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

Please l	ogin)
E-mail: *	samsung@mail.com		
Password: *	•••••	Forgot Password?	/
	Login		
* - required	fields.		

Lost Password

- To reset a lost or forgot password for an Administrator perform the following steps:
 On the page <u>www.yoursite.com/index.php/admin/login</u> 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.

Forgo	ot Password)
E-mail: *	samsung@mail.com Send by e-mail	/
* - requ	ired 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.

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Orbit AdServer	
admin@orbitscripts.com	
Change Login	
Change Password	
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ry signup: 🐼	
	admin@orbitscripts.com Change Login Change Password

• In the new window, you will be asked to enter your current password, your new password and to reenter your new password to confirm the change.

• Click the Save button.

Current Password: *	
Vew Password: *	
tew rassitoria.	
Confirm New Password: *	

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.

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admin@orbitscripts.com	
Change Login	
Change Password	
Ad here text	
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	admin@orbitscripts.com Change Login Change Password

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

New Login: *	admin@search.com	
Current Password: *		
* - required fields.	Save	S Cancel

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:

Hume Reports Advertising Ad M	nagement Settings	Role administrator 🗳
Dashboard Bystem Settings		(Pourp 9 Lagoad
System Settings		
Global options		
Site: *	Orbit AdServer	
Administrator Profile		
Administrator e-mail: *	admin@orbitscripts.com	
	Change Login	
	Change Password	
Ads Options		
Display 'Your Ad Here' link:	🖾 Ad here text!	
User settings		
I'd like to confirm advertisers after th	vey signup: 💌	
	Save	

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 <u>change password instructions</u>.
- 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 <u>read here</u>.

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
ОК

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.

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Advertisement Rate Types

CPM (cost-per-thousand impression)

When placing an advertisement based on a <u>CPM rate</u> 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 <u>Flat Rate</u> 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:

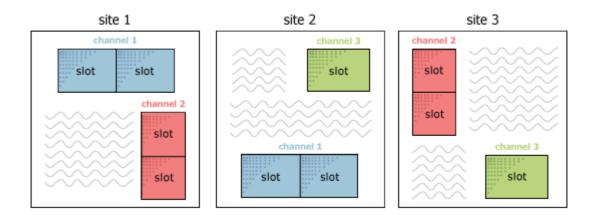
- Ad Title.
- Ad size. The image complies to the standard sizes of the system.
- Ad image.
- Display URL. This is a URL-address, which appears in the ad and allows users to identify your site.

• 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, <u>channel</u> and <u>slot</u> 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.

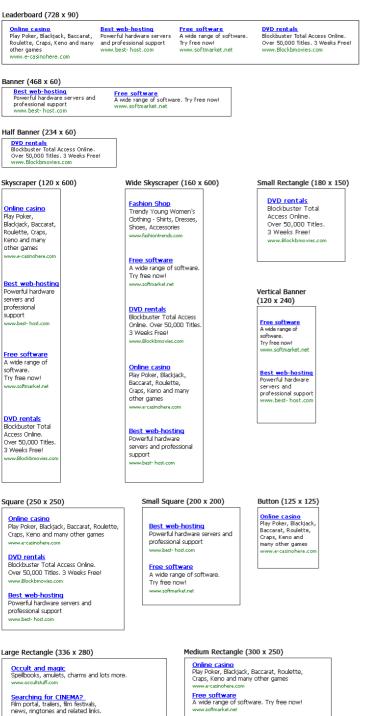
Channel sizes illustration

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

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Standard Channel Sizes Illustration

Text Ads



Interested in TRAVEL? Worldwide reservations, hotels, cruises, car rentals, travel guides and more.

Download NEW Music Free downloading. Music, video. Search for your favorite music artists

DVD rentals Blockbuster Total Access Online. Over 50,000 Titles. 3 Weeks Free! www.Blockbmovies.com

Fashion Shop Trendy Young Women's Clothing - Shirts, Dresses, Shoes, Accessories www.fashiontrends.com

Image Ads

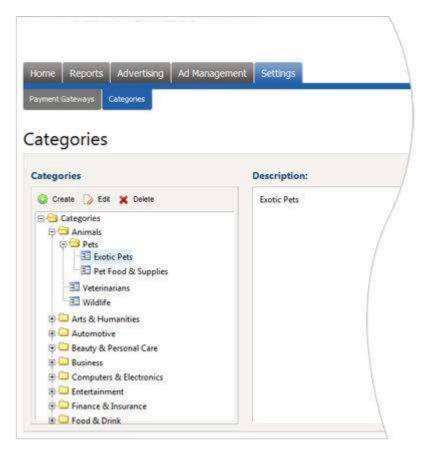






Create Site Categories

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 toplevel 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.

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lanage	e Sites/Channels								\langle	Create Site
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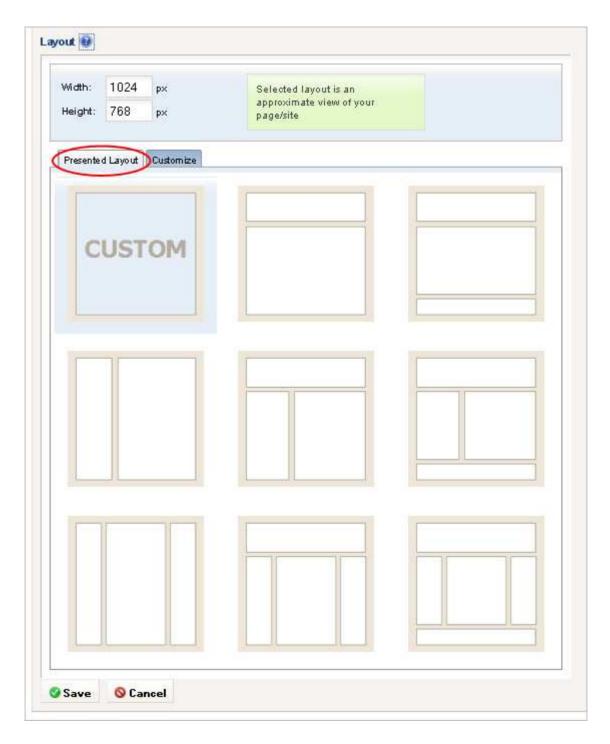
For a new site:

- 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

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Presented Layout Contract				

The unique visual editor - <u>Wizard</u>, 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.



Click the Save button. Next Step: <u>Add channel(s) to a site</u>.

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.

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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.

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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 <u>channel format</u> (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.

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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 <u>rate type</u> 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.

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CPM price

To create the <u>CPM Rate</u> 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 <u>ONLY</u> text ads in the channel.

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

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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.

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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.

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• On the subsequent page, you can edit the parameters of prices by clicking the Edit link.

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The Next Step: <u>Generation of code for integration of the Site Channel</u> 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.

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

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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 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.

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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.

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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.

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• 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.

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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

all
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By Owner:

- All
- My Sites
- Publishers' sites

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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

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Administrator can overview sites domains, titles, status, impressions, alternative impressions, clicks and click through rates (<u>CTR</u>). 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.

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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.

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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.

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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.

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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.

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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.

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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.

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Create Ste	Approve ste Openy ste 200 Publisher ministrator (admin@smartspcevo.com) ministrator (admin@smartspcevo.com)	Site Domain Insen orbit-vork orbitect net Insen orbit-vork orbitect con	Title Q	active active	a	Impressions 0 0	0.00 %	\$0.00 \$0.00	Create Channel	Action Layout

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.

	orts Advertising	Ad Manag	emert Sett	np						dow.		nin (rmartpprevo c lance \$10,000.00 gmt	9 0 - 2
dvertis	ers Today 12.16.2010		Filter by state	n Quick Search (ID. Full Name, C	Stall, Registration D	e(a)	34	Cipdate				
Corfem	Curbica. 💧 Blodi.	Window 2 B	edities										Manage column
	Full Name		E-Mail	Registration Date	Status	Balance	Impressions	Clicks	CTR	Spent	í.	Action	(Ment Land Land Cost Lands)
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24 08010F)		kon17@orbita	t nu	12.02.2010	active.	\$0.00	5i	0 0	0.00 %	\$0.00	Edit	D Change Balance	
25 Lient?		betreh@orbit	at con	12.06.2010	active	\$0.00	1à) ia	0.00%	10.00	Eife	() Change Balance	
		banangora								10.00			
25 Lient?	n this page	tanangorat				\$20.00	3		0.00%	30.00			

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

	all 💌	
_	all	
	active	
ete	blocked	Ge
	deleted	-
str	activation pending	s

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

one Reports Advertise	ng Ad Management Setter	105				_	_	dinee		nin I marppeevo e lance \$10,000.00 gmt	
dvertisers Sect perset Today 12.36.2010	• Piller by statu	a Quack Se anch (ID. Yoll Name, C.	fall, Registration D	a(a)		Cipdate				
Confirm Carbinds A Blod	A X Celete & Restore										Manage column
CONTERN CROBOCE DOC											
D Full Name	Eddad	Registration Date	Status	Balance	Improvisions	Clicks	CTR	Spent		Action	
	E-Mail betrein@orbba1.ru	Registration Date	Status active	Balance \$20.00	Impressions (() tot	Action () Change Balance	
D Full Name					3) 0		10.00			
D Full Name	betreh@orbite1.ru	12.02.2010	active	120.00	14 14) 0) 0	0.00 %	\$0.00 \$0.00	Eat	() Change Balance	
0 Full Name	betnah@orbba1.ru kon17@orbba1.ru	12.02.2010	active active	\$20.00 \$0.00	14 14		0.00 % 0.00 %	\$0.00 \$0.00	Eat	() Change Balance	

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.

name Reports Adverts	ang Ad Management Set	anga y						drees	¢ ₿	lmin () i mai typcevo con elance \$10,000.00 ignat	r.
elect period Today	ritter by stat	m Quick Search (10. Fell Name, E	Stall, Registration D	an)		😭 Update	i.			
💱 Confirm 🛛 🛒 Unbiod 👔 Bio	ck Celete & Restore	10. 	102/102/00	() management ()		Clicks	CTR	Spent		Action	Manage colum
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D Full Name	E-Mail betrish@orbta1.ru	Registration Date	Status active	Balance \$20.00	Ingrossions		0.00%) tat	() Change Balance	
						0 0			_	Change Balance	
24 batneh	belmah@orbita1.ru	12.02.2010	active	120.00	28 31	0 (0 (0.00%	\$0.00 \$0.00	Eat	🖉 Change Balance	
24 batneh 25 Lient?	betmah@orbita1.ru len17@orbita1.ru	12.02.2010 12.02.2010	active active	\$20.00 \$0.00	34 31 14		0.00%	\$0.00 \$0.00	Eat	🖉 Change Balance	

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.

nome Reports Adv dividuers Press	erbang Ad Management Set	lings .						dress		lmin () i mai typicevo con ilance \$10.000.00 ignit	H.
dvertisers	* Filter by stat	un Quick Search (III. Full Name, C.	Hall, Registrature D	ata)		Cipdate	Į			
Conterne Linking	Block. 🗙 Delete 🔔 Restore		-0427-027-0	Howasser						i i	Manage column
D Full Name	e Edua	Registration Date	Status	Balance	Impressions	Clicks	CTR	Spent		Action	Manage colum
D Full Name		Registration Date	Status active	120.00	4	0	0.00%	\$0.00	Ca Kat	Action	Manage colum
D Full Name	e Edua					0		\$0.00	_		Manage column
	e E44al betrah@orbial.ru	12.02.2010	active	120.00	4	0	0.00 %	\$0.00	Eat	 Orange Balance Orange Balance 	Manage column
D Fall Name	e E-Mult betrein@orkte1.ru kon17@orbtist.ru	12.02.2010	active active	\$20.00 \$0.00	3 3	0	0.00 % 0.00 % 0.00 %	\$0.00 \$0.00	Eat	 Orange Balance Orange Balance 	Manage column

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.

nome Reports Advertia	ng Ad Management Set	tings			_			dress	de B	lmin@rmartppcero.c dance \$10,000.00 ignut	
Advertisers	- Filter by stat	Quick Smarch ()	ID. Full Name, C	Stall, Registration D	45)		😭 Lipdate	Į			
🕉 Confirm 🛛 🚅 Unbick, 🏦 Bloc	E Mul	Registration Date	Status	Balance	Ingrossions	Clicks	CTR	Spent	1	Action	Manage colum
D Full Name									1.0.00		
D Pall Name	betrah@orbita1.ru	12,02,2010	active	\$20.00	68	0 0	0.00%	\$0.00	2 Eat	(provinge balance)	
		12 02 2010	active active	\$20.00			0.00%		_	Change Balance	
24 batnah	betrah@orb8a1.ru				şi Şi	0 0		\$0.00	Eat	and the second s	
24 betreh	betrah@orbita1.zu kon17@orbita1.zu	12.02.2010	active	\$0.00	50 14	0 0 0 0	0.00 %	\$0.00	Eat	🖉 Change Balance	

• 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.

tome Reports Advert	iang 🛛 Ad Management 🗍 Set	ange						dress	& also	administrator dogʻi martppcevo c unce: \$10.000.00 post	•
dvertisers	• Filter by sta	tox Quick Search (ID. Yull Names, E.S	Hall, Registration D	ata)	- 14	() Lipdate	Į			
Frates Pieters As	And Window Country										E Manage colum
Ø Confirm g urblock ∰ B □ 10 Full Name	los. X Celete Restore	Registration Date	Status	Balance	Improvisions	Clicks	CIR	Spent		Action	Manage colum
	\sim	Registration Date	Status active	Balance \$20.00	Improcesione	1		Spent \$0.00	() tot	Action	Manage colum
D Full Name	Eddad	7.) 0					Manage colum
0 Full Name	E-Mail betran@orbta1.ru	12.02.2010	active	120.00	¢.) 0) 0	0.00%	\$0.00 \$0.00	Eat	() Change Delance	Manage colum
0 Full Name 24 batneh 25 Lian17	E-Mail batnah@orbita1.ru kon12@orbita1.ru	12 02 2010	active active	\$20.00 \$0.00	0		0.00 % 0.00 %	\$0.00 \$0.00	Eat	Change Balance Change Balance	Manage colum

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.

Home Reports Advertion Advertisers		oliverite.						dires:	admin@rmattppcevo Esiance \$10.000.00 9 Logmit	
Today	- Filter by	status Quick Se	arch (ID. Full Name, E	Stall, Registration D	u(s)	74	Qupdete			
12.36.2010	01						and a second	e.		
14.16.5016	X Delete & Restore							e.		Manage colum
14.16.5016		Registration D	ute Status	Balance	Improvisions	Clicks	CIR	Spend	Action	(Hereinstein der Sternerenstein
Cordina) al Unbios. Al Book	X Delete & Restore			Balance \$20.00			CTR	Spent		le service de la constante de
Confirm Curbind. A Block	X Celete & Restore	Registration D	active		6	Clicks 0 0	CTR	Spent \$0.00	🔒 Eat 🖉 Change Delance	
Confirm Con	K Delete & Restore E Mult betrain@orbital.ru	Registration D	active active	\$20.00	14 20	Clicks 0 0 0 0	CTR 000%	Spent \$0.00 \$0.00	Litt 🖉 Change Balance]
Confirm Christical & Block	Colete & Restore E48a8 betrein@orbite1.ru kon17@orbite1.ru	Registration D 12.02.2010 12.02.2010	active active	\$20.00 \$0.00	14 14	Clicks 0 0 0 0	CTR 0.00% 0.00%	Spent \$0.00 \$0.00	Litt 🖉 Change Balance	

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.

hane Reports Adver Advections Zaines	tiong Ad Management Sett	021						(Trees	Bile administrator & administrator Balance \$10,000.00 \$ Logent	
elect periodi 12.36.2010	- Filter by state	a Quick Search (ID. Full Posterie, C	9al, Registratiae D	a(a)		😭 Update	Į		
🖞 Confirm 🛛 🛫 Linbiadi. 🏦	Blodi. 🗙 Delete 🤮 Restore									Manage column
D Full Name	E-Mail	Registration Date	Status	Balance	Improvisions	Clicks	CTR	Spent	Action	
24 babhah	betrah@orbita1.ru	12.02.2010	active	\$20.00	3	0	0.00%	1000	Lat Change Balance	
25-Lien17	ion17@orbitat.ru	12.02.2010	active.	\$0.00	i e	0 0	0.00 %	\$0.00	Eot Change Balance	
26 111	batmah@orbita1.com	12.06.2010	active	\$0.00		0	0.00%	\$0.00	Edt 🖉 Change Balance	
Total on this page				\$20.00			0.00%	\$0.00		
rocaron mas balla				100000			0.00 %	10.00		
Total				\$29.00			4044.78			

Change Advertiser Balance

Click the Change Balance Link to deposit or charge advertiser's system balance manually.

ome Reports Adverti- divetaris Test	ing Ad Management Sett	ngs	_					direse:	admin@rmartppcero.com Balance \$10.000.00 9 Logent
dvertisers	- Filter by state	m Quick Search ()	ti), Full Name, E	Stall, Registration D	ata)		😭 Lipdate		
	d. XDelete & Restore								Manage column
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24 babnah	betmah@orbita1.ru	12 02 2010	active	\$20.00	3	0 0	0.00 %	\$0.00	La Change Balance
	ion17@orbita1.ru	12.02.2010	active.	\$0.00	ŝ	0 0	0.00 %	\$0.00	Edit 🧔 Change Balance
25 Lient?	adding Westership of					. is	0.00%	30.00	Eitt di Change Balance
	betrein@orbite1.com	12.06.2010	active	\$0.00		0 0			a construction of the second se
25 Lient?	and the second second	12.06.2010	active	\$0.00				\$0.00	

Home Reports Adv Advertisers Feeds	ertising Ad Management Settings Tools)
Advertisers \rightarrow	Change Balance: "Administ	rator (admin
Amount, \$: *	Add Submit S Cancel	
* - 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.

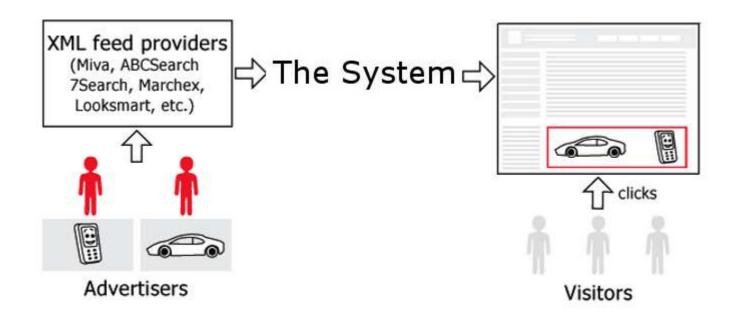
In order to receive advertising from a Feed-provider, you must become a partner by registering on the Feedprovider's website. Feed-providers pay partners a percentage of profits from clicks on ads placed on partner sites.

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 <u>Ad Feed provider</u> 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, <u>contact Orbitscripts.com</u> 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:

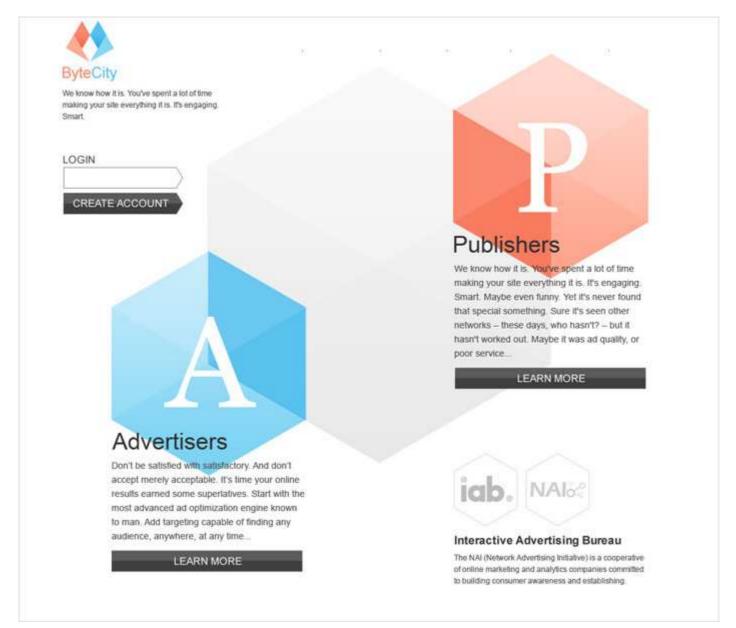
	ports Advertising Ad	Management	Settings Paymer	ts .			CHOP	å admini⊉nmartppcadmarket.com
eeds	ed: Today		by status					Order XML Feed Integration
and the pro-	12.17.2010	all		1	Update	<u>N.</u>		Do you want to get a permanent
9Enable 🖨	Disable Get Report						Manage columns	revenue source from your system? Become a partner of an XML Feed provider and request XML Feed Integration to the system.
⊐ŵ	Feed Name	Status	Impressions	Clicks	CIR	Revenue	Action	Displayed ads from XML Feeds let you to promote and monetize your website with XML Feeds
4 bycit	y.com	enabled		0 0	0.00 %	\$0.00	Edit	Request Feed Installation
Total	on this page				0.00 %	\$0.00		Request Freed anstandours
					0.00 %	\$0.00		
Total								

• 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.



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		
eeds \rightarrow S	Settings of feed: "AbcSearch"	
Affiliate ID: *	index0001	
Commission, %: *	20.00	
	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.	
	Save Save	

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.

tome Reports Advertising	Ad Management Settings	1	A admini\$temar A Balance \$10. 9 Logout	
eports Manageme	ent			Create Report
eports:				
Select periods Al time 01.01.2230 + 12	r 16-2010 • Filter by Report Type: oll	Update		
X Delate				Manage colum
0	Report Name	Report Type	Created	Action
6 Feests Revenue Report (12.15.2	010-12 15 2019)	Feeds Revenue Report	12.15.2010	Gore
5 Performance Report (12:00:2011	9-12.08.3010)	Performance Report	12.05.2010	Cone
4 Ferformance Report (12:08:201)	9-12.08,2010)	Performance Report	12.08.2010	Cone
3 Performance Report (12.06-201	9-12 00.2010)	Performance Report	12.08.2010	Clone

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:

tone Reports Advertising Ad Management Settings		A admini\$rmar A Balance \$10, P Logout	
reports Management			Create Report
Select period. At time Filter by Report Type:			
Select periodi 01.01.2020 - 12.16.2020 ell 🛛	late		
Coleta	See .		Manage cola
Coleta	Report Type	Created	EManage colu Actien
Coleta		Croated 12.15.2010	
Coleta	Report Type		Action
Colete Colete	Report Type Feeds Revenue Report	12.15.2010	Action

- 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.

Home Feparts	Advertising Ad Manag	ement Settings]	Title administ A administration A Datance \$10, V Legent	Ippcevo.com
Reports Mar	nagement				
New Report					
Report Type:	Performance Report	a 🖸	Manage Report Fields		
Report Name:	Performance Rep	ort (12.16.2010-12.16.2010)	Date Ste Domain Stennel Dingressons		Seve Ar Default tore Default Settings
eports:				Creat	e Report Scancel
1.000	1 tme	Filter by Report Type:			
Select period	1.01.2008 + 12.16.2010		2 (Lipdate		
X Delete					Manage colum
D ID		Report Name	Report Type	Created	Action
5 Feeds Revenue	Report (12:15:2010-12:15:2010)	6	Feeds Revenue Report	12 15 2010	Clone
5 Pertonnance Re	eport (12:08:2010-12:08:2010)		Performance Report	12.08.2010	Clone
4 Performance Re	tion (12 08 2010-12 08 2010)		Performance Report	12.08.2010	Cione
3 Performance R	eport (12.08.2010-12.08.2010)		Performance Report	12.08.2010	Clone

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

all	
all	
Performance Report	
Advertisers Revenue R	eport
Feeds Revenue Repor	t
Advertisers Cash Flow 3	Summary Report

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.

Nepota Management	ng Ad Management Settings		A admini§rmar A Balance \$10. 9 Logost	
Reports Manager	nent			Create Report
eports:				
Select period. Al time 01.01.2220	- 12 16 2010	2 Lindste		
X Delete				Manage colum
00	Report Name	Report Type	Created	Action
6 Fault Roverve Report (12	15 2010-12 15 2010)	Feeds Revenue Report	12 15 2010	Gore :
5 Performance Report (12:08	2910-12 (0 2010)	Performance Report	12.06.2010	Cone
4 Performance Report (12.08	2010-12.08,2010)	Performance Report	12.08.2010	Clone
	2010-12 (00.2010)	Performance Report	12.08.2010	Clone
3 Performance Report (12.06				

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, <u>contact Orbitscripts.com</u> 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.

Hame Reports Advertising A	va Management Settings		(Baselin	a admin≣tmatppcevo.com
Payment Gateways	C Wupdate			Popular Payment Gateways
GEnable GDsable			Manage columns	Do you want your users to have a bigger choice of payment
D D	Title	Status	Action	methods? Request additional payment gateways integration
🗆 2 PayPal		enabled	25at	Into the system. Request
de de Page 1 oft e≱ e≱i	Items Per Page: 10 Ra		Total Items: 1	The second se

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.

me Reports Adv		lanagement Selbings		A admini (1999) and typeevo.com
yment Geleweys Categor	48 I			Theo Y Logenz
ayment Gatev	vays → F	Payment Gatew	ay Settings: "PayPal"	
Ised For: *	Deposit			
-Mail: *	dfgdgggssd(@sdf.yt		
Deposit Commission, %:				
	Example: Advertiser works the commission yo	tiser will have to put \$100.00 the R,		
Minimal payment, \$:	1.00			
	OK S	Cancel		

Funding An Advertiser's Account

Administrator can change (add or deduct funds) to advertiser's balance <u>in the system</u> 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.

sone Reports Adver	teng Ad Manag	emert Sett							dtree:	admin I im artipicevo co Belance 510.000.00 Plogmit	e fi
ect period Today	×	Filter by state	n Quick Search (10. Full Names, E M	fall, Registration D	ata)		😭 Update	ł		
Confirm Chibliods	Slock 🗶 Delete 🔒 R	estore									Manage column
a second a s		The second	(assessment)	104204233	Newspace 11	10000000000	Contract	1000	and the second		
D Full Name		E-Mail	Registration Date	Status	Balance	Impressions	Clicks	CIR	Spent	Action	
D Full Name	betrah@orbi	ur, fé	12,02,2010	Status active	Balance \$20.00	8	0 0	0.00%	10.00	to Change Delance	
D Full Name		atru tru		active	\$20.00	84 81		0.00 % 0.00 %		2 Edit @ Change Balance	
D Full Name 24 batnets 25 Lon17	betmah@orbit kon17@orbita	atru tru	12,02,2010	active active	\$20.00 \$0.00	18 20 11	o o o o	0.00 % 0.00 %	\$0.00 \$0.00	2 Edit @ Change Balance	

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

Home Reports Adv	ertising Ad Management Settings Tools	
Advertisers Feeds		
<u>\dvertisers</u> →	Change Balance: "Daewoo (daewoo@smartppcevo.co)	m)" /
Advertisers \rightarrow	Change Balance: "Daewoo (daewoo@smartppcevo.co/ \$10,000.00	m)"
	-	m)"

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:



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.