

# **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="AdMentorConnectionString" 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

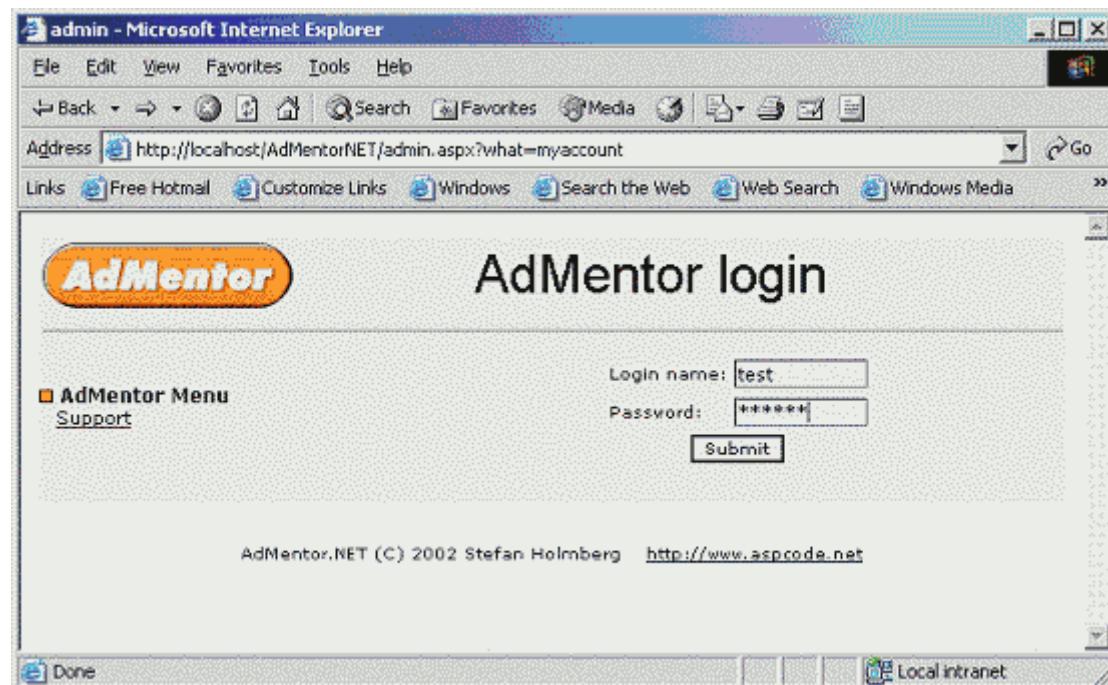
You will first need to have a virtual directory in IIS where AdMentor should be installed. Use the Internet Services Manager from Windows 2000 Control Panel, Administrative tools to create the virtual directory. Call it admentornet since that's what the projects file says. Copy all the files to that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

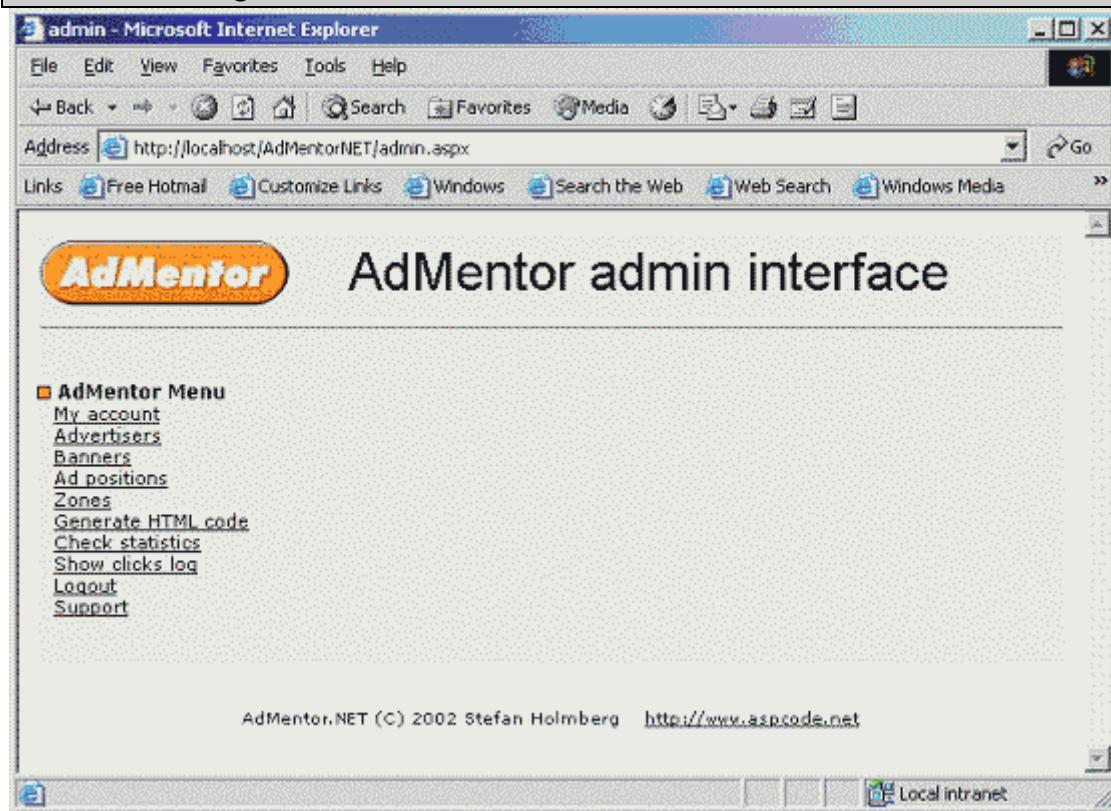
## 2.2 Logging on to the system

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.



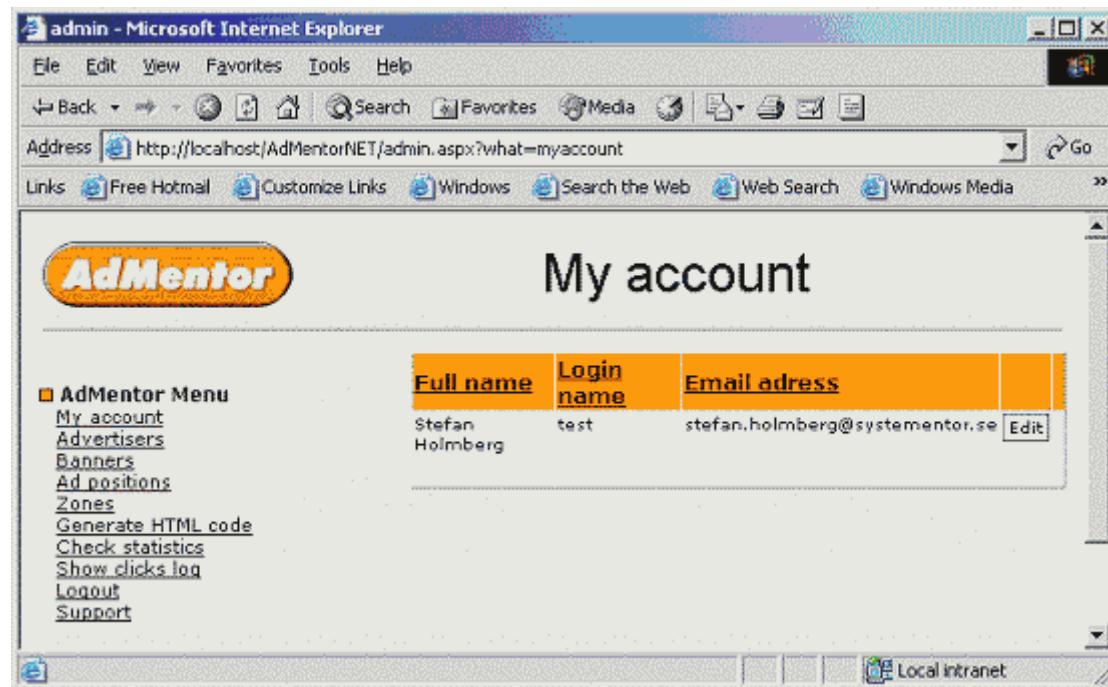
You are now logged in as an administrator.

## 3 Administration

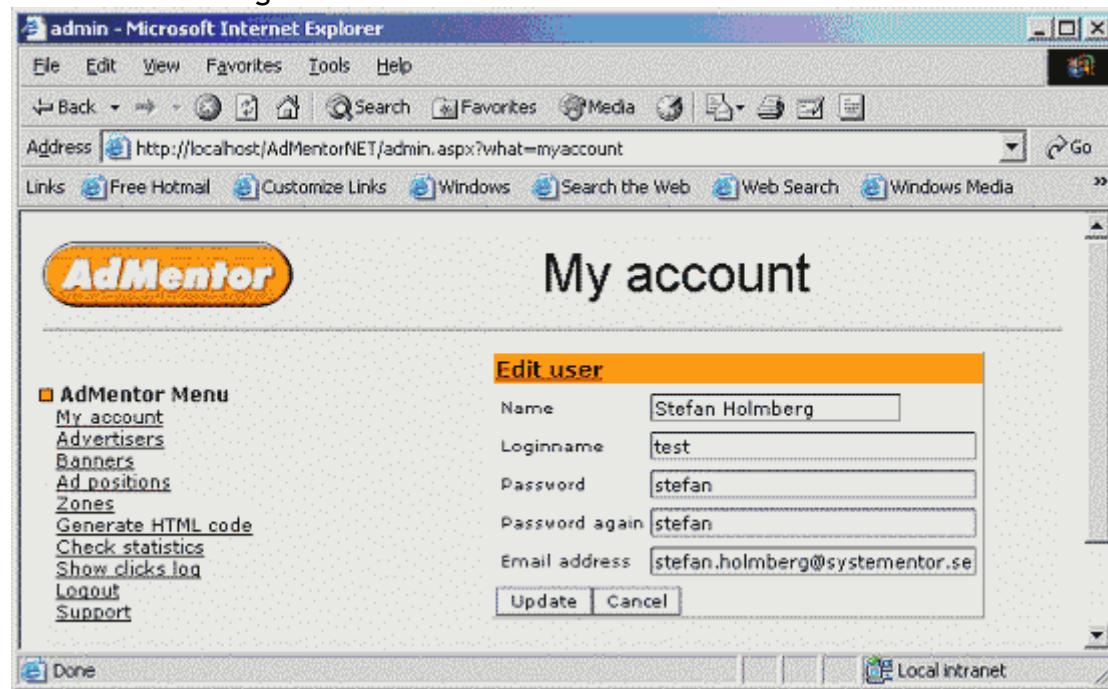
### 3.1 My account (administrators and advertisers)

Here you can change your own account information.

First you are presented with an overview:



And when clicking on the Edit button:

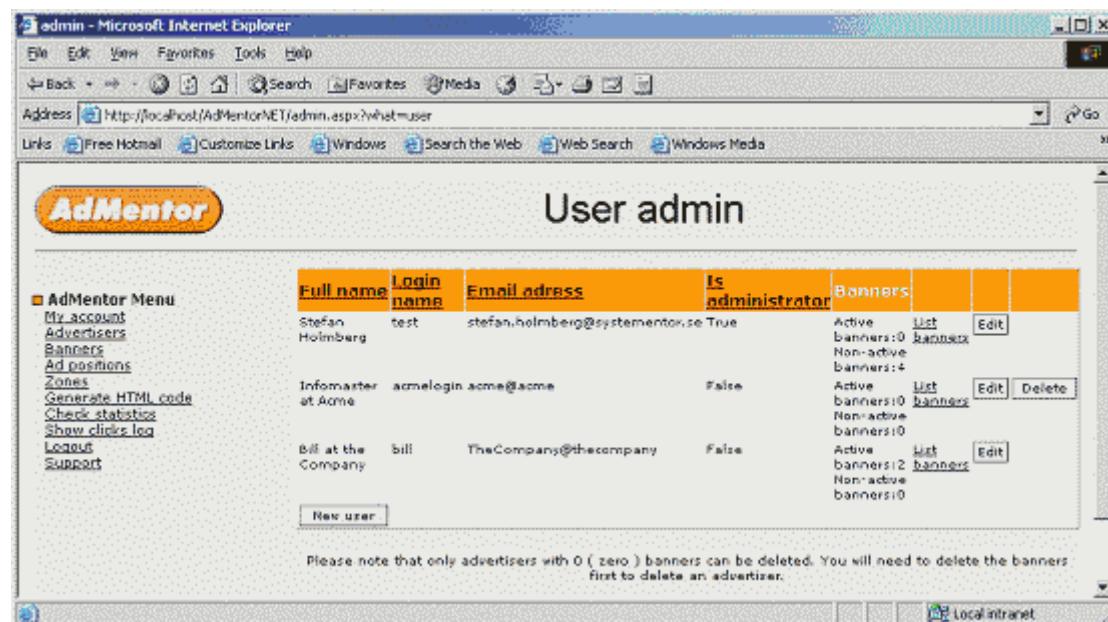


Here you can change the name, password and email address.

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:

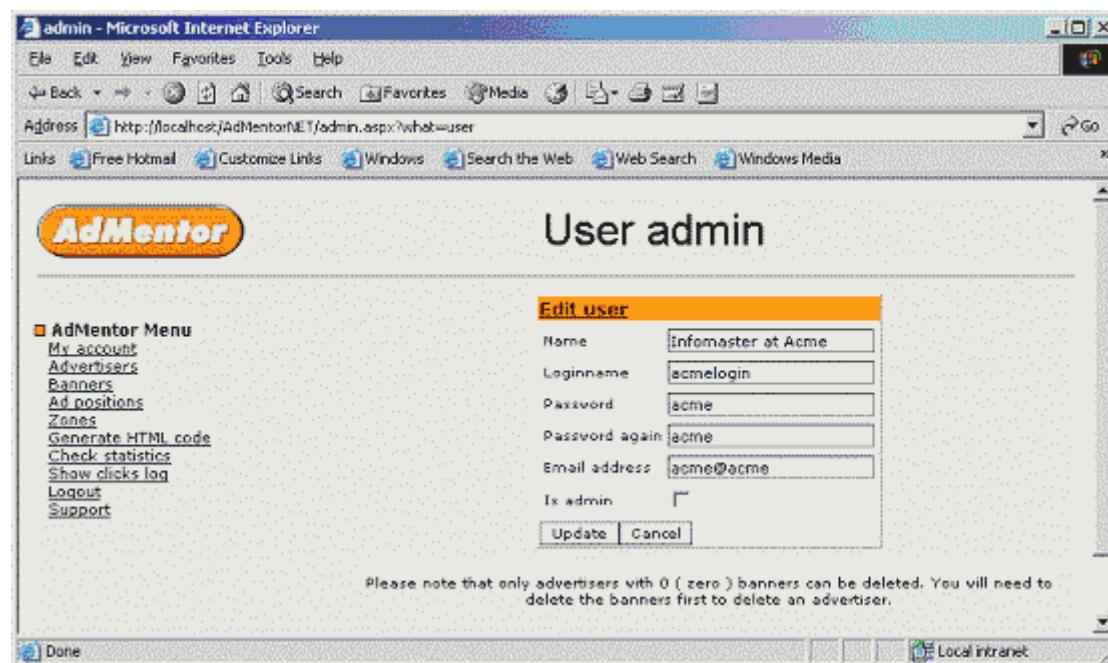


The screenshot shows a Microsoft Internet Explorer window titled "User admin". On the left is a sidebar menu with options like "My account", "Advertisers", "Banners", etc. The main area displays a table with three rows of advertiser information:

Full name	Login name	Email address	Is administrator	Banners
Stefan Holmberg	test	stefan.holmberg@systementor.se	True	Active banners:0 Non-active banners:4
Infomaster at Acme	acmelogin	acme@acme	False	Active banners:0 Non-active banners:0
Bill at the Company	bill	TheCompany@thecompany	False	Active banners:12 Non-active banners:0

Below the table is a note: "Please note that only advertisers with 0 ( zero ) banners can be deleted. You will need to delete the banners first to delete an advertiser."

Clicking Edit lets you edit user information



The screenshot shows the same Microsoft Internet Explorer window with the "Edit user" form open for the advertiser "Infomaster at Acme". The form fields are:

Name	Infomaster at Acme
Loginname	acmelogin
Password	acme
Password again	acme
Email address	acme@acme
Is admin	<input type="checkbox"/>

Below the form is the same note: "Please note that only advertisers with 0 ( zero ) banners can be deleted. You will need to delete the banners first to delete an advertiser."

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:

The screenshot shows the 'Banner admin' page of the AdMentor application. At the top, there's a navigation bar with links like 'File', 'Edit', 'View', 'Favorites', 'Tools', 'Help', and a search bar. Below the bar, the URL is http://localhost/AdMentor/ET/admin.aspx?what=banner&status=active&advertiser=7. The main title is 'Banner admin'. On the left, there's a sidebar with the 'AdMentor Menu' containing items like 'My account', 'Advertisers', 'Banners', 'Ad positions', 'Zones', 'Generate HTML code', 'Check statistics', 'Show clicks log', 'Logout', and 'Support'. The main content area has a 'Filter' section with dropdowns for 'Zones' (set to 'Webmasters zone ASPCode zone'), 'Advertisers' (set to 'Stefan Holmberg Informaster at Home Bill at the Company'), 'Ad positions' (set to 'Top banner Bottom banner Side'), and 'Active status' (set to 'Active Non-active'). A 'Submit' button is below the filter. Below the filter is a table showing two banners:

Name	Weight	Total impressions	Clickcount	Ad position	Zones	Actions
Bill banner 1	10	38	0	Top banner	Webmasters zone ASPCode zone	<a href="#">View banner</a> <a href="#">Edit</a> <a href="#">Delete</a>
Bills HTML banner	10	18	0	Top banner	Webmasters zone	<a href="#">View banner</a> <a href="#">Edit</a> <a href="#">Delete</a>

At the bottom of the table, there are buttons for 'New banner' and 'New HTML banner'.

## 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 )

AdMentor

### View banner

**AdMentor Menu**

- [My account](#)
- [Advertisers](#)
- [Banners](#)
- [Ad positions](#)
- [Zones](#)
- [Generate HTML code](#)
- [Check statistics](#)
- [Show clicks log](#)
- [Logout](#)
- [Support](#)

Start Date	End Date	Weight	Exposures	Banner Clicks	Exp./Day	Ratio
2002-11-18	2002-11-18	3	3	0	0.01	no clicks

This is a banner...

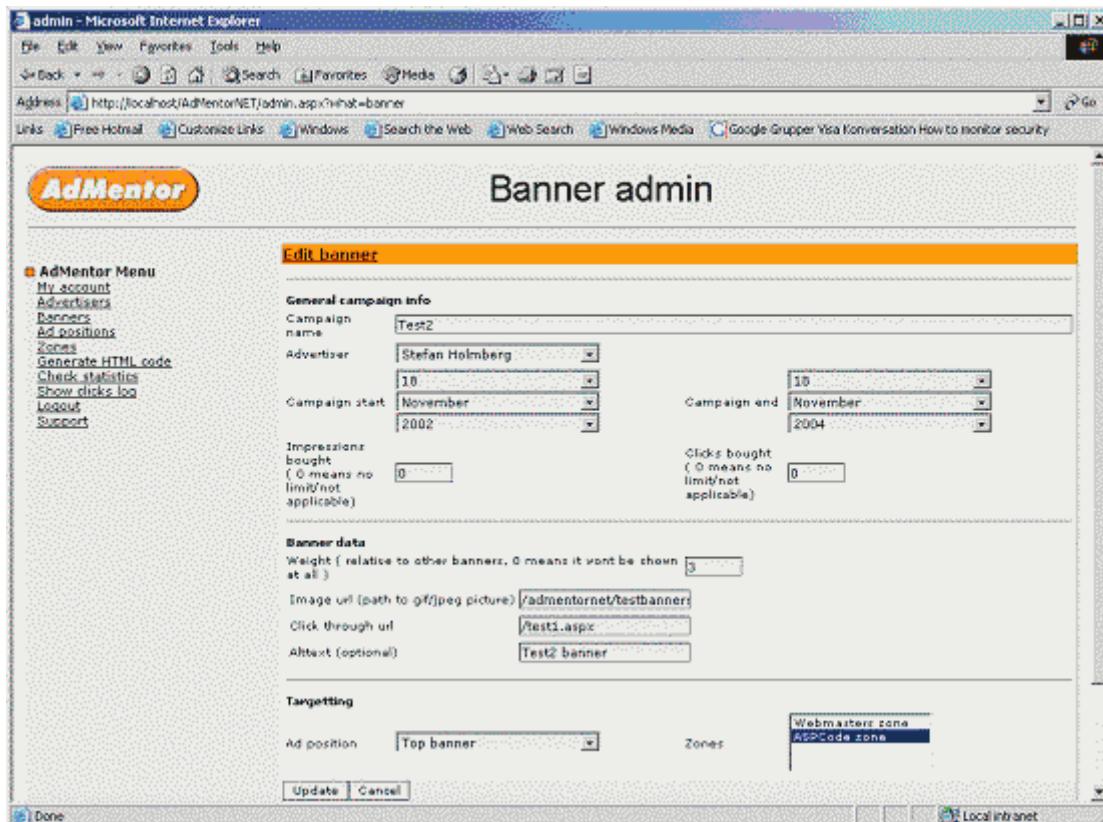
Click destination: [test.aspx](#)

Pages	Banner Was Clicked On	Date / Time	IP of clicker

AdMentor.NET (C) 2002 Stefan Holmberg <http://www.aspcode.net>

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>

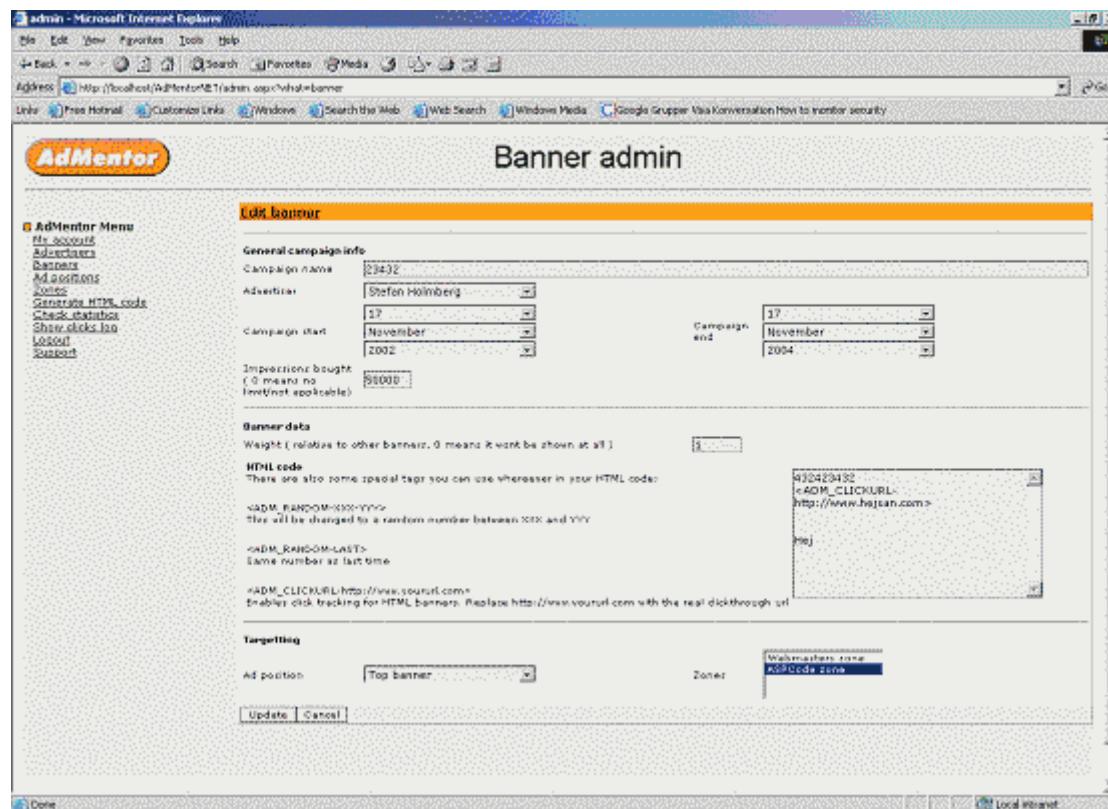
**Click through url:** enter where visitor will be taken when clicking on the banner, for example <http://www.systementor.se>

**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 screenshot shows the 'Banner admin' page of the AdMentor software. The URL in the address bar is <http://localhost/AdMentor/Banner.aspx?edit=banner>. The left sidebar has a 'AdMentor Menu' with options like 'My account', 'Advertisers', 'Campaigns', 'Ad positions', 'Zones', 'Generate HTML code', 'Check statistics', 'Show clicks log', 'Logout', and 'Support'. The main area has tabs for 'Edit banner' (selected), 'HTML banner', and 'Image banner'. Under 'Edit banner', there are sections for 'General campaign info' (Campaign name: 33432, Advertiser: Stefan Holmberg, Campaign start: November 2002, Campaign end: November 2004, Impressions bought: 50000), 'Banner data' (Weight: 10, HTML code: <ADM\_RANDOM-XXX-YYY>, <ADM\_CLICKURL-XXX> http://www.hejtan.com/hej), and 'Targetting' (Ad position: Top banner, Zones: Webmaster zone, AdCode zone). Buttons at the bottom are 'Update' and 'Cancel'.

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

**might give you**

```
<a href="goto.asp?what=62345">Hej</a><br>
<a href="goto.asp?what=62345">Hej</a><br>
<a href="goto.asp?what=22286">Hej</a><br>
```

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

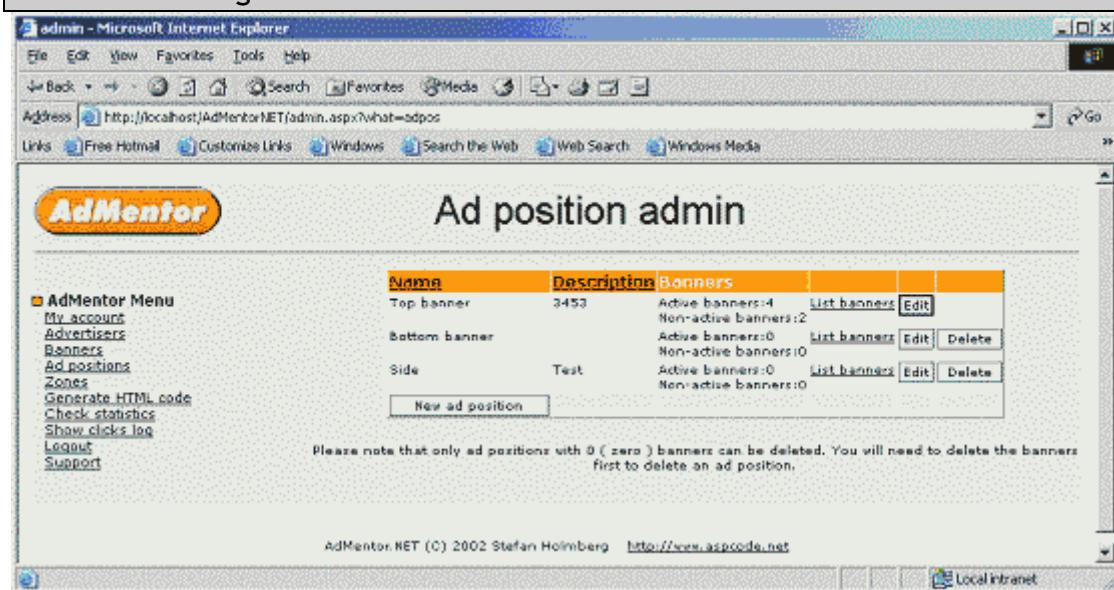
```
<a href=<ADM_CLICKURL-http://www.hejsan.com>">
Hej</a>
```

Will be replaced by a link looking like this:

<http://localhost/AdMentorNET/admentorserve.aspx?type=click&bannerid=124&encurl=CjWor9%2f8kQAx16FFiKJQ002u1wZ0YkII>

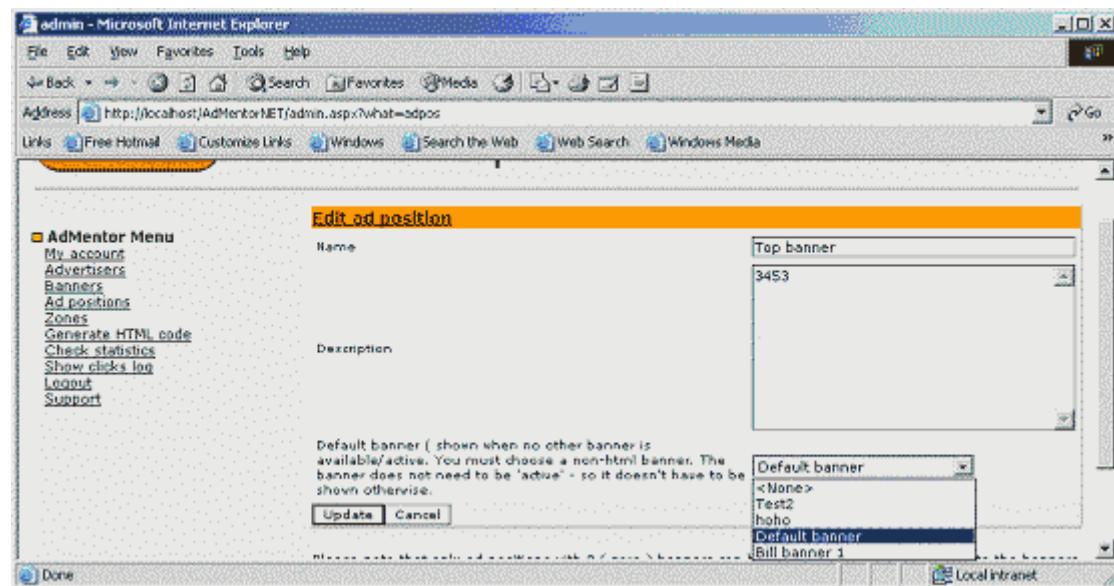
Note that the click through url is encrypted as well and not visible to the visitor.

### 3.4 Ad positions( administrators only)



The screenshot shows the 'Ad position admin' section of the AdMentor.NET application. On the left is a sidebar menu with options like 'My account', 'Advertisers', 'Banners', 'Ad positions' (which is selected), 'Zones', 'Generate HTML code', 'Check statistics', 'Show clicks log', 'Logout', and 'Support'. The main area has a table titled 'Banners' with three rows: 'Top banner' (Name: 3453, Description: 3453, Active banners: 4, Non-active banners: 2), 'Bottom banner' (Name: 3454, Description: 3454, Active banners: 0, Non-active banners: 0), and 'Side' (Name: 3455, Description: Test, Active banners: 0, Non-active banners: 0). A button 'New ad position' is at the bottom left. A note at the bottom center says: 'Please note that only ad positions with 0 ( zero ) banners can be deleted. You will need to delete the banners first to delete an ad position.' The status bar at the bottom shows 'AdMentor.NET (C) 2002 Stefan Holmberg <http://www.aspcode.net>'.

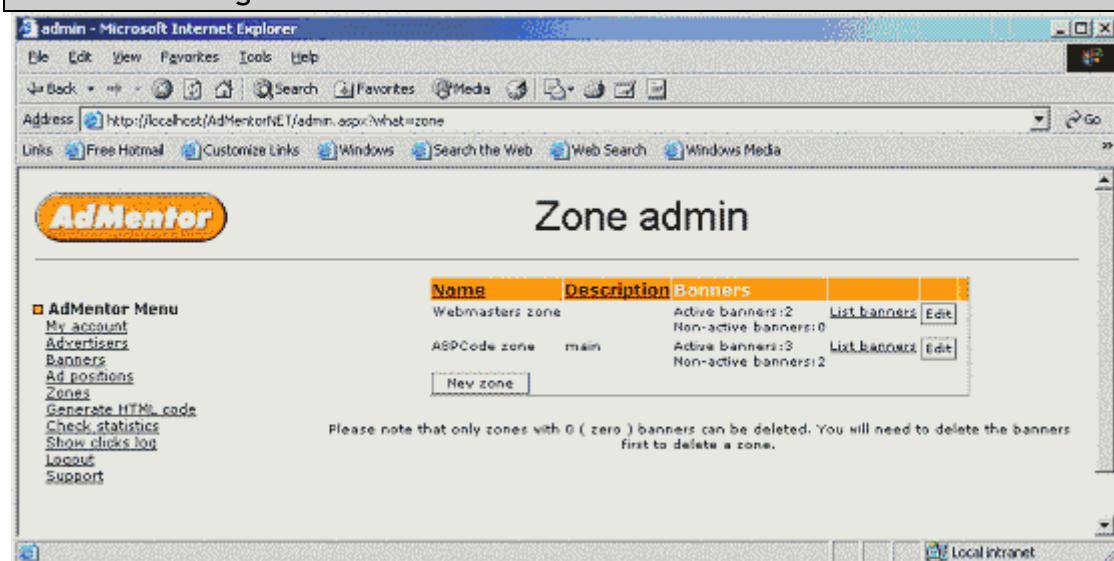
Works pretty much like other areas, one thing we could discuss is when adding new/editing an ad position:



The screenshot shows the 'Edit ad position' dialog box. It has fields for 'Name' (set to 'Top banner') and 'Description' (set to '3453'). Below these is a note: '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.)'. A dropdown menu labeled 'Default banner' shows options: '<None>', 'Test2', 'hoho', 'Default banner' (which is selected), and 'Bill banner 1'. At the bottom are 'Update' and 'Cancel' buttons. The status bar at the bottom shows 'Done'.

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 )



The screenshot shows a Microsoft Internet Explorer window titled "admin - Microsoft Internet Explorer". The address bar contains "http://localhost/AdMentor.NET/admin.aspx?what=zone". The main content area is titled "Zone admin". On the left, there's a sidebar with "AdMentor Menu" containing links like "My account", "Advertisers", "Banners", "Ad positions", "Zones", "Generate HTML code", "Check statistics", "Show clicks log", "Logout", and "Support". The right side displays a table with two rows:

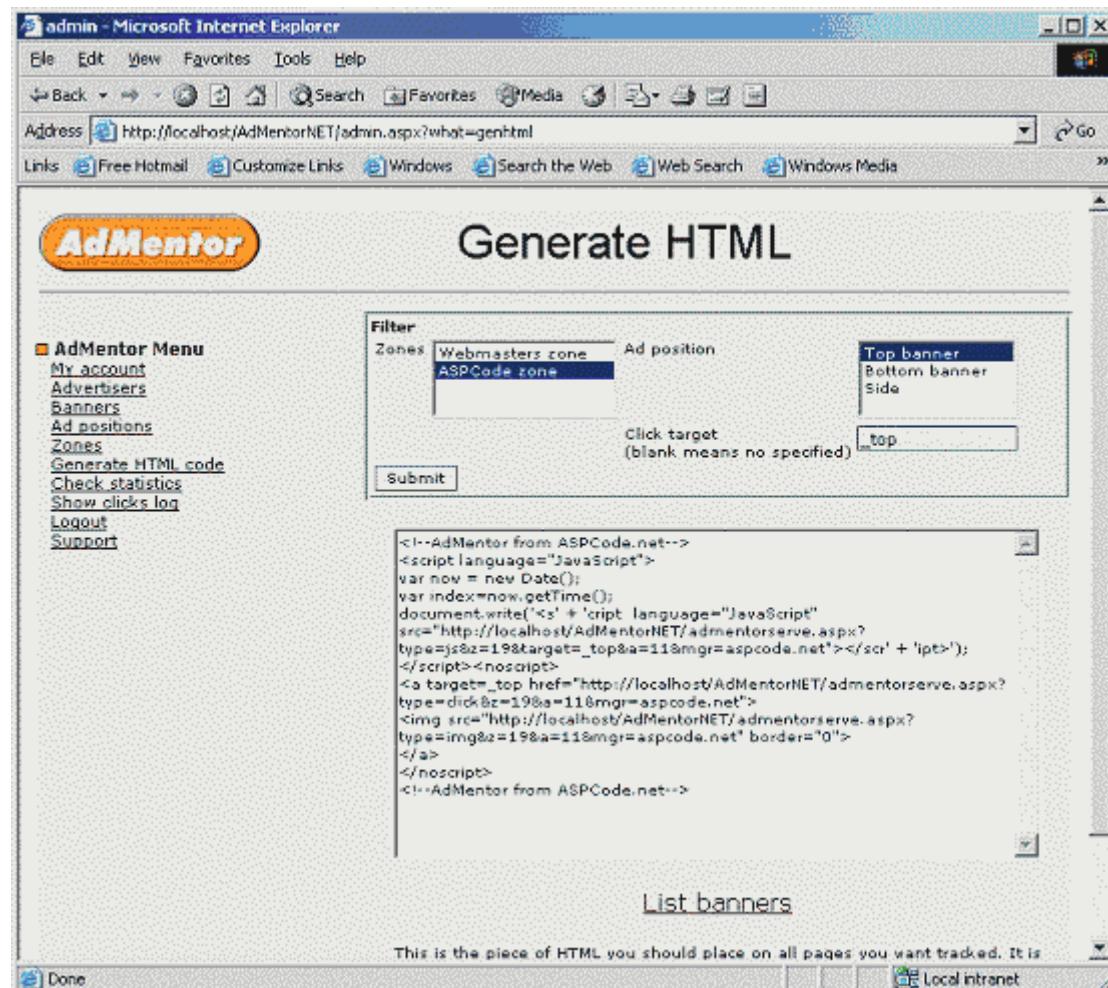
Name	Description	Banners	
Webmasters zone	main	Active banners:2 Non-active banners:0	<a href="#">List banners</a> <a href="#">Edit</a>
ASPCode zone	main	Active banners:3 Non-active banners:2	<a href="#">List banners</a> <a href="#">Edit</a>

A button labeled "New zone" is at the bottom of the table. A note below the table says: "Please note that only zones with 0 ( zero ) banners can be deleted. You will need to delete the banners first to delete a zone."

### 3.6 Generate HTML code ( administrators only )

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

The screenshot shows a Microsoft Internet Explorer window titled "admin - Microsoft Internet Explorer". The address bar contains "http://localhost/AdMentorNET/sadmin.aspx?what=genhtml". The main content area is titled "Generate HTML". On the left, there's a sidebar with "AdMentor Menu" containing links like "My account", "Advertisers", "Banners", "Ad positions", "Zones", "Generate HTML code" (which is underlined, indicating it's the current page), "Check statistics", "Show clicks log", "Logout", and "Support". The central part of the page has a "Filter" section with dropdown menus for "Zones" (set to "Webmasters zone" and "ASPCode zone") and "Ad position" (set to "Top banner", "Bottom banner", and "Side"). Below these is a "Click target" field with "top" selected. A "Submit" button is at the bottom of the filter form. At the bottom of the page, there's a note: "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." The status bar at the bottom of the browser window shows "Local intranet".



The screenshot shows a Microsoft Internet Explorer window titled "admin - Microsoft Internet Explorer". The address bar contains "http://localhost/AdMentorNET/admn.aspx?what=genhtml". The main content area is titled "Generate HTML". On the left, there's a sidebar with "AdMentor Menu" containing links like "My account", "Advertisers", "Banners", "Ad positions", "Zones", "Generate HTML code" (which is selected), "Check statistics", "Show clicks log", "Logout", and "Support". The right side has a "Filter" section with dropdown menus for "Zones" (set to "Webmasters zone" and "ASPCode zone") and "Ad position" (set to "Top banner", "Bottom banner", and "Side"). Below the filter is a "Click target" field set to "top". A "Submit" button is present. Below the filter is a large text area containing generated JavaScript code:

```
<!--AdMentor from ASPCode.net-->
<script language="JavaScript">
var now = new Date();
var index=now.getTime();
document.write('<s' + 'cript language="JavaScript"' +
src="http://localhost/AdMentorNET/admentorserve.aspx?
type=js&z=198&target=_top&a=118mgr=aspcode.net"></sc' + 'ript>');
</script><noscript>
<a target=_top href="http://localhost/AdMentorNET/admentorserve.aspx?
type=click&z=198&a=118mgr=aspcode.net">

</a>
</noscript>
<!--AdMentor from ASPCode.net-->
```

At the bottom of the page, a link "List banners" is visible, and a note says "This is the piece of HTML you should place on all pages you want tracked. It is".

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 )

The screenshot shows a Microsoft Internet Explorer window displaying the 'Stats' page of the AdMentor.NET administration tool. The title bar reads 'admin - Microsoft Internet Explorer'. The address bar shows the URL 'Http://localhost/AdMentorNET/admin.aspx?what=stats'. The page has a header 'AdMentor' on the left and 'Stats' on the right. On the left, there's a sidebar titled 'AdMentor Menu' with links like 'My account', 'Advertisers', 'Banners', etc. The main area has a 'Filter' section with dropdowns for 'Zones' (set to 'Webmasters zone ASPCode zone'), 'Advertisers' (set to 'Stefan Holmberg', 'InfoMaster at Acme', 'Bill at the Company'), 'Ad positions' (set to 'Top banner', 'Bottom banner', 'Side'), and date ranges ('From 2002 November 21 To 2002 November 26'). Below this are buttons for 'Totals', 'Per day/banner', and 'Per day'. The 'Totals' section displays a table:

Name	Weight	Total impressions	Clickcount	Click ratio	
23432	1	2	0	no clicks	<a href="#">View banner</a>
Test2	3	3	0	no clicks	<a href="#">View banner</a>
hoho	1	0	0	no clicks	<a href="#">View banner</a>
Default banner	0	6	0	no clicks	<a href="#">View banner</a>
Bill banner 1	10	19	0	no clicks	<a href="#">View banner</a>
Bills HTML banner10	0	0	0	N/A - no click tracking	<a href="#">View banner</a>
<b>TOTAL</b>		<b>30</b>	<b>0</b>	<b>no clicks</b>	

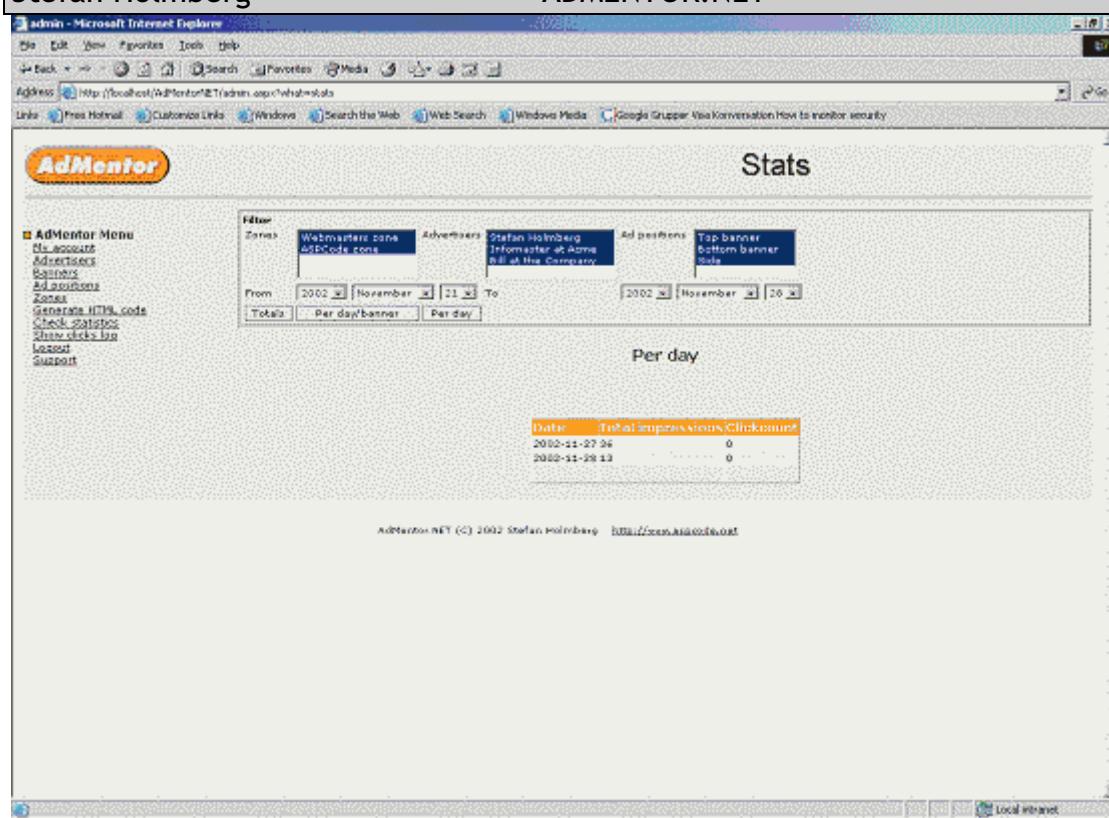
At the bottom of the page, it says 'AdMentor.NET (C) 2002 Stefan Holmberg <http://www.aspcode.net>'.

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

The screenshot shows a Microsoft Internet Explorer window titled "admin - Microsoft Internet Explorer". The address bar shows the URL: "Http://localhost/AdMentor.NET/Admin.aspx?what=stats". The main content area is titled "Stats" and displays a table of banner statistics. The table has columns: Date, Name, Weight, Total impressions, Clicks count, Click ratio, and Clicks traded. The data in the table is as follows:

Date	Name	Weight	Total impressions	Clicks count	Click ratio	Clicks traded
2002-11-17 23422		1	4	0	no clicks	No banner
2002-11-28 23422		1	2	0	no clicks	No banner
2002-11-18 Test1		3	3	0	no clicks	No banner
2002-11-20 Test2		3	3	0	no clicks	No banner
2002-11-20 Default banner		0	21	0	no clicks	No banner
2002-11-27 Default banner		0	6	0	no clicks	No banner
2002-11-20 B18 banner 1	B18 banner 1	10	23	0	no clicks	No banner
2002-11-27 B18 banner 1	B18 banner 1	10	19	0	no clicks	No banner
2002-11-20 B18 banner 1	B18 banner 1	10	4	0	no clicks	No banner
2002-11-20 B18 HTML banner 10	B18 HTML banner 10	10	.....	0	N/A : no click trading	No banner

At the bottom of the stats page, it says "AdMentor.NET (C) 2002 Stefan Holmberg <http://www.aspcode.net>".

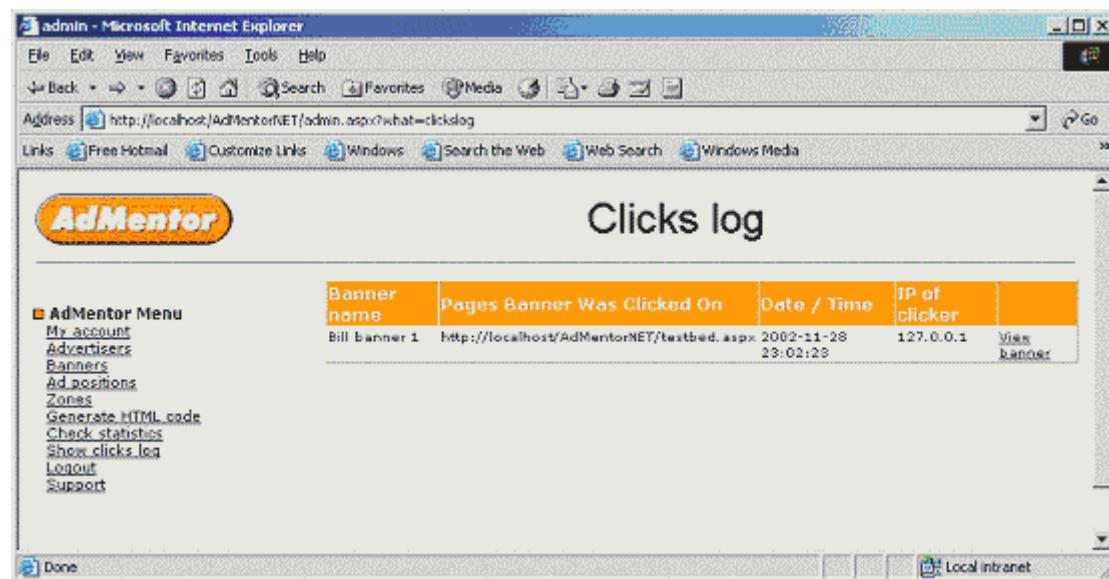


The screenshot shows the 'Stats' page of the AdMentor software. On the left, there's a sidebar with a 'AdMentor Menu' containing links like 'My account', 'Advertisers', 'Banners', 'Ad positions', 'Zones', 'Generate HTML code', 'Check statistics', 'Show clicks log', 'Logout', and 'Support'. The main area has a 'Filter' section with dropdowns for 'From' (2002 November 21), 'To' (2002 November 20), and 'Totals' (Per day/banner). It also shows 'Advertisers' (Stefan Holmberg) and 'Ad positions' (Top banner, Bottom banner, Side). Below this is a table titled 'Per day' with two rows:

Date	Total impressions	Clicks/number
2002-11-27 06	0	-
2002-11-28 13	0	-

At the bottom, it says 'AdMentor.NET (C) 2002 Stefan Holmberg <http://www.aspcode.net>'.

### 3.7 Show clicks log( administrators and advertisers )



The screenshot shows the 'Clicks log' page. The sidebar is identical to the 'Stats' page. The main area has a table titled 'Clicks log' with columns: 'Banner name', 'Pages Banner Was Clicked On', 'Date / Time', and 'IP of clicker'. There is one entry:

Banner name	Pages Banner Was Clicked On	Date / Time	IP of clicker
Bill Banner 1	<a href="http://localhost/AdMentorNET/testbed.aspx">http://localhost/AdMentorNET/testbed.aspx</a>	2002-11-28 23:02:29	127.0.0.1

At the bottom, it says 'Done' and 'Local intranet'.

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](mailto: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>