



The Advertisers Interface

Introduction

The goal of this simple tutorial is to familiarize you with the interface for uploading your own ads to one of the newspapers hosted here at TownNews.com.

Before you begin your newspaper should have already provided you with three pieces of information: a link, a username, and a password.

The link is the location on the internet where you will be able to go in order to log in. This address can be typed into the address bar of any web browser to bring up your advertiser login screen. (Figure 01).

Figure 01: The Advertiser Login Screen

A screenshot of a web browser's address bar showing the URL "http://jhiggins.townnews.com/shared-content/advertiser/". Below the address bar is a login form titled "Advertiser Login". The form contains two input fields: "Username:" with the text "company" and "Password:" with masked characters "xoxoxox". A "login" button is located below the password field.

Your first step would be to log in using the username and password provided to you by your local newspaper. Once you log in you will be given the Topads Advertiser Menu (Figure 02)

Figure 02: Topads Advertiser Menu




A screenshot of the advertiser interface. At the top, a dark grey header bar contains the text "jhiggins.townnews.com : Your Company Name Here". Below the header, the text "Welcome to the advertiser Interface" is displayed. On the left side, there is a vertical menu with three items, each with an icon: "My Info" (pencil icon), "Tear Sheets" (newspaper icon), and "Top Ads" (document icon).

My Info

The My Info area of the Topads Advertiser Menu will take you to an area where you can fill out some information about your company and also change information like your password. (Figure 03)

Figure 03: The My Info Area

jhiggins.townnews.com : Your Company Name Here

 My Info	Edit Information	
 Tear Sheets	Company Name	Your Company Name Here
 Top Ads	Password	<input type="password"/>
	Address	<input type="text"/>
	City	<input type="text"/>
	State	<input type="text"/>
	Zip Code	<input type="text"/>
	Phone Number	<input type="text"/>
	Email Address	<input type="text"/>
	Website	<input type="text"/>
	Logo	<input type="text"/> <input type="button" value="Browse..."/>
	Category ID	0
	Contact Name	<input type="text"/>
	Contact Title	<input type="text"/>
	Contact Fax	<input type="text"/>
	Contact Phone	<input type="text"/>
	Redmatch City ID	<input type="text"/>
	Redmatch ID	0
	<input type="button" value="Update Information"/> <input type="button" value="Reset Information"/>	

Most of the information listed in the My Info area is self-explanatory aside from the Redmatch City ID and Redmatch ID. These two fields will be adjusted by your newspaper or TownNews.com and should not be adjusted unless you have first consulted with your newspaper or TownNews.com.

Tear Sheets

The Tear Sheets product is a part of our e-edition product and not yet available for use. Please check back later for information on this product.

Top Ads

The Top Ads Area will give you access to any Top Ads modules that you have access to on this newspaper's website. (Figure 04)

Figure 04: The Top Ads Area

Module	Ad Type	View Ads
Top Ads Test	generic	View Ads

Please Note: Some of the described buttons may not appear for you. If this is the case contact your newspaper or TownNews.com.

You can either click on View Ads to begin the upload process for new ads or to view your current ads, or after you work in the View Ads area you can click on Publish My Ads to take every change you have made and put it live on the newspaper's website.

The View Ads area is where the majority of work can be done for a particular module. (Figure 05)

Figure 05: Ads in a Module

<input type="checkbox"/>	Heading	Sub Heading	Start Date	End Date	Edit	View
<input type="checkbox"/>	Test	Test	2005-08-02	2005-08-03	Edit	View

Each ad currently showing in this module will be listed here. Next to each ad will be an Edit button and a View button.

The view button for an ad will display a rendering of the ad in a new window. This will allow you to get a rough idea for how the ad will look on the website.

Top Ads: Editing Existing Ads

The Edit button of the View Ads area will take you to the form to adjust the options for an existing ad. (Figure 06)

Figure 06: Edit Area

Manage Media

Update Ad	
Heading	Test
Sub Heading	Test
Start Date	08/02/2005 <input type="text"/>
End Date	08/03/2005 <input type="text"/>
Ad Description	<input type="text" value="This is a thunderstorm"/>
<input type="button" value="Update Ad"/>	

The form displayed in the edit area will be different for some modules than others. Modules that are geared towards automobiles, for example, may have field for VIN number and mileage. A module geared towards homes may have beds, baths and price.

Certain fields will be generic for every form however. The start date and end date fields will be the day that this ad will start and the day that it will end. It is important to note that a publish must occur on those dates for an ad to be turned on or turned off.

Ad description is also common through all the forms. This is simply a record of the bulk of the information regarding this ad. This field can contain html tags allow for bold, underline and several other formatting options.

The Manage Media link at the top of the Edit Area (Figure 07) will allow you to upload photos for this ad. While one photo uploaded during the creation of the ad, this area allows for the addition of other pictures that may highlight other angles of a home or car, for example. All images must be in RGB color, and 72 dpi.

Figure 07: Manage Media Area

Manage Data

Existing Photos/Media

caf108d2204c5a75d9e4d28b12c3a97b.jpg [Remove](#)

Top Ads: Creating a New Ad

Creating a new ad can be done back in the Ad Listing (Figure 05) by clicking on “Create a new Ad”. This will bring up the Create Ad Area. (Figure 08)

Figure 08: Create Ad Area

Create Ad	
Heading	
Sub Heading	
Remote URL:	
Start Date	08/02/2005 <input type="text"/>
End Date	08/03/2005 <input type="text"/>
Image	<input type="text"/> <input type="button" value="Browse..."/>
Ad Description	<input type="text"/>
<input type="button" value="Create Ad"/>	

The create an ad area is very similar to the edit ad area with a few notable exceptions.

Firstly there is a Remote URL field. This field can either be left blank or filled out. If filled out with the location of a web page specific to this ad then instead of taking anyone who clicks on this ad to a small window, it will pull up this separate web page in a full window.

Also there is an Image field. Using this field you can upload the first image of this particular ad. All images must be in RGB color, and 72 dpi.

Top Ads: Removing an Ad

If you ever need to remove an ad from a module before it's expire date you can do so back in the Ad Listing (Figure 05) by clicking on the check box next to the ad you wish to remove and clicking on the “Delete Selected” button.

In Conclusion

If there is anything not covered in this manual or you have any questions, please feel free to contact TownNews.com technical support at 1-800-293-9576.