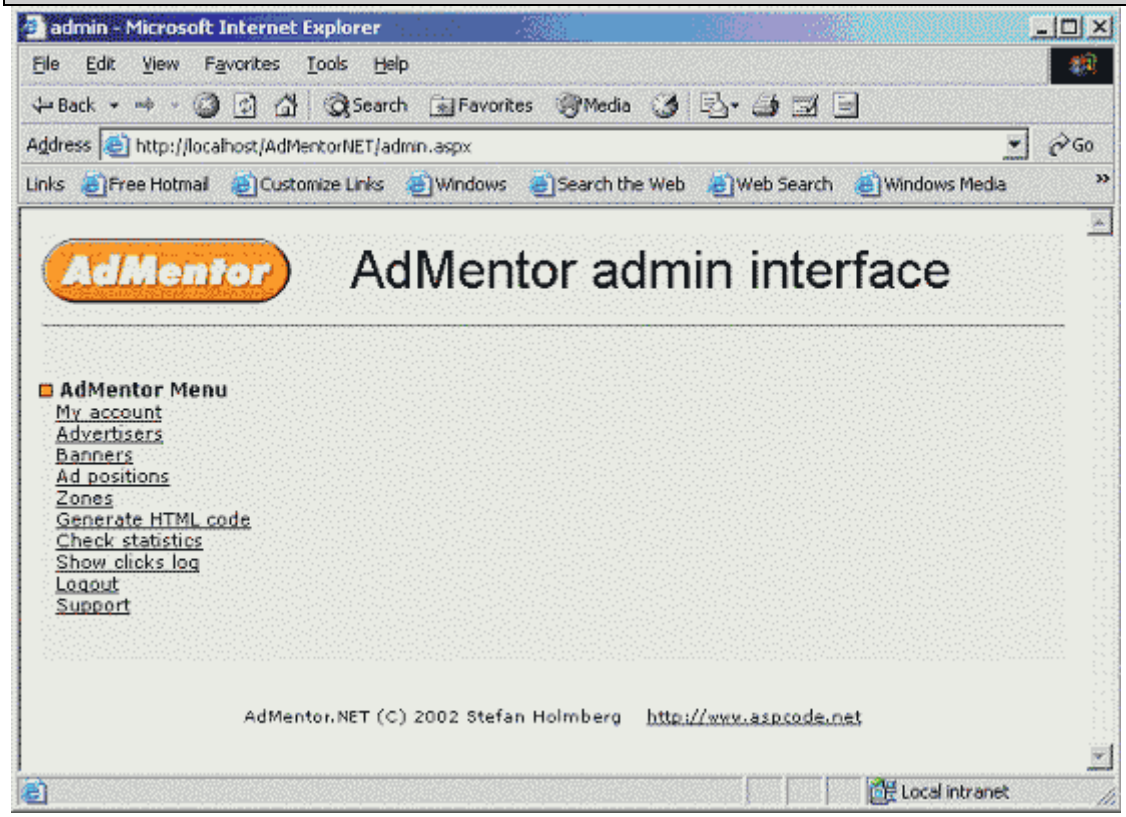
If you need to use another name for your virtual directory then open up admentornet.sln and change the third line reading
http://localhost/AdMentorNET/AdMentorNET.csproj
to
http://localhost/<yourvirtualdirectoryname>/AdMentorNET.csproj

2.2 Logging on to the system

The Access database comes prepared and should be ok for you to start with. When going to
http://localhost/admentornet/admin.aspx



now login with
username: test
password: stefan
and a full menu on the left should appear.

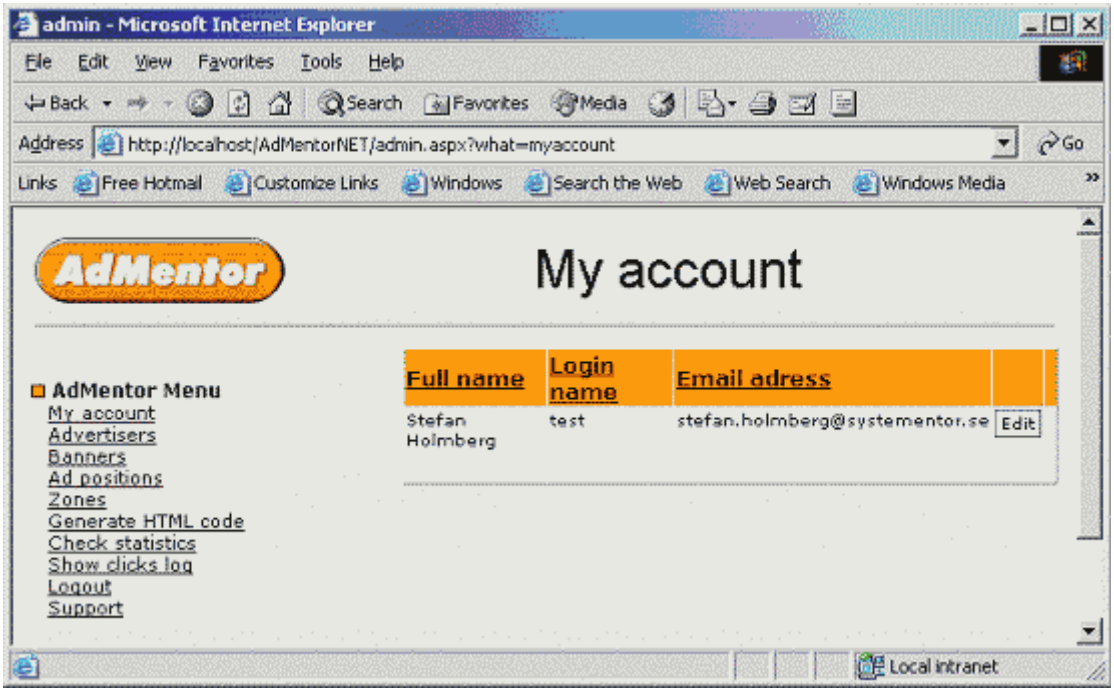


You are now logged in as an administrator.

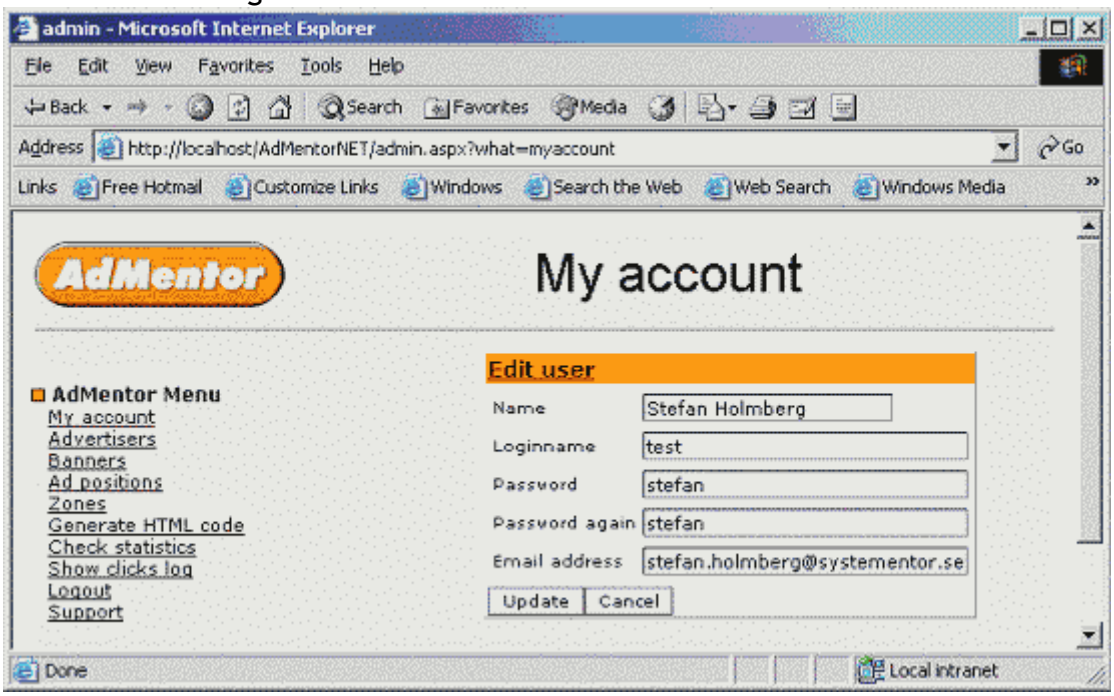
3 Administration

3.1 My account (administrators and advertisers)

Here you can change your own account information.
First you are presented with an overview:



And when clicking on the Edit button:

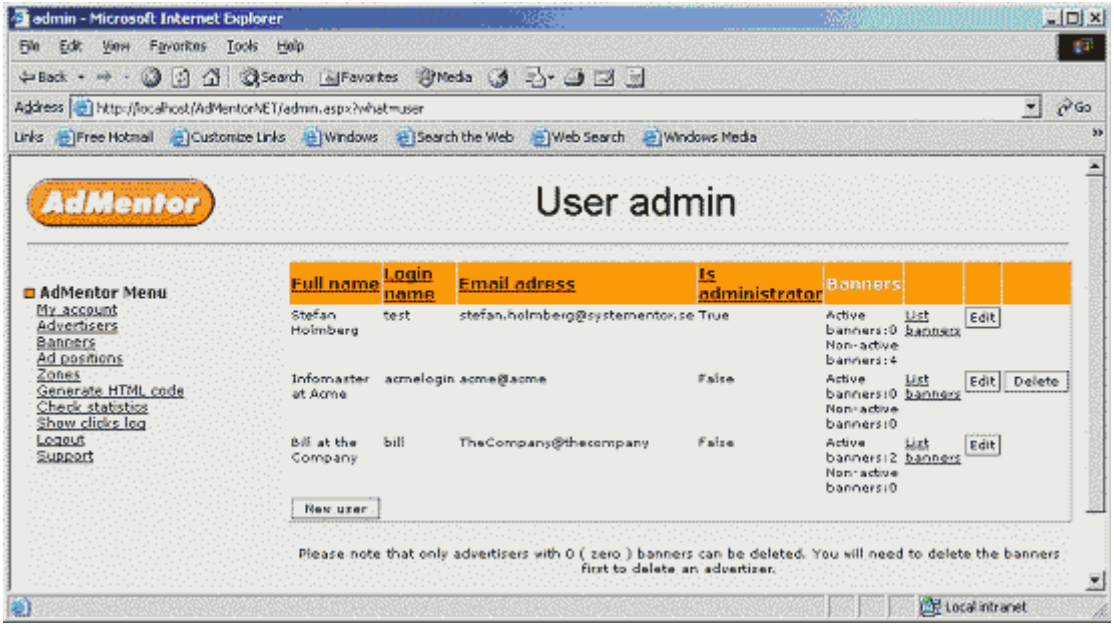


Here you can change the name, password and email address.

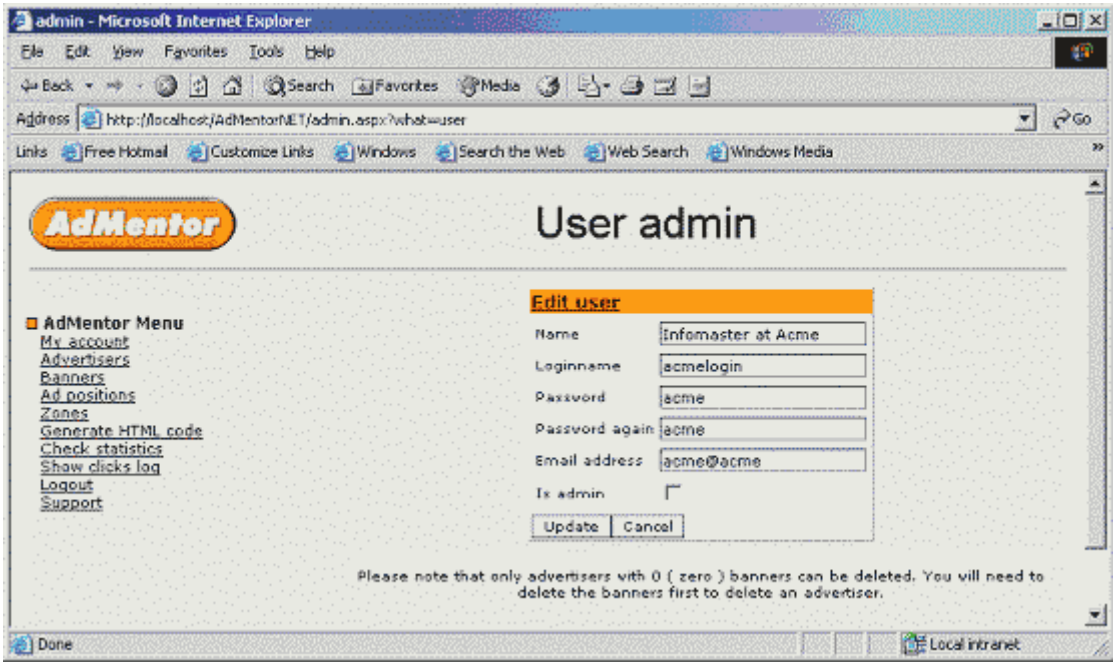
This function is also available to advertisers when they login – they can themselves change their passwords etc.

3.2 Advertisers (administrators only)

A list of all advertisers:



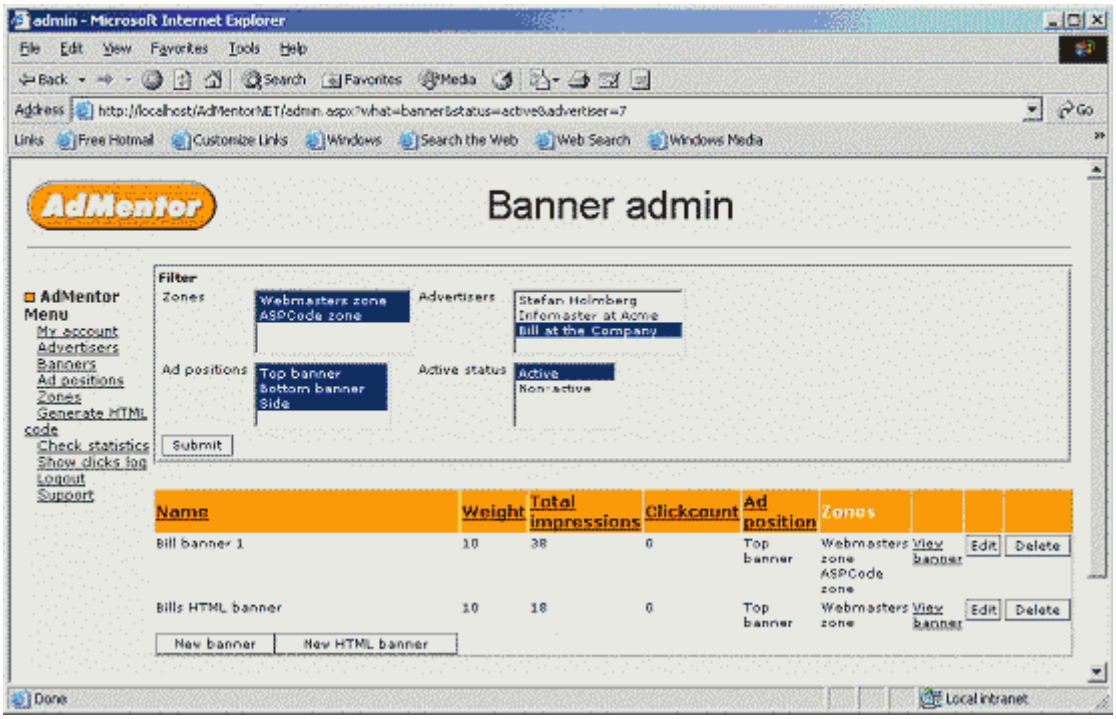
Clicking Edit lets you edit user information



You can of course also create new advertisers.

Please note that you can't delete advertisers who have active banners. You will need to first delete their active banners in order to delete an advertiser.

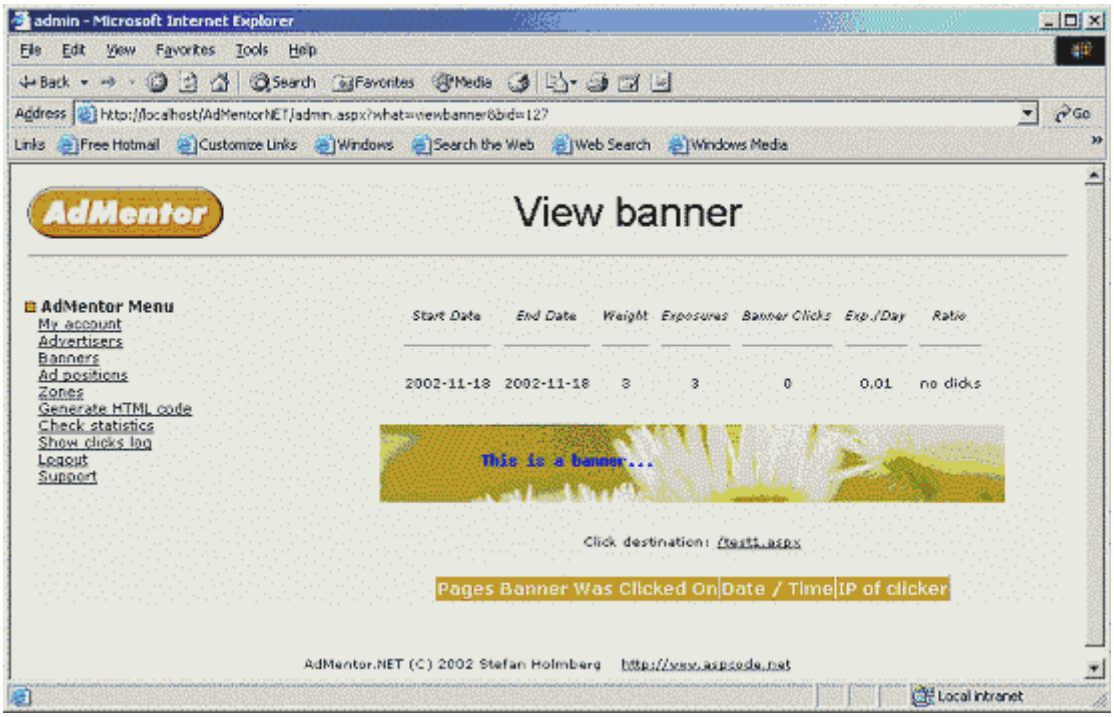
There is a link – List banners – for each advertiser which lets you show all banners for that advertiser:



3.3 Banners(administrators and advertisers)

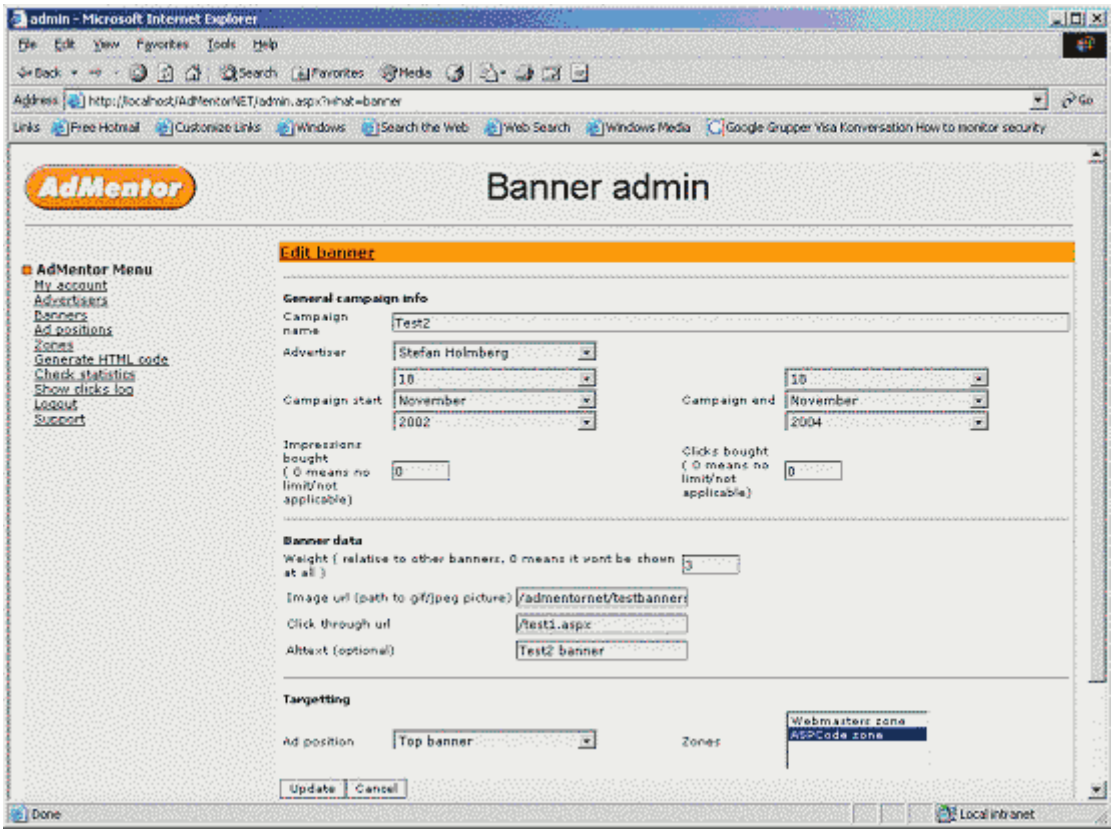
Which leads us into banners:
The previous picture shows you the banner list. You can filter the list and only show banners belonging to certain zone(s)/advertiser(s)/ad position(s) and also choose to show active/non-active banners.

3.3.1 View banner (administrators and advertisers)



Shows the actual banner – as well as a click log and general info on the banner.

3.3.2 Edit/new banner (administrators only)



Campaign name: just some name of it
Advertiser: select which advertiser the banner belongs to
Campaign start and campaign end: select when the campaign starts and when it ends. If you select a date in the future for campaign start it will of course not show until that date is current. After campaign end the banner is deactivated and is of course not shown any more. If campaign start/end is not applicable for your campaign (I mean it could be a banner which never should be deactivated – or the advertiser has bought a certain number of clicks/adviews) then just select a date very far in the future.
Impressions bought: Set to 0 if not applicable
Clicks bought: Set to 0 if not applicable

As soon as ONE of the campaign start/end, impressions bought/clicks bought attributes is reached the banner is deactivated. SO IT IS IMPORTANT THAT IF AN ADVERTISER BUYS X IMPRESSIONS THAT YOU SET THE CAMPAIGN DATE VERY FAR IN THE FUTURE.
Weight: Weight of a banner. This value is relative to other banners. Lets say you have three banners within the same zone and adposition.
Banner 1: Weight 10

Banner 2: Weight 20
Banner 3: Weight 30

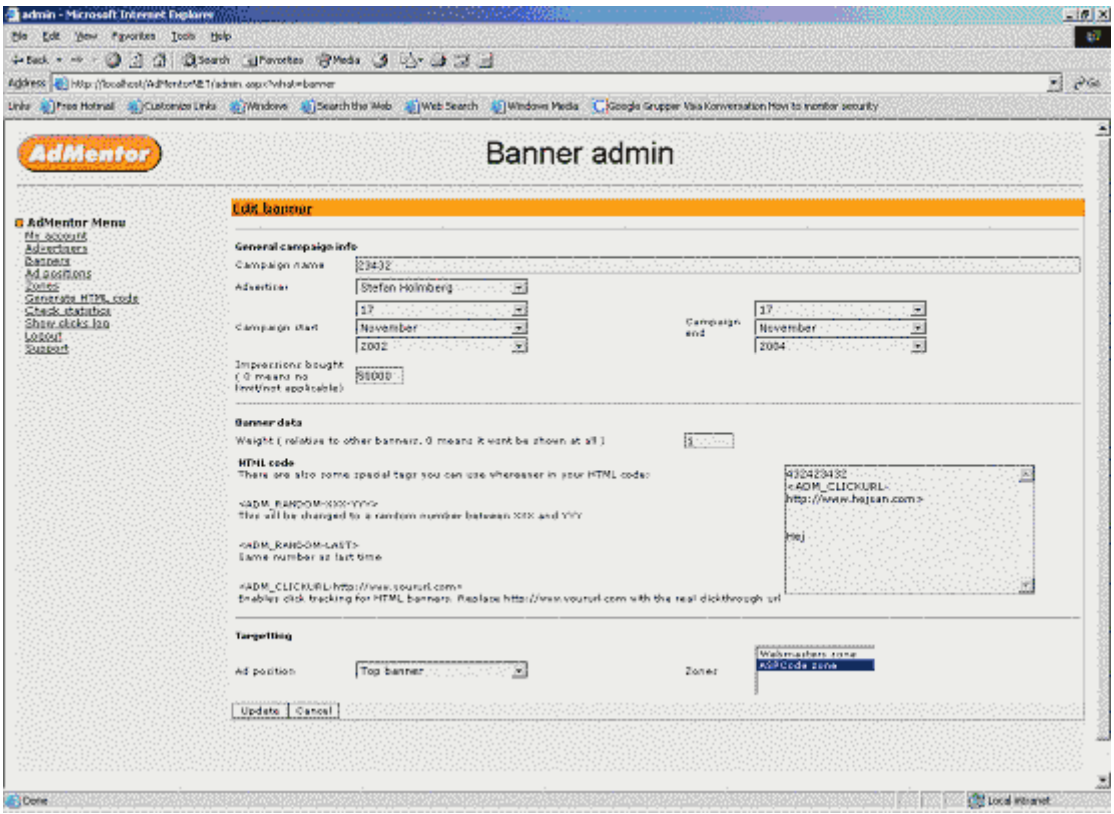
Although banner delivery is somewhat random this will mean that if you show a total of 10000 banners Banner 3 will approx get 5000 impressions (30 / (10+20+30))* 10000, Banner 2 will approx get 3333 impressions (20 / (10+20+30))* 10000 and banner1 will get 1666 impressions (10 / (10+20+30))* 10000.

Image of url: enter full path to banner, for example http://www.systementor.se/hej.gif
Click through url: enter where visitor will be taken when clicking on the banner, for example http://www.systementor.se
Alt text: Tool tip text for a banner. Could be nothing.

Ad position: Select an ad position.

Zones: Select one or more zones on which the banner should appear.

3.3.2 Edit/new HTML banner (administrators only)



The HTML banner editing form is somewhat different.

HTML code: Enter the HTML code, Javascript code, HTML code for calling Flash code. There are some special variables you can use in your HTML code:

<ADM_RANDOM-XXX-YYY>

At runtime this will be replaced by an random number ranging from XXX to YYY. For example:

goto.asp?what=<ADM_RANDOM-9999-99999>

might give the HTML code

goto.asp?what=55781

<ADM_RANDOM-LAST>

Replaced with the latest random number generated, for example:

<a href="goto.asp?what=<ADM_RANDOM-9999-99999>">Hej
<a href="goto.asp?what=<ADM_RANDOM-LAST>">Hej
<a href="goto.asp?what=<ADM_RANDOM-9999-99999>">Hej

might give you

Hej
Hej
">Hej

Notice that the second (ADM-RANDOM-LAST> uses the same number as the first.

<ADM_CLICKURL-http://www.yoururl.com>

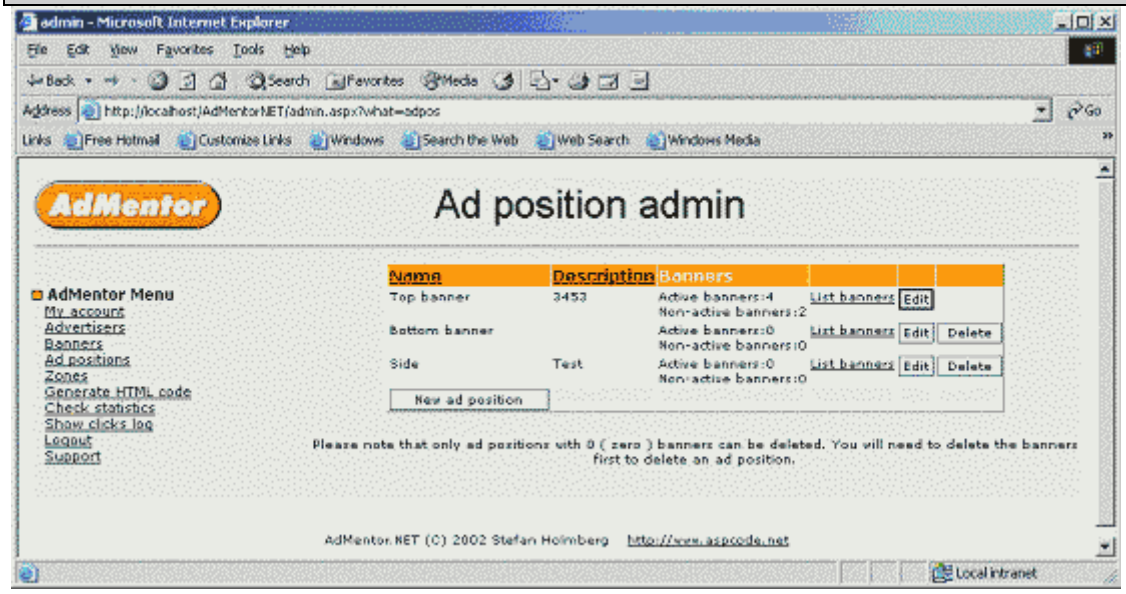
If you want to be able to trace click throughs from your HTML banners this is the way. For example this HTML code:

Hello
<a href="<ADM_CLICKURL-http://www.hejsan.com>">
Hej

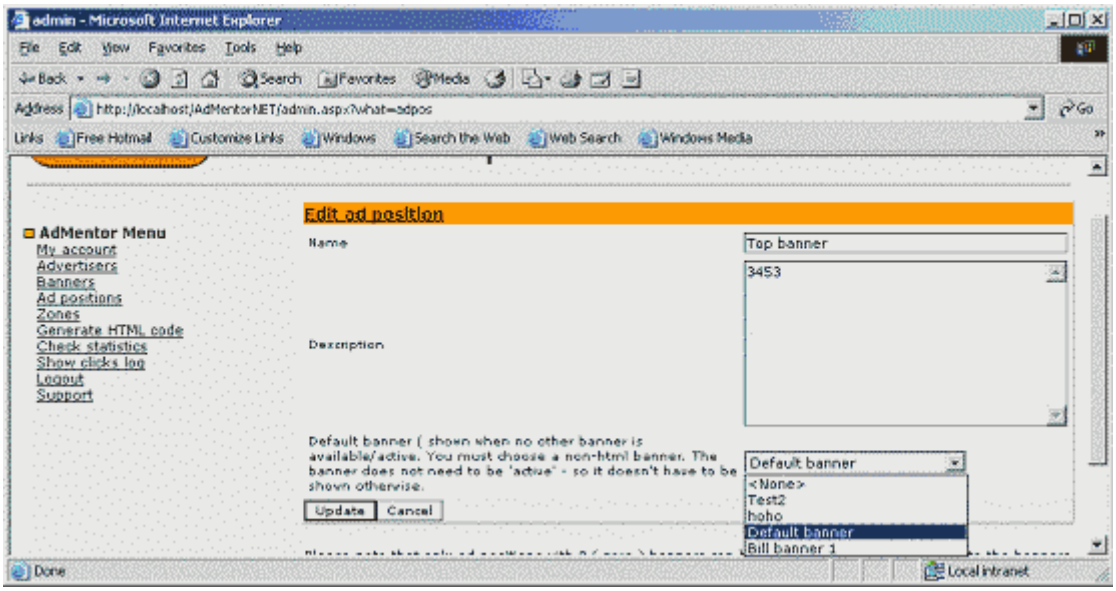
Will be replaced by a link looking like this:
http://localhost/AdMentorNET/admentorserve.aspx?type=click&bannerid=124&encurl=CjWor9%2f8kQAx16FFiKJQ002u1wZ0YkIl

Note that the click through url is encrypted as well and not visible to the visitor.

3.4 Ad positions(administrators only)

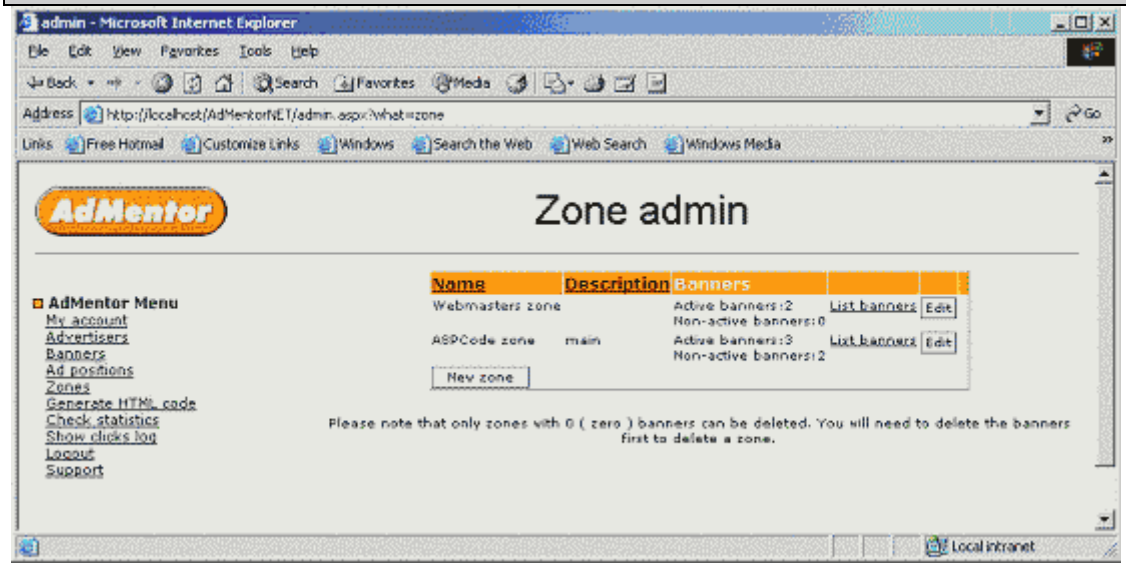


Works pretty much like other areas, one thing we could discuss is when adding new/editing an ad position:



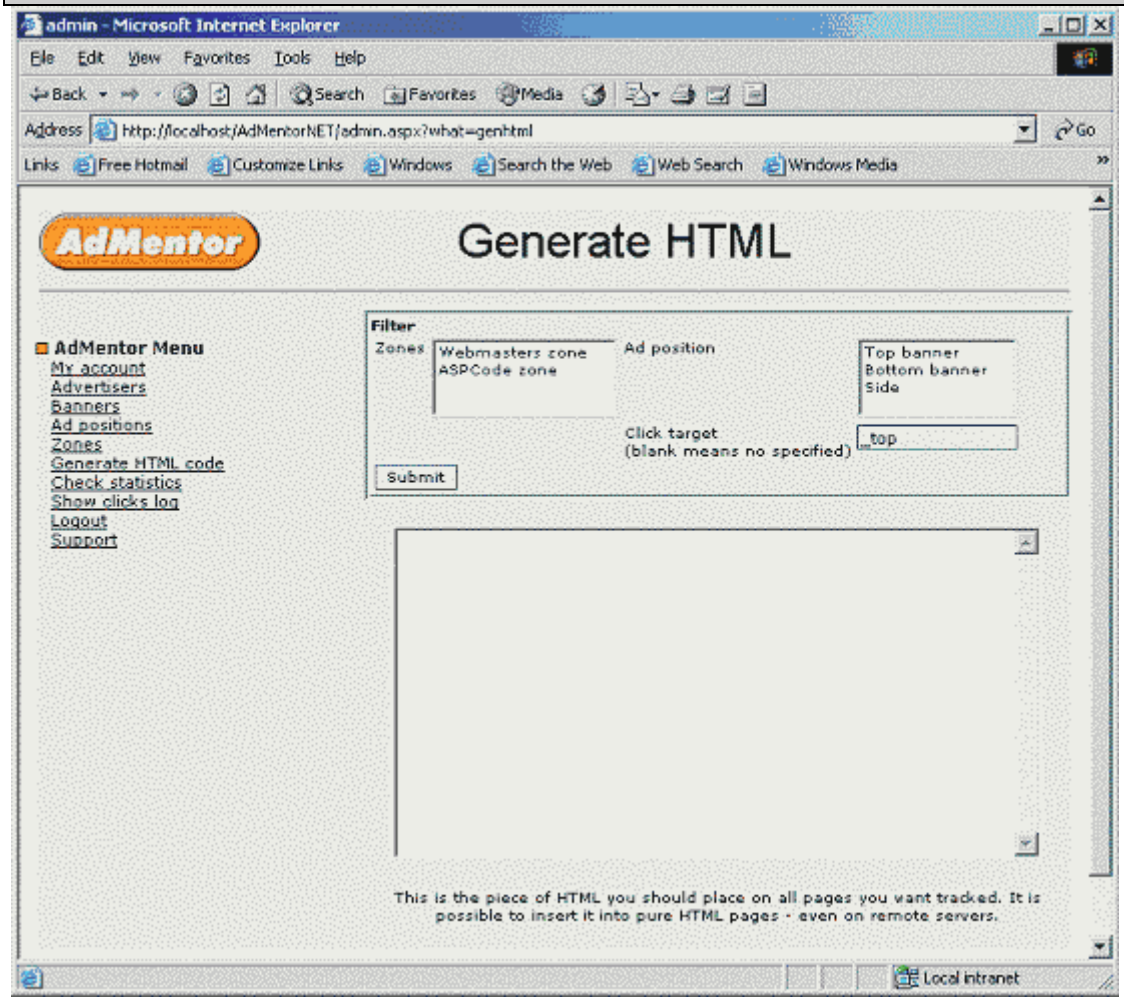
You can now select a default banner shown when no other banner is available/active. You must choose a non-html banner. The banner does not need to be 'active' - so it doesn't have to be shown otherwise.

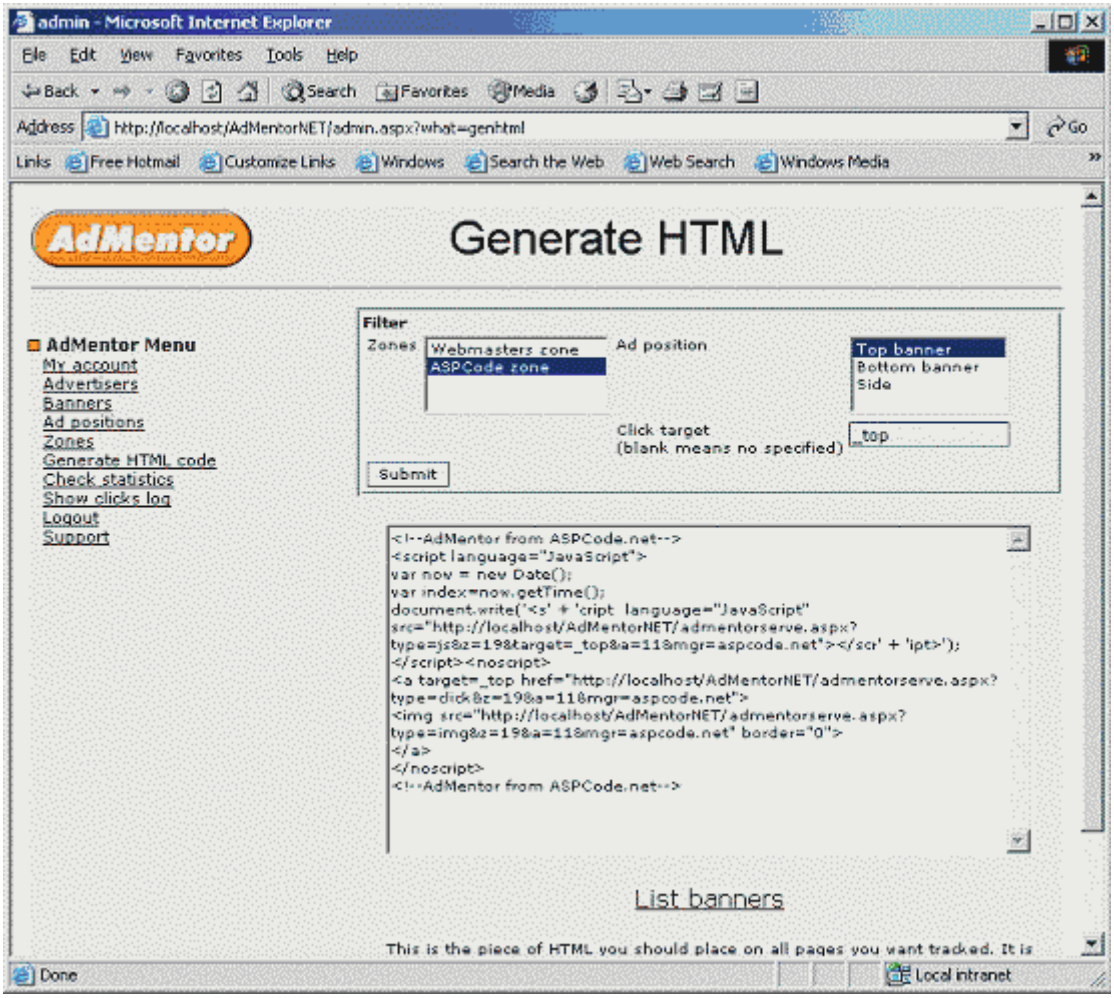
3.5 Zones (administrators only)



3.6 Generate HTML code (administrators only)

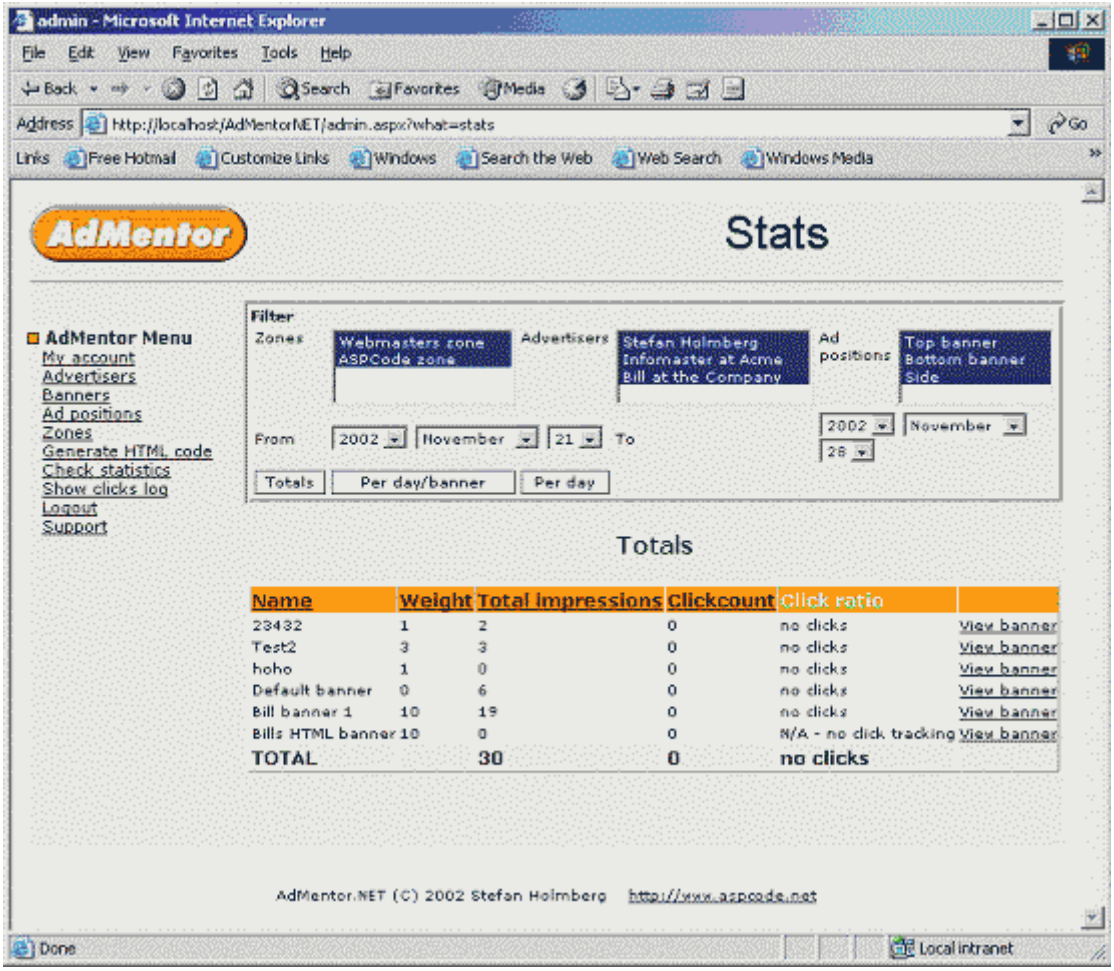
This function lets you create the piece of HTML code you should insert into your page(s):


admin - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites Media
Address http://localhost/AdMentorNET/admn.aspx?what=genhtml
Go
Links Free Hotmail Customize Links Windows Search the Web Web Search Windows Media
AdMentor
Generate HTML
AdMentor Menu
My account
Advertisers
Banners
Ad positions
Zones
Generate HTML code
Check statistics
Show clicks log
Logout
Support
Filter
Zones
Webmasters zone
ASPCode zone
Ad position
Top banner
Bottom banner
Side
Click target
(blank means no specified)
_top
Submit
This is the piece of HTML you should place on all pages you want tracked. It is possible to insert it into pure HTML pages - even on remote servers.
Local intranet

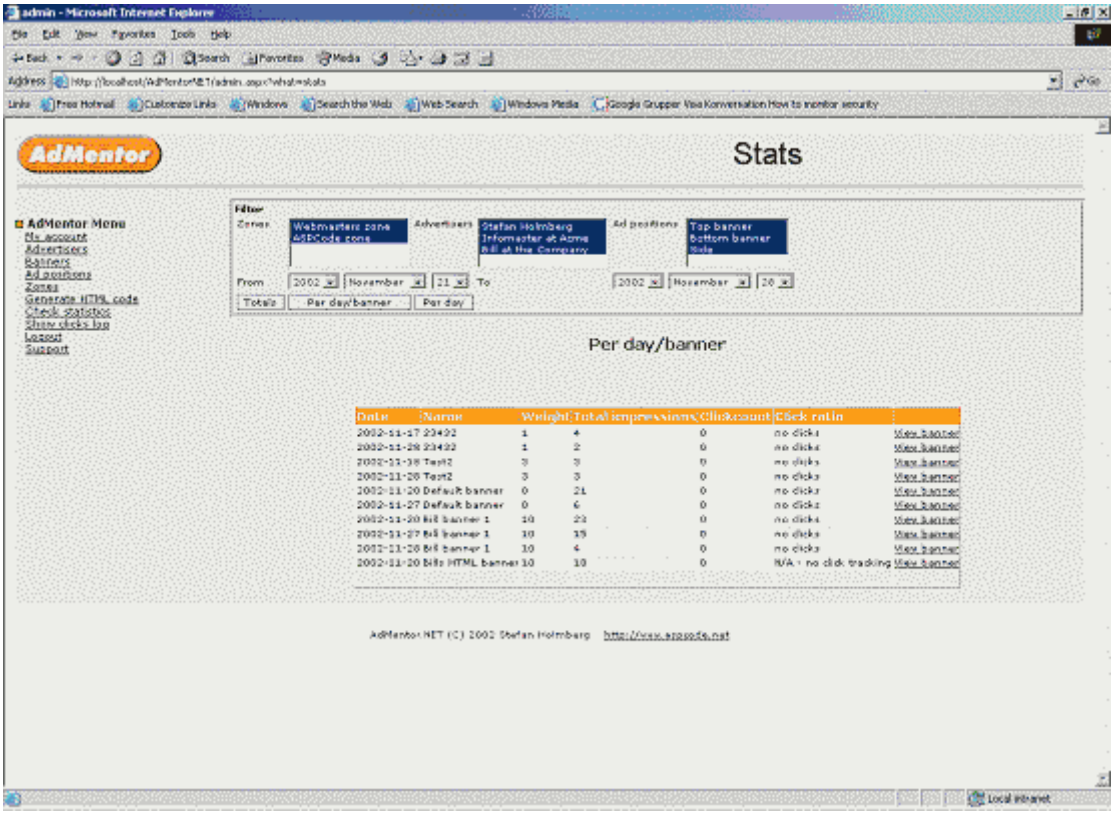


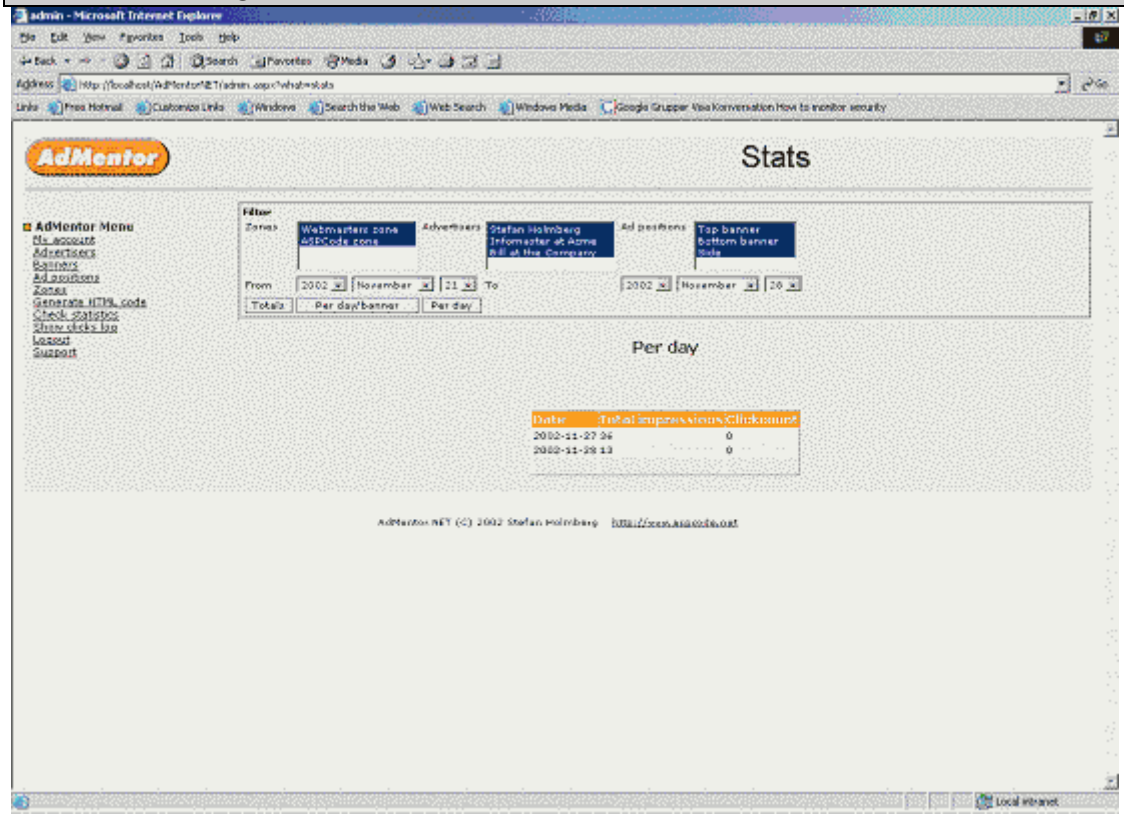
Note that after pressing submit you have a 'List banners' link – ths lets you see which banners are affected by the banner code generated.

3.6 Show stats (administrators and advertisers)

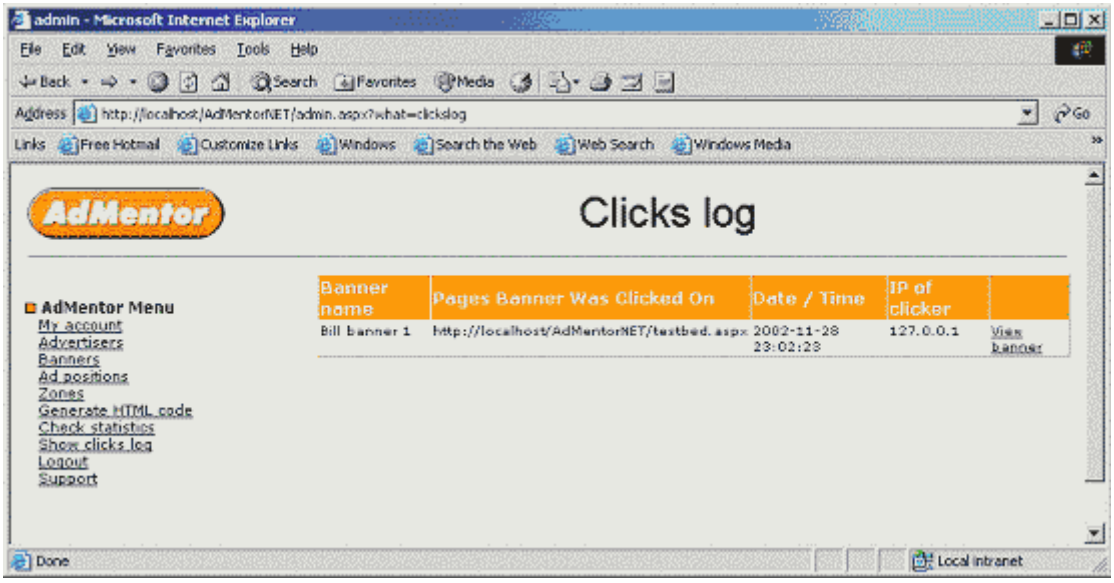


Please note that an advertiser can only see stats of their own banners.


admin - Microsoft Internet Explorer
AdMentor
Stats
AdMentor Menu
My account
Advertisers
Banners
Ad positions
Zones
Generate HTML code
Check statistics
Show clicks log
Logout
Support
Filter
Zones
Webmasters zone
AdCode zone
Advertisers
Stefan Holmberg
Informator AB Acme
Bill at the Company
Ad positions
Top banner
bottom banner
Stats
From
To
Totals
Per day/banner
Per day
Per day/banner
Date
Name
Weight
Total impressions
Clicks
Click ratio
AdMentor NET (C) 2002 Stefan Holmberg
http://www.aspcode.net



3.7 Show clicks log(administrators and advertisers)



Please note that an advertiser can only see stats of their own banners.

3.8 Log out

Logs you out of the system.

4 License

AdMentor.NET is free to use. It costs nothing for a webmaster to use it on any number of websites he/she wants to. AdMentor.NET or parts of it (as well as enhancements) can't be distributed through any other website other than what Systementor AB (http://www.systementor.se) decides.

You can however make enhancements and run those enhanced versions on your own websites – but you can't distribute your changes to other people without Systementor AB approving.

Please send enhancements to me Stefan.holmberg@systementor.se and I will consider adding them to the source in future releases. You will be given full credit for changes you have contributed with.

Also, if you like it, please consider making a donation to us to help us running this project. Read more on how to do it at http://www.aspcode.net/donate.aspx