



Adsys Instructions

Log in using the following URL: <http://www.yourdomain.com/?admin>

There is a **drop down menu** on the right hand side of the screen **Choose Adsys**

TOWNNews.COM Online Editorial Management System

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Welcome to **AdSys 1.1**. Please make your selection from the list below or from the menu at the top.

Ad Manager - This section allows you to create, edit, and schedule ads. Here you can assign your ads to your site's active positions to control where the ads appear on your site.

Position Manager - This section allows you to activate and deactivate positions on your site as well as easily see what ads are assigned to each position.

Publish My Ads - This section allows you to "publish" your ads to your site's pages.

Statistics - This section allows you to view the impression and clickthru statistics for your ads. You can view the overall list, or you can "examine" each ad individually for a breakdown by position. Currently only totals are displayed.

Manual - Click here to view the AdSys users guide!

Click on **Ad Manager** This page shows you all of your ads that have been uploaded.

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Create a new ad

	ID	SWAT Graphic	Ad Name	Schedule	Assigned Positions
edit	00012		Terrell Tribune (suspended)	2003-10-15 - 2004-01-15	front : featured_site <input type="checkbox"/> delete
edit	00013		Los Alamos Monitor (suspended)	2003-10-28 - 2004-01-28	front : featured_site <input type="checkbox"/> delete
edit	00014		Daily Times (suspended)	2003-10-31 - 2004-01-31	front : featured_site <input type="checkbox"/> delete
edit	00015		The Outlook (suspended)	2003-10-31 - 2004-01-31	front : featured_site <input type="checkbox"/> delete
edit	00016		Mountain Democrat (suspended)	2003-11-10 - 2004-02-10	front : featured_site <input type="checkbox"/> delete
edit	00017		Covey Rise (suspended)	2003-11-10 - 2004-02-10	front : featured_site <input type="checkbox"/> delete

To Create a new ad – Click the Create a new ad located above the ads.

The screenshot shows the 'Ad Manager: Edit Ad' interface for 'Terrell Tribune'. The form includes the following fields and options:

- Description:** Terrell Tribune
- Status:** Enabled
- Origin:** SWAT (selected), non-SWAT
- Schedule by:** Date Range
- Update Image:** Browse... (only GIF, JPG, PNG, SWF accepted)
- Start Date:** 2003-10-15
- End Date:** 2004-01-15
- Ad Image:** A preview of the Terrell Tribune Online advertisement.
- Link URL:** http://www.terrelltribune.com (ignored if SWF ad)
- Open this link in a new browser window (ignored if SWF ad)

Enter Description: name of the advertiser

Enter Origin: SWAT – our SWAT team helped sell the ad - Non-SWAT – we did not help sell the ad

Upload Image – browse for the image on your desktop (GIF, JPG, PNG, and SWF files are acceptable)

Link URL – if your ad is to link off to the advertiser’s website enter the full URL here.

Ex: <http://www.townnews.com>

Status: Choose Enabled or Disabled.

Schedule by: No limit (TFN) – will stay active until you disable

Date Range – stays active during the date range you choose

Impressions – is active until the number of page views is reached

Click thrus - is active until the number of clicks has been reached.

Assign position: these are the pages that you want the ad to appear on.

The screenshot shows the 'Assign to Position(s)' dialog box. It includes the following elements:

- Assign to Position(s):** A list box containing '(none)' and 'front : featured_site'.
- Instructions:** Press **CTRL** or **Open Apple** to select multiple positions.
- Extra Notes:** A text input field.
- Save changes to this ad:** A button at the bottom right.

Extra Notes: these are for your use only – these will not be seen by others.

Create this ad: Saves all changes

After you have uploaded all ads or made changes to any ad you will then want to click Publish My Ads. This takes you to a page with another link. Click Publish My Ads and these new ads or changes will be made live on your site.

To edit an ad go to Ad Manager and click the edit link next to the appropriate ad.

Make sure to publish your ads after any changes are made to make it live on the site.

Statistics – this is where you can view the stats for each ad.



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Statistics
Adsys [Go]

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(Select date range) Currently viewing: All dates

ID	SWAT	Graphic	Ad Name	Schedule	Impressions	Clickthrus	Click %
detail 00001			Malibu Times	2003-08-15 - 2003-11-15	158	5	3.2%
detail 00002			Los Angeles Downtown News	2003-08-15 - 2003-11-15	160	7	4.4%
detail 00003			Wetumpka Herald	2003-08-18 - 2003-11-18	207	6	2.9%
detail 00004			Mountain News	2003-08-21 - 2003-11-21	258	6	2.3%
detail 00005			Lake Norman Times	2003-08-21 - 2003-11-21	261	8	3.1%
detail 00006			Scott County Times	2003-08-27 - 2003-11-27	323	9	2.8%
detail 00007			Arizona Silver Belt	2003-09-11 - 2003-12-11	588	10	1.7%
detail 00008			Virginia/North Carolina newspapers	2003-09-12 - 2003-12-12	613	17	2.8%
detail 00009			Alamance/Caswell/Orange County newspapers	2003-09-17 - 2003-12-17	772	16	2.1%
detail 00010			La Junta Tribune-Democrat	2003-09-24 - 2003-12-24	856	17	2.0%
detail 00011			Coeur d'Alene	2003-09-30 - 2003-12-30	921	23	2.5%

The **Position Manager** is used to activate or deactivate ad spots. All of your ad spots are activated and can be used anytime.

That's it!

If you have any questions or comments please feel free to contact us at 1-800-293-9576.