

Advertiser Guide

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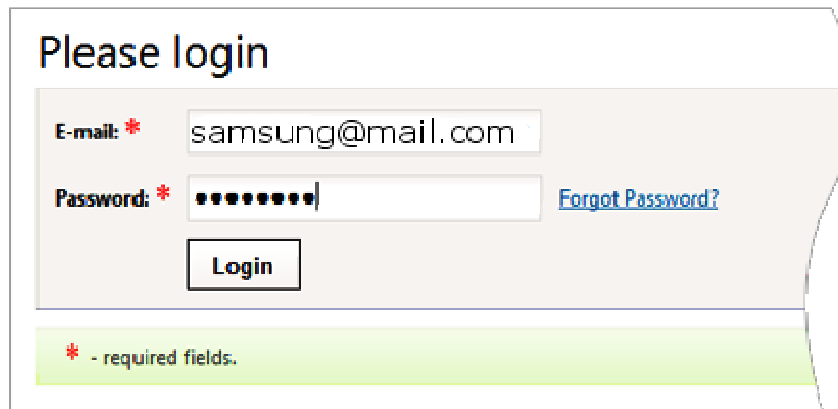
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Login

To login, perform the following steps:

- Open <http://www.site.com/index.php/advertiser/login>.
- Enter your email address and password.
- Click the **Login** button.



The image 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
- Legend:** * - required fields.

Lost Password

To reset a lost or forgot password of administrator perform the following steps:

- On the page www.site.com/index.php/advertiser/login click the **Forgot Password** link.
- Enter your e-mail address.
- Click the **Send by e-mail** button.

Forgot Password

E-mail: *

Send by e-mail

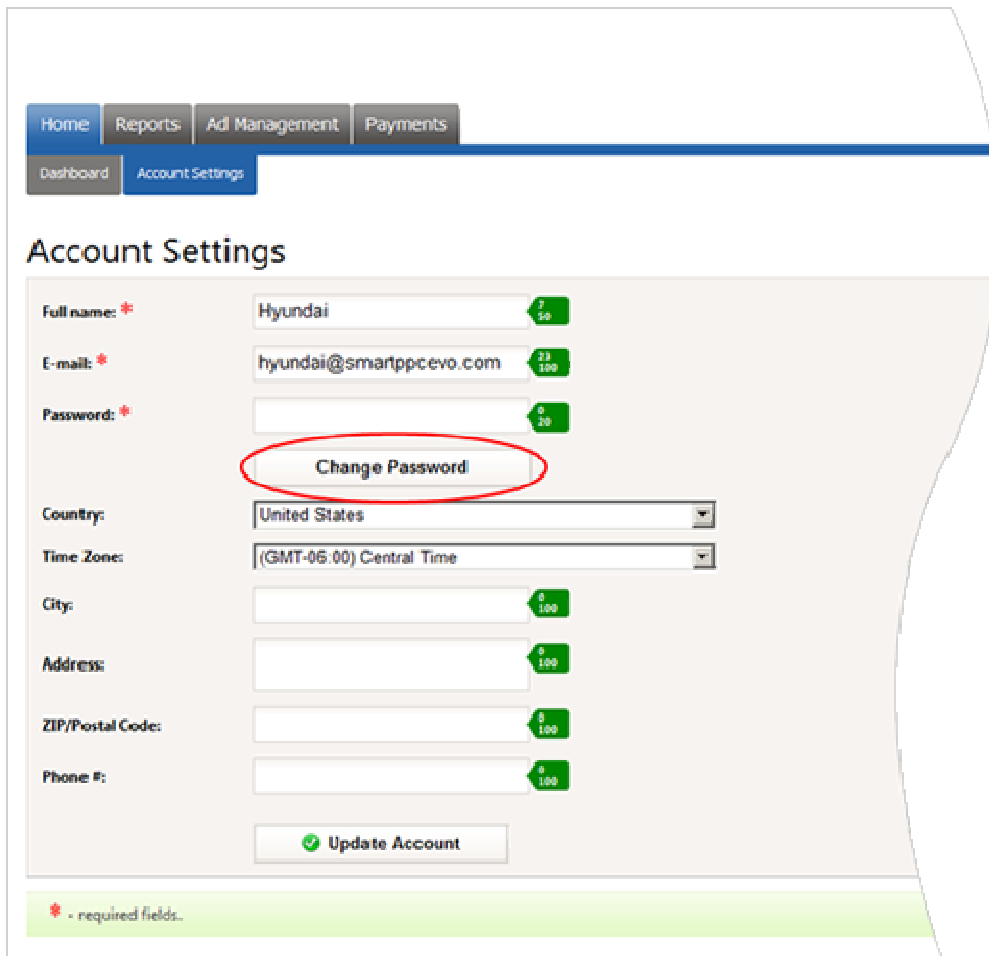
* - required fields.

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

Change Password

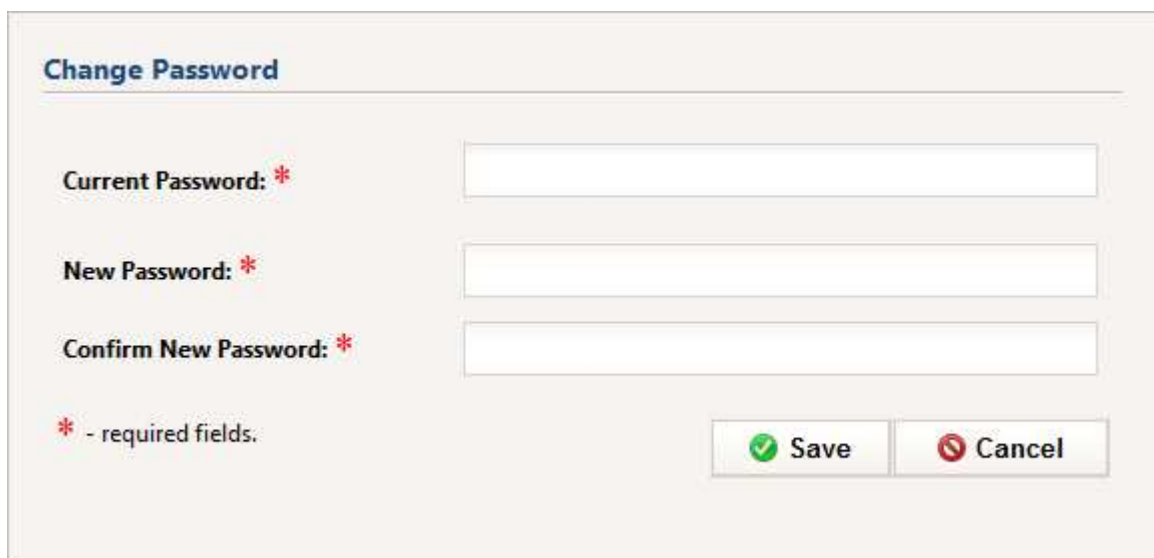
To change your password, perform the following steps:

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



The screenshot shows a web interface with a navigation bar at the top containing 'Home', 'Reports', 'Ad Management', and 'Payments'. Below this is a sub-menu with 'Dashboard' and 'Account Settings'. The main content area is titled 'Account Settings' and contains several form fields: 'Full name: *' (Hyundai), 'E-mail: *' (hyundai@smartppcevo.com), 'Password: *' (empty), 'Country:' (United States), 'Time Zone:' ((GMT-06:00) Central Time), 'City:', 'Address:', 'ZIP/Postal Code:', and 'Phone #:'. Each text input field has a green character count indicator on the right. The 'Change Password' button is circled in red. At the bottom of the form is an 'Update Account' button with a green checkmark icon. A legend at the bottom left indicates that a red asterisk (*) denotes required fields.

- 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 Save button.



The screenshot shows a 'Change Password' dialog box with three input fields: 'Current Password: *', 'New Password: *', and 'Confirm New Password: *'. Each field is empty. At the bottom left, a legend indicates that a red asterisk (*) denotes required fields. At the bottom right, there are two buttons: 'Save' with a green checkmark icon and 'Cancel' with a red 'X' icon.

If password change was successful you will see an appropriate notification message.

Profile Settings

In the *Home -> Account Settings*, advertiser has access to his personal info:

- Full Name
- E-mail
- Password
- Country
- Time Zone
- City
- Address
- ZIP/Postal code
- Phone #

If you want to edit your personal information you should make proper changes in the fields and press **Update Account** button.

Home Reports Ad Management Payments

Dashboard Account Settings

Account Settings

Full name: * Hyundai 7/50

E-mail: * hyundai@smartppcevo.com 23/100

Password: * 8/20

Change Password

Country: United States

Time Zone: (GMT-06:00) Central Time

City: 8/100

Address: 8/100

ZIP/Postal Code: 8/100

Phone #: 8/100

* - required fields.

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.

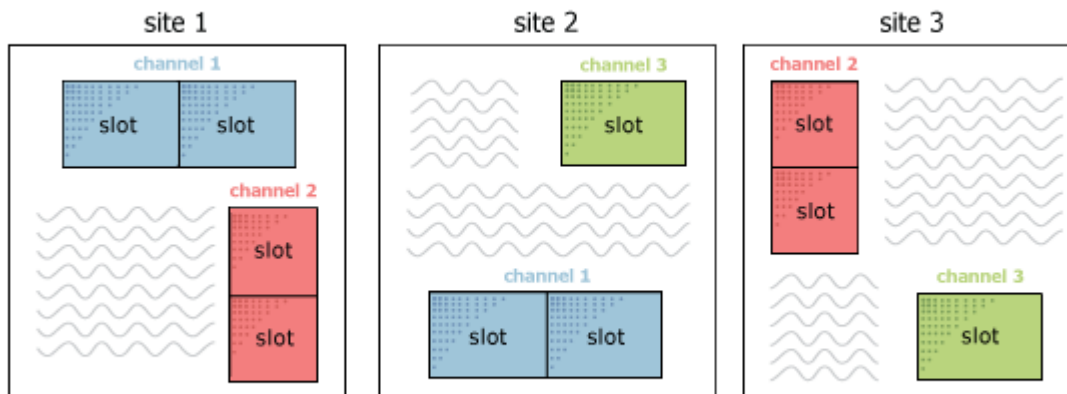
An Image Ad is characterized by the following parameters:

- 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, and one channel could be preset on several sites.

The channel consists of one or more slots. A single slot can have one text ad. In other words, a text ad takes a single slot. An Image ad always occupies the entire channel.

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](#)

Standard Channel Sizes Illustration

Text Ads

Leaderboard (728 x 90)

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

Banner (468 x 60)

Best web-hosting Powerful hardware servers and professional support www.best-host.com	Free software A wide range of software. Try free now! www.softmarket.net
--	--

Half Banner (234 x 60)

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

Skyscraper (120 x 600)

Online casino Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games www.e-casinohere.com
--

Best web-hosting Powerful hardware servers and professional support www.best-host.com
--

Free software A wide range of software. Try free now! www.softmarket.net
--

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

Wide Skyscraper (160 x 600)

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

Free software A wide range of software. Try free now! www.softmarket.net
--

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

Online casino Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games www.e-casinohere.com
--

Best web-hosting Powerful hardware servers and professional support www.best-host.com
--

Small Rectangle (180 x 150)

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

Vertical Banner (120 x 240)

Free software A wide range of software. Try free now! www.softmarket.net
--

Best web-hosting Powerful hardware servers and professional support www.best-host.com
--

Square (250 x 250)

Online casino Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games www.e-casinohere.com
--

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

Best web-hosting Powerful hardware servers and professional support www.best-host.com
--

Small Square (200 x 200)

Best web-hosting Powerful hardware servers and professional support www.best-host.com
--

Free software A wide range of software. Try free now! www.softmarket.net
--

Button (125 x 125)

Online casino Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games www.e-casinohere.com
--

Large Rectangle (336 x 280)

Occult and magic Spellbooks, amulets, charms and lots more. www.occultstuff.com
--

Searching for CINEMA? Film portal, trailers, film festivals, news, ringtones and related links. www.cinema.com
--

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

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

Medium Rectangle (300 x 250)

Online casino Play Poker, Blackjack, Baccarat, Roulette, Craps, Keno and many other games www.e-casinohere.com
--

Free software A wide range of software. Try free now! www.softmarket.net
--

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

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)



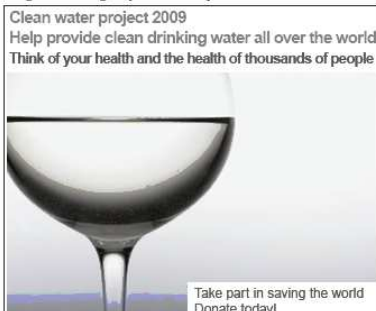
Small Square (200 x 200)



Button (125 x 125)



Large Rectangle (336 x 280)



Medium Rectangle (300 x 250)



Site Directory

Use *Advertising Site Directory* -> *Site Directory* menu located in the main menu of the control panel to view a list of websites where you can place your ads.

Advertisers can overview websites descriptions, channels, cost programs, ratings and graphic of the sites target audience ages.

The screenshot displays the 'Site Directory' interface. At the top, there is a navigation bar with 'Home', 'Reports', 'Ad Management', 'Payments', and 'Advertiser Site Directory'. A user profile box shows 'Role: advertiser', 'samsung@smartppcadmarket.com', 'Balance: \$1,019.00', and a 'Logout' button. Below the navigation is a search and filter section with fields for '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 main content area is a table with columns for 'Site Description', 'Channels', and 'Cost programs'. It lists four websites: 'New Car Prices, U...' (smartppcadmarket.com), 'NoName' (linux12.com), 'sasdas' (google.com), and 'tesr limited' (testur.com). Each entry includes a thumbnail, a description, a 'more info' button, an Alexa rank chart, and site information like rank and links. A 'Google Analytics' chart is also visible for the 'sasdas' entry. At the bottom, there is a pagination bar showing 'Page 2 of 5' and 'Items Per Page: 4', along with a 'Total items: 18' indicator.

Site Directory filter is available above the list of websites. You can select sites using several tools of this page:

- **Select By Type** : All Types, Text Ads, Image Ads, Text & Image Ads.
- **Select By Image Size**
- **Select By Cost Model**: All Models, CPM, Flat Rate
- **Select By Categories**: filter by all created categories

Find yourself repeatedly customizing each filter criteria individually and click **Update** button to view a list of websites for a given criteria. Click **Reset** button to make all tools by default.

Search by keyword: type in the search field a word or short phrase which is used the title or in the build -in text and press **Search** button. As a result you will receive the list of websites.

Choose a website and click **More info** button to see publisher website's full information.

Home Reports Ad Management Payments Advertiser Site Directory

Role: advertiser

samsung@smartppcadmarket.com
Balance: \$1,019.00
Logout

Site Directory

Search by Keyword: Search

Type: All types

Image Size: All sizes

Cost Model: All models

Category: All categories

Update Reset

Site Description		Channels	Cost programs
<p>New Car Prices, U... auto.smartppcadmarket.com Free no-obligation new car prices. View hundreds of thousands of cars for sale.</p> <p>more info...</p>	<p>smartppcadmarket.com</p> <p>Not in top 100,000</p> <p>Site Info auto.smartppcadmarket.com Rank: 2,359,512 Links in: No data</p> <p>Powered by Alexa</p>	Text, Image	Flat Rate, CPM
<p>NO IMAGE</p> <p>NoName lixux2.com lixul</p> <p>more info...</p>	<p>lixux2.com</p> <p>Not in top 100,000</p> <p>Site Info lixux2.com Rank: No data Links in: No data</p> <p>Powered by Alexa</p>	Text, Image	CPM, Flat Rate
<p>sasdas www.google.com asddasaddat</p> <p>more info...</p>	<p>3-12: 19% 13-17: 18% 18-34: 37% 35-49: 36% 50+: 22%</p> <p>Index: 1.3, 8.5, 12.8, 189, 93</p> <p>Internet Average: 1000/00</p> <p>quintcast</p> <p>google.com</p> <p>Site Info google.com Rank: 1 Links in: 678,718</p> <p>Powered by Alexa</p>	Text, Image	Flat Rate, CPM
<p>NO IMAGE</p> <p>tesr limited testur.com test 123</p> <p>more info...</p>	<p>testur.com</p> <p>Not in top 100,000</p> <p>Site Info testur.com Rank: 12,156,179 Links in: No data</p> <p>Powered by Alexa</p>	Text, Image	CPM, Flat Rate

Page 2 of 5 Items Per Page: 4 Total Items: 18

On the opened page you can get the following website's advanced information: site category, description, channel type, cost model etc.

Home Reports Ad Management Payments Advertiser Site Directory

Role: advertiser

samsung@smartppcadmarket.com
Balance: \$1,009.00
Logout

Site Directory

Search by Keyword: Search

Type: All types

Image Size: All sizes

Cost Model: All models

Category: All categories

Update Reset

Site Description

Google sasdas
www.sasdas.com
sasdasasdas
more info

3-12 15
13-17 109
18-34 379
35-49 304
50+ 224

Index
1.3
85
128
189
93

Internet Average
quantcast
#201-Samsung.com

google.com

Alexa

Site Info
google.com
Rank: 1
Links in: 678,738
Powered by Alexa

Channels Cost programs

Text, Image CPM, Flat Rate

Summary Information

On Ad Market since: 10.22.2009

Category: Categories » Photo & Video

Description: sasdasasdas

Channels

Top Banner 468x60
Leaderboard 728 x 90
Left Half Banner 234x60

Channel Information

Buy ads in this channel

Channel Name: Top Banner 468x60

Channel Type: Text & Image

Cost Model: Flat Rate, CPM

Format: 468x60

Maximum of Ad Slots: 2

Layout

468 x 60

728 x 90

Click on the each channel on the website layout to see a full channel information.

You can buy ads in any channel which fits your requirements by clicking **Buy ads in this channel** button in the **Channel Information** table.

Home Reports Ad Management Payments Site Directory

Role: advertiser
son17@orbitaL.ru
Balance: \$0.00
Logout

Site Directory → Site: *sasdas* (*www.google.com*)

Site:	sasdas
Channel Name:	1
Program Type:	CPM
Volume:	1111 days
Text Cost:	\$111.00
Image Cost:	\$0.00

Select existing Campaign -- Group to add site/channel for

- All CPM/Flat Rate Campaigns
 - Camp
 - Camp
 - Camp
 - Test Campaign

Add to New Campaign

Colors hint
CPM/Flat Rate Campaign

Next Cancel

Select existing Campaign and Group where you want to add this channel or Add to a [New Campaign](#). Click [Next](#) button.

If the ads were added successful, you will see a notification message in the end.

Advertising Campaign Concept

The main tool of an advertiser is his or her [advertising campaign](#). Campaigns are created to organize the goods or services that the advertiser intends to promote. Ads within a given campaign have common settings for targeting and a display schedule.

To create and manage ad campaigns in your control panel go to *Ad Management -> Manage Ads*.

Role: advertiser
User: non17@orbital.ru
Balance: \$0.00
Logout

Home Reports Ad Management Payments Site Directory
Manage Ads

Manage Ads

Campaign: „Travel“ -- Groups

- All Campaigns
 - Cars
 - Flat Rate Campaign
 - Sport
 - Football
 - Travel
 - Asia

Period: All time (01.01.2008 - 22.06.2010) Filter by status: all Update

Create Group Resume Suspend Delete Manage columns

ID	Group Name	Current Status	Ads	Sites Channels	Spent	Impressions	Clicks	CTR	Average CPC	Action
3	Asia	active	1	1	\$0.00	0	0	0.00 %	-	Edit
Total on this page			1	1	\$0.00	0	0	0.00 %	\$0.00	
Total			1	1	\$0.00	0	0	0.00 %	\$0.00	

Page: 1 of 1 Items Per Page: 10 Total Items: 1

Colors hint
CPM/Flat Rate Campaign

The system supports the following type of advertising campaigns:

CPM/Flat Rate Campaign

CPM/Flat Rate campaign ads can be paid

- on CPM basis - per certain impressions number
- on Flat Rate basis - per certain time period.

CPM/Flat Rate campaign finishes when either all impressions are made (for CPM) or the selected time period is over (for Flat Rate).

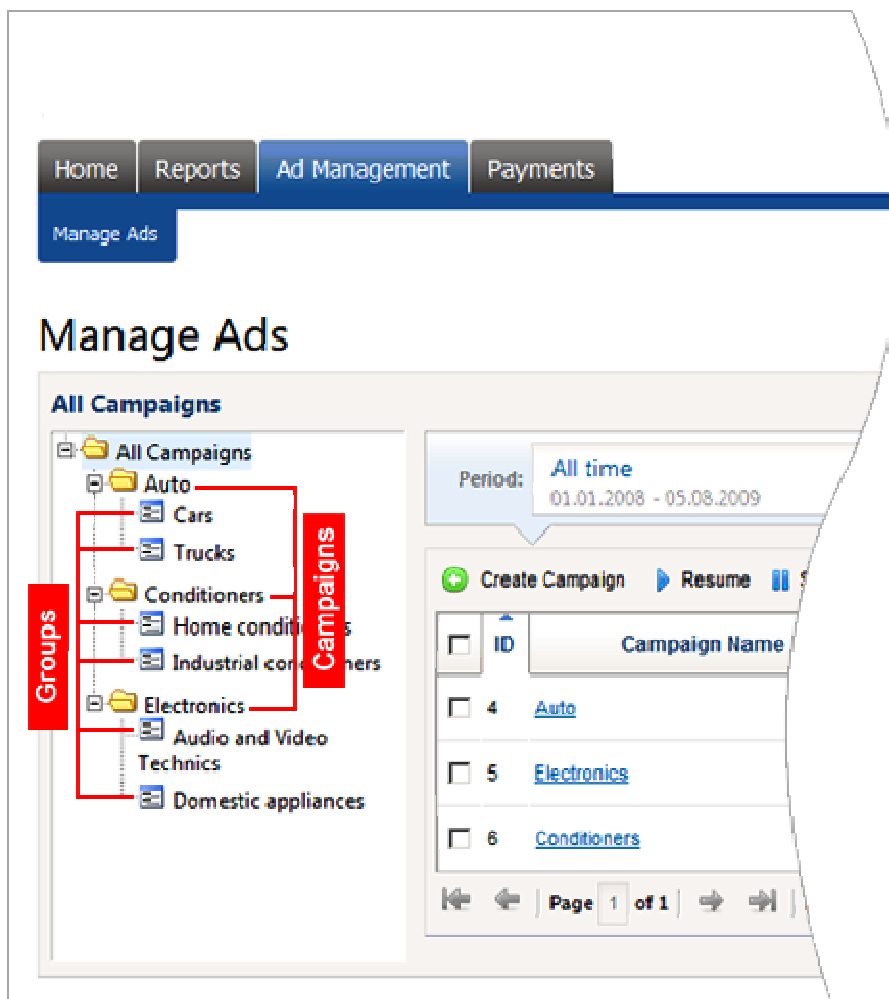
CPM/Flat Rate campaign is paid upfront: price of all impressions or of the whole time period is deducted from your balance at once after the campaign is created.

Advertising Groups

In each [advertising campaign](#), you can create one or more ad groups. If a campaign corresponds to a wide range of products, ad groups within that campaign, can have a narrower focus toward a particular product that the advertiser wishes to promote specifically. Ads within a group of a given campaign share the daily limit of impressions.

For example, if you sell building tools, you can create a campaign called "Building Tools". In this campaign, you can create one or more ad groups named according to the types of construction tools on which you wish to focus.

Ad groups can be accessed in *Ad Management -> Manage Ads* inside campaigns tree in the left part of the page.



An ad group contains:

Ads

Home Reports Ad Management Payments Manage Ads

Role: advertiser
hyundai@smartppcevo.com
Balance: \$10,000.00
Logout

Manage Ads Create Campaign

Campaign: **Auto** → Group: **Cars** → Ads



Summary **Ads** Sites/Channels

Period: All time (01.01.2008 - 05.07.2009) Filter by status: all Update

Resume Suspend Delete Create New Ad

ID	Title	Ad Type	Current Status	Spent	Impressions	Clicks	CTR	Action
1	Second Hand Cars		active	\$0.00	0	0	0.00%	Edit
2	Hyundai Car Sale		active	\$0.00	0	0	0.00%	Edit

Page 1 of 1 Items Per Page: 20 Total Items: 2

Here you can edit ads of a group - either edit a single ad or edit all ads at once (using the ability of bulk editing). For example, if you want to set the same Display URL for all ads of a group you can click  icon, change the Destination URL field to a desired value and click **Apply this Destination URL to all ads of this group**  icon.

Home Reports Ad Management Payments Site Directory Manage Ads

Role: advertiser
Bee17@wbeta.ru
Balance: \$0.00
Logout

Manage Ads Create Campaign

Campaign: **Flat Rate Campaign** → Group: **Test Group** → Ads

Summary Ads **Sites/Channels**

Period: All time (01.01.2008 - 12.09.2010) Filter by status: all Update Manage columns

Resume Suspend Delete Manage channels Create Image Ad Create Text Ad

ID	Ad	Ad Type	Current Status	Impressions	Clicks	CTR	Average CPC	Action
1	<p>Title: Test ad</p> <p>Description 1: Test ad</p> <p>Description 2: Test ad</p> <p>Display URL: http:// test.com</p> <p>Destination URL: http:// test.com</p>							

Apply to All Save Cancel

Colors hint
OFF Flat Rate Campaign

Example
Test ad
Test ad
Test ad
test.com

Total Items: 1

Sites/channels (and selected channels prices) where ads of this group will be displayed.

The screenshot displays an advertising management interface. At the top, there is a navigation bar with 'Home', 'Reports', 'Ad Management', and 'Payments'. A user profile box in the top right shows the role 'advertiser', email 'hyundai@smartppcevo.com', and a balance of '\$10,000.00'. A green 'Create Campaign' button is visible on the right.

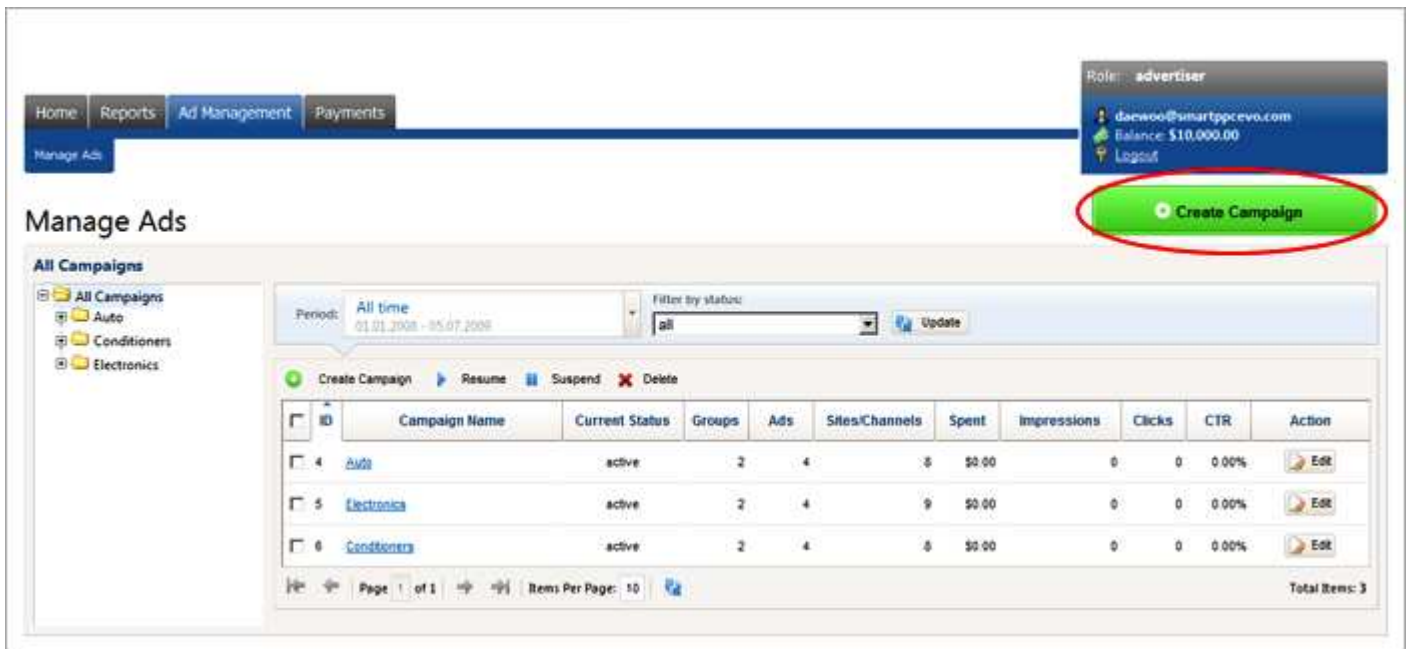
The main section is titled 'Manage Ads' and shows the breadcrumb path: 'Campaign: „Auto“ → Group: „Cars“ → Sites/Channels'. The 'Sites/Channels' tab is highlighted with a red circle. Below the breadcrumb, there are tabs for 'Summary', 'Ads', and 'Sites/Channels'. The 'Sites/Channels' tab is active, showing a filter by status set to 'all' and an 'Update' button. Below the filter, there are buttons for 'Resume', 'Suspend', and 'Delete', along with a 'Manage channels' button.

A table with the following columns is shown: ID, Site, Channel, Current Status, Cost Model, Price, Format, Spent, Impressions, Clicks, CTR, and Action. The table currently displays 'No records found'. At the bottom of the table, it indicates 'Page 1 of 1', 'Items Per Page: 10', and 'Total Items: 5'.

Create CPM/Flat Rate Campaign

To create a CPM/Flat Rate [advertising campaign](#), follow these steps:

- [Login](#) to the advertiser's account
- Go to **Ad Management** - > **Manage Ads** section
- Click **Create Campaign** button.



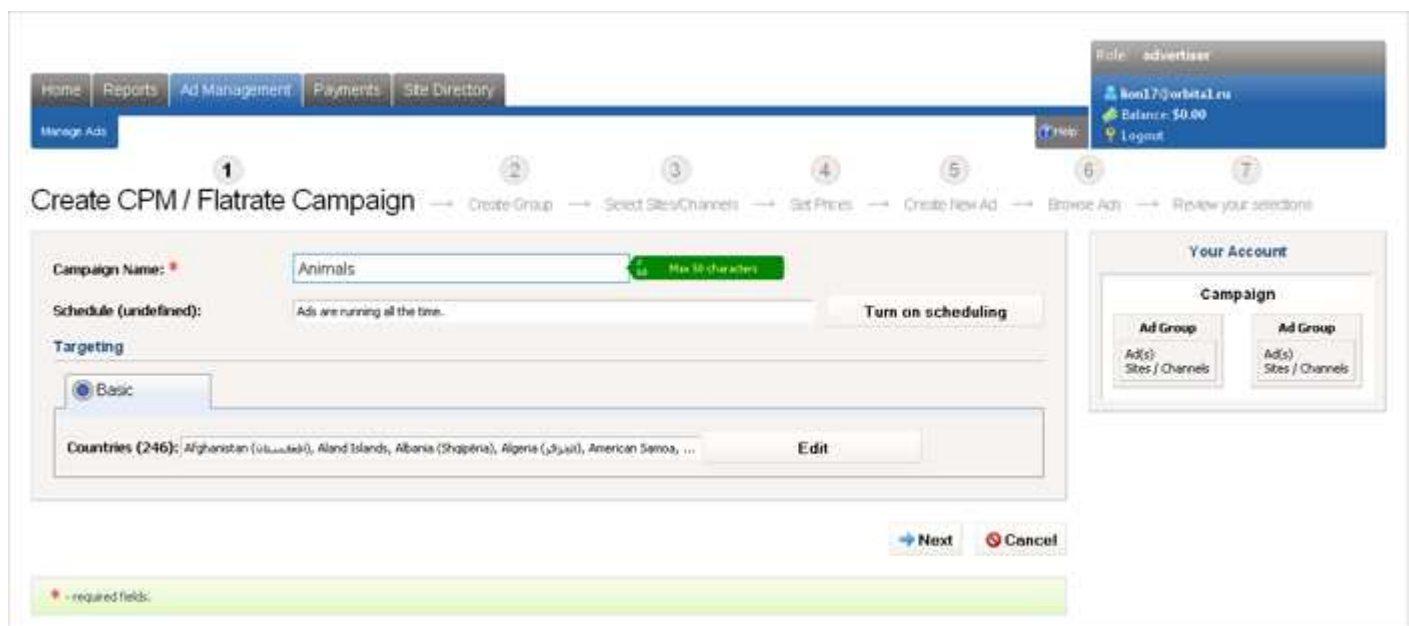
1. Create Campaign

Enter name of the campaign.

Set the [display schedule](#) for ads of this campaign.

Select [country targeting](#).

Click **Next**.



2. Create Group

Enter name of the first group for the campaign being created.
Click **Next**.

The screenshot shows the 'Create Group' step in a multi-step process. The navigation bar includes 'Home', 'Reports', 'Ad Management', 'Payments', and 'Site Directory'. The user is logged in as 'Role: advertiser' with email 'son17@orbita1.ru' and a balance of '\$0.00'. The progress bar shows steps 1 through 7, with step 2 'Create Group' currently active. The main form has a 'Group Name' field containing 'Dog Food' with a 'Max 50 characters' warning. Below the field are 'Back', 'Next', and 'Cancel' buttons. A 'Your Account' sidebar on the right shows 'Campaign' details with two 'Ad Group' entries. A red asterisk indicates required fields.

3. Select sites/channels

Select sites/channels, which will display advertisements for the group of this campaign. You can select sites using two tools of this page:

- Select by category of sites
- Based on the price which you wish to pay for advertisement placement in a site/channel.

You can select sites/channels meeting your requirements by clicking **Add** button in the Action column. A list of selected site channels for the given ad group will be displayed in table **Added Channels**.

To remove a channel from the **Added Channels** list click **Delete** button next to the channel. After you selected necessary channels click **Next**.

The screenshot shows the 'Select Sites/Channels' step. The navigation bar is the same as in the previous step. The progress bar shows step 3 'Select Sites/Channels' active. The main area has two tabs: 'Select by Site Category' and 'Find by Price'. Under 'Select by Site Category', there is a tree view of categories with 'News & Current Events' selected. Below this is a table of 'Channels' with columns: Channel Name, Format, Cost Model, CPM minimal package (Impressions), CPM Price (Text ads), CPM Cost (Text & Image), Minimal Flat Rate Package (Days), Flat Rate Price (Text ads), Flat Rate Cost (Text & Image), and Traffic Volume. One channel is listed: 'Site: megatest.ru' with a value of 100. An 'Add' button is next to it. On the right, the 'Added Channels' section shows a table with 'Channel Name' and 'Action' columns, containing the same 'Site: megatest.ru' entry with a 'Delete' button. 'Back', 'Next', and 'Cancel' buttons are at the bottom. A red asterisk indicates required fields.

Channel Name	Format	Cost Model	CPM minimal package (Impressions)	CPM Price (Text ads)	CPM Cost (Text & Image)	Minimal Flat Rate Package (Days)	Flat Rate Price (Text ads)	Flat Rate Cost (Text & Image)	Traffic Volume	Action
Site: megatest.ru		CPM / Flat Rate	1,111	\$1.00	\$4.00	1	\$1.00	\$4.00	< 1 H	Add

4. Set Prices

On this page for the listed channels you can define:

- Ad Type.

Text - you'll be able to place only text ads to this channel

Text&Image - you'll be able to place text and image ads to this channel.

Note, price for a channel may depend on selected Ad Type.

- Cost Model

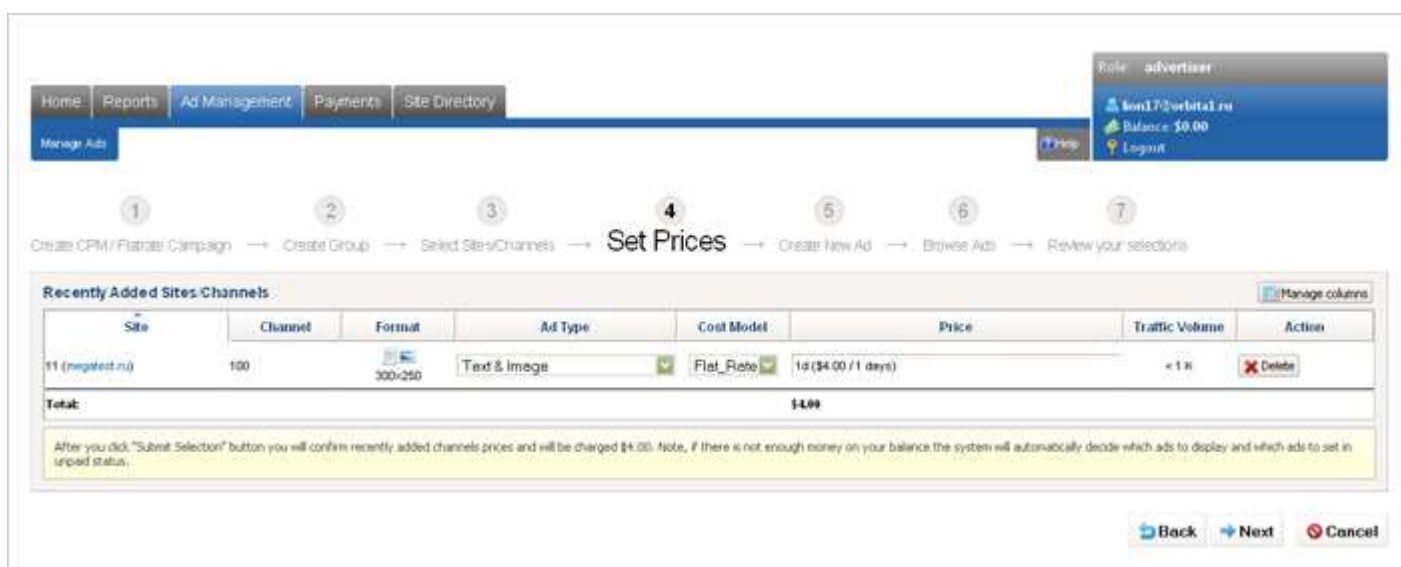
[CPM](#) or [Flat Rate](#).

Note, list of available prices depends on selected Cost Model.

- Price

Certain \$ price for a certain impressions number or for a certain period. This amount will be deducted from your balance.

Click [Next](#).



The screenshot shows the 'Set Prices' step in an ad management interface. The navigation bar includes 'Home', 'Reports', 'Ad Management', 'Payments', and 'Site Directory'. The 'Ad Management' tab is active, and the 'Set Prices' step is highlighted with a circled '4'. The breadcrumb trail is: 'Create CPM / Flatrate Campaign' → 'Create Group' → 'Select Sites/Channels' → 'Set Prices' → 'Create New Ad' → 'Browse Ads' → 'Review your selections'. The 'Recently Added Sites/Channels' table is shown below:

Site	Channel	Format	Ad Type	Cost Model	Price	Traffic Volume	Action
11 (negatest.ru)	100	300x250	Text & Image	Flat Rate	1d (\$4.00 / 1 days)	< 1k	Delete
Total:				\$4.00			

Below the table, a yellow warning box states: 'After you click "Submit Selection" button you will confirm recently added channels prices and will be charged \$4.00. Note, if there is not enough money on your balance the system will automatically decide which ads to display and which ads to set in unpaid status.'

At the bottom right, there are three buttons: 'Back', 'Next', and 'Cancel'.

5. Create New Ad

Creating Text Ads:

Using the tab Text Ads, specify ad parameters:

- Title
- 2 paragraph description
- Display URL
- Destination URL

Press [Next](#).

Home Reports Ad Management Payments Role: advertiser
szmsung@smartppc.co.uk
Balance: \$10,000.00
Logout

Manage Ads Help

Create New Ad

1 Create Campaign → 2 Create Group → 3 Select Sites/Channels → 4 Set Prices → 5 **Create New Ad** → 6 Browse Ads → 7 Review your selections

Text Ad **Image Ad**

Title: * Video sales 31/35

Description 1: * Great discounts 31/35

Description 2: * Don't lose your chance! 31/35

Display URL: * http:// video.smartppc.com 31/35

Destination URL: * http:// video.smartppc.com/video 31/35

Example

[Video sales](#)
Great discounts
Don't lose your chance!
video.smartppc.com

Back Next Cancel

Creating Image Ads:

Using the tab Image Ads, specify ad parameters:

- Title. It'll be used as Alt of the image ad (pop-up text displaying on hovering over image) .
- Upload an image that fits to one of the allowed [formats](#) (allowed formats are defined by selected channels formats)
- Display URL
- Destination URL

Press **Next**.

Home Reports Ad Management Payments Site Directory Role: advertiser
son17@webtal.ru
Balance: \$0.00
Logout

Manage Ads Help

Create New Ad

1 Create CPM / Flatrate Campaign → 2 Create Group → 3 Select Sites/Channels → 4 Set Prices → 5 **Create New Ad** → 6 Browse Ads → 7 Review your selections

Text Ad **Image Ad**

Allowed image files extensions: gif, jpg, png, swf

Select an image from your computer * Upload

Title: * 31/35

Display URL: * http:// 31/35

Destination URL: * http:// 31/35

Size of your image must be one of the following. [View example](#)

Size	Sites
120 x 240 120 x 240 Vertical Banner	✓
120 x 600 120 x 600 Skyscraper	✓
125 x 125 125 x 125 Button	✓
160 x 600 160 x 600 Wide Skyscraper	✓
180 x 150 180 x 150 Small Rectangle	✓
200 x 200 200 x 200 Small Square	✓
234 x 60 234 x 60 Half Banner	✓
250 x 250 250 x 250 Medium Rectangle	✓
300 x 250 300 x 250 Medium Rectangle	✓
336 x 280 336 x 280 Large Rectangle	✓
468 x 60 468 x 60 Banner	✓
728 x 90 728 x 90 Leaderboard	✓

Back Next Cancel

* - required fields.

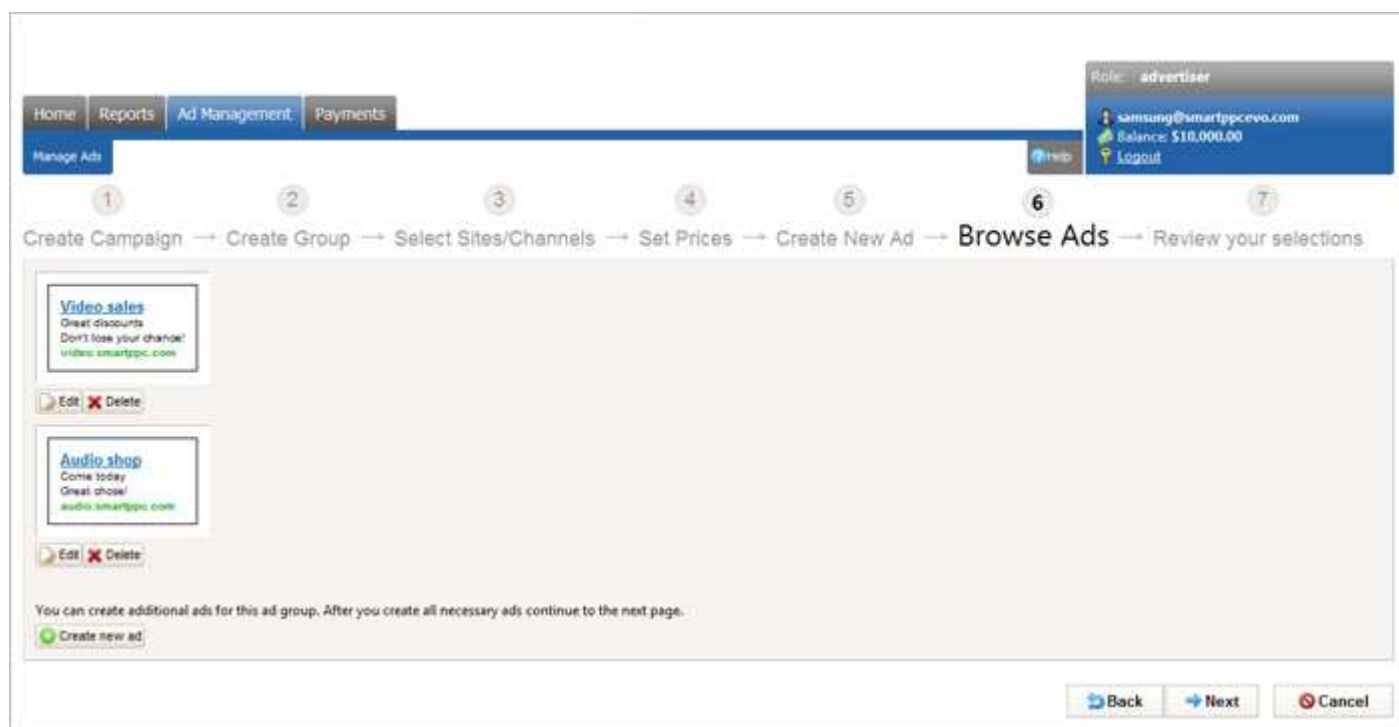
6. Browse Ads

Review created ads.

Create additional ads for this group by clicking the **Create new ad** button.

Note, If you do not wish to create any text ads for this ad group, it is necessary to create image ads in formats corresponding to each of the selected channels.

Click **Next**.



The screenshot shows a web interface for managing advertising campaigns. At the top, there are navigation tabs: Home, Reports, Ad Management (selected), and Payments. A user profile box in the top right corner displays the role 'advertiser', email 'samsung@smartppcervo.com', and a balance of '\$10,000.00' with a 'Logout' button. Below the navigation is a progress bar with seven steps: 1. Create Campaign, 2. Create Group, 3. Select Sites/Channels, 4. Set Prices, 5. Create New Ad, 6. Browse Ads (current step), and 7. Review your selections. The main content area shows two ad preview cards. The first card is titled 'Video sales' with the text 'Great discounts Don't lose your channel!' and the URL 'video.smartppc.com'. Below it are 'Edit' and 'Delete' buttons. The second card is titled 'Audio shop' with the text 'Come today Great choice!' and the URL 'audio.smartppc.com', also with 'Edit' and 'Delete' buttons. At the bottom of the main area, there is a message: 'You can create additional ads for this ad group. After you create all necessary ads continue to the next page.' followed by a 'Create new ad' button. At the very bottom of the page, there are three buttons: 'Back', 'Next', and 'Cancel'.

7. Review your selections

Check the accuracy of your campaign. If necessary, correct the information by clicking **Edit** next to the corresponding parameter of the campaign.

To save your campaign, click the **Submit Selection** button.

Campaign Name:	<input type="text" value="Animals"/>	<input type="button" value="Edit"/>				
Schedule (undefined):	<input type="text" value="Ads are running all the time."/>	<input type="button" value="Edit"/>				
Targeting:	<input checked="" type="radio"/> Basic					
	Countries (246): <input type="text" value="Afghanistan (افغانستان), Aland Islands, Albania (Shqipëria), Algeria (الجزائر), American Samoa, ..."/>	<input type="button" value="Edit"/>				
Group Name:	<input type="text" value="Dog Food"/>	<input type="button" value="Edit"/>				
Sites/Channels:	<table border="1"><thead><tr><th>Site</th><th>Channel</th></tr></thead><tbody><tr><td>11 (negated.ru)</td><td>100</td></tr></tbody></table>	Site	Channel	11 (negated.ru)	100	<input type="button" value="Edit"/>
Site	Channel					
11 (negated.ru)	100					
Campaign Price:	<input type="text" value="\$4.00"/>					
Ads:	<div style="border: 1px solid gray; padding: 5px; width: fit-content;"><p>Food: Cuppy!</p></div>	<input type="button" value="Edit"/>				

Add New Group To Existing Campaign

To add a new group to CPM/Flat Rate campaign:

- Go to the **Ad Management -> Manage Ads** section of your control panel.
- From the campaign/group tree in the **All Campaigns** box select the CPM/Flat Rate campaign in which you wish to add a new group. In the **Groups** table, click **Create Group** button.

The screenshot shows the 'Manage Ads' interface for a campaign named 'Auto'. The top navigation bar includes 'Home', 'Reports', 'Ad Management', and 'Payments'. The user's role is 'advertiser' and their account balance is '\$10,000.00'. A green 'Create Campaign' button is visible. The main content area shows a tree view on the left with 'Auto' selected, and a table of groups on the right. The 'Create Group' button is circled in red. The table lists two groups: 'Cars' and 'Trucks', both with 2 ads and 5 sites/channels.

ID	Group Name	Current Status	Ads	Sites/Channels	Spent	Impressions	Clicks	CTR	Action
7	Cars	active	2	5	\$0.00	0	0	0.00%	Edit
8	Trucks	active	2	5	\$0.00	0	0	0.00%	Edit

- Enter a name for the new group and click the **Save** button. The created group will appear in the list of groups for the campaign you have chosen.

At this stage, the group does not contain any ads or sites/channels.

The screenshot shows the 'Create Group' form for a campaign named 'Electronics'. The user's role is 'advertiser' and their account balance is '\$10,000.00'. The form has a 'Group Name' field with the value 'dvd' and a green 'Save' button. A 'Your Account' sidebar shows the campaign name and two 'Ad Group' buttons. A red asterisk indicates required fields.

Group Name: Save Cancel

required fields.

To add advertisements to the new group:

- From the campaign/group tree in the **All Campaigns** box select the newly created group in which you wish to add a new advertisement.
- Click the **Create Text Ad** or **Create Image Ad** button.

Home Reports Ad Management Payments Site Directory

Role: advertiser
 User: ion17@orbital.ru
 Balance: \$0.00
 Logout

Manage Ads

Campaign: „Sport“ → Group: „Football“ → Ads

Summary **Ads** Sites/Channels

Period: All time 01.01.2008 - 12.09.2010 Filter by status: all Update Manage columns

Resume Suspend Delete + Manage channel + Create Image Ad + Create Text Ad

ID	Ad	Ad Type	Current Status	Impressions	Clicks	CTR	Average CPC	Action
No records found								

Page: 1 of 1 Items Per Page: 20 Total Items: 0

Colors hint
 CPM/Flat Rate Campaign

To select sites/channels where you wish to display the ad group:

- From the campaign/group tree in the **All Campaigns** box select the group for which you wish to define sites/channels.
- Click the **Manage Channels** button.

Home Reports Ad Management Payments Site Directory

Role: advertiser
 User: ion17@orbital.ru
 Balance: \$0.00
 Logout

Manage Ads

Campaign: „Sport“ → Group: „Football“ → Sites/Channels

Summary Ads **Sites/Channels**

Period: All time 01.01.2008 - 12.09.2010 Filter by status: all Update Manage columns

Resume Suspend Delete + Manage channel + Create Image Ad + Create Text Ad

ID	Site	Channel	Current Status	Cost Model	Price	Format	Spent	Impressions	Clicks	CTR
No records found										

Page: 1 of 1 Items Per Page: 10 Total Items: 0

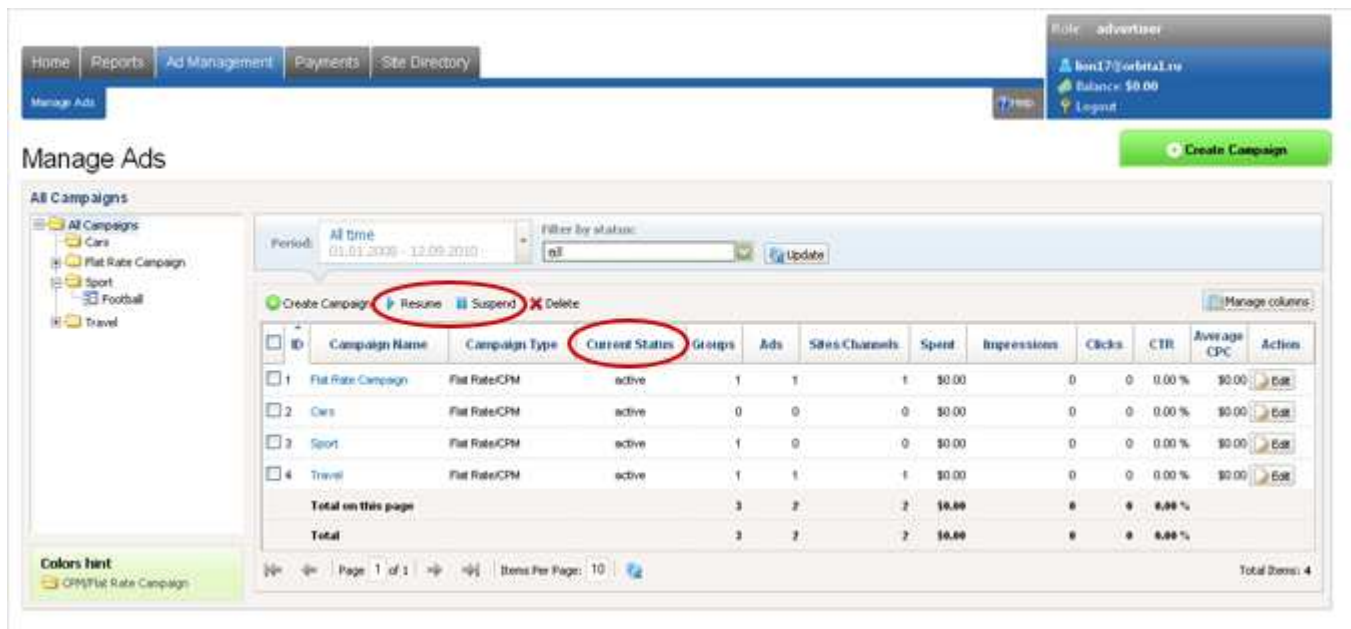
Colors hint
 CPM/Flat Rate Campaign

CPM/Flat Rate Campaign Status

There are 2 types of statuses for [advertising campaigns](#):

- Active
- Suspended

You can view the status of your advertising campaign on the *Ad Management -> Manage Ads* page in the [Current Status](#) column.



Suspend Campaign

To suspend one or more advertising campaigns, go to the *Ad Management -> Manage Ads* page, select the appropriate campaigns and click the [Suspend](#) button. The status will change to [suspended](#).

Resume Campaign

To resume one or more advertising campaigns, go to the *Ad Management -> Manage Ads* page, select the appropriate campaigns and click the [Resume](#) button. The status will change to [active](#).

Delete Campaign

To delete one or more advertising campaigns, go to the *Ad Management -> Manage Ads* page, select the appropriate campaigns and click the [Delete](#) button. Information on deleted campaigns is not removed from the system as it is used for generating statistics.





Site/Channel Statuses

You can check status of site/channels where ads are displayed in *Ad Management->Manage Ads*, clicking on a necessary ad group and selection Sites/Channels tab.

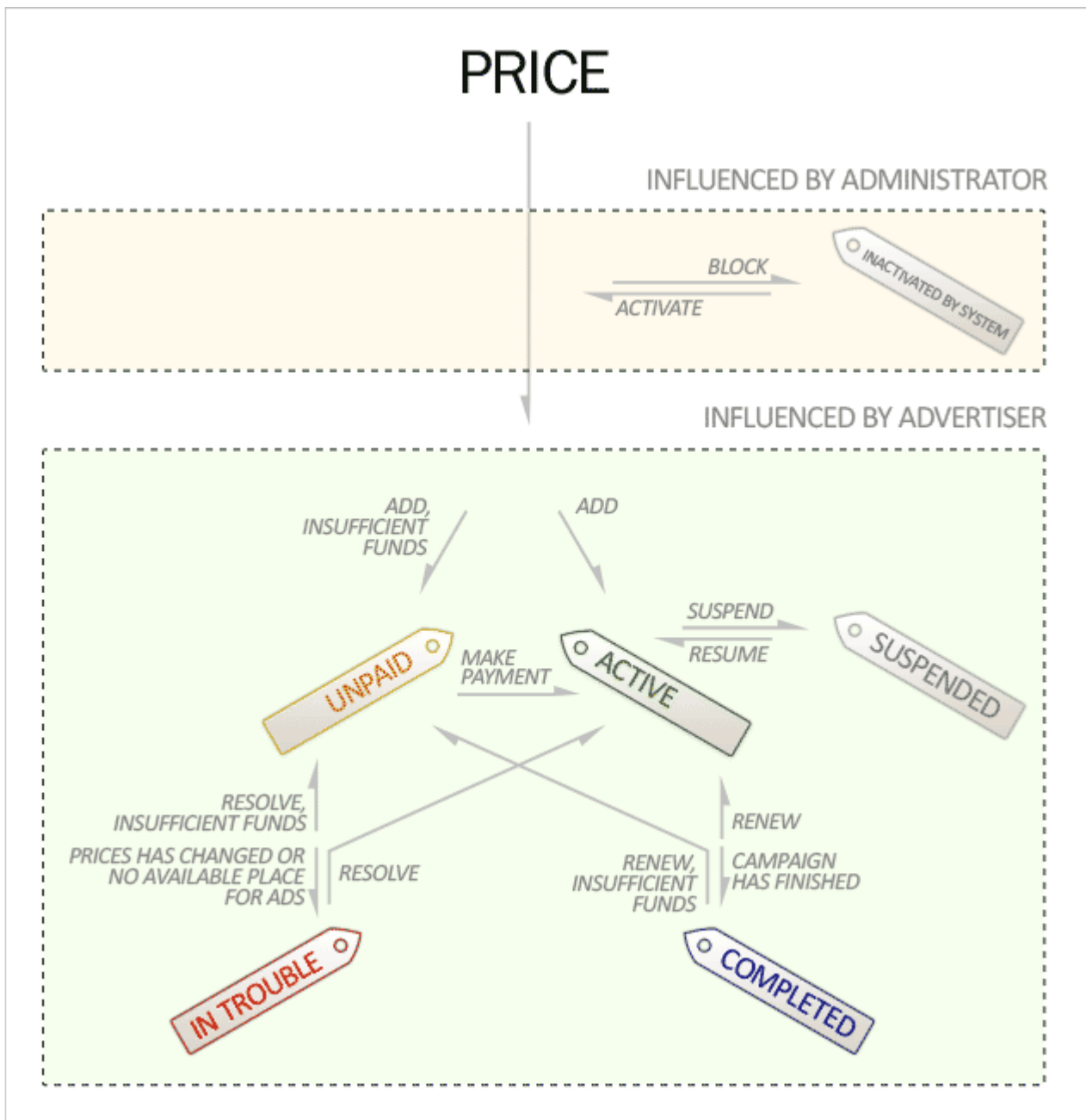
The screenshot shows the 'Manage Ads' interface. At the top, there are navigation tabs: Home, Reports, Ad Management, Payments, and Site Directory. The 'Ad Management' tab is active. On the right, there is a user profile for 'advertiser' with the name 'Band73orbitalaw', a balance of '\$0.00', and a 'Logout' button. Below the navigation, there is a 'Manage Ads' section with a 'Create Campaign' button. The main area displays a table of campaigns. The table has the following columns: ID, Campaign Name, Campaign Type, Current Status, Slots, Ads, Sites/Channels, Spent, Impressions, Clicks, CTR, Average CPC, and Action. The 'Current Status' column is circled in red. The table contains four rows of campaigns, all with a status of 'active'. A summary row at the bottom shows 'Total on this page' and 'Total' with values for Slots, Ads, Sites/Channels, Spent, Impressions, Clicks, CTR, and Average CPC.

ID	Campaign Name	Campaign Type	Current Status	Slots	Ads	Sites/Channels	Spent	Impressions	Clicks	CTR	Average CPC	Action
1	Flat Rate Campaign	Flat Rate/CPM	active	1	1	1	\$0.00	0	0	0.00 %	\$0.00	Edit
2	Cars	Flat Rate/CPM	active	0	0	0	\$0.00	0	0	0.00 %	\$0.00	Edit
3	Sport	Flat Rate/CPM	active	1	0	0	\$0.00	0	0	0.00 %	\$0.00	Edit
4	Travel	Flat Rate/CPM	active	1	1	1	\$0.00	0	0	0.00 %	\$0.00	Edit
Total on this page				3	2	2	\$0.00	0	0	0.00 %		
Total				3	2	2	\$0.00	0	0	0.00 %		

There are the following possible statuses of sites/channels:

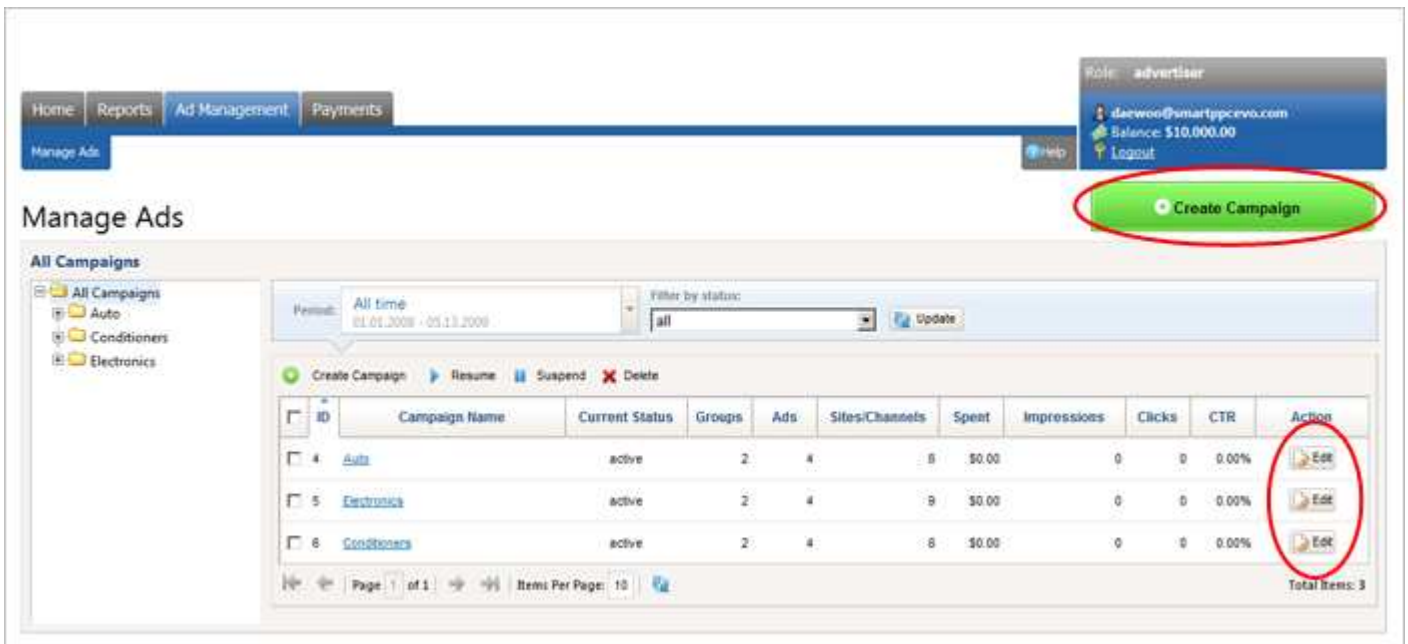
- active
Means that ads are successfully displayed in this site/channel.
- inactivated by system
Means that this site/channel is unavailable because of system reasons. Contact administrator to figure out this issue.
- completed
Means that all paid impressions or paid period is used up.
- suspended
Means that you suspended it yourself by clicking **Suspend** button.
- unpaid 
Means that there is not enough money on your account balance to pay for displaying ads in this site/channel. As soon as you deposit more money to your balance the system will use them for ads in unpaid status.
If there is not enough money to pay for all unpaid ads, using its internal analyzing mechanisms the system will define which ads to switch from unpaid to active status.
- in trouble 
This status is caused by one of the two reasons:
 - You're trying to place Flat Rate advertising to a site/channel but all slots of this channel are already occupied by other Flat Rate ads.
Clicking the Resolve button  you'll be suggested to select a CPM price for the site/channel or to wait until some slots are available.
 - Price of this site/channel was changed by Administrator while this site/channel was in **unpaid** status. Clicking the Resolve button  you'll be suggested to select new prices for the

site/channel.

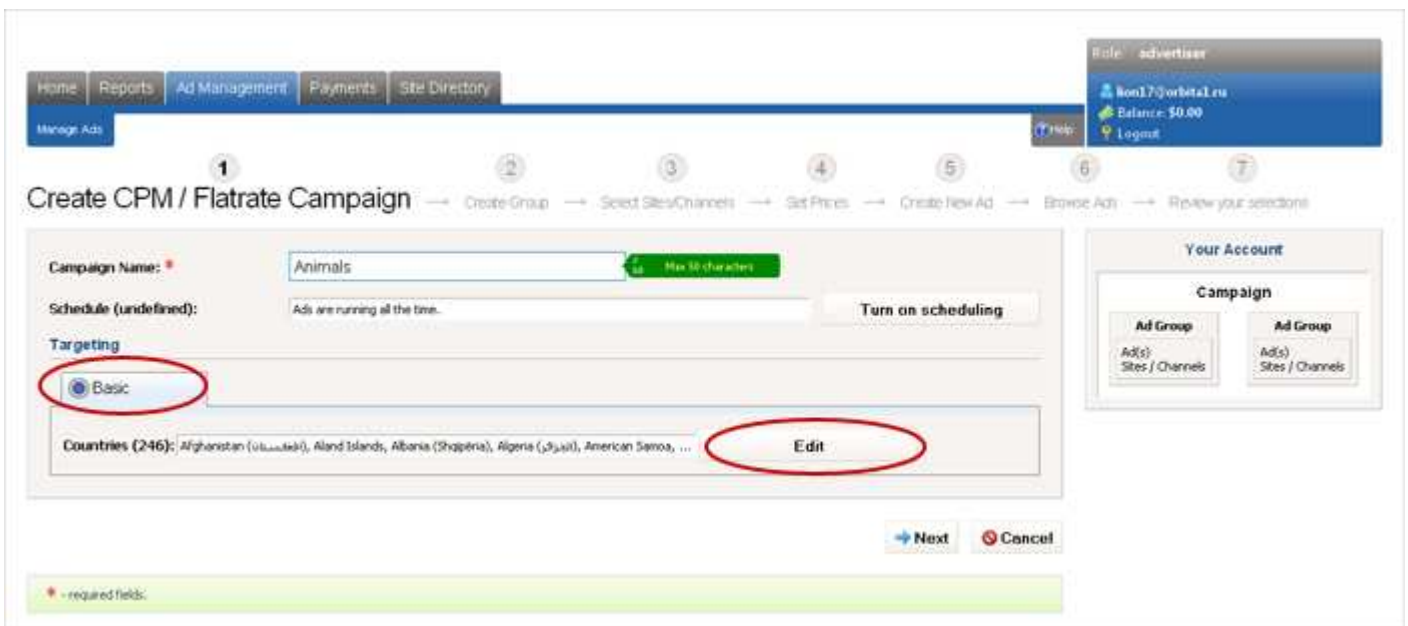


Country Targeting

Go to *Ad Management* -> *Manage Ads* page and click **Create Campaign** button or **Edit** button for an existing campaign.



Countries targeting can be managed on **Basic** tab of **Targeting** section.



Click the **Edit** button next to the **Countries** label.

In the window that appears, put the countries to the **Allowed** panel where you wish to extend this advertising campaign. Click **OK**.

Geo Targeting

Allowed:

Australia
Canada
France
Germany (Deutschland)
Ireland
Russia (Россия)
United Kingdom
United States



Forbidden:

Tonga
Trinidad and Tobago
Tunisia (تونس)
Turkey (Türkiye)
Turkmenistan (Türkmenistan)
Turks and Caicos Islands
Tuvalu
Uganda
Ukraine (Україна)
United Arab Emirates (الإمارات العربية المتحدة)
United States minor outlying islands
Unknown

OK

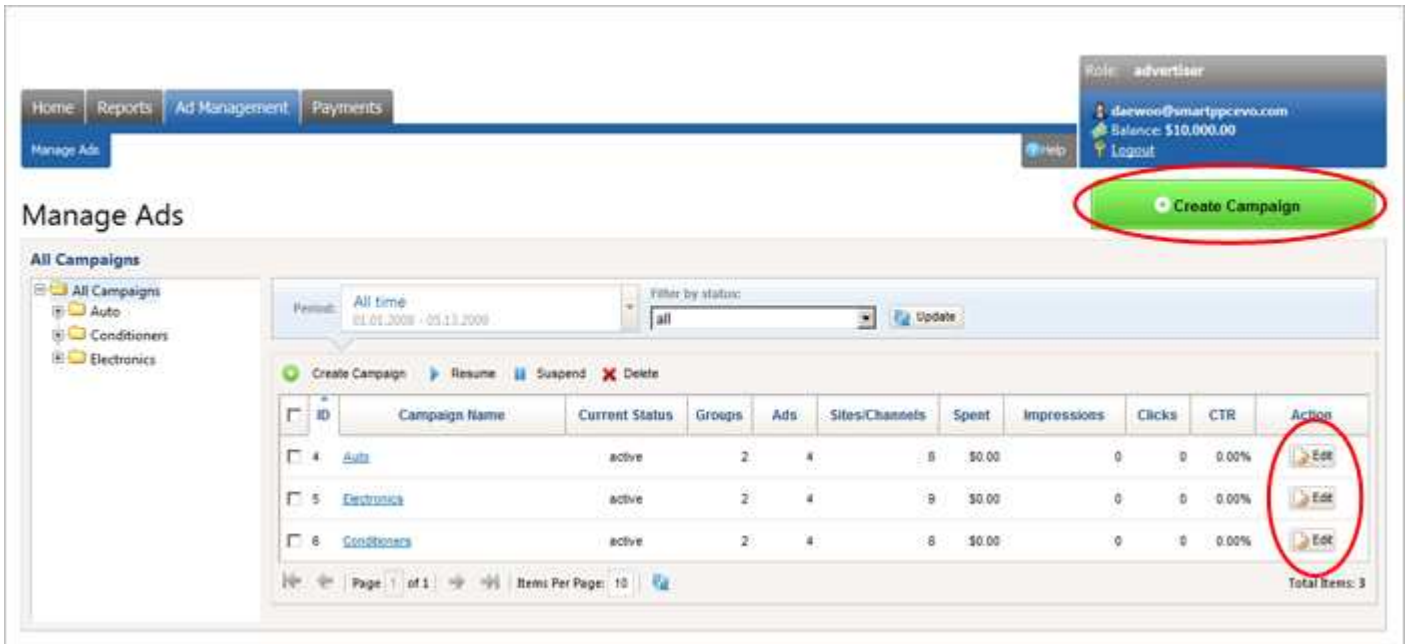
Cancel

Ad Scheduling

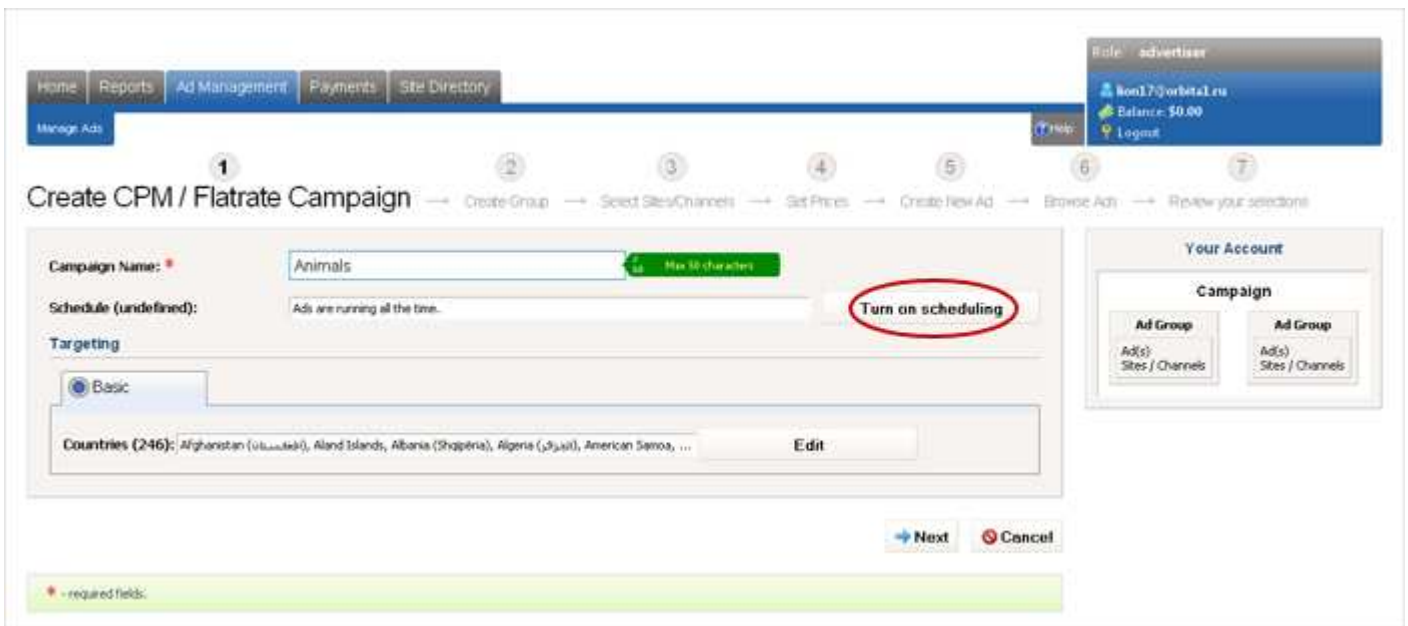
Ad scheduling allows you to control the days and times when your [advertising campaign](#) is active.

For example, you can specify that your advertising campaign will be activated from 3:00 to 12:00 on Wednesdays and from 9:00 to 5:00 on Sundays.

This unique interface is available in *Ad Management -> Manage ads* section by clicking **Create Campaign** button or **Edit** button for an existing campaign.



On the opened page click the **Turn on scheduling** button.



Using this interface, you can set the time periods in which you want to run your campaign. Then click **OK** button.

Schedule

24 hours time format 12 hours time format

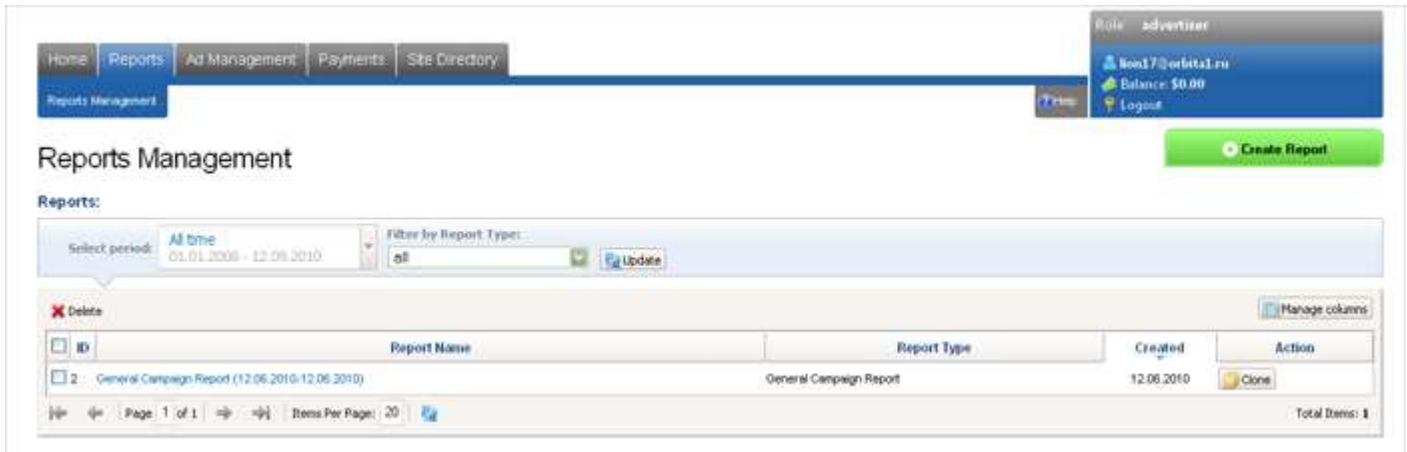
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	0:00 - 1:00	1:00 - 2:00	2:00 - 3:00	3:00 - 4:00	4:00 - 5:00	5:00 - 6:00	6:00 - 7:00	7:00 - 8:00	8:00 - 9:00	9:00 - 10:00	10:00 - 11:00	11:00 - 12:00	12:00 - 13:00	13:00 - 14:00	14:00 - 15:00	15:00 - 16:00	16:00 - 17:00	17:00 - 18:00	18:00 - 19:00	19:00 - 20:00	20:00 - 21:00	21:00 - 22:00	22:00 - 23:00	23:00 - 24:00
<input checked="" type="checkbox"/> Mon	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
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<input type="checkbox"/> Sun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Advertiser Report Types

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

From the Reports section you can:

- view a list of all reports
- create/delete reports
- clone an existing report



The screenshot shows the 'Reports Management' section of an advertiser's control panel. At the top, there is a navigation menu with 'Home', 'Reports', 'Ad Management', 'Payments', and 'Site Directory'. The 'Reports' menu is active, and a sub-menu 'Reports Management' is visible. In the top right corner, the user's role is 'advertiser', and their profile information is displayed: 'Noni7@orbita1.ru', 'Balance: \$0.00', and a 'Logout' button. A green 'Create Report' button is located in the top right area. Below the navigation, the 'Reports Management' title is followed by a 'Reports:' section. This section includes a 'Select period:' dropdown set to 'All time' (01.01.2008 - 12.06.2010) and a 'Filter by Report Types:' 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 one entry: '2 - General Campaign Report (12.06.2010-12.06.2010)' with 'General Campaign Report' as the type and '12.06.2010' as the creation date. The 'Action' column for this entry has a 'Clone' button. At the bottom of the table, there is a 'Delete' button and a 'Manage columns' button. The footer of the table shows 'Page: 1 of 1', 'Items Per Page: 20', and 'Total Items: 1'.

There are two advertisers report types available in the system:

- Cash Flow Summary Report
This report displays a monetary transactions history in a given date range.
- General Campaign Report
This report displays a consolidated view for campaign, group, and type of advertising used for a given date range.

Reports Management

New Report

Report Type:	Cash Flow Summary Report
Report Name:	Cash Flow Summary Report General Campaign Report
Report Date Range:	Today 05.14.2009
Send this report to:	<input type="checkbox"/> samsung@smartppcevo.com

Create Report

Go to the page *Reports-> Reports Management* click the **Create Report** button:

The screenshot shows the 'Reports Management' page. At the top right, there is a user profile for 'advertiser' with email 'kool17@orbital.ru' and balance '\$0.00'. Below the navigation menu, the 'Reports Management' title is followed by a 'Print' button and a green 'Create Report' button circled in red. The main content area includes a 'Reports:' section with a 'Select period:' dropdown set to 'All time' (01.01.2009 - 12.09.2010) and a 'Filter by Report Type:' dropdown set to 'all'. Below this is a table with columns: ID, Report Name, Report Type, Created, and Action. One report is listed: ID 2, 'General Campaign Report (12.06.2010-12.06.2010)', 'General Campaign Report', created on 12.06.2010, with a 'Clone' button. At the bottom, there is a pagination bar showing 'Page: 1 of 1', 'Items Per Page: 20', and 'Total Items: 1'.

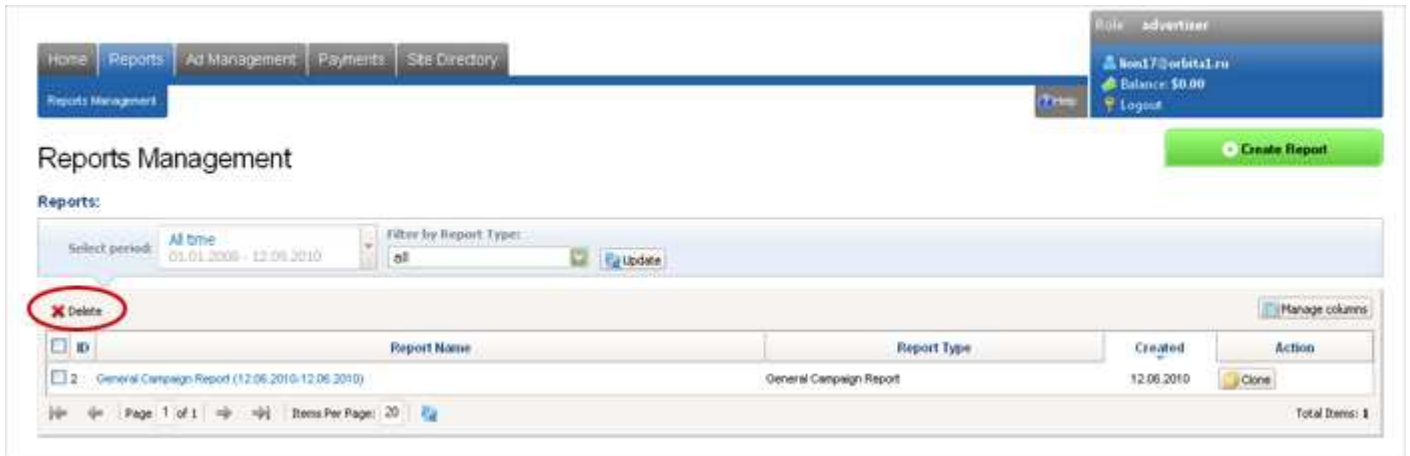
- Select a **Report Type**, which will determine the list of fields contained in the report.
- Select a **Report Name**.
- Select a **Report Date Range**.
- Choose the fields you wish to see in the report by clicking the **Manage Report Fields** link.
- Click the **Create Report** button when you are finished.

The screenshot shows the 'New Report' form in the 'Reports Management' page. The 'Report Type:' dropdown is set to 'Cash Flow Summary Report'. The 'Report Name:' field contains 'Cash Flow Summary Report (12.09.2010-12.09.2011)'. The 'Report Date Range:' dropdown is set to 'Today' (12.09.2010). To the right, the 'Manage Report Fields' section has checkboxes for 'Date', 'Description', 'Payments', and 'Balance', all of which are checked. There are also 'Save As Default' and 'Restore Default settings' buttons. 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 existing report table and pagination.

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.

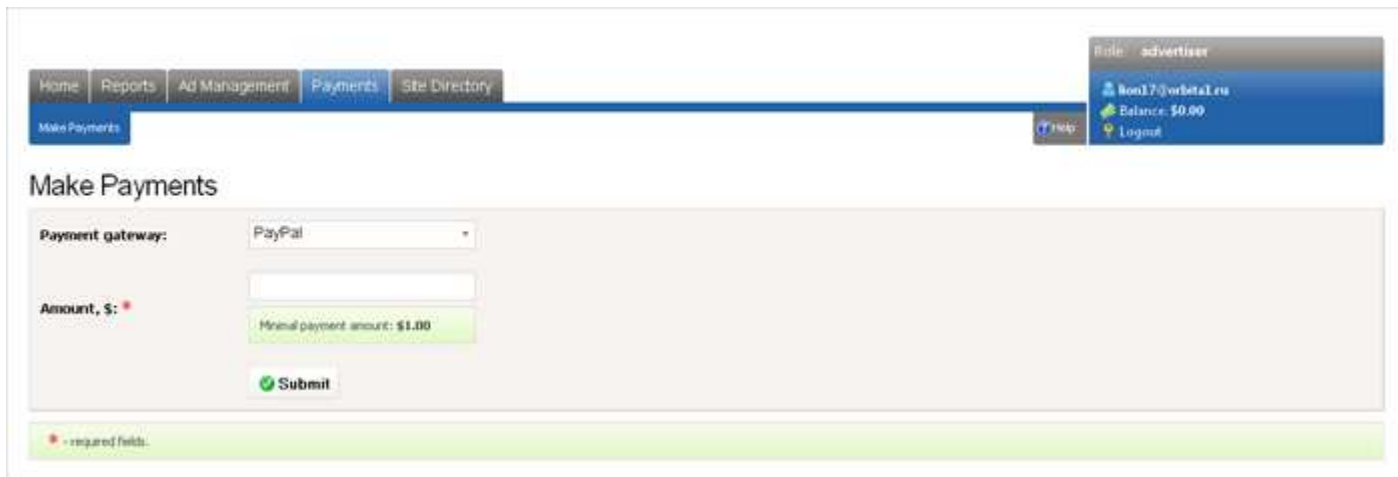


Selected reports will be removed from the list of reports.

Making Payments

The system has one default payment gateway: [PayPal](#).

You can use control panel (*Payments -> Make Payments* section) to deposit money into your account which will be used by the system to pay for your advertisements.



The screenshot shows the 'Make Payments' section of a control panel. At the top, there is a navigation menu with 'Home', 'Reports', 'Ad Management', 'Payments', and 'Site Directory'. The 'Payments' tab is active. In the top right corner, a user profile box displays 'Role: advertiser', 'Email: daewoo@smartppcevo.com', 'Balance: \$0.00', and a 'Logout' link. Below the navigation, the 'Make Payments' form is visible. It includes a 'Payment gateway:' dropdown menu set to 'PayPal', an empty 'Amount, \$:' input field, and a 'Submit' button. A green message box below the input field states 'Minimal payment amount: \$1.00'. A red asterisk and the text '* required fields.' are visible at the bottom left of the form area.

To fund an account you should perform the following steps:

- Enter the amount to be paid and fill in billing info (if required).
- Press **Submit**.

The balance of your account in the system will increase by the payment amount, taking into account the commission for account funding. Your current balance can be found in the upper-right corner of the window in the **Balance** field.



And on the main page of the control panel.

Dashboard

Your balance: \$10,000.00

Top C

Statistics period: Today 05.08.2009 [Update](#)

Summary performance for the period: [more info...](#) ★

Total Spent	\$0.00
Total Impressions	0
Total Clicks	0
CTR	0.00 %

Dictionary

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