

# **Administrator Guide**

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# User Types

## Administrator

Administrator - a person with a full set of rights to manage and configure the system. An administrator can control the entire system.

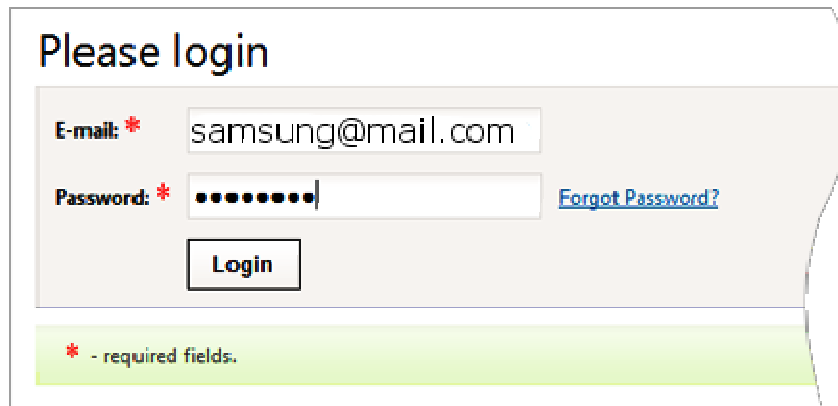
## Advertiser

Advertiser – a person placing his or her ads using your system on sites connected to this system. The advertiser can create and manage ad campaigns on the basis of statistical and analytical information provided by the system.

# Login

To login, perform the following steps:

- Open <http://www.yoursite.com/index.php/admin/login>.
- Enter your email address and password (issued after installation of the system).
- Click the **Login** button.



The screenshot shows a login form with the following elements:

- Title:** Please login
- E-mail:** \* samsung@mail.com
- Password:** \* [masked with 8 dots] [Forgot Password?](#)
- Button:** Login
- Footnote:** \* - required fields.

## Lost Password

To reset a lost or forgot password for an Administrator perform the following steps:

- On the page [www.yoursite.com/index.php/admin/login](http://www.yoursite.com/index.php/admin/login) click the **Forgot Password** link.
- Enter your e-mail address.
- Click the **Send by e-mail** button.

After this, the system will email you detailed instructions on resetting your password.

**Forgot Password**

**E-mail:** \*

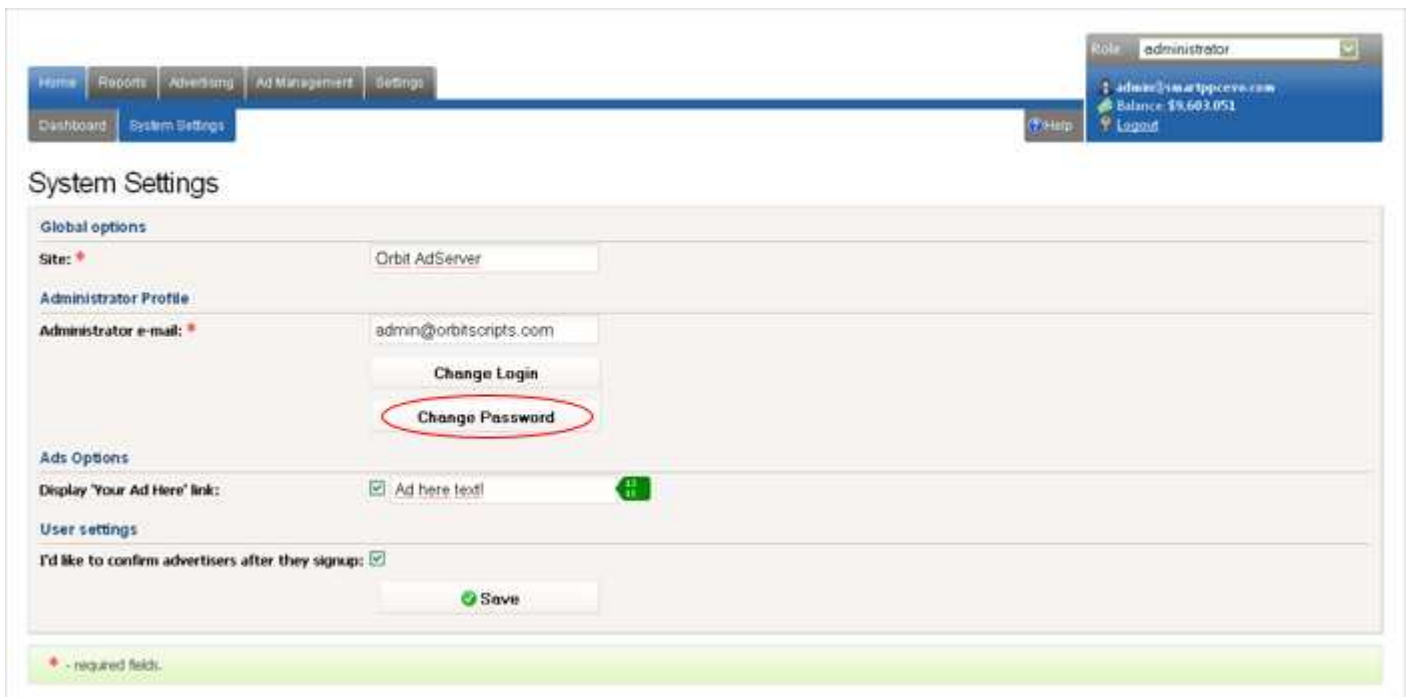
**Send by e-mail**

\* - required fields.

# Change Password

To change administrator password, perform the following steps:

- In the administrative control panel menu, select option *Home -> System Settings*.
- Click the Change Password button.



The screenshot shows the 'System Settings' page. At the top, there is a navigation menu with 'Home', 'Reports', 'Advertising', 'Ad Management', and 'Settings'. Below this is a 'Dashboard' and 'System Settings' section. On the right, there is a user profile dropdown showing 'Role: administrator', 'admin@orbitscripts.com', 'Balance: \$9,603.051', and 'Logout'. The main content area is titled 'System Settings' and contains several sections: 'Global options' with a 'Site' field set to 'Orbit AdServer'; 'Administrator Profile' with an 'Administrator e-mail' field set to 'admin@orbitscripts.com' and two buttons, 'Change Login' and 'Change Password' (the latter is circled in red); 'Ads Options' with a 'Display "Your Ad Here" link' checkbox checked and a value of 'Ad here text!'; and 'User settings' with an 'I'd like to confirm advertisers after they signup' checkbox checked. A 'Save' button is at the bottom. A legend at the bottom left indicates that a red asterisk (\*) denotes a required field.

- In the new window, you will be asked to enter your current password, your new password and to re-enter your new password to confirm the change.
- Click the Save button.



The 'Change Password' dialog box has a title bar with the text 'Change Password'. It contains three input fields: 'Current Password: \*', 'New Password: \*', and 'Confirm New Password: \*'. Below the fields is a legend: '\* - required fields.'. At the bottom right, there are two buttons: 'Save' (with a green checkmark icon) and 'Cancel' (with a red 'X' icon).

If a password change was successful, you will see a notification message.

# Change Login

To change an administrator Login perform the following steps:

- In the administrative control panel menu, select option Home -> System Settings.
- Click the Change Login button.

The screenshot shows the 'System Settings' page. The 'Administrator Profile' section contains the 'Administrator e-mail' field with the value 'admin@orbitscripts.com'. Below this field are two buttons: 'Change Login' (circled in red) and 'Change Password'. The 'Save' button is located at the bottom of the form.

- In the new window, you will be asked to enter your New Login and current password.
- Click the Save button.

The 'Change Login' dialog box has two input fields. The first is labeled 'New Login: \*' and contains the text 'admin@search.com'. The second is labeled 'Current Password: \*' and is currently empty. Below the fields, there is a legend: '\* - required fields.'. At the bottom right, there are two buttons: 'Save' (with a green checkmark icon) and 'Cancel' (with a red X icon).

If your Login change was successful you will see a confirmation message.

# Profile Settings

In *Home -> System Settings* administrator has access to the following settings:

The screenshot shows the 'System Settings' page. The 'Global options' section has a 'Site' field with the value 'Orbit AdServer'. The 'Administrator Profile' section has an 'Administrator e-mail' field with the value 'admin@orbiscripts.com' and buttons for 'Change Login' and 'Change Password'. The 'Ads Options' section has a 'Display Your Ad Here link' checkbox checked and a text field containing 'Ad here text!'. The 'User settings' section has an 'I'd like to confirm advertisers after they signup' checkbox checked. A 'Save' button is at the bottom. A legend at the bottom left indicates that a red asterisk denotes a required field.

## Global Options

Value of the **Site** field will be displayed in the title of your administrative control panel pages, of your advertisers' control panel pages and in subject of e-mails sent via the system.

## Administrator Profile

- Change email address. An email address is used to login to the administrative control panel.
- Change Password. To change your password follow the [change password instructions](#).
- Change Login. Your login is the email address used to login to the administrative control panel.

## Ads Options

- If display Your Ad Here link is checked, the link under ad will be shown. The administrator can change a signature of the link.
- If you leave that option unchecked, there will be no link under ad block.

## User Settings

- **I'd like to confirm advertisers after they signup**

Do you want to confirm registered users (option checked) or allow user profiles to be activated automatically after registration (option unchecked)? If the user setting is enabled (ie. you want to confirm registered users), users will remain in **Activation Pending** status until the advertiser is confirmed.

How to confirm advertisers [read here](#).



# Manage Table Columns

System control panels have **Manage columns** feature in each table. Manage columns button opens a list of table columns. You can manage displaying of certain columns marking or unmarking appropriate checkboxes.

Select all

ID

Publisher

Site Domain

Title

Status

Impressions

Alternative Impressions

Clicks

CTR

Revenue

Action

OK

Each table contains fields of 2 types:

- Required  
For example, ID, site domain or status fields can't be hidden from a table because in this case table data will become senseless.
- Optional  
For example, type or creation date fields can be hidden from view.

Select all checkbox allows to manage (mark or unmark) all optional columns of a table.

Manage columns settings are saved for further system usage.

Also, in the bottom of every table there are **Total** and **Total on this page** values. **Total** is a sum (or average value for CTR rate column) of all table data (for all pages). And **Total for this page** is a value for the displayed page only.

Home Reports Advertising Ad Management Settings

Manage Sites/Channels Color Palette Help

Role: administrator  
admin@smartpcevo.com  
Balance: \$10,000.00  
Logout

Create Site

Select period: All time 01.01.2008 - 12.15.2010 Filter by status: all Filter by owner: all Quick Search (ID, Title, Site Domain) Update

Sites → Channels

Create Site Approve site Deny site Unblock Site Block Site Delete Site (Manage columns)

ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Actions
13	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.net	q	active	0	0	0.00 %	\$0.00	Create Channel Edit Layout
12	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.com	q	active	0	0	0.00 %	\$0.00	Create Channel Edit Layout
11	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.ru	1111	active	0	0	0.00 %	\$0.00	Create Channel Edit Layout
<b>Total on this page</b>					9	0	0.00 %	\$0.00	
<b>Total</b>					9	0	0.00 %	\$0.00	

Page: 2 of 6 Items Per Page: 3 Total Items: 16

## Advertisement Rate Types

### CPM (cost-per-thousand impression)

When placing an advertisement based on a [CPM rate](#) plan, ads are purchased in 1000 impression increments. In the acronym CPM "M" stands for Roman numeral indicating the "1000".

### Flat Rate

When placing an advertisement at a [Flat Rate](#) the advertiser will pay one fee to place their ad on your site for a pre-determined period of time for that fee.

# Advertisement Types

## Text Ad

A text ad is characterized by the following parameters:

- Ad Title.
- Description (ie. the ad text), divided into 2 paragraphs.
- Display URL. This is a URL-address, which appears in the ad and allows users to identify your site.
- Destination URL. This is a URL, to which your ad will link. When clicking on an ad on your site, users will be redirected to the destination URL.

Text ad occupies one slot of a channel.

## Image Ad

Static graphic ads and animated flash ads are available.

Allowed extensions: gif, jpg, png, swf.

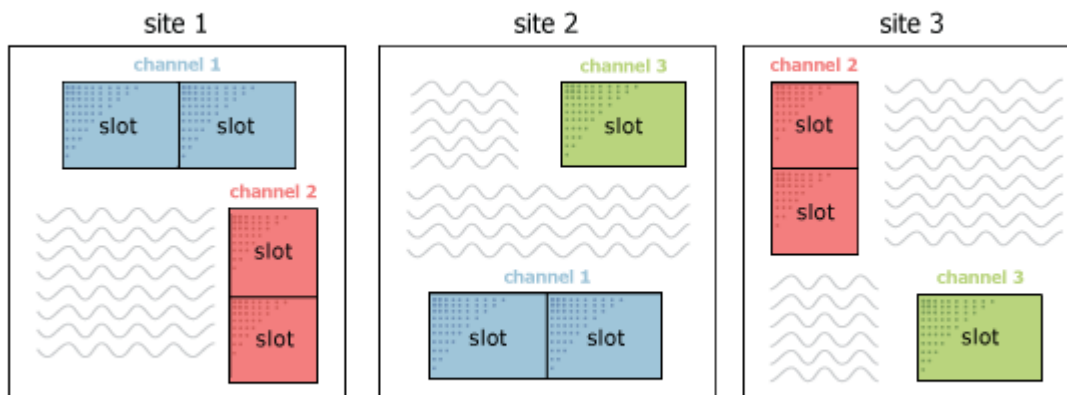
An Image Ad is characterized by the following parameters:

- Ad Title.
- Ad size. The image complies to the [standard sizes](#) of the system.
- Ad image.
- Display URL. This is a URL-address, which appears in the ad and allows users to identify your site.
- Destination URL. This is a URL, to which your ad will link. When clicking on an ad on your site, users will be redirected to the destination URL.

In the system image ad always occupies all channel slots (i.e. the whole channel). That means that an image uploaded by advertiser must accurately fit to sizes (width and height) of selected channel.

# The Concepts of Site, Channel and Slot

There are the concepts of site, [channel](#) and [slot](#) in the system.



A Site should be interpreted as an Internet website on which advertisement is to be placed using the system.

The channel is always located on the site, and represents a certain area on the site, defined by a number of properties. One site can have several channels.

The channel consists of one or more slots. A single slot can display one text ad. In other words, a text ad takes a single slot. An Image ad always occupies the entire channel no matter how many slots it consists of.

For example, the channel of size 180x150 consists of 1 slot, 120x240 – consists of 2 slots, 336x280 of 4 slots, 160x600 of 5 slots, etc.

## [Channel sizes illustration](#)

To open a list of sites and channels, click *Advertising-> Manage Sites/Channels* in the administrative panel. On the subsequent page, you can view all sites and channel added in the system:

## Manage Sites/Channels

[Create Site](#)

Get Orbit AdServer... [Component for Joomla!](#) [Plug-in for WordPress](#) [Module for Drupal](#)

Select period: All time (01.01.2008 - 12.16.2010) | Filter by status: all | Filter by owner: all | Quick Search (By Title, Site Domain) | [Update](#)

**Sites → Channels**

[Create Site](#) [Approve site](#) [Deny site](#) [Unblock Site](#) [Block Site](#) [Delete Site](#) [Manage columns](#)

ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Action
13	Administrator (admin@smartppcpro.com)	badm.orbitwork.orbitsoft.net	q	active	0	0	0.00 %	\$0.00	<a href="#">Create Channel</a> <a href="#">Edit</a> <a href="#">Layout</a>
12	Administrator (admin@smartppcpro.com)	badm.orbitwork.orbitsoft.com	q	active	0	0	0.00 %	\$0.00	<a href="#">Create Channel</a> <a href="#">Edit</a> <a href="#">Layout</a>
11	Administrator (admin@smartppcpro.com)	badm.orbitwork.orbitsoft.ru	1111	active	0	0	0.00 %	\$0.00	<a href="#">Create Channel</a> <a href="#">Edit</a> <a href="#">Layout</a>
<b>Total on this page</b>					<b>0</b>	<b>0</b>	<b>0.00 %</b>	<b>\$0.00</b>	
<b>Total</b>					<b>0</b>	<b>0</b>	<b>0.00 %</b>	<b>\$0.00</b>	

# Standard Channel Sizes Illustration

## Text Ads

### Leaderboard (728 x 90)

<a href="#">Online casino</a> Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games <a href="http://www.e-casinohere.com">www.e-casinohere.com</a>	<a href="#">Best web-hosting</a> Powerful hardware servers and professional support <a href="http://www.best-host.com">www.best-host.com</a>	<a href="#">Free software</a> A wide range of software. Try free now! <a href="http://www.softmarket.net">www.softmarket.net</a>	<a href="#">DVD rentals</a> Blockbuster Total Access Online. Over 50,000 Titles. 3 Weeks Free! <a href="http://www.Blockbmovies.com">www.Blockbmovies.com</a>
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### Banner (468 x 60)

<a href="#">Best web-hosting</a> Powerful hardware servers and professional support <a href="http://www.best-host.com">www.best-host.com</a>	<a href="#">Free software</a> A wide range of software. Try free now! <a href="http://www.softmarket.net">www.softmarket.net</a>
--	--

### Half Banner (234 x 60)

<a href="#">DVD rentals</a> Blockbuster Total Access Online. Over 50,000 Titles. 3 Weeks Free! <a href="http://www.Blockbmovies.com">www.Blockbmovies.com</a>
---

### Skyscraper (120 x 600)

<a href="#">Online casino</a> Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games <a href="http://www.e-casinohere.com">www.e-casinohere.com</a>
<a href="#">Best web-hosting</a> Powerful hardware servers and professional support <a href="http://www.best-host.com">www.best-host.com</a>
<a href="#">Free software</a> A wide range of software. Try free now! <a href="http://www.softmarket.net">www.softmarket.net</a>
<a href="#">DVD rentals</a> Blockbuster Total Access Online. Over 50,000 Titles. 3 Weeks Free! <a href="http://www.Blockbmovies.com">www.Blockbmovies.com</a>

### Wide Skyscraper (160 x 600)

<a href="#">Fashion Shop</a> Trendy Young Women's Clothing - Shirts, Dresses, Shoes, Accessories <a href="http://www.fashiontrends.com">www.fashiontrends.com</a>
<a href="#">Free software</a> A wide range of software. Try free now! <a href="http://www.softmarket.net">www.softmarket.net</a>
<a href="#">DVD rentals</a> Blockbuster Total Access Online. Over 50,000 Titles. 3 Weeks Free! <a href="http://www.Blockbmovies.com">www.Blockbmovies.com</a>
<a href="#">Online casino</a> Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games <a href="http://www.e-casinohere.com">www.e-casinohere.com</a>
<a href="#">Best web-hosting</a> Powerful hardware servers and professional support <a href="http://www.best-host.com">www.best-host.com</a>

### Small Rectangle (180 x 150)

<a href="#">DVD rentals</a> Blockbuster Total Access Online. Over 50,000 Titles. 3 Weeks Free! <a href="http://www.Blockbmovies.com">www.Blockbmovies.com</a>
---

### Vertical Banner (120 x 240)

<a href="#">Free software</a> A wide range of software. Try free now! <a href="http://www.softmarket.net">www.softmarket.net</a>
<a href="#">Best web-hosting</a> Powerful hardware servers and professional support <a href="http://www.best-host.com">www.best-host.com</a>

### Square (250 x 250)

<a href="#">Online casino</a> Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games <a href="http://www.e-casinohere.com">www.e-casinohere.com</a>
<a href="#">DVD rentals</a> Blockbuster Total Access Online. Over 50,000 Titles. 3 Weeks Free! <a href="http://www.Blockbmovies.com">www.Blockbmovies.com</a>
<a href="#">Best web-hosting</a> Powerful hardware servers and professional support <a href="http://www.best-host.com">www.best-host.com</a>

### Small Square (200 x 200)

<a href="#">Best web-hosting</a> Powerful hardware servers and professional support <a href="http://www.best-host.com">www.best-host.com</a>
<a href="#">Free software</a> A wide range of software. Try free now! <a href="http://www.softmarket.net">www.softmarket.net</a>

### Button (125 x 125)

<a href="#">Online casino</a> Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games <a href="http://www.e-casinohere.com">www.e-casinohere.com</a>
--

### Large Rectangle (336 x 280)

<a href="#">Occult and magic</a> Spellbooks, amulets, charms and lots more. <a href="http://www.occultstuff.com">www.occultstuff.com</a>
<a href="#">Searching for CINEMA?</a> Film portal, trailers, film festivals, news, ringtones and related links. <a href="http://www.cinema.com">www.cinema.com</a>
<a href="#">Interested in TRAVEL?</a> Worldwide reservations, hotels, cruises, car rentals, travel guides and more. <a href="http://www.travel.com">www.travel.com</a>
<a href="#">Download NEW Music</a> Free Downloading. Music, video. Search for your favorite music artists. <a href="http://www.newmusic.com">www.newmusic.com</a>

### Medium Rectangle (300 x 250)

<a href="#">Online casino</a> Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games <a href="http://www.e-casinohere.com">www.e-casinohere.com</a>
<a href="#">Free software</a> A wide range of software. Try free now! <a href="http://www.softmarket.net">www.softmarket.net</a>
<a href="#">DVD rentals</a> Blockbuster Total Access Online. Over 50,000 Titles. 3 Weeks Free! <a href="http://www.Blockbmovies.com">www.Blockbmovies.com</a>
<a href="#">Fashion Shop</a> Trendy Young Women's Clothing - Shirts, Dresses, Shoes, Accessories <a href="http://www.fashiontrends.com">www.fashiontrends.com</a>

# Image Ads

Leaderboard (728 x 90)



Banner (468 x 60)



Half Banner (234 x 60)



Skyscraper (120 x 600)



Wide Skyscraper (160 x 600)



Small Rectangle (180 x 150)



Vertical Banner (120 x 240)



Square (250 x 250)



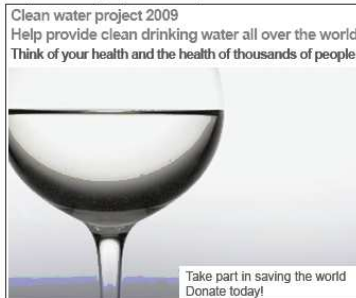
Small Square (200 x 200)



Button (125 x 125)



Large Rectangle (336 x 280)

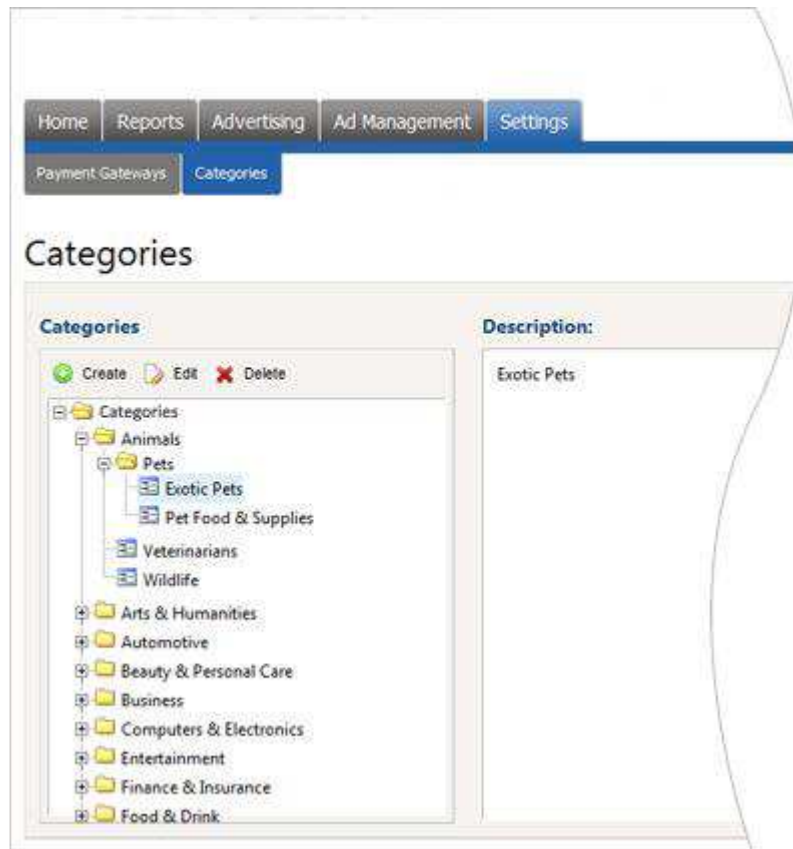


Medium Rectangle (300 x 250)



# Create Site Categories

You can create categories and assign them to sites and channels connected to the system. To create site categories open *Settings -> Categories*.



## To create a new category:

- Select (click to highlight) a category within which you want to create a new category. To create a top-level category, select the **Top** category.
- Click **Create** button.
- Enter the name and description for the new category using form appearing on the right.
- Click the **OK** button.

## To edit a category:

- Select the category to be edited in the Categories tree.
- Click the **Edit** button.
- Edit the name and/or description of the category using the form on the right.
- Click the **OK** button.

## To delete a category:

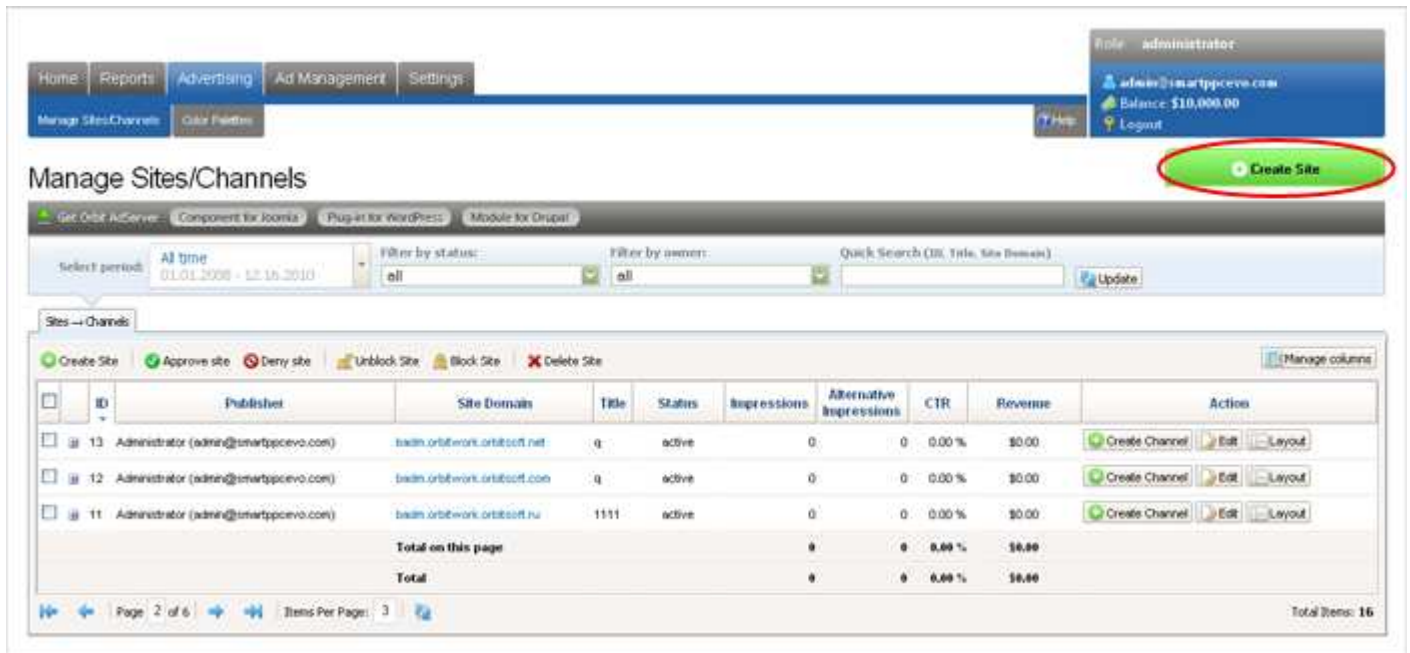
- Select the category to be deleted in the Categories tree.
- Press the **Delete** button.



# Add A Site To The System

If you want to display advertisement on a site, first of all you need to add this site to the system through your control panel.

In the administrative control panel, go to menu *Advertising-> Manage Sites / Channels*. On the subsequent page, click the **Create Site** button.



For a new site:

- Input the site URL.
- Input the site title.
- Input the site description.
- Select site category.
- Get or upload thumbnail of the site.

After a click on **Get from web** button the system attempts to get thumbnails of the page from the address typed in Site URL field above. If the attempt fails and there is default No Image thumbnail displayed you can manually upload 120x90 px image of your site using the **Upload** button.

- Specify site Layout

Home Reports Advertising Ad Management Settings

Role Administrator

admin@smartppcpro.com

Balance \$10,000.00

Logout

Manage Sites/Channels Color Palettes Help

### Manage Sites/Channels → Create site

Site Domain: \*  0 256

Title: \*  0 256

Description: \*  0 256

Category: \*

Thumbnail:

Layout ?

Width: 1024 px Selected layout is an approximate view of your page/site

Height: 788 px

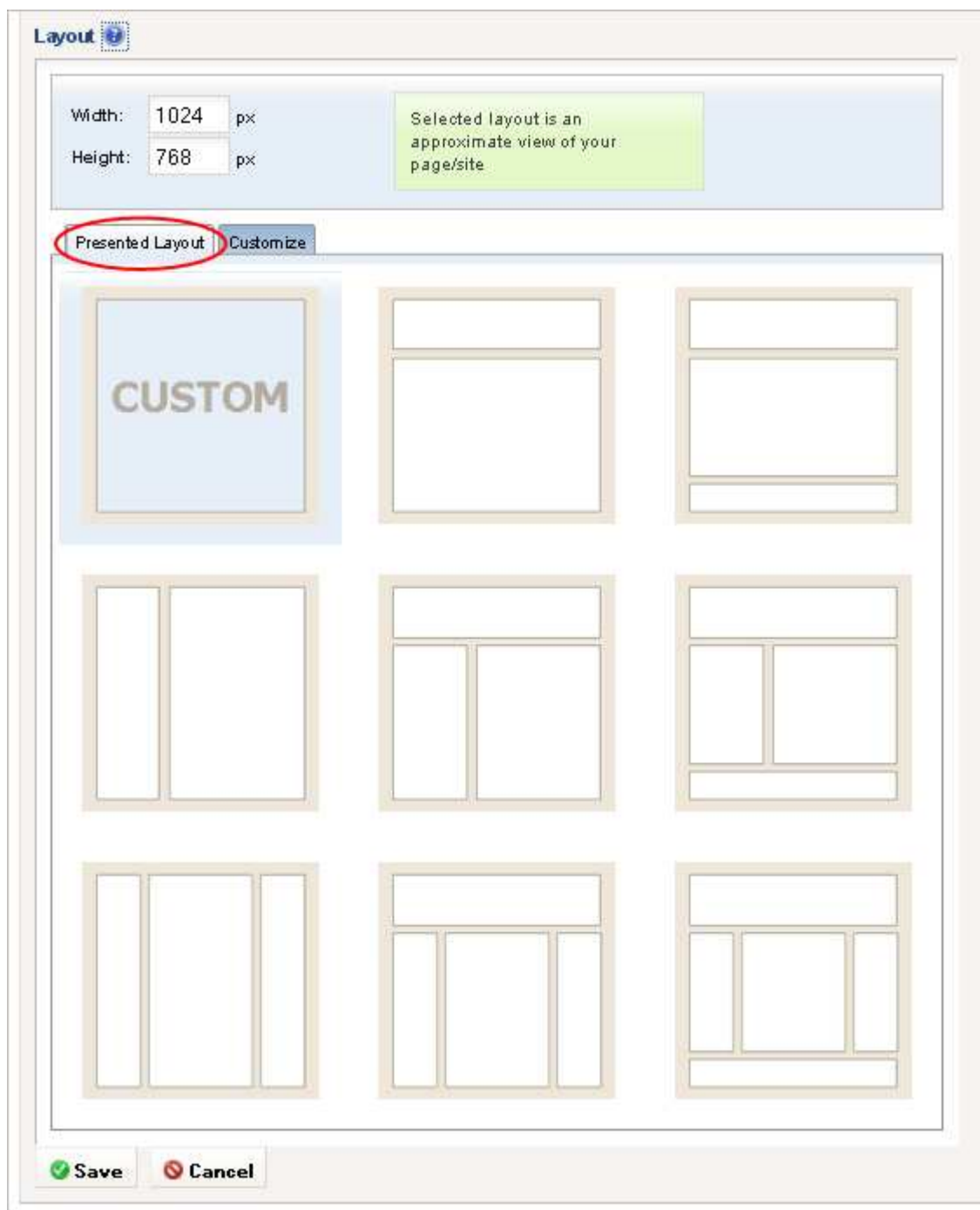
Presented Layout

<b>CUSTOM</b>		

\* - required fields.

The unique visual editor - [Wizard](#), let you to create a mockup (layout) of your existing website and specify placements of ads where advertisers can display their announcements.

Especially for you we have designed several most popular layouts schemes that are used by websites' owners. To create website layout choose one of the specified layout which duplicate the look of your website and and manage its parameters (width, height).



In the case you didn't find suitable layout for your website or you want to customize selected layout, click [Customize](#) tab. You can use Wizard to drag and drop internal layout borders or combine/divine cells in site's layout within several minutes.

**Layout** ⓘ

**Width:** 1024 px  
**Height:** 768 px

Selected layout is an approximate view of your page/site

Presented Layout | **Customize**

340px 255px 429px

334px 178px 256px

Save  Cancel

Click the **Save** button.

Next Step: [Add channel\(s\) to a site.](#)

# Create A Channel On A Site

To create a new channel, in the administrative control panel, go to menu *Advertising-> Manage Sites / Channels*. On the **Sites->Channels** tab click the **Create Channel** button next to the site where the channel is to be created.

Role: administrator  
admin@smartpcevo.com  
Balance: \$10,000.00  
Logout

Home | Reports | Advertising | Ad Management | Settings  
Manage Sites/Channels | **Create Site**

Manage Sites/Channels

Select period: All time (01.01.2008 - 12.16.2010) | Filter by status: all | Filter by owner: all | Quick Search (ID, Title, Site Domain) | Update

Sites → Channels

Create Site | Approve site | Deny site | Unblock Site | Block Site | Delete Site | Manage columns

ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Action
13	Administrator (admin@smartpcevo.com)	admin.orbitwork.orbitsoft.net	0	active	0	0	0.00%	\$0.00	Create Channel   Edit   Layout
12	Administrator (admin@smartpcevo.com)	admin.orbitwork.orbitsoft.com	0	active	0	0	0.00%	\$0.00	Create Channel   Edit   Layout
11	Administrator (admin@smartpcevo.com)	admin.orbitwork.orbitsoft.hu	1111	active	0	0	0.00%	\$0.00	Create Channel   Edit   Layout
Total on this page					0	0	0.00%	\$0.00	
Total					0	0	0.00%	\$0.00	

Page: 2 of 6 | Items Per Page: 3 | Total Items: 16

On this page make sure that the channel will be created on the desired site (check in the header of the page) and define the properties of the new channel.

Home Reports Advertising Ad Management Settings

Manage Sites/Channels Other Pages

Role: administrator

admin@swatppcovo.com

Balance: \$10,000.00

Logout

Manage Sites/Channels → Create channel for site: „q (badm.orbitwork.orbitsoft.net)“

Channel Name: \*

Channel Description: \*

Advertising options

Ad Type:  Text  Image

Format: \*  Preview Ad

Channel Category: \*  Select

Ad Sources

Advertisers

XML Feeds

Channel content in case if there are no appropriate advertisers ads and ads from XML feeds

Keep the channel blank

Show tag

Fill in with color  Select

\* - required fields.

## Channel Name

For example, you can name your channels like this: "Left Small Rectangle 180x150", "Wide Skyscraper 160x600" or anyhow else.

## Channel Description

Write several lines describing a channel.

## Advertising options

- Ad Type. Advertisement Type of a channel can be:
  - Text
  - Image
  - Text & Image
- Select [channel format](#) (width and height).

## Ads sources

- Advertisers - ads of your advertisers will be displayed in this channel.
- XML Feeds - ads from XML feeds integrated into your system will be displayed in this channel. Ads will be ordered by bid.

Check these option if you want to display ads from advertisers or XML feeds in this channel. You can select all the options or just these you need. If one of these option will be unchecked ads from unchecked ad source won't be displayed.

## Channel content in case if there are no appropriate ads from advertisers and from XML feeds

The contents of the channel in the absence of a suitable advertisement in the system will:

- Keep the channel blank
- Show tag (Input Third Party Network tag like Google AdSense, Yahoo Publishers etc.)
- Set color (for instance, background color of your site)

The Next Step: [Defining Prices for Existing Channels](#).

## Set Channel Prices

After a new channel is created it will appear in the list of site channels. The value in the **Prices** column of newly created channels will be **Undefined**. Until you specify a price for the channel, this channel will be unavailable to advertisers, and it will be incapable of holding ads.

To define prices for a channel, click the **Undefined** link in the **Prices** column.

The screenshot shows the 'Manage Sites/Channels' interface. At the top, there is a navigation menu with 'Home', 'Reports', 'Advertising', 'Ad Management', and 'Settings'. Below this, there are tabs for 'Manage Sites/Channels' and 'Clear Filters'. A user profile box in the top right shows the role 'administrator', email 'admin@smartpccvo.com', and a balance of '\$10,000.00'. The main content area is titled 'Manage Sites/Channels' and includes a 'Create Site' button. Below the title, there are filters for 'Select period' (All time), 'Filter by status' (all), and 'Filter by owner' (all). A table of sites is displayed, with columns for ID, Publisher, Site Domain, Title, Status, Impressions, Alternative Impressions, CTR, Revenue, and Action. The table shows three sites, all with a status of 'active' and revenue of '\$0.00'. The first site has ID 13 and domain 'back.ortwork.ortsoft.net'. The second site has ID 51 and domain '180x150', and its 'Prices' column contains the word 'Undefined' circled in red. The third site has ID 12 and domain 'back.ortwork.ortsoft.com'. Below the table, there is a 'Total on this page' row showing 9 impressions, 0 alternative impressions, 0.00% CTR, and \$0.00 revenue. The page footer shows 'Page 2 of 6' and 'Total Items: 16'.

A page will open where you can specify CPC CPM and Flat Rate prices.

You can create an unlimited number of CPM and Flat Rate prices.

If you define no prices for some **rate type** advertisers will be unable to put ads of this rate type in this channel. For example, if you don't define CPM price, then advertisers will be unable to place CPM ads in that channel.



Home Reports Advertising Ad Management Settings

Manage Sites/Channels [Color Profiles](#)

Role: administrator  
admin@smartppcpro.com  
Balance: \$10,000.00  
Logout

Manage Sites/Channels → Manage prices for channel: „180x150“

Parameters of channel: „180x150“

Ad Type: Text, Image  
Format: 180x150 (180 x 150 Small Rectangle) Preview Ad  
Maximum of Ad Slots: 1

CPM prices

ID	Title	Impressions	Text Ads		Image Ads		Action
			Price	Price per 1K	Price	Price per 1K	
10	5k	5,000	\$10.00	\$2.00	\$10.00	\$2.00	Edit
9	1k	1,000	\$1.00	\$1.00	\$1.00	\$1.00	Edit

Flat Rate prices

ID	Title	Days	Text Ads		Image Ads		Action
			Price	Price per day	Price	Price per day	
12	20days	20	\$100.00	\$5.00	\$100.00	\$5.00	Edit
11	7 days	7	\$12.00	\$1.71	\$12.00	\$1.71	Edit

Back to Manage Sites/Channels

## CPM price

To create the [CPM Rate](#) price, specify:

- Rate Title (eg. "\$10 for 10K").
- Number of impressions (eg. 10,000).
- Text Ads price for the specified number of impressions in the channel (eg. \$10). Advertiser will pay this price if he selects the ability of placing ONLY text ads in the channel.

Image Ads price defines as Text Ads price multiply number of slots in the channel.

Home Reports Advertising Ad Management Settings

Manage Sites/Channels [Color Profiles](#)

Role: administrator  
admin@smartppcpro.com  
Balance: \$10,000.00  
Logout

Manage Sites/Channels → Manage prices → Create CPM prices for channel: „180x150“

Parameters of channel: „180x150“

Ad Type: Text, Image  
Format: 180x150 (180 x 150 Small Rectangle) Preview Ad  
Maximum of Ad Slots: 1

Title: \* 10k

Impressions: \* 10000

Text Ads Price (\$): \* 250

Image Ads Price (\$): \* 250.00

Create Cancel

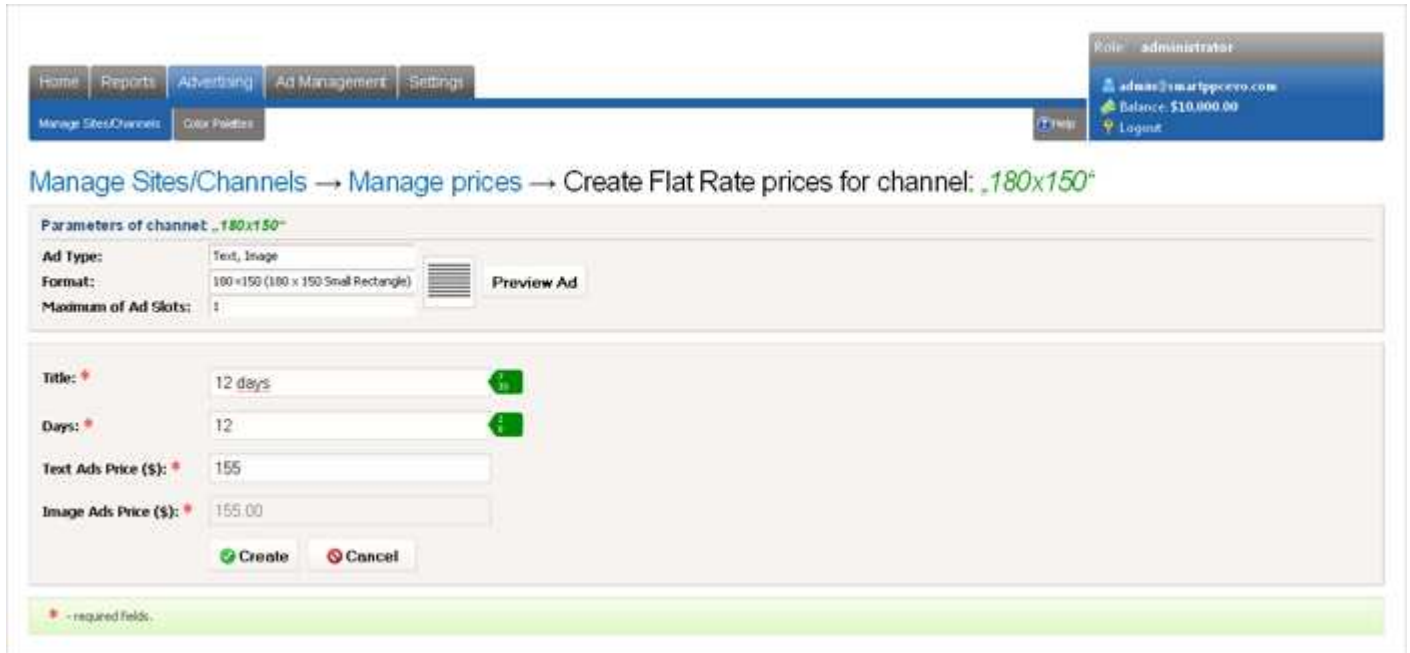
\* - required fields.

## Flat Rate price

To create the [Flat Rate](#) price, specify:


- Rate Title (eg. "\$5 per week").
- Number of Days the ad will appear (eg. 7).
- Price of Text ads during this period (eg. \$5).



Image Ads price defines as Text Ads price multiply number of slots in the channel.



The screenshot shows a web interface for creating flat rate prices for a channel. The breadcrumb trail is: Manage Sites/Channels → Manage prices → Create Flat Rate prices for channel: **180x150**. The form is titled "Parameters of channel: **180x150**".

Parameters of channel: **180x150**

Ad Type: Text, Image  
Format: 180x150 (180 x 150 Small Rectangle)  Preview Ad  
Maximum of Ad Slots: 1

Title: 12 days   
Days: 12   
Text Ads Price (\$): 155  
Image Ads Price (\$): 155.00

\* - required fields.

## Change channel prices

To change prices for a channel perform the following steps.

- On the *Advertising-> Manage Sites / Channels* page, click the link in the **Prices** column on the line corresponding to the specified channel.

Home Reports Advertising Ad Management Settings

Manage Sites/Channels [Clear Filters](#)

Role: administrator  
 admin@smartpcevo.com  
 Balance: \$10,000.00  
 Logout

[Create Site](#)

Get One Advertiser Component for Joomla! Plug-in for Wordpress Module for Drupal

Select period: All time 01.01.2000 - 12.31.2010  
 Filter by status: all Filter by owner: all Quick Search (ID, Title, Site Domain) Update

Sites → Channels

Create Site Approve site Deny site Unblock Site Block Site Delete Site Manage columns

ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Action	
13	Administrator (admin@smartpcevo.com)	badn.orbitwork.orbitsoft.net	q	active	0	0	0.00 %	\$0.00	Create Channel Edit Layout	
51	180x150	180x150	active	0	0	0.00 %	\$0.00	Flat Rate (3) CPM (2) Edit Generate channel code		
12	Administrator (admin@smartpcevo.com)	badn.orbitwork.orbitsoft.com	q	active	0	0	0.00 %	\$0.00	Create Channel Edit Layout	
11	Administrator (admin@smartpcevo.com)	badn.orbitwork.orbitsoft.ru	1111	active	0	0	0.00 %	\$0.00	Create Channel Edit Layout	
Total on this page								0	0 0.00 %	\$0.00
Total								0	0 0.00 %	\$0.00

Page: 2 of 6 Items Per Page: 3 Total Items: 16

- On the subsequent page, you can edit the parameters of prices by clicking the [Edit](#) link.

Home Reports Advertising Ad Management Settings

Manage Sites/Channels [Clear Filters](#)

Role: administrator  
 admin@smartpcevo.com  
 Balance: \$10,000.00  
 Logout

Manage Sites/Channels → Manage prices for channel: „180x150“

Parameters of channel: „180x150“

Ad Type: Text, Image  
 Format: 180x150 (180 x 150 Small Rectangle) Preview Ad  
 Maximum of Ad Slots: 1

CPM prices

ID	Title	Impressions	Text Ads		Image Ads		Action
			Price	Price per 1K	Price	Price per 1K	
10	SK	5,000	\$10.00	\$2.00	\$10.00	\$2.00	Edit
9	tk	1,000	\$1.00	\$1.00	\$1.00	\$1.00	Edit

Flat Rate prices

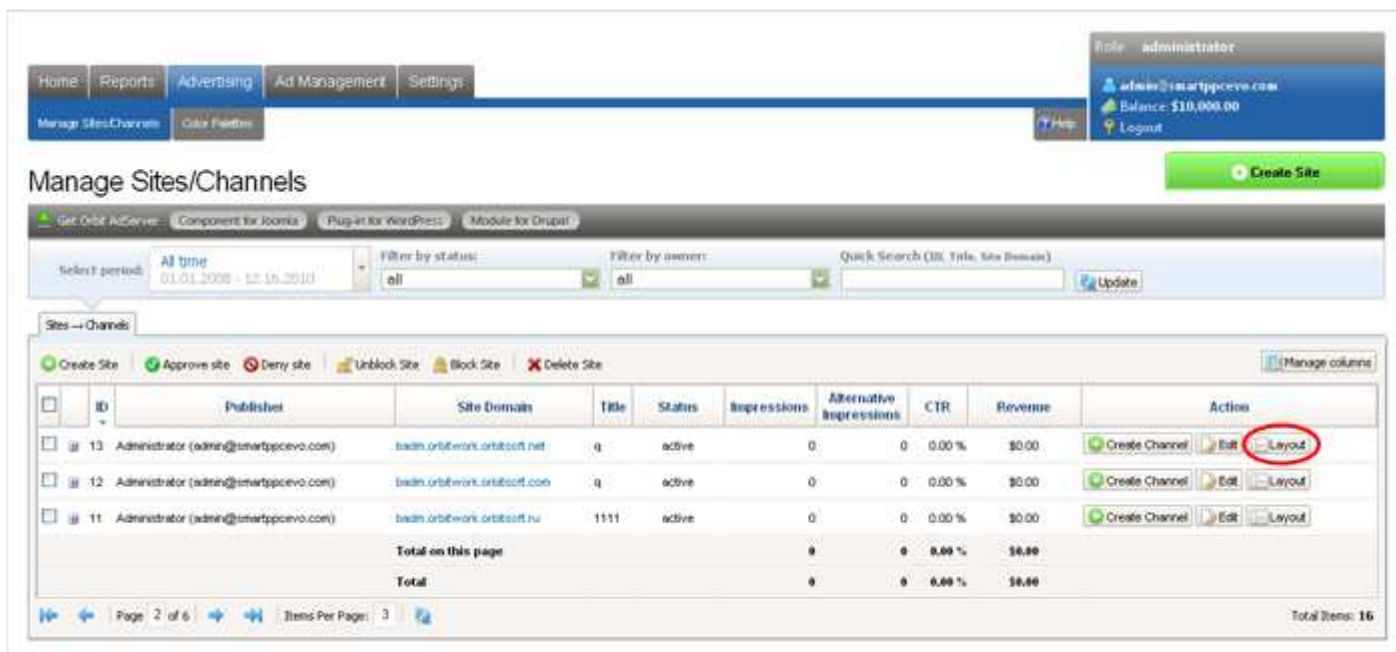
ID	Title	Days	Text Ads		Image Ads		Action
			Price	Price per day	Price	Price per day	
12	20days	20	\$100.00	\$5.00	\$100.00	\$5.00	Edit
11	7 days	7	\$12.00	\$1.71	\$12.00	\$1.71	Edit

[Back to Manage Sites/Channels](#)

The Next Step: [Generation of code for integration of the Site Channel](#) and Insertion of that Code on the code of the Site

## Add Channel On Site Layout

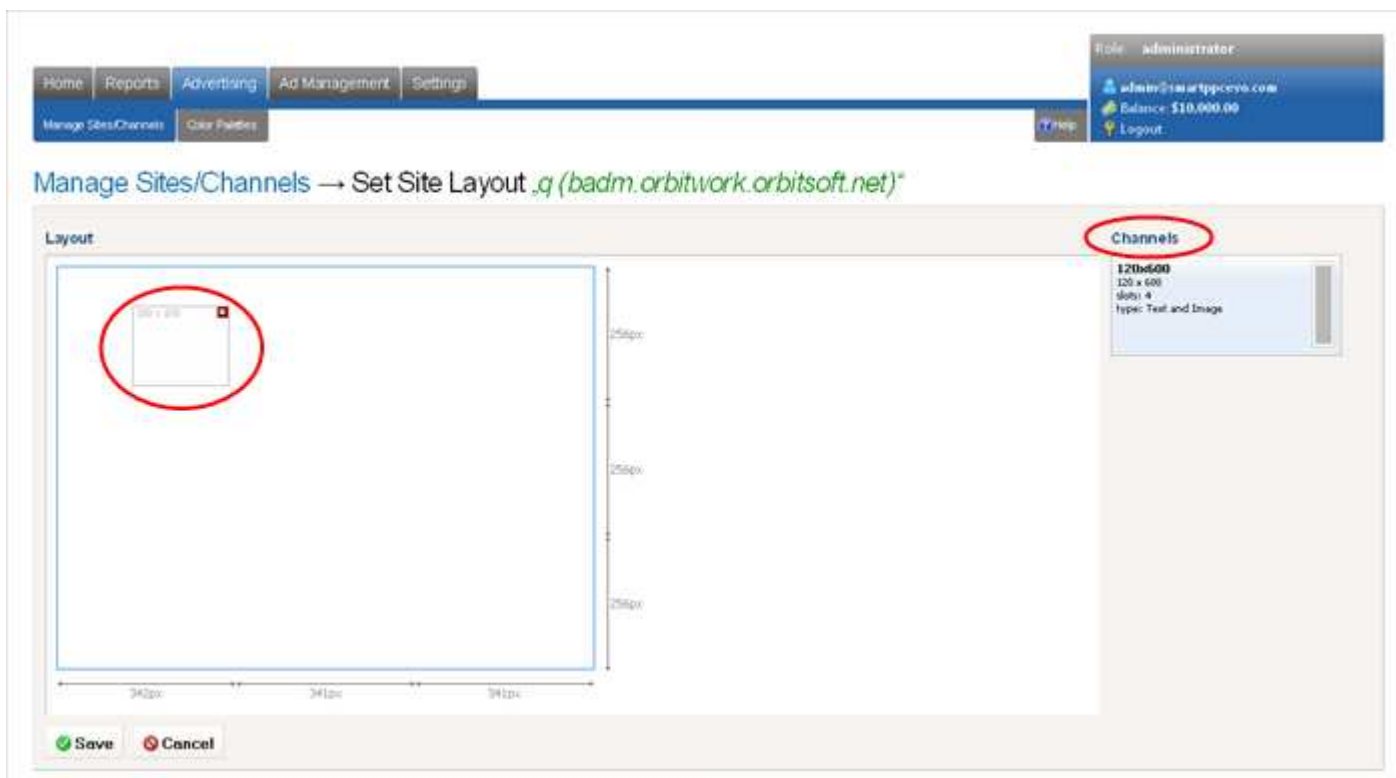
To add a channel on the site layout, go to menu *Advertising -> Manage Sites/Channels* in the administrative control panel. On the *Sites->Channels* tab next to the site where the channel is to be added click the *Layout* button.



The screenshot displays the 'Manage Sites/Channels' interface. At the top, there are navigation tabs: Home, Reports, Advertising, Ad Management, and Settings. Below these are 'Manage Sites/Channels' and 'Color Profiles'. A user profile box shows the role 'administrator' and email 'admin@smartpcevo.com'. The main heading is 'Manage Sites/Channels' with a 'Create Site' button. Below the heading, there are filters for 'Select period' (All time), 'Filter by status' (all), and 'Filter by owner' (all). A table lists channels with columns: ID, Publisher, Site Domain, Title, Status, Impressions, Alternative Impressions, CTR, Revenue, and Action. The 'Layout' button for the selected channel is circled in red.

ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Action
13	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.net	q	active	0	0	0.00%	\$0.00	Create Channel Edit Layout
12	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.com	q	active	0	0	0.00%	\$0.00	Create Channel Edit Layout
11	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.ru	1111	active	0	0	0.00%	\$0.00	Create Channel Edit Layout
Total on this page					0	0	0.00%	\$0.00	
Total					0	0	0.00%	\$0.00	

On the opened page you can view the site layout which you've created earlier and all the channels added to this certain website.



The screenshot displays the 'Set Site Layout' interface. The main heading is 'Manage Sites/Channels -> Set Site Layout .q (badm.orbitwork.orbitsoft.net)'. Below the heading, there is a 'Layout' section with a simulated website layout. A 'Channels' panel is visible on the right, which is circled in red. The 'Channels' panel shows a channel with ID '1206500', dimensions '125 x 600', slots '4', and type 'Text and Image'. At the bottom, there are 'Save' and 'Cancel' buttons.

Click the **Save** button.

Now you have a simulated display of your website, this can help your advertisers to choose the ads placement.

Advertisers when creating their ad site campaigns can view such mock-ups with an expanded representation of all

the system's websites in their *Site Directory* menu in their control panel.

Advertisers can get the following comprehensive information: channel name, channel type, format, number of ad slots, cost program etc. Advertisers can buy ads in a certain channel on site layout by clicking on the **Buy ads in this channel** button.

The screenshot displays the 'Advertiser Site Directory' interface. At the top, there is a navigation menu with 'Home', 'Reports', 'Ad Management', 'Payments', and 'Advertiser Site Directory'. A user profile box shows the role 'advertiser' and account details for 'samsung@smartppcadmarket.com' with a balance of '\$1,019.00' and a 'Logout' button.

The main section is titled 'Site Directory' and includes search filters: 'Search by Keyword', 'Type: All types', 'Image Size: All sizes', 'Cost Model: All models', and 'Category: All categories'. There are 'Update' and 'Reset' buttons.

The site listings are organized into columns: 'Site Description', 'Channels', and 'Cost programs'. Each listing includes a site thumbnail, a description, an Alexa chart, and site information.

Site Description	Channels	Cost programs
<b>New Car Prices, U...</b> <a href="http://auto.smartppcadmarket.com">auto.smartppcadmarket.com</a> Free no-obligation new car prices. View hundreds of thousands of cars for sale.	Text, Image	Flat Rate, CPM
<b>NoName</b> <a href="http://linux12.com">linux12.com</a> linux	Text, Image	CPM, Flat Rate
<b>sasdas</b> <a href="http://www.google.com">www.google.com</a> asdasdasdasd	Text, Image	Flat Rate, CPM
<b>tesr limited</b> <a href="http://testur.com">testur.com</a> test 123	Text, Image	CPM, Flat Rate

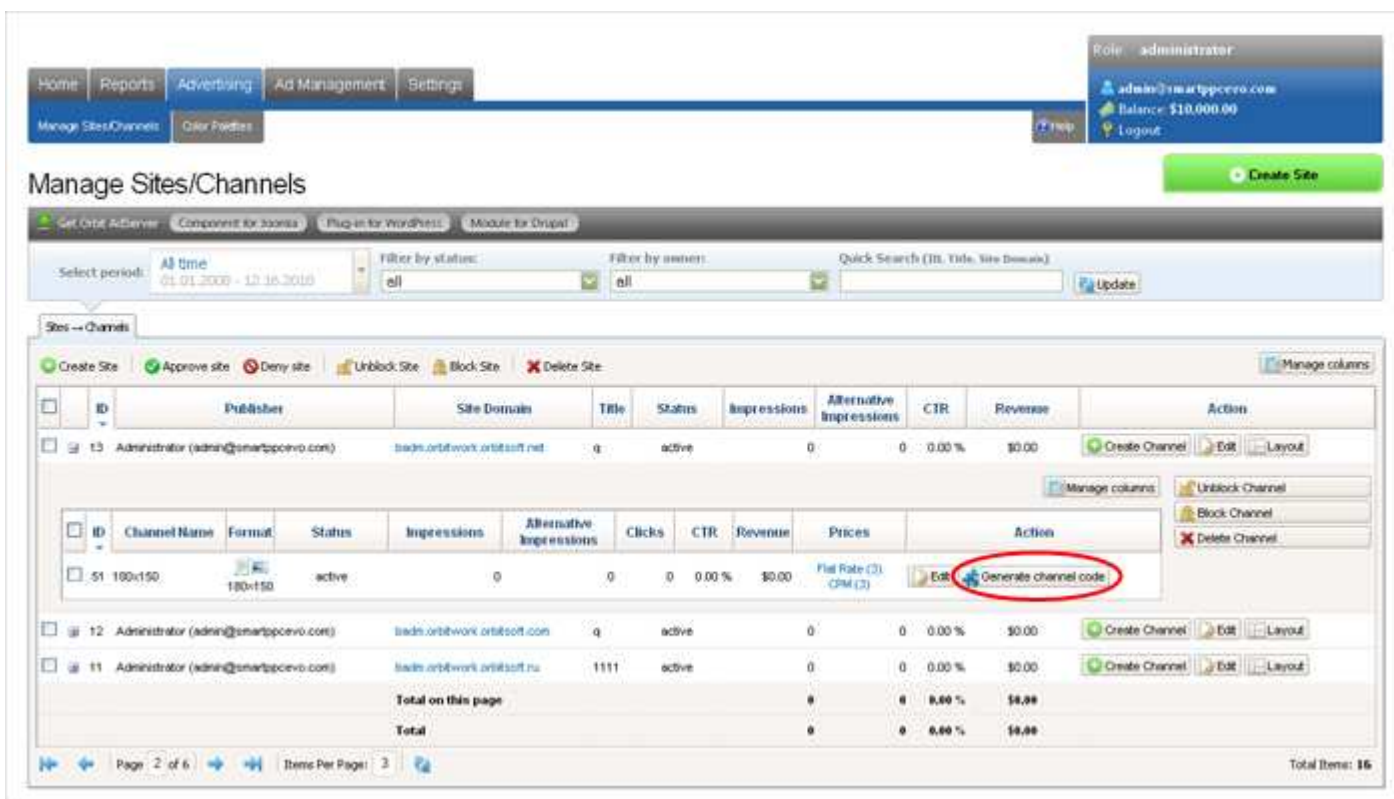
At the bottom, there is a pagination bar showing 'Page 2 of 5', 'Items Per Page: 4', and 'Total items: 18'.



# Generate Channel Code

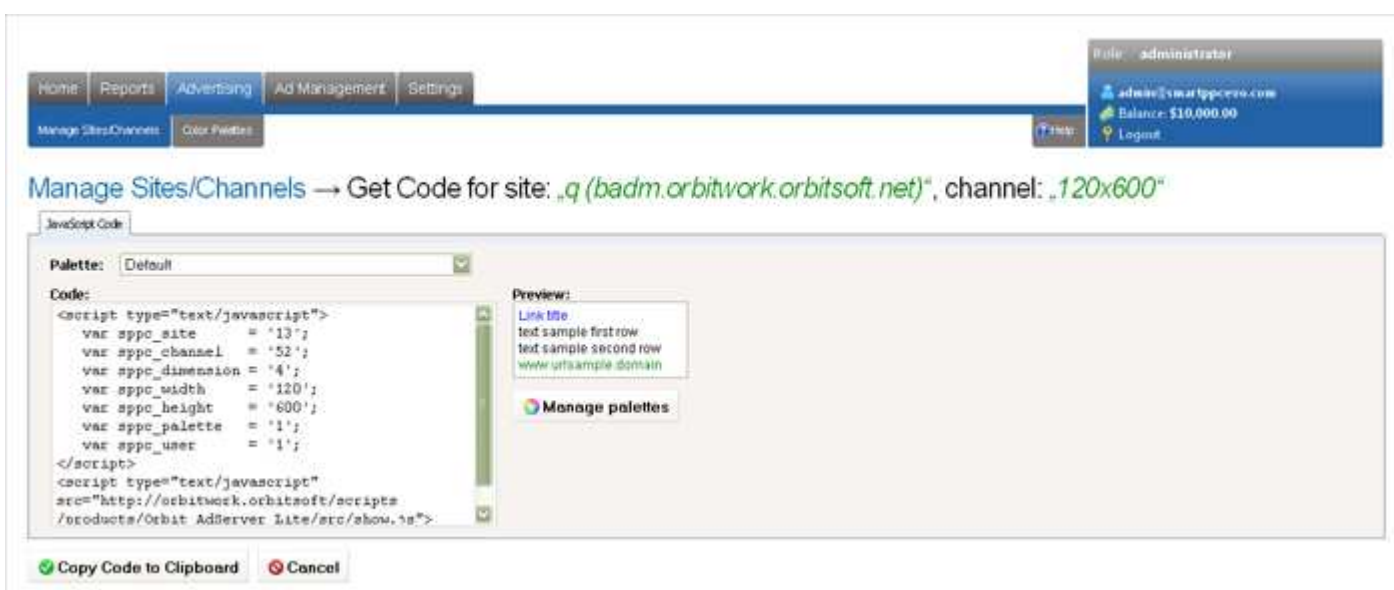
In the administrative control panel go to menu *Advertising -> Manage Sites / Channels*

- In the list of sites/channels, by clicking on "+" find the channel you wish to place on the destination site.
- On the line corresponding to that channel, click the **Generate Channel Code** link.



On the opened page follow the steps:

- Define or select an existing color palette for that channel which code you wish to generate. This color scheme will determine the color scheme of the specified ad unit.

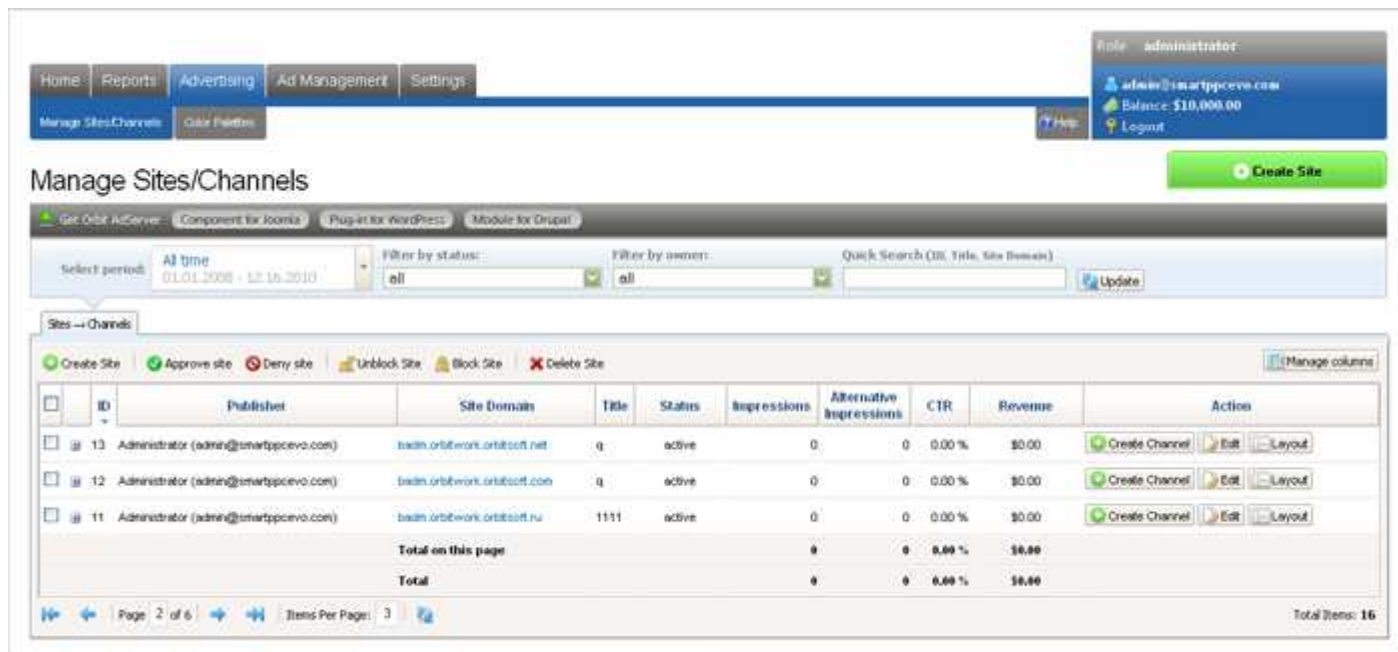


- Copy the code and paste it into your site HTML code to the place where you want ads to appear.  
*Note, ad code for each site channel is unique. You should not paste ad code generated for site1 to site2.*

# Manage Sites

To manage sites within your system, click on the *Advertising-> Manage Sites / Channels* menu.

In this section you can view the list of all added sites in your system.



Sites filters are available above the list of all sites. Sites can be filtered based on the following criteria:

## By Status:

- unapproved
- pending
- active
- blocked
- deleted



## By Owner:

- All
- My Sites
- Publishers' sites



## Quick Search

Using the administrative control panel section *Advertising-> Manage Sites / Channels* the administrator can

make a quick search for a certain site by:

- ID – site identification number
- Title – site title
- Site Domain – site URL

The screenshot shows the 'Manage Sites/Channels' interface. At the top right, the user is logged in as 'administrator' with a balance of \$10,000.00. The main navigation includes 'Home', 'Reports', 'Advertising', 'Ad Management', and 'Settings'. Below this, there are tabs for 'Manage Sites/Channels' and 'Color Palettes'. A green 'Create Site' button is visible in the top right corner. The interface includes a search bar with the text 'Quick Search (ID, Title, Site Domain)' circled in red. Below the search bar, there are filters for 'Select period' (All time), 'Filter by status' (all), and 'Filter by owner' (all). The main content area shows a table of sites with columns for ID, Publisher, Site Domain, Title, Status, Impressions, Alternative Impressions, CTR, Revenue, and Action. The table contains three rows of data and a summary row. The 'Create Site' button is also visible in the top left of the table area.

ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Action
13	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.net	q	active	0	0	0.00 %	\$0.00	Create Channel Edit Layout
12	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.com	q	active	0	0	0.00 %	\$0.00	Create Channel Edit Layout
11	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.ru	1111	active	0	0	0.00 %	\$0.00	Create Channel Edit Layout
Total on this page					0	0	0.00 %	\$0.00	
Total					0	0	0.00 %	\$0.00	

Administrator can overview sites domains, titles, status, impressions, alternative impressions, clicks and click through rates (CTR). Administrator must specify a time frame in which to view this information.

The following actions are available to administrator:

## Create site

Clicking on the button **Create Site**, will take you to the page where you can add a new site into the system.

This screenshot is identical to the one above, but the 'Create Site' button in the top left of the table area is circled in red. The rest of the interface, including the search bar, filters, and table data, remains the same.

## Approve selected sites

From the list of sites, check the box next to the sites you wish to approve. Click the **Approve** button. Once complete, the status of selected sites will change to **Active**.



Home | Reports | Advertising | Ad Management | Settings

Manage Sites/Channels | Color Profiles

Role: administrator  
admin@smartpcevo.com  
Balance: \$10,000.00  
Logout

## Manage Sites/Channels

Get Orbit AdServer: Component for Joomla! | Plugin for WordPress | Module for Drupal

Select period: All time (01.01.2008 - 12.16.2010) | Filter by status: all | Filter by owner: all | Quick Search (ID, Title, Site Domain) | Update

Sites → Channels

Create Site | **Approve site** | Deny site | Unblock Site | Block Site | Delete Site | (Manage columns)

ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Action
13	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.net	q	active	0	0	0.00%	\$0.00	Create Channel   Edit   Layout
12	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.com	q	active	0	0	0.00%	\$0.00	Create Channel   Edit   Layout
11	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.hu	1111	active	0	0	0.00%	\$0.00	Create Channel   Edit   Layout
<b>Total on this page</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	
<b>Total</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	

Page 2 of 6 | Items Per Page: 3 | Total Items: 16

## Deny selected sites

From the list of sites, check the box next to the sites you wish to deny. Click the **Deny** button. Once complete, the status of selected sites will change to **Denied**.

Home | Reports | Advertising | Ad Management | Settings

Manage Sites/Channels | Color Profiles

Role: administrator  
admin@smartpcevo.com  
Balance: \$10,000.00  
Logout

## Manage Sites/Channels

Get Orbit AdServer: Component for Joomla! | Plugin for WordPress | Module for Drupal

Select period: All time (01.01.2008 - 12.16.2010) | Filter by status: all | Filter by owner: all | Quick Search (ID, Title, Site Domain) | Update

Sites → Channels

Create Site | Approve site | **Deny site** | Unblock Site | Block Site | Delete Site | (Manage columns)

ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Action
13	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.net	q	active	0	0	0.00%	\$0.00	Create Channel   Edit   Layout
12	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.com	q	active	0	0	0.00%	\$0.00	Create Channel   Edit   Layout
11	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.hu	1111	active	0	0	0.00%	\$0.00	Create Channel   Edit   Layout
<b>Total on this page</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	
<b>Total</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	

Page 2 of 6 | Items Per Page: 3 | Total Items: 16

## Block selected sites

From the list of sites, check the box next to the sites you wish to block. Click the **Block** button. Once complete, the status of selected sites will change to **Blocked**.

Home Reports Advertising Ad Management Settings

Manage Sites/Channels Color Palettes

Role: administrator  
admin@smartpcevo.com  
Balance: \$10,000.00  
Logout

**Manage Sites/Channels** Create Site

Get Offer AdServer... Component for Joomla! Plug-in for WordPress Module for Drupal

Select period: All time (01.01.2008 - 02.16.2010) Filter by status: all Filter by owner: all Quick Search (ID, Title, Site Domain) Update

Sites → Channels

Create Site Approve site Deny site **Unblock Site** Block Site Delete Site (Manage columns)

ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Action
13	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.net	q	active	0	0	0.00%	\$0.00	Create Channel Edit Layout
12	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.com	q	active	0	0	0.00%	\$0.00	Create Channel Edit Layout
11	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.ru	1111	active	0	0	0.00%	\$0.00	Create Channel Edit Layout
<b>Total on this page</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	
<b>Total</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	

Page 2 of 6 Items Per Page: 3 Total Items: 16

## Unblock selected sites

From the list of sites, check the box next to the sites you wish to activate. Click the **Unblock** button. Once complete, the status of selected sites will change to **Active**.

Home Reports Advertising Ad Management Settings

Manage Sites/Channels Color Palettes

Role: administrator  
admin@smartpcevo.com  
Balance: \$10,000.00  
Logout

**Manage Sites/Channels** Create Site

Get Offer AdServer... Component for Joomla! Plug-in for WordPress Module for Drupal

Select period: All time (01.01.2008 - 02.16.2010) Filter by status: all Filter by owner: all Quick Search (ID, Title, Site Domain) Update

Sites → Channels

Create Site Approve site Deny site **Unblock Site** Block Site Delete Site (Manage columns)

ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Action
13	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.net	q	active	0	0	0.00%	\$0.00	Create Channel Edit Layout
12	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.com	q	active	0	0	0.00%	\$0.00	Create Channel Edit Layout
11	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.ru	1111	active	0	0	0.00%	\$0.00	Create Channel Edit Layout
<b>Total on this page</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	
<b>Total</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	

Page 2 of 6 Items Per Page: 3 Total Items: 16

## Delete the selected sites

From the list of sites, check the box next to the sites you wish to delete. Click the **Delete** button. Once complete, the status of selected sites will change to **Deleted**.

Home Reports Advertising Ad Management Settings

Manage Sites/Channels [Color Palettes](#)

Role: administrator  
 admin@smartpcevo.com  
 Balance: \$10,000.00  
[Logout](#)

[Create Site](#)

Get Offer AdServer: [Component for Joomla!](#) [Plug-in for WordPress](#) [Module for Drupal](#)

Select period: All time (01.01.2008 - 12.16.2010) | Filter by status: all | Filter by owner: all | Quick Search (ID, Title, Site Domain) | [Update](#)

Sites → Channels

[Create Site](#) [Approve site](#) [Deny site](#) [Unblock Site](#) [Block Site](#) [Delete Site](#) [Manage columns](#)

ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Action
13	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.net	q	active	0	0	0.00%	\$0.00	<a href="#">Create Channel</a> <a href="#">Edit</a> <a href="#">Layout</a>
12	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.com	q	active	0	0	0.00%	\$0.00	<a href="#">Create Channel</a> <a href="#">Edit</a> <a href="#">Layout</a>
11	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.ru	1111	active	0	0	0.00%	\$0.00	<a href="#">Create Channel</a> <a href="#">Edit</a> <a href="#">Layout</a>
<b>Total on this page</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	
<b>Total</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	

Page 2 of 6 | Items Per Page: 3 | Total Items: 16

## Edit Website

Click the [Edit](#) link next to the site which details you wish to edit. You can edit site's data on the resulting page.

Home Reports Advertising Ad Management Settings

Manage Sites/Channels [Color Palettes](#)

Role: administrator  
 admin@smartpcevo.com  
 Balance: \$10,000.00  
[Logout](#)

[Create Site](#)

Get Offer AdServer: [Component for Joomla!](#) [Plug-in for WordPress](#) [Module for Drupal](#)

Select period: All time (01.01.2008 - 12.16.2010) | Filter by status: all | Filter by owner: all | Quick Search (ID, Title, Site Domain) | [Update](#)

Sites → Channels

[Create Site](#) [Approve site](#) [Deny site](#) [Unblock Site](#) [Block Site](#) [Delete Site](#) [Manage columns](#)

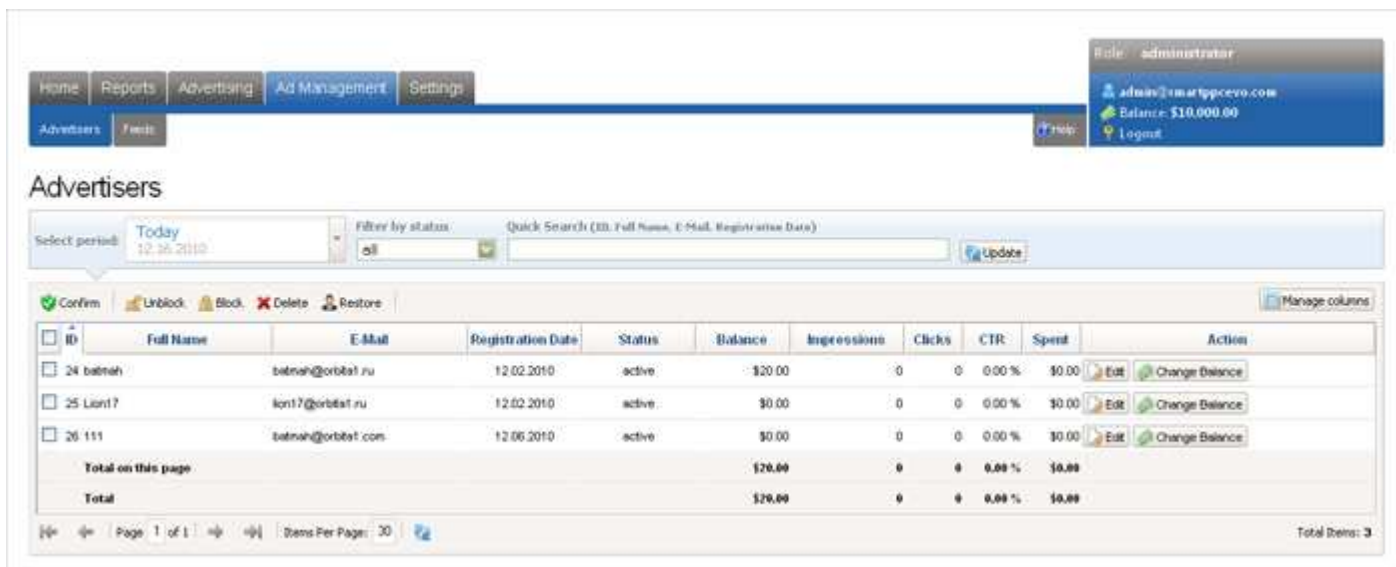
ID	Publisher	Site Domain	Title	Status	Impressions	Alternative Impressions	CTR	Revenue	Action
13	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.net	q	active	0	0	0.00%	\$0.00	<a href="#">Create Channel</a> <a href="#">Edit</a> <a href="#">Layout</a>
12	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.com	q	active	0	0	0.00%	\$0.00	<a href="#">Create Channel</a> <a href="#">Edit</a> <a href="#">Layout</a>
11	Administrator (admin@smartpcevo.com)	badm.orbitwork.orbitsoft.ru	1111	active	0	0	0.00%	\$0.00	<a href="#">Create Channel</a> <a href="#">Edit</a> <a href="#">Layout</a>
<b>Total on this page</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	
<b>Total</b>					<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	

Page 2 of 6 | Items Per Page: 3 | Total Items: 16

# Manage Advertisers

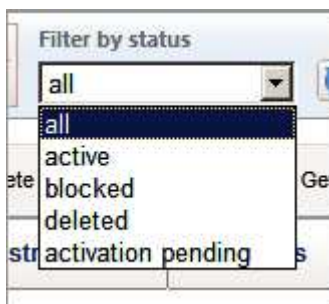
To view advertisers within your system, click on the *Ad Management -> Advertisers* menu.

In this section you can view the list of all the advertisers in your system.



An advertiser filter is available above the list of advertisers. Advertisers can be filtered based on the following criteria:

- Active
- Blocked
- Deleted
- Activation Pending
- All



## Quick Search

Using the administrative control panel section *Ad Management -> Manage Advertisers* the administrator can make a quick search for a certain advertiser by:

- ID — advertiser identification number
- Email — advertiser email
- Full Name — advertiser name
- Registration Date — advertiser registration date



Home Reports Advertising Ad Management Settings

Advertisers Feeds

Role: administrator  
admin@martppcevo.com  
Balance: \$10,000.00  
Logout

Advertisers

Select period: Today 12.16.2010 Filter by status: Quick Search (ID, Full Name, E-Mail, Registration Date) Update

Confirm Unblock Block Delete Restore Manage columns

ID	Full Name	E-Mail	Registration Date	Status	Balance	Impressions	Clicks	CTR	Spent	Action
<input type="checkbox"/> 24	batnah	batnah@orbital.ru	12.02.2010	active	\$20.00	0	0	0.00 %	\$0.00	Edit Change Balance
<input type="checkbox"/> 25	Lion1?	lion1?@orbital.ru	12.02.2010	active	\$0.00	0	0	0.00 %	\$0.00	Edit Change Balance
<input type="checkbox"/> 26	111	batnah@orbital.com	12.06.2010	active	\$0.00	0	0	0.00 %	\$0.00	Edit Change Balance
Total on this page					\$20.00	0	0	0.00 %	\$0.00	
Total					\$20.00	0	0	0.00 %	\$0.00	

Page 1 of 1 Items Per Page: 30 Total Items: 3

The following actions are available to administrator:

### Block selected advertisers

From the list of advertisers, check the box next to the advertisers you wish to block. Click the **Block** button. Once complete, the status of selected advertisers will change to **Blocked**.

Home Reports Advertising Ad Management Settings

Advertisers Feeds

Role: administrator  
admin@martppcevo.com  
Balance: \$10,000.00  
Logout

Advertisers

Select period: Today 12.16.2010 Filter by status: Quick Search (ID, Full Name, E-Mail, Registration Date) Update

Confirm Unblock Block Delete Restore Manage columns

ID	Full Name	E-Mail	Registration Date	Status	Balance	Impressions	Clicks	CTR	Spent	Action
<input type="checkbox"/> 24	batnah	batnah@orbital.ru	12.02.2010	active	\$20.00	0	0	0.00 %	\$0.00	Edit Change Balance
<input type="checkbox"/> 25	Lion1?	lion1?@orbital.ru	12.02.2010	active	\$0.00	0	0	0.00 %	\$0.00	Edit Change Balance
<input type="checkbox"/> 26	111	batnah@orbital.com	12.06.2010	active	\$0.00	0	0	0.00 %	\$0.00	Edit Change Balance
Total on this page					\$20.00	0	0	0.00 %	\$0.00	
Total					\$20.00	0	0	0.00 %	\$0.00	

Page 1 of 1 Items Per Page: 30 Total Items: 3

### Unblock selected advertisers

From the list of advertisers, check the box next to the advertisers you wish to activate. Click the **Unblock** button. Once complete, the status of selected advertisers will change to **Active**.

Home Reports Advertising Ad Management Settings

Role: administrator  
admin@martipcevo.com  
Balance: \$10,000.00  
Logout

Advertisers

Select period: Today 12.26.2010 Filter by status: all Quick Search (ID, Full Name, E-Mail, Registration Date) Update

Confirm Unblock Block Delete Restore Manage columns

ID	Full Name	E-Mail	Registration Date	Status	Balance	Impressions	Clicks	CTR	Spent	Action
<input type="checkbox"/> 24	batmah	batmah@orbital.ru	12.02.2010	active	\$20.00	0	0	0.00%	\$0.00	Edit Change Balance
<input type="checkbox"/> 25	Lion1?	lion17@orbital.ru	12.02.2010	active	\$0.00	0	0	0.00%	\$0.00	Edit Change Balance
<input type="checkbox"/> 26	151	batmah@orbital.com	12.06.2010	active	\$0.00	0	0	0.00%	\$0.00	Edit Change Balance
<b>Total on this page</b>					<b>\$20.00</b>	<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	
<b>Total</b>					<b>\$20.00</b>	<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	

Page 1 of 1 Items Per Page: 30 Total Items: 3

## Delete the selected advertisers

From the list of advertisers, check the box next to the advertisers you wish to delete. Click the **Delete** button. Once complete, the status of selected advertisers will change to **Deleted**.

Home Reports Advertising Ad Management Settings

Role: administrator  
admin@martipcevo.com  
Balance: \$10,000.00  
Logout

Advertisers

Select period: Today 12.26.2010 Filter by status: all Quick Search (ID, Full Name, E-Mail, Registration Date) Update

Confirm Unblock Block Delete Restore Manage columns

ID	Full Name	E-Mail	Registration Date	Status	Balance	Impressions	Clicks	CTR	Spent	Action
<input type="checkbox"/> 24	batmah	batmah@orbital.ru	12.02.2010	active	\$20.00	0	0	0.00%	\$0.00	Edit Change Balance
<input type="checkbox"/> 25	Lion1?	lion17@orbital.ru	12.02.2010	active	\$0.00	0	0	0.00%	\$0.00	Edit Change Balance
<input type="checkbox"/> 26	151	batmah@orbital.com	12.06.2010	active	\$0.00	0	0	0.00%	\$0.00	Edit Change Balance
<b>Total on this page</b>					<b>\$20.00</b>	<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	
<b>Total</b>					<b>\$20.00</b>	<b>0</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>	

Page 1 of 1 Items Per Page: 30 Total Items: 3

- **Restore the selected advertisers**

From the list of advertisers, check the box next to the advertisers you wish to restore. Click the **Restore** button. Once complete, the status of selected advertisers will change to **Active**.

The screenshot shows the 'Advertisers' management page. At the top, there are navigation tabs: Home, Reports, Advertising, Ad Management, and Settings. Below these are sub-tabs for Advertisers and Feeds. A user profile box in the top right shows the role 'administrator', email 'admin@maratppcevo.com', and a balance of '\$10,000.00'. The main content area is titled 'Advertisers' and includes a search bar and a filter dropdown set to 'Today'. Below the search bar is a toolbar with buttons for Confirm, Unblock, Block, Delete, and Restore. The 'Restore' button is circled in red. The main table lists three advertisers with columns for ID, Full Name, E-Mail, Registration Date, Status, Balance, Impressions, Clicks, CTR, Spent, and Action. The 'Action' column contains 'Edit' and 'Change Balance' links for each advertiser. A summary row at the bottom shows 'Total on this page' and 'Total' with values for Balance, Impressions, Clicks, CTR, and Spent.

ID	Full Name	E-Mail	Registration Date	Status	Balance	Impressions	Clicks	CTR	Spent	Action
24	batnah	batnah@orbital.ru	12.02.2010	active	\$20.00	0	0	0.00%	\$0.00	Edit Change Balance
25	Lion17	lion17@orbital.ru	12.02.2010	active	\$0.00	0	0	0.00%	\$0.00	Edit Change Balance
26	151	batnah@orbital.com	12.06.2010	active	\$0.00	0	0	0.00%	\$0.00	Edit Change Balance
Total on this page					\$20.00	0	0	0.00%	\$0.00	
Total					\$20.00	0	0	0.00%	\$0.00	

## Confirm advertisers

From the list of advertisers, check the box next to the advertisers you wish to activate. Click the **Confirm** button. Once complete, the status of selected advertisers will change to Active.

This screenshot is similar to the first one, showing the 'Advertisers' management page. The 'Confirm' button in the toolbar is circled in red. The table below shows the same three advertisers, but their status is now 'active'. The 'Action' column still contains 'Edit' and 'Change Balance' links.

ID	Full Name	E-Mail	Registration Date	Status	Balance	Impressions	Clicks	CTR	Spent	Action
24	batnah	batnah@orbital.ru	12.02.2010	active	\$20.00	0	0	0.00%	\$0.00	Edit Change Balance
25	Lion17	lion17@orbital.ru	12.02.2010	active	\$0.00	0	0	0.00%	\$0.00	Edit Change Balance
26	151	batnah@orbital.com	12.06.2010	active	\$0.00	0	0	0.00%	\$0.00	Edit Change Balance
Total on this page					\$20.00	0	0	0.00%	\$0.00	
Total					\$20.00	0	0	0.00%	\$0.00	

## Edit Advertiser

Click the **Edit** link next to the advertiser whose details you wish to edit. You can edit the advertiser's data on the resulting page.

This screenshot is similar to the previous ones, showing the 'Advertisers' management page. The 'Edit' link in the 'Action' column for the first advertiser (ID 24) is circled in red. The table below shows the same three advertisers, all with a status of 'active'.

ID	Full Name	E-Mail	Registration Date	Status	Balance	Impressions	Clicks	CTR	Spent	Action
24	batnah	batnah@orbital.ru	12.02.2010	active	\$20.00	0	0	0.00%	\$0.00	Edit Change Balance
25	Lion17	lion17@orbital.ru	12.02.2010	active	\$0.00	0	0	0.00%	\$0.00	Edit Change Balance
26	151	batnah@orbital.com	12.06.2010	active	\$0.00	0	0	0.00%	\$0.00	Edit Change Balance
Total on this page					\$20.00	0	0	0.00%	\$0.00	
Total					\$20.00	0	0	0.00%	\$0.00	

## Change Advertiser Balance

Click the [Change Balance](#) Link to deposit or charge advertiser's system balance manually.

The screenshot shows the 'Advertisers' management page. At the top, there are navigation tabs: Home, Reports, Advertising, Ad Management, and Settings. Below these are sub-tabs for Advertisers and Feeds. A user profile box in the top right shows the role 'administrator' and a balance of '\$10,000.00'. The main content area features a table of advertisers with columns for ID, Full Name, E-Mail, Registration Date, Status, Balance, Impressions, Clicks, CTR, Spent, and Action. The 'Change Balance' link for the first advertiser is circled in red.

ID	Full Name	E-Mail	Registration Date	Status	Balance	Impressions	Clicks	CTR	Spent	Action
24	batnah	batnah@orbital.ru	12.02.2010	active	\$20.00	0	0	0.00%	\$0.00	<a href="#">Edit</a> <a href="#">Change Balance</a>
25	Lion17	lion17@orbital.ru	12.02.2010	active	\$0.00	0	0	0.00%	\$0.00	<a href="#">Edit</a> <a href="#">Change Balance</a>
26	111	batnah@orbital.com	12.06.2010	active	\$0.00	0	0	0.00%	\$0.00	<a href="#">Edit</a> <a href="#">Change Balance</a>
Total on this page					\$20.00	0	0	0.00%	\$0.00	
Total					\$20.00	0	0	0.00%	\$0.00	

The screenshot shows the 'Change Balance' form. It includes a navigation bar with tabs: Home, Reports, Advertising, Ad Management, Settings, and Tools. Below the navigation bar are sub-tabs for Advertisers and Feeds. The form title is 'Advertisers → Change Balance: „Administrator (admin...'. The form contains the following fields and buttons:

- Current Balance: \$10,000.00
- Amount, \$: \* (required field) with a dropdown menu set to 'Add' and an input field.
- Submit button (with a green checkmark icon)
- Cancel button (with a red X icon)

\* - required fields.



## What are Feeds?

A feed is the Internet ad distribution system whereby ads are distributed from a large database of advertisers.

[Feed-providers](#) have a large number of advertisers and advertisements for various keywords.

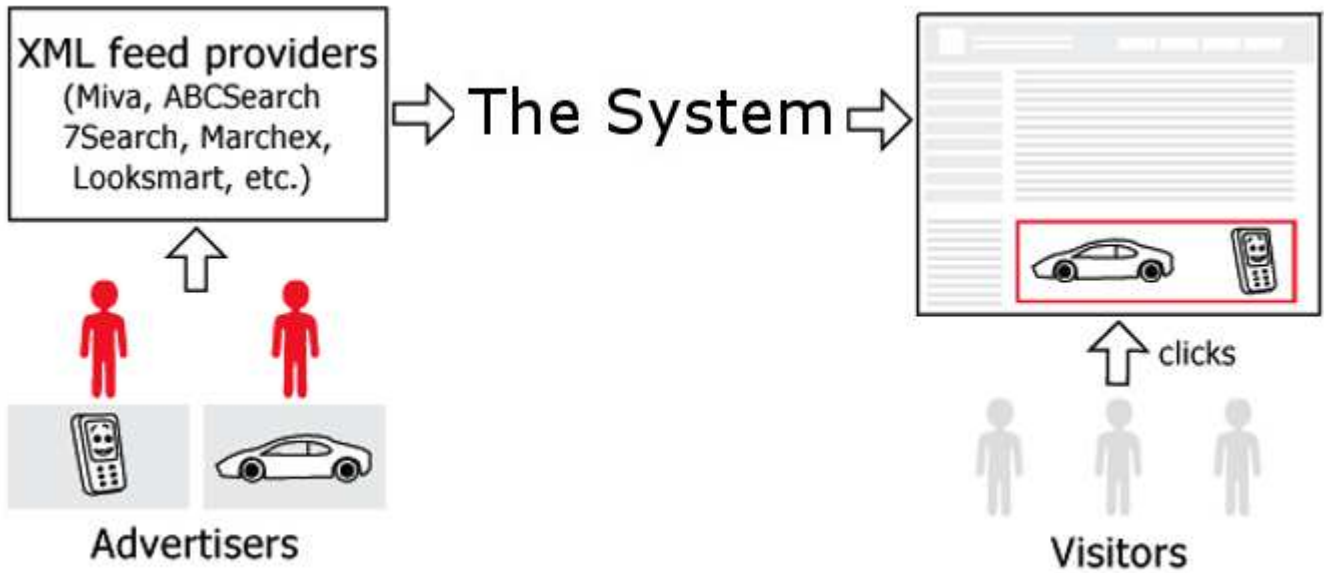
In order to receive advertising from a Feed-provider, you must become a partner by registering on the Feed-provider's website. Feed-providers pay partners a percentage of profits from clicks on ads placed on partner sites.

Some examples of popular XML feeds providers are:

Looksmart	Miva
7Search	ABCSearch
Marchex	SearchFeed
Findology	AdOnNetwork
Search123	ValueClick

# Why You Should Use Feed Ads

An advertisement from an [Ad Feed provider](#) offers a source of income from an established set of advertisers. It is especially important during the initial stages of system implementation when you do not yet have your own advertisers.



# What You Need To Display Advertisements From Feeds On Your Site

In order to display advertisements from Feeds on sites connected to the system, follow these steps:

- Register on the ByteCity Advertising Network.
- If a Feed is included in the list of standard Feeds, then the registration fee you pay will allow you to use that feed.
- If your desired Feed is not included in the list of standard Feeds, [contact Orbitscripts.com](http://www.orbitscripts.com) and order an assessment for integration of that feed.

After the Feed is integrated into your system (on the Feed management page at *Ad Management -> Feeds* in the administrative control panel) you can:

The screenshot displays the 'Feeds' management interface. At the top, there are navigation tabs: Home, Reports, Advertising, Ad Management (selected), Settings, and Payments. Below these are sub-tabs for Advertisers and Feeds. A user profile box in the top right shows the role 'administrator', email 'admin@smartppcadmarket.com', and a balance of '\$10,001.50'. The main content area is titled 'Feeds' and includes a filter section with 'Select period: Today (12.17.2010)' and 'Filter by status: all'. Below the filter are buttons for 'Enable', 'Disable', and 'Get Report'. The main table has the following data:

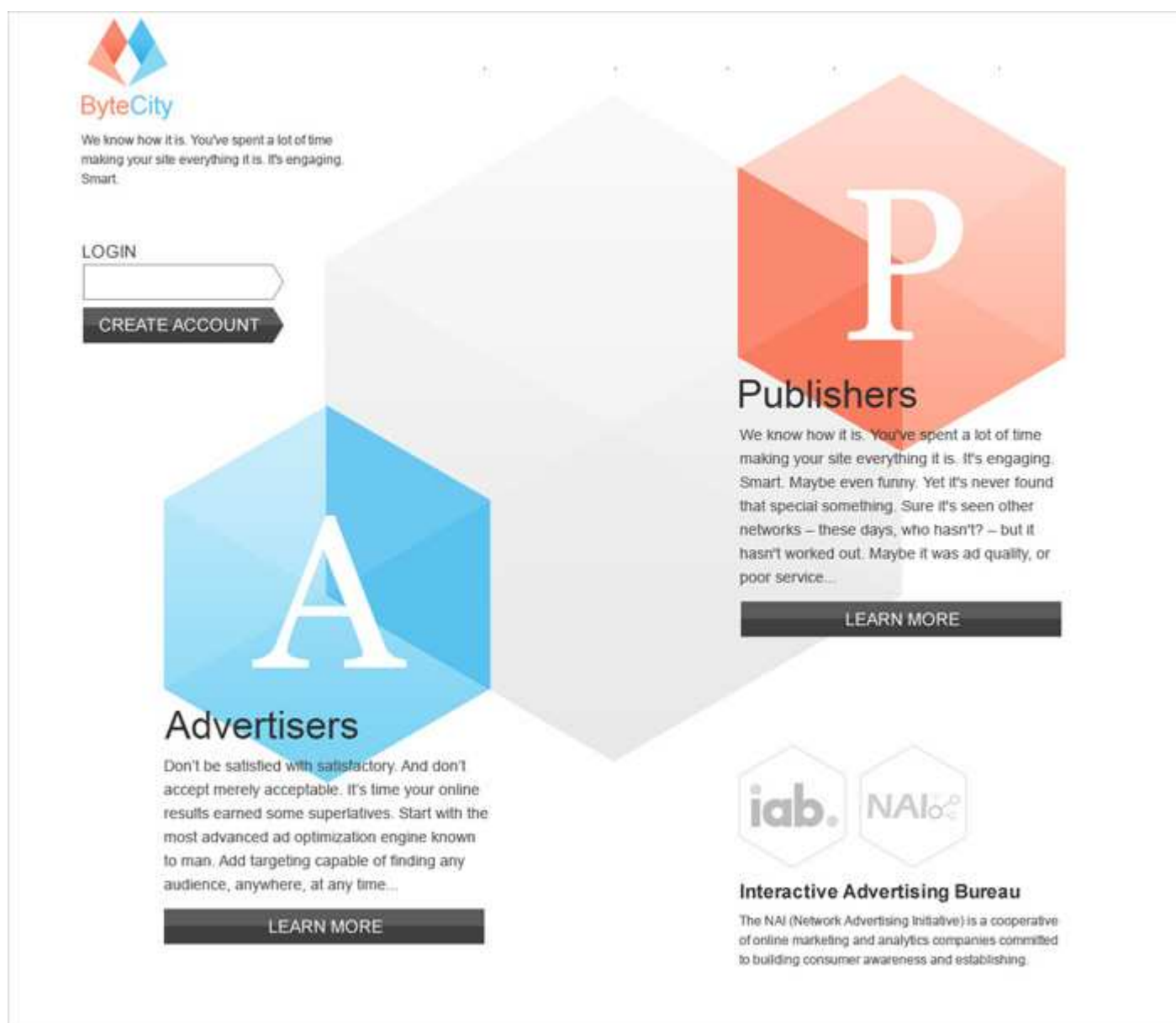
ID	Feed Name	Status	Impressions	Clicks	CTR	Revenue	Action
4	bycity.com	enabled	0	0	0.00 %	\$0.00	Edit
Total on this page			0	0	0.00 %	\$0.00	
Total			0	0	0.00 %	\$0.00	

At the bottom of the table, it shows 'Page 1 of 1', 'Items Per Page: 20', and 'Total Items: 1'. On the right side, there is a sidebar advertisement titled 'Order XML Feed Integration' with the text: 'Do you want to get a permanent revenue source from your system? Become a partner of an XML Feed provider and request XML Feed Integration to the system. Displayed ads from XML Feeds let you to promote and monetize your website with XML Feeds revenue.' and a 'Request Feed Installation' button.

- View summary statistics for Feeds. Viewing statistics for Feeds will enable you to evaluate which Feeds are the most efficient and most profitable. To evaluate the effectiveness of Feeds, a Feeds statistical information page is built into your system.
- Enable / Disable Feeds.
- [Edit Feed parameters](#).

# ByteCity Advertising Network

ByteCity Network is online advertising network of OrbitScripts Company that drive quality ads offers for websites owner through performance-based solutions. Make your inventory available to higher-paying advertisers via one-click integration with ByteCity Advertising Network.



The image shows a landing page for the ByteCity Advertising Network. At the top left is the ByteCity logo, which consists of two overlapping triangles (one red, one blue) above the text 'ByteCity'. Below the logo is the text: 'We know how it is. You've spent a lot of time making your site everything it is. It's engaging. Smart.' To the right of this text is a navigation menu with links: 'Home', 'About Us', 'Advertisers', 'Publishers', 'Partners', 'Contact Us'. Below the navigation menu are two buttons: 'LOGIN' with an input field, and 'CREATE ACCOUNT'. The main content area is divided into two sections. The left section is for 'Advertisers', featuring a large blue hexagon with a white letter 'A'. Below it, the text reads: 'Don't be satisfied with satisfactory. And don't accept merely acceptable. It's time your online results earned some superlatives. Start with the most advanced ad optimization engine known to man. Add targeting capable of finding any audience, anywhere, at any time...' and a 'LEARN MORE' button. The right section is for 'Publishers', featuring a large red hexagon with a white letter 'P'. Below it, the text reads: 'We know how it is. You've spent a lot of time making your site everything it is. It's engaging. Smart. Maybe even funny. Yet it's never found that special something. Sure it's seen other networks – these days, who hasn't? – but it hasn't worked out. Maybe it was ad quality, or poor service...' and a 'LEARN MORE' button. At the bottom right, there are logos for 'iab.' and 'NAI', followed by the text: 'Interactive Advertising Bureau' and 'The IAB (Interactive Advertising Bureau) is a cooperative of online marketing and analytics companies committed to building consumer awareness and establishing...'.

All you need to do is to create publisher account in the ByteCity Advertising Network and get us to top-tier advertisers. You will get paid for every sale and lead you generate.

Also you can optimize your revenue by mixing direct advertisers ads, ByteCity Advertising Network ads and ads from third party networks such as Google AdSense, Yahoo Publishers, AdBrite etc.

## Manage Feeds Settings

To change the settings for a specific Feed, go to the menu *Advertisement -> Feeds*. On the line next to the Feed, click the **Edit** link in the **Action** column.

Home Reports Advertising Ad Management Settings Tools

Advertisers Feeds

### Feeds → Settings of feed: „AbcSearch“

Affiliate ID: \*  100

Commission, %: \*

Enter here the commission that Feed provider pays you.  
This value is required for correct Feeds Revenue Reports generation.

**Example:** Bid of an ad is \$1.00.  
Commission paid by Feed provider to partners is 20.00%.  
Reports will show your revenue of \$0.20.

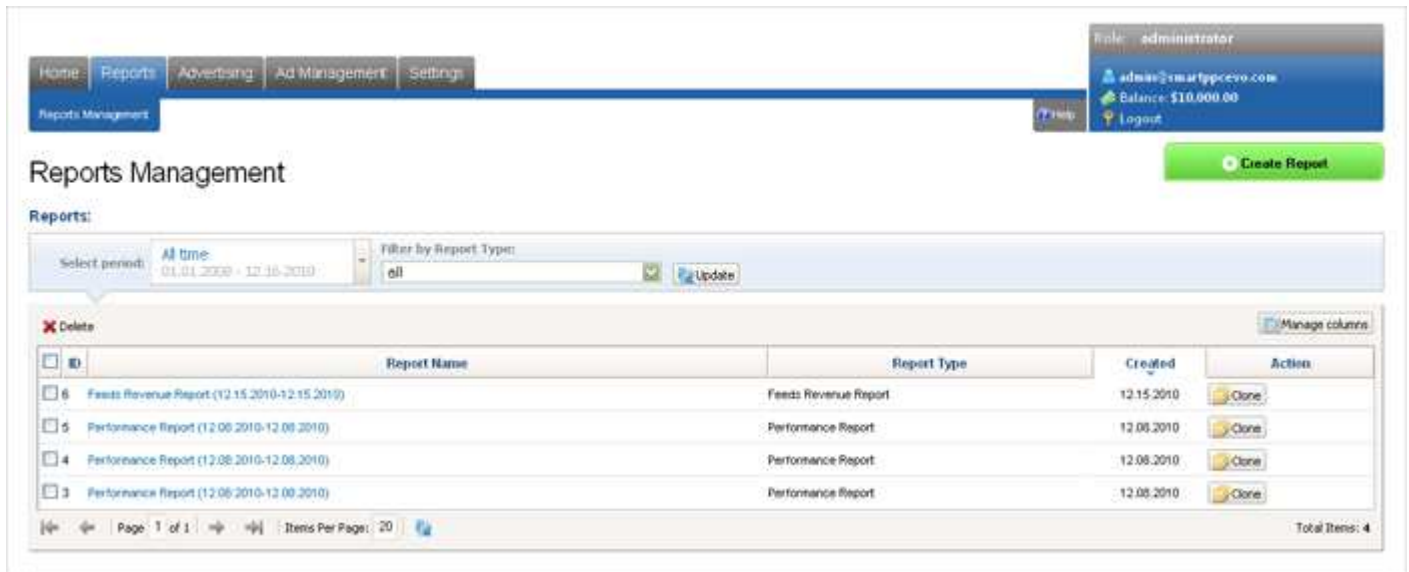
\* - required fields.

A page will open which will allow you to:

- Set / change the identification number (ID) of the Feed.
- Indicate the percentage that Feed pays you per click (you must specify the accurate percent value to generate correct reports on the Feed)

# Administrator Report Types

View any report you choose by using the *Reports* menu located in the main menu of the control panel.



The following reports types are available for the administrator:

- **Performance Report**

A performance report allows the administrator to determine the effectiveness of channels on sites. This report also shows a ratio of impressions/clicks for the channel on sites for a given date range.

- **Advertisers Revenue Report**

The Advertisers Report shows how much money advertisers spend on your system. Here you can see your earnings from each advertiser for a given date range.

- **Feeds Revenue Report**

This report allows you to analyze profitability of system Feeds for a given date range.

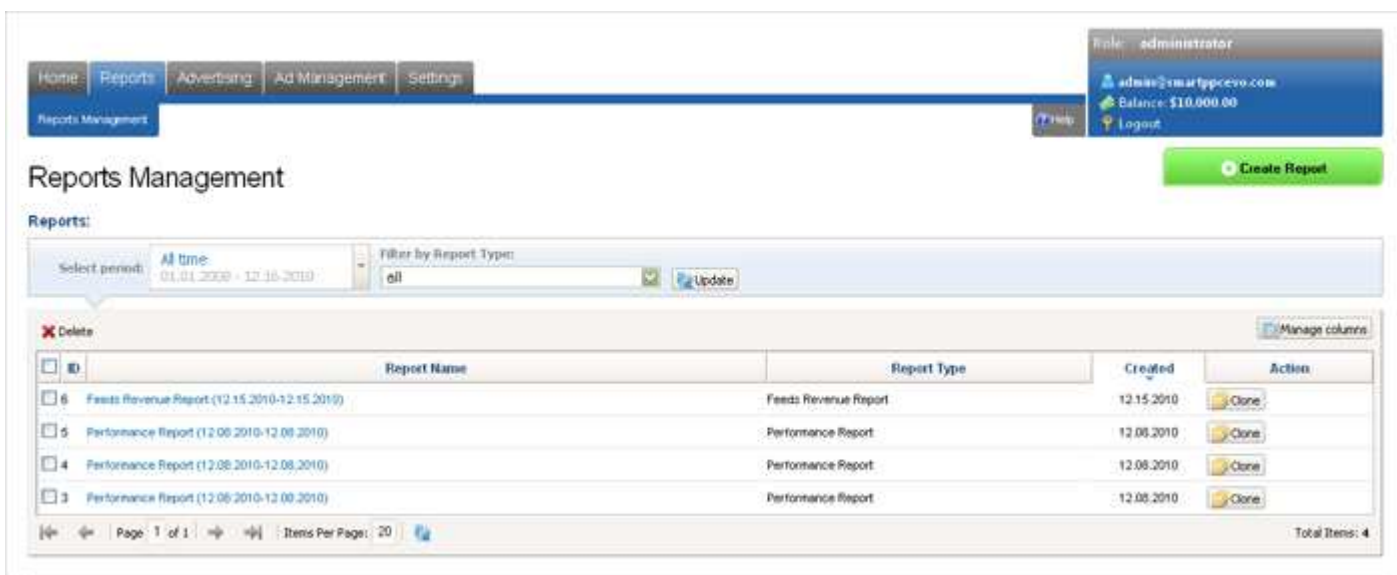
- **Advertisers Cash Flow Summary Report**

This report displays a monetary transactions history for selected advertisers in a given date range.

# Create Report

You can create a new report from *Reports* section.

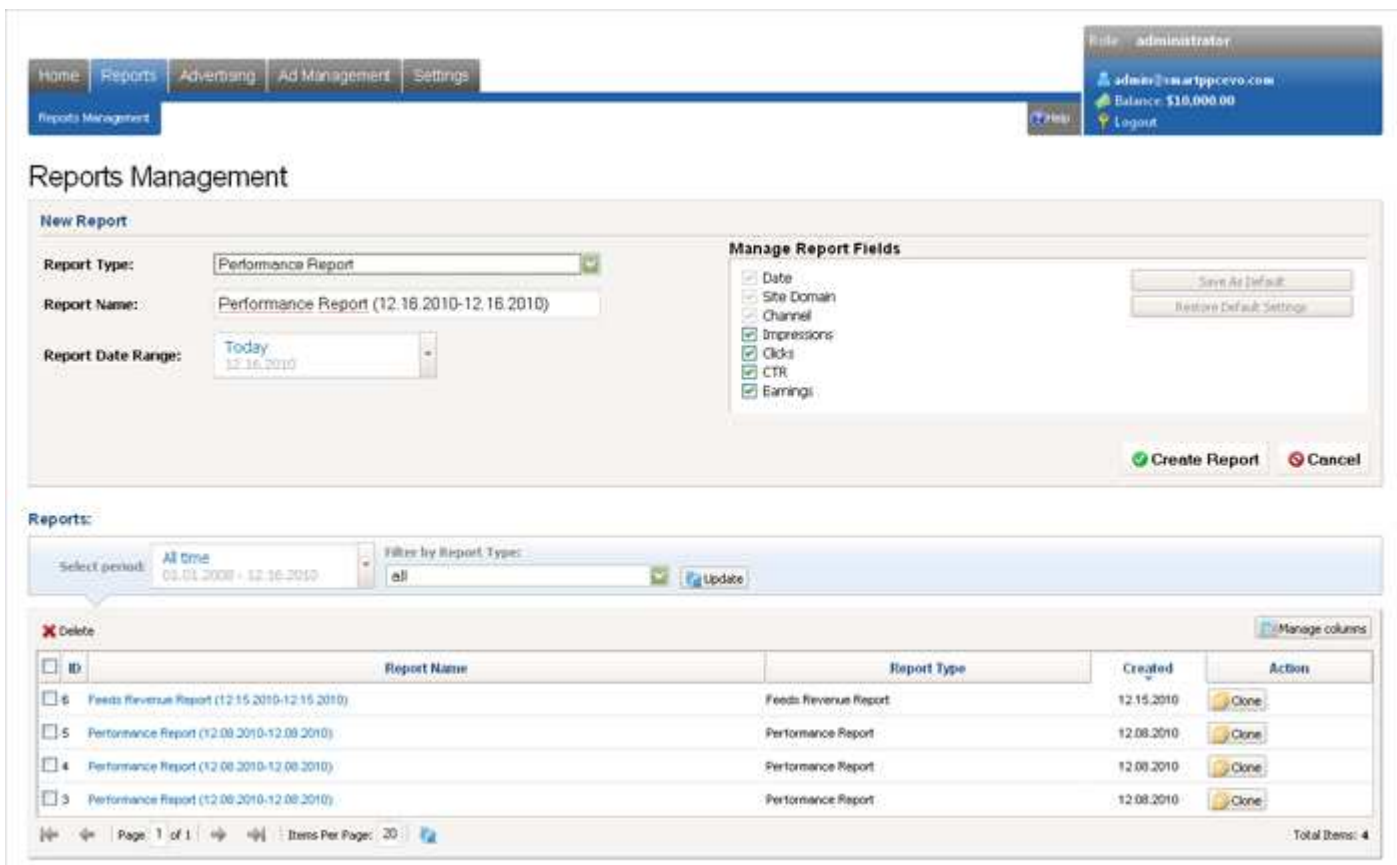
On *Reports->Reports Management* you can create one of the 4 available report types:



The screenshot shows the 'Reports Management' page. At the top, there is a navigation menu with 'Home', 'Reports', 'Advertising', 'Ad Management', and 'Settings'. The 'Reports' menu is active. In the top right corner, the user is identified as 'administrator' with the email 'admin@smartppcpro.com', a balance of '\$10,000.00', and a 'Logout' button. A green 'Create Report' button is visible in the top right. Below the navigation, the page title is 'Reports Management'. Underneath, there is a 'Reports:' section with a 'Select period' dropdown set to 'All time' (01.01.2008 - 12.16.2010) and a 'Filter by Report Type' dropdown set to 'all'. An 'Update' button is next to the filter. Below this is a table with columns: ID, Report Name, Report Type, Created, and Action. The table contains four rows of reports. At the bottom of the table, there is a pagination bar showing 'Page: 1 of 1' and 'Items Per Page: 20'. A 'Total Items: 4' label is at the bottom right.

ID	Report Name	Report Type	Created	Action
6	Feeds Revenue Report (12.15.2010-12.15.2010)	Feeds Revenue Report	12.15.2010	Clone
5	Performance Report (12.08.2010-12.08.2010)	Performance Report	12.08.2010	Clone
4	Performance Report (12.08.2010-12.08.2010)	Performance Report	12.08.2010	Clone
3	Performance Report (12.08.2010-12.08.2010)	Performance Report	12.08.2010	Clone

- Select a Report Type, which will determine the list of fields contained in the report.
- Select a Report Name. It is auto-generated by default. You can change it as needed.
- Select a Report Date Range.
- Choose the fields you wish to see in the report by clicking the Manage Report Fields link.
- Click the Create Report button when you are finished.



The screenshot shows the 'New Report' form in the 'Reports Management' page. The navigation menu and user information are the same as in the previous screenshot. The page title is 'Reports Management'. Below the navigation, there is a 'New Report' section. It has three input fields: 'Report Type' (set to 'Performance Report'), 'Report Name' (set to 'Performance Report (12.16.2010-12.16.2010)'), and 'Report Date Range' (set to 'Today' with '12.16.2010' below it). To the right of these fields is a 'Manage Report Fields' section with a list of checkboxes: 'Date', 'Site Domain', 'Channel', 'Impressions', 'Clicks', 'CTR', and 'Earnings'. The 'CTR' and 'Earnings' checkboxes are checked. There are two buttons: 'Save As Default' and 'Restore Default Settings'. At the bottom right of the form are 'Create Report' and 'Cancel' buttons. Below the form is the same 'Reports:' section as in the previous screenshot, showing the list of reports and pagination.

## Filter Reports

Go to the page with a list of reports in the *Reports* section of your control panel. Above the table with the reports list are one drop-down menu: **Filter by Report Type**

Report types:

- Performance Report
- Advertisers Revenue Report
- Feeds Revenue Report
- Advertisers Cash Flow Summary Report
- All





# Deleting Reports

To delete a report:

- Go to a list of reports in the *Reports -> Reports Management* section in your control panel.
- Select the reports you wish to delete.
- Click the **Delete** button.

The screenshot shows the 'Reports Management' section of a control panel. At the top, there is a navigation menu with 'Home', 'Reports', 'Advertising', 'Ad Management', and 'Settings'. The 'Reports' menu item is active. On the right, a user profile for 'administrator' is visible, showing the email 'admin@smatppcpro.com', a balance of '\$10,000.00', and a 'Logout' button. Below the navigation, there is a 'Create Report' button. The main content area is titled 'Reports Management' and contains a 'Reports:' section. This section has a 'Select period' dropdown set to 'All time' (01.01.2009 - 12.31.2010) and a 'Filter by Report Type' dropdown set to 'all'. Below the filters is a table of reports. The table has columns for 'ID', 'Report Name', 'Report Type', 'Created', and 'Action'. The 'Delete' button in the top left corner of the table is circled in red. The table contains four rows of reports, each with a 'Clone' button in the 'Action' column. At the bottom of the table, there is a pagination bar showing 'Page: 1 of 1' and 'Items Per Page: 20'. The total number of items is 4.

ID	Report Name	Report Type	Created	Action
6	Feeds Revenue Report (12.15.2010-12.15.2010)	Feeds Revenue Report	12.15.2010	Clone
5	Performance Report (12.08.2010-12.08.2010)	Performance Report	12.08.2010	Clone
4	Performance Report (12.08.2010-12.08.2010)	Performance Report	12.08.2010	Clone
3	Performance Report (12.08.2010-12.08.2010)	Performance Report	12.08.2010	Clone

Selected reports will be removed from the list of reports.

## Payment Gateways

By default, the system is prepackaged with one payment gateway - [PayPal](#).

Some examples of payment gateways:

PayPal Subscribe	PayPoint.net(SecPay)
2Checkout	WorldPay
ClickBank	NetBilling
IntGold	Ebullion
EvoCash	MoneyBookers
MultiCards	CyberSource
ProtX (Sage Pay)	BluePay
Google Checkout	WorldPay
FastTransact	Ogone Payment Services
ChronoPay	eWay
iTransact	SkipJack
Banca Sella Gestpay	Total Web Solutions
ChecksByNet	Beanstream
HSBC	ETS
Moneris eSelect Plus	PSI Gate

If you wish to incorporate an additional payment gateway, [contact Orbitscripts.com](#) and order the integration of the required payment gateway.

# Manage Payments

You can enable/disable payment gateways through your administrative control panel. If the payment gateway is turned off, advertisers will be unable to utilize it for adding funds to the system.

To manage the payment gateway, go to *Settings -> Payment Gateways*. Check the payment gateways you wish to turn on or off and press the appropriate button.



The screenshot shows the administrative interface for managing payment gateways. At the top, there is a navigation menu with 'Home', 'Reports', 'Advertising', 'Ad Management', and 'Settings'. The 'Settings' menu is active, and 'Payment Gateways' is selected. A user profile box in the top right corner shows the role 'administrator', email 'admin@smartrpgcevo.com', and a balance of '\$10,000.00'. Below the navigation, the 'Payment Gateways' section has a filter set to 'all' and an 'Update' button. A table lists the gateways, with one entry for 'PayPal' (ID 2) which is currently 'enabled'. An 'Edit' button is visible next to the PayPal entry. A sidebar on the right contains a 'Popular Payment Gateways' section with a 'Request' button.

To configure a payment gateway, click **Edit** next to the payment gateway. Complete all the fields on the page:

- Your IDs in the payment system.
- Commission, you wish to charge your advertisers for depositing money into the system.

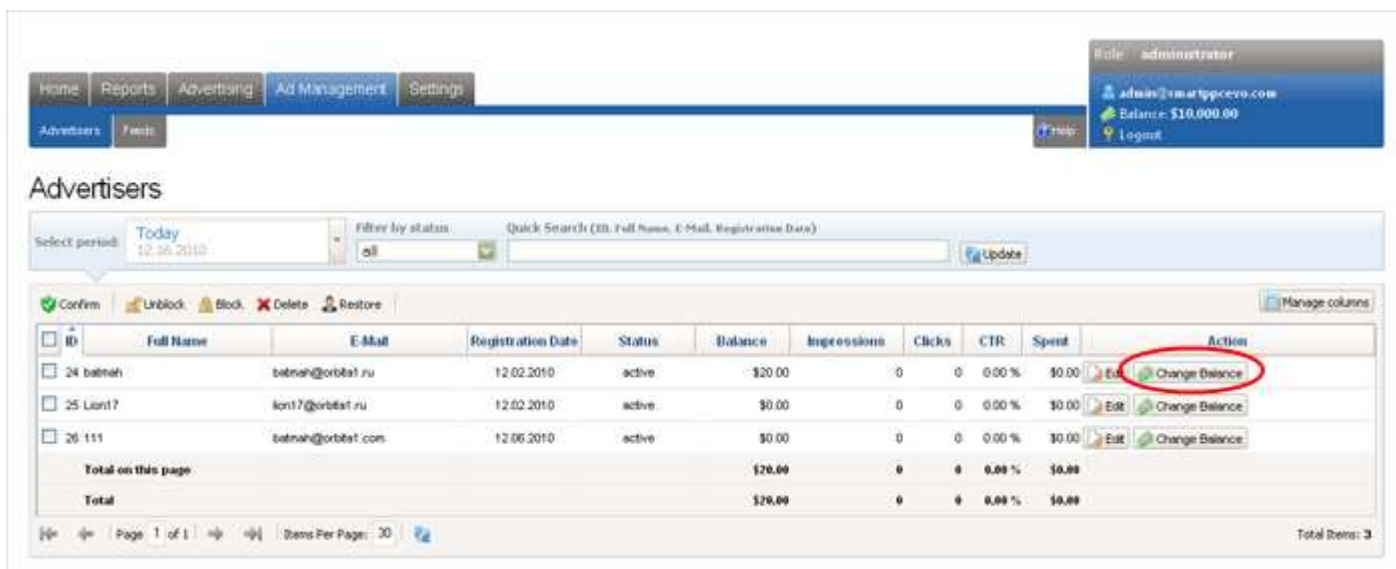


The screenshot shows the 'Payment Gateway Settings' form for 'PayPal'. The form is titled 'Payment Gateways -> Payment Gateway Settings: PayPal'. It contains several fields: 'Used For' (set to 'Deposit'), 'E-Mail' (dfgdgggsd@sdf.yt), 'Deposit Commission, %' (0), and 'Minimal payment, \$' (1.00). An example text explains that a 0% commission on a \$100.00 deposit means the advertiser pays \$100.00. At the bottom, there are 'OK' and 'Cancel' buttons. A legend at the bottom left indicates that red asterisks denote required fields.

## Funding An Advertiser's Account

Administrator can change (add or deduct funds) to advertiser's balance in the system manually. This actions won't influence advertiser's actual payment account.

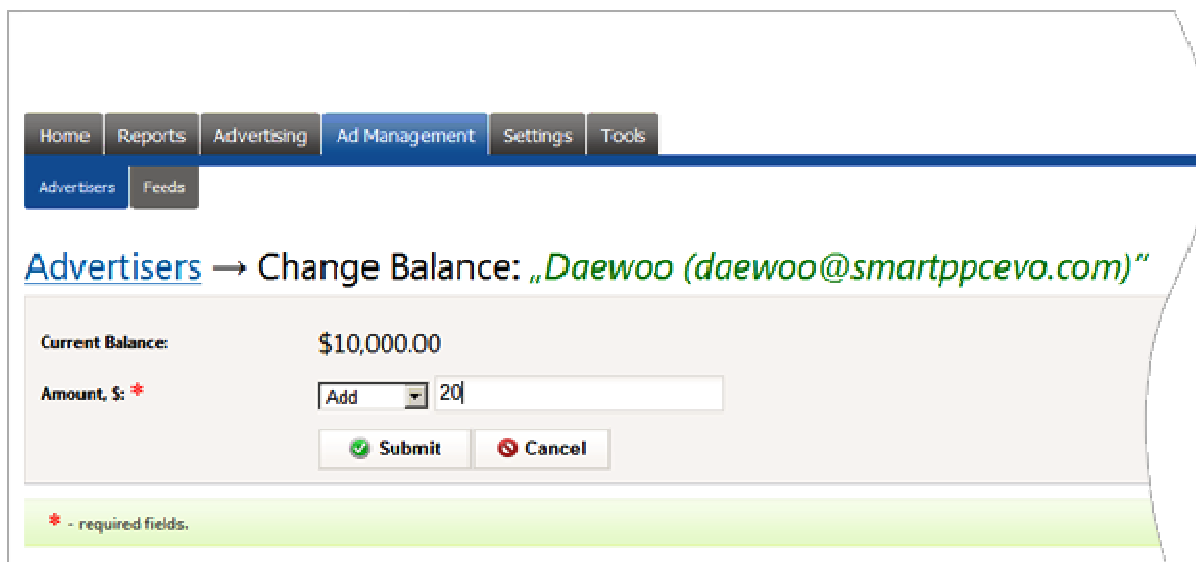
In the administrator control panel go to *Ad Management -> Advertisers* and click **Change Balance** button next to an advertiser.



The screenshot shows the 'Advertisers' management page. At the top, there are navigation tabs: Home, Reports, Advertising, Ad Management, and Settings. Below these are sub-tabs for Advertisers and Feeds. A user profile box in the top right shows the role 'administrator', email 'admin@smartppcevo.com', and a balance of '\$10,000.00'. The main content area is titled 'Advertisers' and includes a search bar and a table of advertiser records. The table has columns for ID, Full Name, E-Mail, Registration Date, Status, Balance, Impressions, Clicks, CTR, Spent, and Action. The 'Change Balance' button for the first advertiser is circled in red.

ID	Full Name	E-Mail	Registration Date	Status	Balance	Impressions	Clicks	CTR	Spent	Action
24	batmah	batmah@orbital.ru	12.02.2010	active	\$20.00	0	0	0.00 %	\$0.00	<a href="#">Edit</a> <a href="#">Change Balance</a>
25	Lion17	lion17@orbital.ru	12.02.2010	active	\$0.00	0	0	0.00 %	\$0.00	<a href="#">Edit</a> <a href="#">Change Balance</a>
26	111	batmah@orbital.com	12.06.2010	active	\$0.00	0	0	0.00 %	\$0.00	<a href="#">Edit</a> <a href="#">Change Balance</a>
Total on this page					\$20.00	0	0	0.00 %	\$0.00	
Total					\$20.00	0	0	0.00 %	\$0.00	

On the page you can **Add** or **Subtract** money from advertiser's account of your system.



The screenshot shows the 'Change Balance' form for the advertiser 'Daewoo (daewoo@smartppcevo.com)'. The current balance is \$10,000.00. The form includes a dropdown menu for the action type (set to 'Add') and a text input field for the amount (set to '20'). There are 'Submit' and 'Cancel' buttons. A note at the bottom indicates that asterisks (\*) denote required fields.

Advertisers → Change Balance: „Daewoo (daewoo@smartppcevo.com)”

Current Balance: \$10,000.00

Amount, \$: \*

\* - required fields.

# Dictionary

**Ad Serving** – The technology for the placement of ads on web sites.

**Ad Campaign** aggregates:

- Ads related to certain goods or services
- Sites where ads are displayed
- Rules defining the display of ads on sites (the geography of visitors, time of display, budget)

**Channel** – The area of a certain format (size) on the site, designed for advertising, that consists of one or more slots. The number of slots is determined by the format (size) of the channel. The method in which image and text ads are distributed to the channel differs. Image ads occupy all the channel slots, or the entire channel. Text ads occupy one slot.

**Examples of Slots:**

<p><a href="#">DVD rentals</a> Blockbuster Total Access Online. Over 50,000 Titles. 3 Weeks Free! <a href="http://www.Blockbmovies.com">www.Blockbmovies.com</a></p>
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<p><a href="#">Best web-hosting</a> Powerful hardware servers and professional support <a href="http://www.best-host.com">www.best-host.com</a></p>	<p><a href="#">Free software</a> A wide range of software. Try free now! <a href="http://www.softmarket.net">www.softmarket.net</a></p>
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<p><a href="#">Online casino</a> Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games <a href="http://www.e-casinohere.com">www.e-casinohere.com</a></p>	<p><a href="#">Best web-hosting</a> Powerful hardware servers and professional support <a href="http://www.best-host.com">www.best-host.com</a></p>	<p><a href="#">Free software</a> A wide range of software. Try free now! <a href="http://www.softmarket.net">www.softmarket.net</a></p>	<p><a href="#">DVD rentals</a> Blockbuster Total Access Online. Over 50,000 Titles. 3 Weeks Free! <a href="http://www.Blockbmovies.com">www.Blockbmovies.com</a></p>
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**Click-through Rate (CTR)** – An indicator of the effectiveness of advertising campaigns. It is the ratio of the number of clicks on the ad to the number of impressions of the ad.

**CPM program** - an advertising payment method whereby the advertiser pays for each 1000 impressions of an ad.

**Flat Rate program** - An advertising payment method whereby the advertiser pays for the placement of an ad for a specific time period.

**Payment Gateway** - a hardware-software system that allows users to automate the process of receiving online payments via the Internet.

**PayPal** - the world's largest electronic payment processor.