



iJoomla.com



iJoomla:adagency

Version 2.0.3 and up

Manual

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WHAT IS IJOOMLA AD AGENCY?	5
INSTALLATION	5
<i>Other modules included</i>	5
UNINSTALLING	5
UPGRADING	5
GETTING STARTED	6
ACTIVATING IPN ON PAYPAL	6
INITIAL SETTINGS	7
HIERARCHY	8
CREATING YOUR FIRST PACKAGE	8
SETTINGS	9
GENERAL TAB	9
<i>Banner Settings:</i>	9
<i>Impressions limit:</i>	10
<i>Time settings</i>	10
PAYMENT TAB	11
EMAILS TAB	12
LANGUAGE TAB	12
OVERVIEW TAB	12
REGISTRATION TAB	14
APPROVALS	15
ADDING A PACKAGE	16
PACKAGES TYPES:	17
<i>CPM – Cost Per 1000 Impressions</i>	17
<i>CPC – Cost Per Click</i>	18
<i>Flat Rate – Based on time: days, weeks, months or years</i>	18
<i>Packages list on the front end</i>	18
ADDING A ZONE	19
GENERAL TAB	19
AD DETAILS TAB	20
EMBED TAB	22
<i>adding the zone on another joomla site</i>	22
<i>adding the zone on any site that is not a joomla site</i>	23
ADDING ADVERTISERS	23
STEP 1	24
STEP 2	24
<i>Basic Information</i>	25
<i>Login Information</i>	25
<i>Admin Options</i>	25
<i>Company Information</i>	26

Address:.....	26
Email Options:.....	27
Approvals.....	27
ADDING CAMPAIGN.....	28
VIEWING ORDERS.....	29
ADDING AN ORDER.....	29
GENERATING REPORTS.....	30
ASSIGNING ADS.....	31
STANDARD BANNER SIZES.....	31
STANDARD AD SIZES (IN PIXELS):.....	32
<i>Banners and Buttons</i>	32
<i>Skyscrapers</i>	32
<i>Rectangles and Pop-Ups</i>	32
STANDARD BANNERS	32
ADDING STANDARD BANNERS:.....	32
<i>General Tab</i>	33
<i>Properties Tab</i>	34
<i>Location Tab</i>	35
<i>Campaigns Tab</i>	35
FLOATING BANNERS	35
ADDING FLOATING ADS	36
<i>General Tab</i>	36
<i>Properties Tab</i>	37
<i>Location Tab</i>	38
<i>Campaigns Tab</i>	39
TRANSITION ADS	39
ADDING TRANSITION ADS	39
<i>General Tab</i>	40
<i>Properties Tab</i>	40
<i>Location Tab</i>	41
<i>Campaigns Tab</i>	42
FLASH BANNER	42
ADDING FLASH BANNERS	42
<i>General Tab</i>	43
<i>Properties Tab</i>	44
<i>Location Tab</i>	45
<i>Campaigns Tab</i>	45
POP UPS/POP UNDERS	45

ADDING POP UPS/ POP UNDERS	46
<i>General Tab</i>	46
<i>Web page pop up</i>	47
<i>Image Pop Up</i>	47
<i>Image</i>	48
<i>HTML pop up</i>	48
<i>Properties Tab</i>	49
<i>Location Tab</i>	50
<i>Campaigns Tab</i>	51
AFFILIATE AD	51
ADDING AN AFFILIATE AD	51
<i>General Tab</i>	52
<i>Properties Tab</i>	52
<i>Location Tab</i>	53
<i>Campaigns Tab</i>	54
TEXT ADS.....	54
ADDING TEXT ADS	54
GENERAL TAB.....	54
<i>Properties Tab</i>	55
<i>Image Properties</i>	57
<i>Preview Text Ad</i>	58
<i>Location Tab</i>	59
<i>Campaigns Tab</i>	59
GEO TARGETING	60
SO WHAT IS GEO-TARGETING?	60
<i>Continent</i>	61
<i>Country/State/City</i>	61
<i>Area Code (only US)</i>	62
<i>Zip / Postal Code (only US and Canada)</i>	62
<i>Designated Market Area (only US)</i>	62
<i>Latitude/Longitude</i>	63
ADDING GEO TARGETING CHANNELS	63
<i>By adding a channel on a banner/ad;</i>	63
<i>Geo Channels Manager</i>	63
<i>How to add a new Geo Channel:</i>	64
<i>Geo Settings</i>	65
USER-FRIENDLY	67
<i>Activating Geo Targeting</i>	68
<i>Accuracy</i>	68
REPORTS	69
PAYMENT PLUGINS.....	69

FRONT END	70
ADVERTISER PAGES.....	70
OTHER IJOOMLA PRODUCTS:	71

WHAT IS IJOOMLA AD AGENCY?

iJoomla Ad Agency is an advertising management system for Joomla sites. Publishers can create an unlimited number of advertising zones, packages and campaigns, sell space for all ad types from banners to pop-ups — and earn easily from advertising on their Web pages.

INSTALLATION

[Watch Video Tutorial](#)

To install iJoomla Ad Agency, unzip the package and install each of the following:

1. **The component:** `com_adagency_x.zip`
2. **Advertiser menu:** `mod_adagency_menu.zip`, this module displays the menu for the advertisers
3. **Zone module:** `mod_adagency_zone.zip`, this is the module that displays the ads.

Once installed, you will be able to access iJoomla Ad Agency by going to **Components->iJoomla Ad Agency**

OTHER MODULES INCLUDED

4. **Remote Module:** `mod_adagency_remote_x.zip`, Install this module on OTHER joomla website where you'd like to display your ads. Grab the parameters for this module from the zone settings.
5. **Geo Targeting Testing Module:** `mod_adagency_geo.zip`, Use this module only if you need to know how you are being seen by the Geo location database. Publish it in "special" permission so that only you can see it.

UNINSTALLING

[Watch Video Tutorial](#)

To uninstall iJoomla Ad Agency, simply uninstall the component, the advertiser module and the banner module in turn. You will not lose any information when you re-install the iJoomla Ad Agency extension!

UPGRADING

[Watch video tutorial](#)

There is no need to uninstall Ad Agency in order to upgrade it. Simply install the component and the module on top of the current installation.

GETTING STARTED

To start using iJoomla Ad Agency, first install the payment plugin(s).

Go to **Components->iJoomla Ad Agency** and on the left menu, click “plugins”.

1. The paypal payment plugin is installed automatically
2. If you'd like to accept payments with 2CO, install the [ad_agency_2CO.zip](#) file
3. After you install the payment plugin(s). you need to enter your payment variables:
4. Click on the plugin name and enter the variables (Email or 2co ID)

<input type="checkbox"/>	ID	Title	Plugin Type	Published
<input type="checkbox"/>	1	twocheckout (twocheckout_payment.php)	payment	
<input type="checkbox"/>	2	paypal (paypal_payment.php)	payment	

Plugin settings

Plugin

paypal Configuration

Setting

Paypal Email Address

Plugin settings

Plugin

twocheckout Configuration

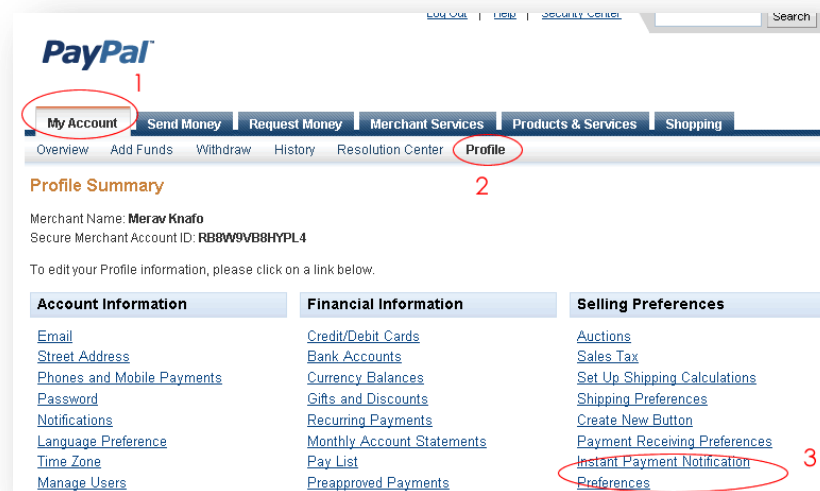
Setting

Twocheckout SID

If you don't have a Paypal account, you can still enter your email address and register with Paypal later or you can [Sign up to PayPal here](#)

You'll have to have an account on 2CO to use it first, [sign up to 2co here](#)

ACTIVATING IPN ON PAYPAL



In order for your PayPal transactions to be marked as “paid” on the iJoomla Ad Agency backend, you have to specify a website URL on the PayPal IPN page.

6. Login to PayPal.com and Click on “My Account”
7. Click the “Profile” tab on top
8. Click “Instant Payment Notification Preferences”
9. Enter your URL there and save

If you don’t activate IPN or if the URL specified on your IPN page is different than the URL you have iJoomla Ad Agency installed, the transactions will not be approved automatically and you will have to change their status on the iJoomla Ad Agency orders manager.

<input type="checkbox"/>	ID	Advertiser	Order date	Amount	Package	Payment Method	Status	Actions
<input type="checkbox"/>	21	enyssoft	2009-09-11	0.10 USD	TESTING	PayPal	Paid	Delete
<input type="checkbox"/>	20	enyssoft	2009-09-11	0.10 USD	TESTING	PayPal	Pending	Confirm Delete
<input type="checkbox"/>	19	enyssoft	2009-09-11	0.10 USD	TESTING	PayPal	Pending	Confirm Delete
<input type="checkbox"/>	18	enyssoft	2009-09-11	0.10 USD	TESTING	PayPal	Pending	Confirm Delete

INITIAL SETTINGS




Go to **Settings->General** and enter your “Administrator Email Address.” This is the email address used to notify you about new advertisers, banners, etc.

Enter your “From Email Address.” This is the return email address your advertisers will see when they receive a confirmation, approval of their banners, etc.

Complete the “From Name” field. This is the name advertisers will see when they receive your emails. You could insert your site name. For example we would enter “iJoomla.com”.

Email Information

Please make sure the email addresses are valid

Administrator Email Address:	<input type="text" value="merav@ijoomla.com"/>	
From Email Address:	<input type="text" value="merav@ijoomla.com"/>	
From Name:	<input type="text" value="Ad Agency"/>	

HIERARCHY

10. An ad is exclusive to an advertiser. Each advertiser has their own ads;
11. A zone can have any ad from any advertiser;
12. A campaign can have one or more ads from one advertiser;
13. A campaign can be of one type: CPM, clicks or flat rate based on time;
14. A campaign can run on one or more zones.
15. An advertiser can have different campaigns with different ads.

CREATING YOUR FIRST PACKAGE

iJoomla Ad Agency comes by default with a few packages. However if you’ve deleted the default content you can follow these steps:

You will need to create a package to enable advertisers to buy advertising space on your site and form a campaign.

16. Start by adding zones ([watch video](#)). Zones are areas on the Web page where the banners will be displayed. Each zone will generate a virtual module automatically in the position you've specified. One zone is generated automatically when you upload the banner module.
17. You can now either let advertisers sign up online, or you can sign them up yourself on the iJoomla Ad Agency admin interface. ([watch video](#))
18. Once you have at least one approved advertiser, you will need to either insert an ad or allow your advertisers to insert their own ads on the front-end.

19. After you have at least one approved banner you can either add a campaign or allow advertisers to add campaigns. ([watch video](#))

Now banners can be served on your site, clicks can be tracked and reports can be generated.




SETTINGS

GENERAL TAB

EMAIL INFORMATION

Email Information

Please make sure the email addresses are valid

Administrator Email Address:	<input type="text" value="merav@ijoomla.com"/>	
From Email Address:	<input type="text" value="merav@ijoomla.com"/>	
From Name:	<input type="text" value="Ad Agency"/>	

Administrator Email Address: Enter the email address of the person who will get notifications about new advertisers/ads/campaigns, etc.

From Email Address: Enter the email address your advertisers will get an email from.

From Name: Enter the “from” name that your advertisers will see on emails they get from your i Joomla Ad Agency

BANNER SETTINGS:

Banner Settings:



Image Root Folder:	<input type="text" value="ad_agency"/>	
Text ads character limit:	<input type="text" value="250"/>	

Image Root Folder: Enter the root folder for all file uploaded to Ad Agency. This folder is located inside the images/stories/ directory. It's recommended that you leave it as it is. Make sure this folder has writing permissions.

Text ads character limit: How many characters maximum the advertiser can enter when creating a text ad.

IMPRESSIONS LIMIT:

Impressions limit

Limit impression count for a banner per ip to:

impressions/day ?

Limit impression count for a banner per ip to: How many impressions per day to count for a specific ip address. This field was added to avoid counting the same user too many times.

TIME SETTINGS

Time Format: What the date/time format for reports, campaigns, etc.

Time settings

Time Format



Show preview zones: Choose YES if you want to show preview zones link on packages page, otherwise choose NO.

Show zone preview link

☐ Yes ☒ No ?

After buying/adding a campaign, take advertiser to: Here you can set where you want to take your advertisers after they've ordered a campaign.

- 20. **Orders page always** – if this option is selected, it will always take them to their orders page.
- 21. **Campaigns page always** – if this option is selected, it will always take them to their campaigns page.
- 22. **Campaign page only if it was a free package, other wise to orders page** – if this option is selected, it will take them to the campaign page unless this was a free package.

After buying/adding a campaign, take advertiser to ?

- ☐ Orders page always
- ☒ Campaigns page always
- ☐ Campaign page only if it was a free package, other wise to orders page

Allow advertiser to add: Here you can select which types of ads your advertisers should be allowed to add.

Allow advertiser to add Video Tutorial

- ☒ Standard
- ☒ Affiliate Ad
- ☒ Pop Up
- ☒ Flash
- ☒ Text Ad
- ☒ Transition
- ☒ Floating

PAYMENT TAB

The Payment tab lets you set the payment plugin information, such as Paypal email address, as well as the default payment currency. These variables will be used on the front end and allow advertisers to purchase advertising packages from you.

Payment settings			
Currency	U.S. Dollar	Default Payment	Test Mode
TWOCHECKOUT		<input type="radio"/>	<input type="checkbox"/>
PAYPAL		<input checked="" type="radio"/>	<input type="checkbox"/>

[Plugin Manager - Upload new payment plugins here](#)

EMAILS TAB

The Emails tab lets you edit the content of emails sent by the Ad Agency. Use the variables to represent the different content available for each email.

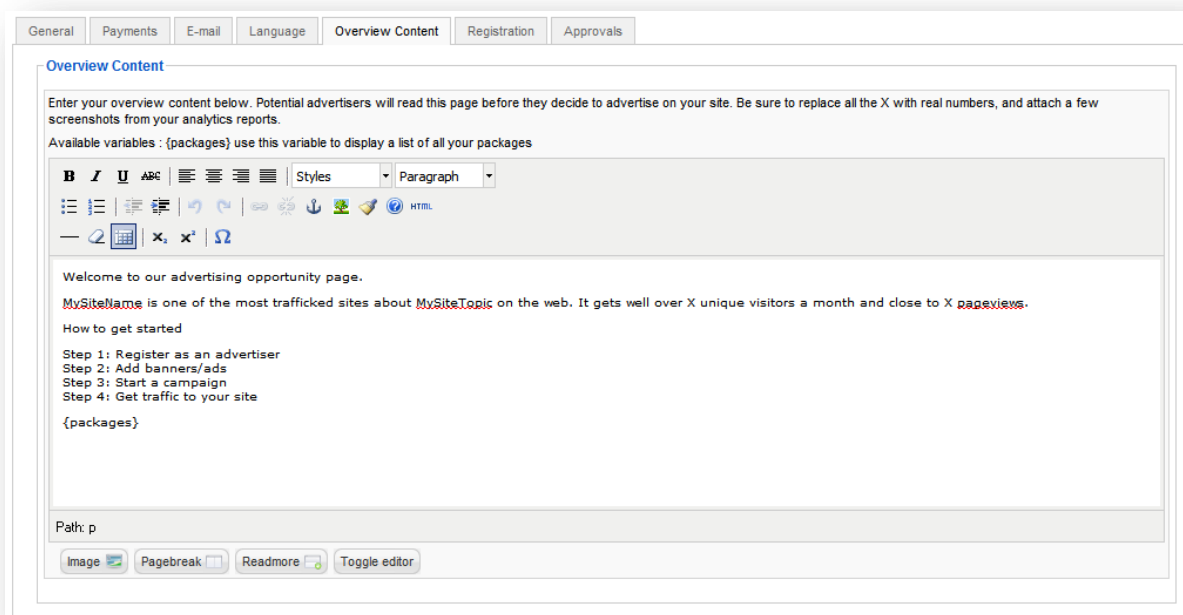
[View Video Tutorial](#)

Email Settings	
Variables	
Select email template	- select -

LANGUAGE TAB

The Language tab lets you edit the language of the Ad Agency on both back and front end. [You can download language files here](#)

OVERVIEW TAB



Here you can edit the content of the overview page. The default content is as follows:

Welcome to our advertising opportunity page.

MySiteName is one of the most trafficked sites about MySiteTopic on the web. It gets well over X unique visitors a month and close to X pageviews.

How to get started

Step 1: Register as an advertiser

Step 2: Add banners/ads

Step 3: Start a campaign

Step 4: Get traffic to your site

{packages}

Replace *MySiteName* with your own site's name. And *MySiteTopic* with your site's topic (for example: Gardening), replace the x with the correct values of your visitors and pageviews. This is just a basic template that you should replace with correct information. Make sure your info is accurate. You can also show a screenshot of your analytics stats page.

Use the {packages} tag to display a list of all the packages right in the preview page. Feel free to move this tag to a different location based on your needs.

REGISTRATION TAB

General

Payments

E-mail


Language

Overview Content

Registration

Approvals

Registration

 [Video tutorial](#)

Check the boxes next to the registration items you'd like to show or make mandatory. Basic information and login information will always show on the registration form.

	Show	Mandatory
Company	<input type="checkbox"/>	<input type="checkbox"/>
Email Reports	<input type="checkbox"/>	
Address	<input type="checkbox"/>	<input type="checkbox"/>
Calculation question	<input type="checkbox"/>	
Captcha	<input type="checkbox"/>	
- Refresh button	<input type="checkbox"/>	

Registration flow

Use wizard ☒ Yes ☐ No [Video tutorial](#)

If not using wizard allow unapproved advertisers to:

- add banners/ads ☐ Yes ☒ No [?](#)

- add campaigns & buy packages ☐ Yes ☒ No [?](#)

Ask to agree terms & conditions Terms and conditions article id [\(View articles\) ?](#)

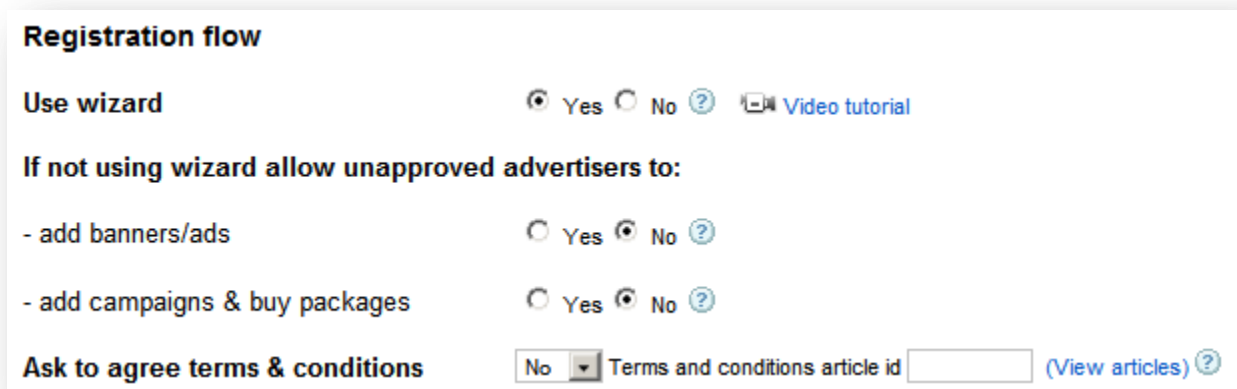
THE REGISTRATION TAB ALLOWS YOU TO CONTROL:

Which fields show up on the registration page and which are mandatory (some fields are always included)

	Show	Mandatory
Company	<input type="checkbox"/>	<input type="checkbox"/>
Email Reports	<input type="checkbox"/>	
Address	<input type="checkbox"/>	<input type="checkbox"/>
Calculation question	<input type="checkbox"/>	
Captcha	<input type="checkbox"/>	
- Refresh button	<input type="checkbox"/>	

Use wizard: Choose yes if you'd like the registration to be in a wizard format. Which means the advertiser will register, add ads and campaigns in one session.

If you decide to not use the wizard, you can still allow unapproved advertisers to add banners/campaigns. Just select YES on the following available fields.



Registration flow

Use wizard ☒ Yes ☐ No [Video tutorial](#)

If not using wizard allow unapproved advertisers to:

- add banners/ads ☐ Yes ☒ No [?](#)

- add campaigns & buy packages ☐ Yes ☒ No [?](#)

Ask to agree terms & conditions Terms and conditions article id [\(View articles\) ?](#)

Ask to agree to terms & conditions: If set to YES, the advertiser will have to check the box next to “I agree to terms and conditions” before he or she can register. If set to NO, the advertiser will not see this field at all during registration. You may also enter the article ID of the article that contains your terms and conditions.

APPROVALS



General Payments E-mail Language Overview Content Registration Approvals

Approvals

[Video tutorial](#)

Auto Approve Advertisers

Auto Approve Ads

Auto Approve Campaigns

Here you can set up auto approvals for advertisers, ads and campaigns. The settings here will be ignored if the advertiser has a different specific settings. For example, if set to YES here but on advertiser profile, set to NO, then what's on the advertiser profile will count.

Auto Approve Advertisers : If set to YES, advertisers will be automatically approved. That means they will be able to access all advertisers actions. Their user account will also be enabled by default (they won't need to click an activation link to activate their account)

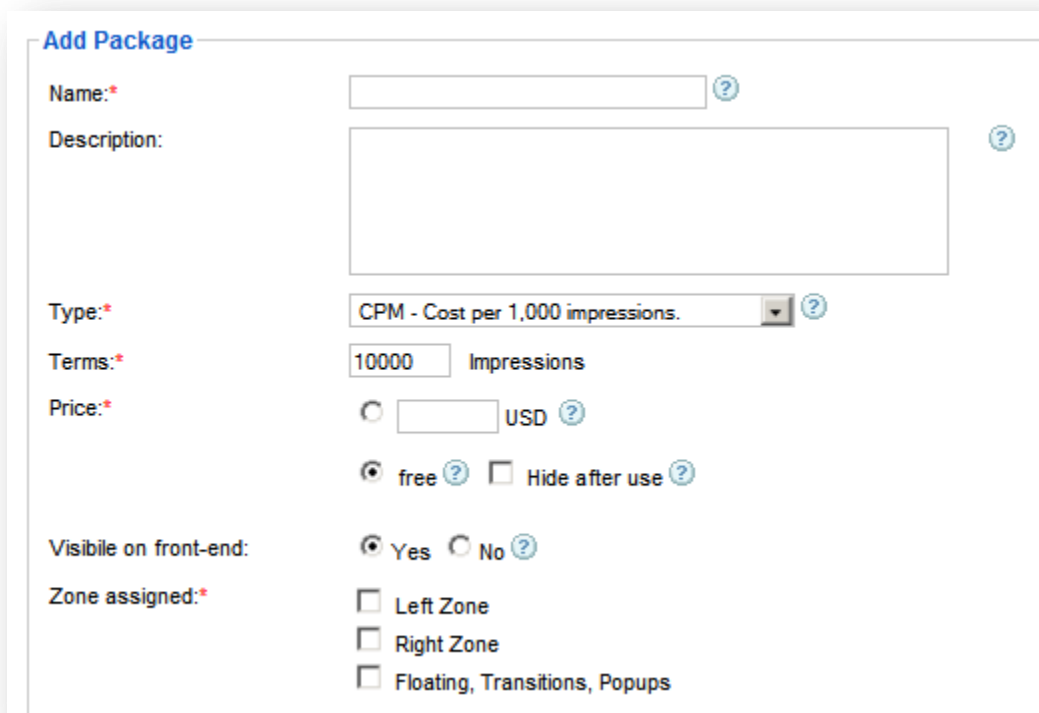
Auto Approve Ads: If set to YES, all ads will be approved automatically, unless on the advertiser profile this field is set to NO.

Note: even though the ad is set to approve automatically, you still need to select a zone for this ad before it can be displayed on the front end. In future version we will improve this feature.

Auto Approve Campaigns : If set to YES, all campaigns will be approved automatically, unless on the advertiser profile this field is set to NO.

ADDING A PACKAGE

[View Video Tutorial](#)



The screenshot shows the 'Add Package' form with the following fields and options:

- Name:** A text input field with a help icon.
- Description:** A large text area with a help icon.
- Type:** A dropdown menu showing 'CPM - Cost per 1,000 impressions.' with a help icon.
- Terms:** A text input field containing '10000' followed by the label 'Impressions'.
- Price:** A radio button for 'free' (selected) with a help icon, and a checkbox for 'Hide after use' with a help icon. There is also a text input field for a price in 'USD' with a help icon.
- Visible on front-end:** Radio buttons for 'Yes' (selected) and 'No' with a help icon.
- Zone assigned:** Checkboxes for 'Left Zone', 'Right Zone', and 'Floating, Transitions, Popups'.

To add a campaign to Joomla Ad Agency backend, you must first create packages first.

If this is your first ever installation, you will see a few packages available by default. This was added to help you get started faster. You can modify these packages or delete them and create your own.

Name: Enter a package name. Give it a descriptive name, this name will show on the front end

Description: Enter a description. This description will too show on the front end

Type: Select the type of package. See below for more about that

Price: Choose a price. The price must be a number larger than 0. You can also choose to have a “Free” package, in this case, on the front end, it will show “Add” button, instead of “Buy” button. Use this option if you’d like to give your advertisers a taste of how it is to advertise on your site.

Free: You can make a package free by selecting this box. This is good if you’d like your advertisers to “test the water” before they purchase.

Hide after use: if checked, the free package will not show again for the same advertiser. This is to avoid abusing your free offering.

Zones Assigned: Choose the zone(s) associated with this package. Ads/banners will be displayed only in this zone.

PACKAGES TYPES:

Packages can be one of the three standard advertising models common on the Internet:

- 23. CPM – Cost Per 1000 Impressions
- 24. CPC – Cost Per Click
- 25. Flat Rate – Based on time: days, weeks, months or years

A package, once added, will be available on the list of packages on the front-end. Advertisers will be able to order it and pay for it online. You will also be able to choose this package when you add a campaign.

CPM – COST PER 1000 IMPRESSIONS

CPM is the price paid by an advertiser for a web site to display their banner ad a thousand times. Each time the banner is shown counts as one impression.

When you add a CPM package, you will be asked to choose how many thousands of impressions to include in this package. Each impression will be counted and added until there are no more impressions left. The campaign will then end and ads of this campaign will not be served any longer. Both you and the advertiser will be able to see in real time how many impressions have been served and how many remain.

CPC – COST PER CLICK

CPC is the cost an advertiser pays to a site each time a visitor clicks on the advertiser's ad.

When you add a CPC campaign, you will be asked to choose the number of clicks to include in this package. Each click on any ad will be counted and added until there are no more clicks left. The campaign will then end and ads of this campaign will not be served any longer. Both you and the advertiser will be able to see in real time how many clicks were performed and how many remain.

FLAT RATE – BASED ON TIME: DAYS, WEEKS, MONTHS OR YEARS

When you add a Flat Rate campaign, clicks or impressions are counted but don't affect the duration of the campaign; the only thing that counts is the time unit you've selected. For example, if you choose three days, the campaign will be active for three days, then end. Both you and the advertiser will be able to see how much time is left for this campaign.

PACKAGES LIST ON THE FRONT END

Advertising Packages		
Description	Zone info	Price
1 Month One month of advertising on our right position Terms: 1 Month(s) Type Flat Rate?	Zone: Left Zone Rotation: No Size: 125 x 125 px Slots: 1 (1 rows, 1 columns) Type: Text Ad	49.99 USD Buy now >>
1000 Impressions Try our advertising system with 1000 free impressions! Terms: 1000 Impressions Type cpm?	Zone: Left Zone Rotation: No Size: 125 x 125 px Slots: 1 (1 rows, 1 columns) Type: Text Ad	Free Start
100 Clicks 100 clicks on our text ads on the left zone. Terms: 100 Clicks Type pc?	Zone: Left Zone Rotation: No Size: 125 x 125 px Slots: 1 (1 rows, 1 columns) Type: Text Ad	99.99 USD Buy now >>

ADDING A ZONE

A zone is a special module that contains one or more ads. The module is generated automatically when you add a zone.

[Watch Video Tutorial](#)

To add a zone, go to **Managers->Zones -> New**

The screenshot shows the Joomla! 'Edit Zone' form with the 'General' tab selected. The form contains the following fields and options:

- ID:** 20
- Title:** Left Zone
- Module Suffix:** (empty)
- Position:** left
- Module Order:** 0::digicats
- Published:** Yes (selected)
- Show Title:** Yes (selected)
- Zone Padding:** 1
- Show "advertise here" link:** Don't show
- Link should take to:** Overview

On the right side of the form, there is a JomSocial logo and a link to 'Watch the video tutorial'. Below this, there is a 'Pages' section with a 'Menu Item Link(s)' dropdown menu. The dropdown menu is open, showing a list of menu items: digicats, Category1, mainmenu, Home, Dog, and SEO. The 'Menu Selection' is currently set to 'digicats'.

GENERAL TAB

Title: Choose a title for the zone. For example, "left position" would be a good descriptive title.

Position: Choose the position of your zone. The position you choose must exist on your template's layout. To discover which module positions are available for your template, click on "Preview with zones" link

Module Order: Select the order of the module. The dropdown menu will show a list of all the available modules in this position. You can change the order later as needed.

Published: Choose yes if you want this zone to be visible on the front-end.

Show Title: Choose yes if you would like the title of this zone to show on the front-end. You can give it a title such as "our sponsors" or any other title or simply hide it on the front-end.

AD DETAILS TAB

The screenshot shows the 'Ads details' tab in the Joomla! Ad Manager interface. It contains the following settings:

- Display ads based on keywords:** Radio buttons for 'No' (selected) and 'Yes'.
- How many ads to show:** Dropdown menus for '1' row and '1' column.
- Supported Types:**
 - Banners** (selected): Includes checkboxes for 'Standard', 'Affiliate Code', and 'Flash'.
 - Text Ad** (radio button).
 - Special banners** (radio button): Includes checkboxes for 'Pop-up', 'Transition', and 'Floating'.
- Ad size:** Radio buttons for 'Any size' and '125 x 125 (width x height in pixels)' (selected).
- Default Ad:** A dropdown menu set to 'None'.
- Rotate banners:** Radio buttons for 'No' (selected) and 'Yes'.
- Rotating time:** A text input field with '10000' and a unit dropdown set to 'ms'.
- Randomize:** Radio buttons for 'No' and 'Yes' (selected).

Show ads by keywords: If you choose yes here, only ads that have keywords that match the article's title, will show on this zone. You'd have to open the ad and enter keywords there.

How Many Ads to Show: Choose the number of rows and columns of ads you'd like to show on this zone. For example, you can create a zone with 3 rows and 2 columns of ads, that will display a total of 6 ads in that zone. If the number of available ads for this zone is larger than the amount allocated, the ads will rotate.

Supported Types: The zone will display only the type of ads you specify here

Ad Size: The zone will display only ads of the size you specify here. You can also choose "Any Size".

Default ad: You may select a banner to show by default. This banner will be displayed only if there are no available banners/campaigns

Rotate Banners: You can choose to have the ads/banners rotate without a page refresh. Choose "yes" on that option if that's how you'd like it to work.

Rotating Time: You can set the speed of the rotation in milliseconds on "rotating time" field.

Randomize: By default, the banners will show in same order they appear on "ads manager" but you can also choose to randomize them by choosing "Yes" on randomize field.

Show "advertise here" link: Here you have an option to show an "Advertise Here" link at the bottom, top or both on top and bottom of the zone,

Link should take to: Here you can specify where you'd like the "Advertise here" link to take your visitors. Your options:

- 26. **Overview** – the overview page (recommended). This page can be set on on the settings page
- 27. **Registration** – the advertiser registration page
- 28. **Packages** – the page that shows the list of all available packages
- 29. **URL** – any URL you specify

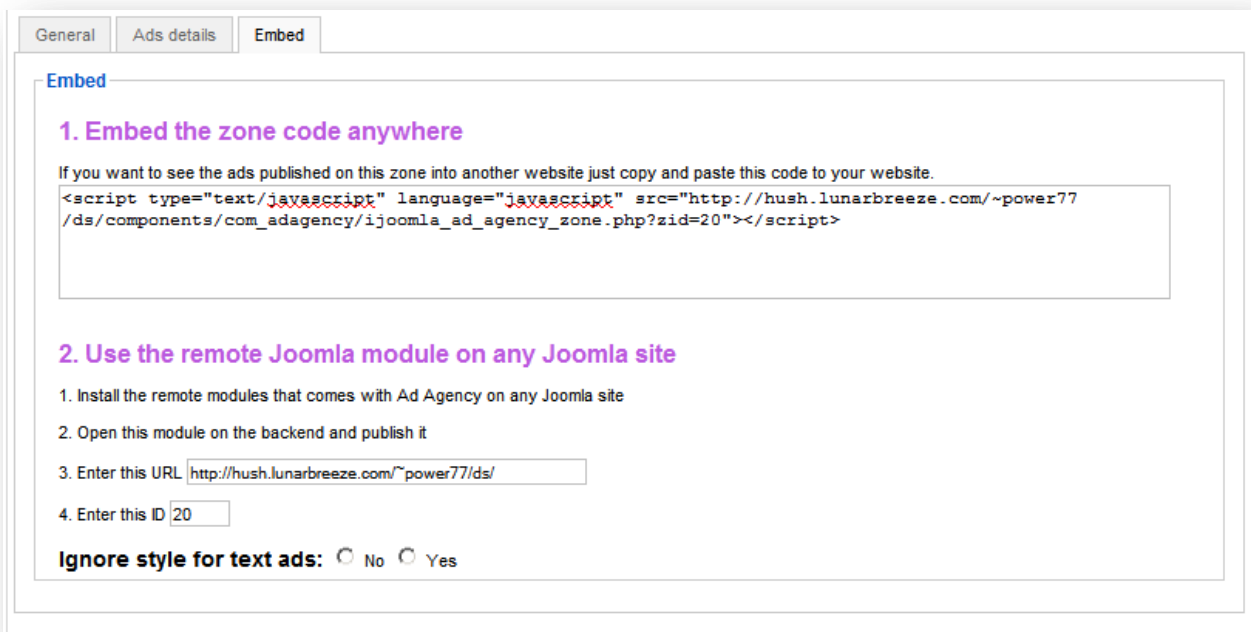
On the right, you will see a list of all the Web pages generated by the menu items on your site. You can use this list to choose pages on which to display this zone module. "All" is selected by default. If you'd like to choose more than one page, select the pages while pressing the CTRL button.

EMBED TAB

You can display ads from this zone on any other site! There are 2 scenarios for adding the zone to a different site:

1. The site is a Joomla site
2. The site is not a Joomla site

At the bottom of the zone you can find the zone code area:



The screenshot shows the 'Embed' tab of the Joomla! Ad Manager interface. It contains two main sections for embedding ads. The first section, '1. Embed the zone code anywhere', provides a JavaScript code snippet to be pasted into a website. The second section, '2. Use the remote Joomla module on any Joomla site', lists three steps: installing the remote module, opening it on the backend, and entering a specific URL and ID. At the bottom, there is a radio button option to 'Ignore style for text ads'.

General Ads details **Embed**

Embed

1. Embed the zone code anywhere

If you want to see the ads published on this zone into another website just copy and paste this code to your website.

```
<script type="text/javascript" language="javascript" src="http://hush.lunarbreeze.com/~power77/ds/components/com_adagency/ijoomla_ad_agency_zone.php?zid=20"></script>
```

2. Use the remote Joomla module on any Joomla site

1. Install the remote modules that comes with Ad Agency on any Joomla site
2. Open this module on the backend and publish it
3. Enter this URL
4. Enter this ID

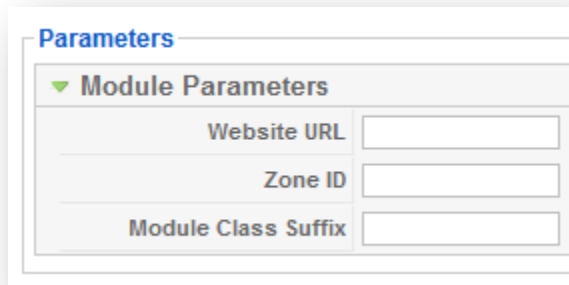
Ignore style for text ads: ☐ No ☐ Yes

ADDING THE ZONE ON ANOTHER JOOMLA SITE

30. If your other site is a Joomla site, install the [mod_adagency_remote.zip](#) file that comes with the package, and install it there.
31. Copy the URL and ID specified at the bottom of the zone

If you will use an ijoomla module designed to display ads from other website
URL of the website that has AD Agency installed :
ZONE ID of the mod_ad_agency_zone of that website :

32. Then open the module and enter the URL and the zone id ther



The screenshot shows the 'Parameters' section of a Joomla! module configuration. Under the 'Module Parameters' heading, there are three input fields: 'Website URL', 'Zone ID', and 'Module Class Suffix'. The 'Website URL' field is currently empty, while 'Zone ID' and 'Module Class Suffix' are also empty.

33. Save the zone. You will see a list of zones with the new zone in the first position.

34. You can always edit this zone by going to [Managers->Zones](#). You can also find this zone module on Joomla modules list. Go to [Modules->Site Modules](#) and filter by zone position. You can rename the zone, change the order, etc. Any changes you make will be reflected in the zone in the iJoomla Ad Agency backend as well.

ADDING THE ZONE ON ANY SITE THAT IS NOT A JOOMLA SITE

If your other site is not a joomla site, you can simply copy the code and embed it on your site.

Zone Code

If you want to see the ads published on this zone into another website just copy and paste this code to your website.

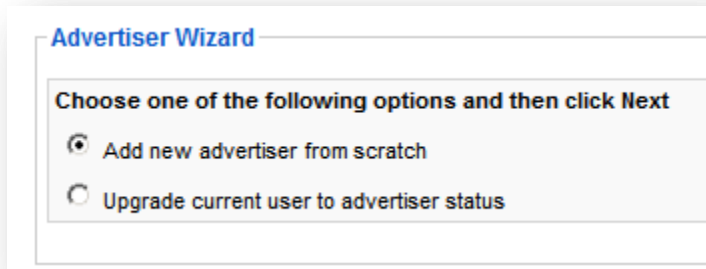
```
<script type="text/javascript" language="javascript" src="http://jcpainting.us/components/com_adagency/ijoomla_ad_agency_zone.php?zid=37"></script>
```

ADDING ADVERTISERS

[Watch Video Tutorial](#)

To add an advertiser through the backend go to [Managers->Advertisers](#) and click New.

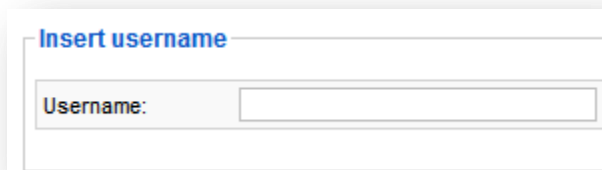
STEP 1



The image shows a dialog box titled "Advertiser Wizard". Inside the dialog, there is a section titled "Choose one of the following options and then click Next". Below this section, there are two radio button options. The first option, "Add new advertiser from scratch", is selected with a filled radio button. The second option, "Upgrade current user to advertiser status", is not selected and has an empty radio button.

Add new advertiser from scratch – if this advertiser doesn't already exist as a user on your user manager, choose this option

Upgrade current user to advertiser status – if this advertiser already exists as a user on your user manager, select this option, on the next screen you will be asked to enter their current username, and on the final step, their existing information will be pre-populated

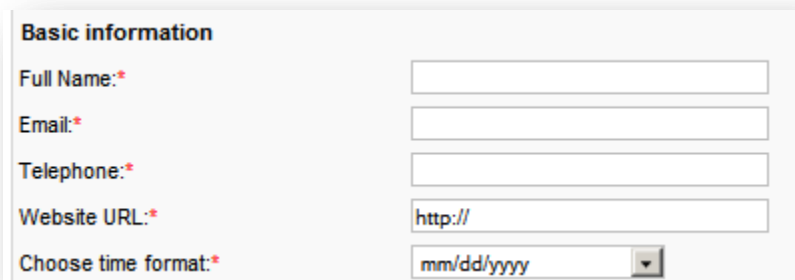


The image shows a dialog box titled "Insert username". Inside the dialog, there is a label "Username:" followed by a text input field.

STEP 2

The field displayed on this step, are dependent on your "registration" settings. Here we show the case where all the fields show.

BASIC INFORMATION



A screenshot of a web form titled "Basic information". It contains five input fields: "Full Name:*" (text), "Email:*" (text), "Telephone:*" (text), "Website URL:*" (text with "http://" pre-filled), and "Choose time format:*" (a dropdown menu showing "mm/dd/yyyy").

Full Name: The full name of this advertiser

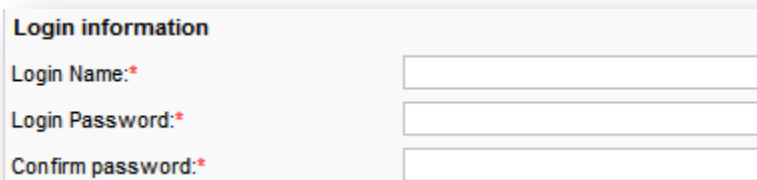
Email: The email address associated with this advertiser's account on your site.

Telephone: The phone number of the advertiser

Website URL: The website URL of this advertiser. Must start with http://

Time Format: The date and time format for this advertiser. Choose based on their location.

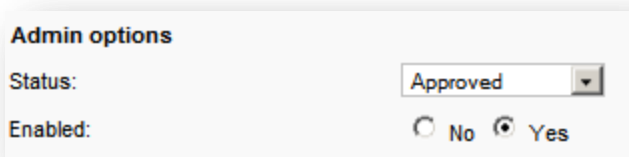
LOGIN INFORMATION



A screenshot of a web form titled "Login information". It contains three input fields: "Login Name:*" (text), "Login Password:*" (text), and "Confirm password:*" (text).

Entering the advertisers's username and password will automatically register them to your site and add them to the user database.

ADMIN OPTIONS



Admin options

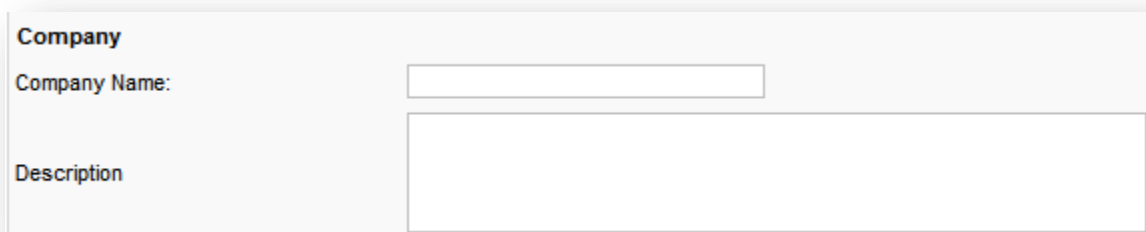
Status:

Enabled: ☐ No ☒ Yes

Status: Here you can select the status of this advertiser. If the advertiser is approved, that means they can access all the advertisers link on the front end: add banners, create campaigns, etc. If they are pending or declined, they could still access certain pages based on the settings (registration tab)

Enabled: If the advertiser is enabled, that means their regular Joomla account on your site is activated. They can login now as a Joomla user to the front end. However, if they are not approved (see above), they may not be able to access the advertiser pages (see registration tab settings).

COMPANY INFORMATION



Company

Company Name:

Description:

Company Name: The name of the company advertising with you. If it's an individual and not a company, enter the name here. *(This field will show only if it's checked on registration tab on settings page)*

Description: Enter a short description of this advertiser. This is optional (This field will show only if it's checked on registration tab on settings page)

ADDRESS:

Address

Country:

Province:

City:

Street:

Zip:

Enter the address of this advertiser here.

EMAIL OPTIONS:

Email Options

☐ Daily Report ☐ Weekly Report

☐ Monthly Report ☐ Campaign Expiration Notices

Email Options: How often the advertiser will get an email with a report of clicks/impressions
(This field will show only if it's checked on registration tab on settings page)

APPROVALS

Approvals

Auto Approve Ads (Global settings are located on settings, approvals tab)

Auto Approve Campaigns (Global settings are located on settings, approvals tab)

Auto Approve Ads: If set to yes, all ads of this advertiser will be approved automatically. If set to no, they will be in pending status first and admin will have to approve them. If set to "Use Global" whether it's approved automatically or not depends on the value in Settings -> Approval tab.

Auto Approve Campaigns: If set to yes, all campaigns of this advertiser will be approved automatically. If set to no, they will be in pending status first and admin will have to approve

them. If set to “Use Global” whether it’s approved automatically or not depends on the value in Settings -> Approval tab.

Once you save this new advertiser, a new Joomla user account will be created for this advertiser and the advertiser will be notified by email. You will see a list of advertisers with the new advertiser in the first position.

ADDING CAMPAIGN

[Watch Video Tutorial](#)

Campaigns are servings of ads financed by clicks, impressions or time.

Note: You must have at least one advertiser and at least one package to create a campaign.

To add a campaign, go to **Managers->Campaigns** and click New.

Banner id	Banner name	Zone	Preview	Approved	Add	Delete	Relative Weight
1	iJoomla SEO	Right Zone	preview	Y	<input type="checkbox"/>	<input type="checkbox"/>	100
3	iJoomla Surveys	Right Zone	preview	Y	<input type="checkbox"/>	<input type="checkbox"/>	100
4	iJoomla News Portal	Right Zone	preview	Y	<input type="checkbox"/>	<input type="checkbox"/>	100

Advertiser: Choose an advertiser. The page will be refreshed to show the ads available for this advertiser. If you don’t have an advertiser ready to add, simply click on “Add Advertiser” link.

Campaign Name: Name the campaign. “AdvertiserName CPM” for example, would be a good choice because it would indicate the nature of the campaign.

Package: The package will determine the duration of the campaign. You can’t change the package once you’ve created the campaign. If you haven’t created a package yet, you can click on “Add Package” link to add one.

Choose the start date: The campaign will not be active before this date.

Approved: Choose whether to approve the campaign now. If you choose No, the campaign will not be active until you’ve approved it.

Included Ads: Choose which ads will form part of this campaign. Check the box under “add” to include an ad in the campaign. You can also choose the relative amount of time the ad will be displayed. If there are no ads available for this advertiser, click on “Add new ads” link to add ads.

Note: Only ads/banners that are supported by the zone(s) of the package will be displayed here. That means the type of the ad needs to be supported by the zone and the size as well. A drop down with list of the zones that support this ad (based on size and type) will show up, allowing you to select on which zone to display the ad.

Save the campaign. You should now see a list of all campaigns with the new campaign in the first position. You can access and edit this campaign at any time by going to [Managers->Campaigns](#).

VIEWING ORDERS

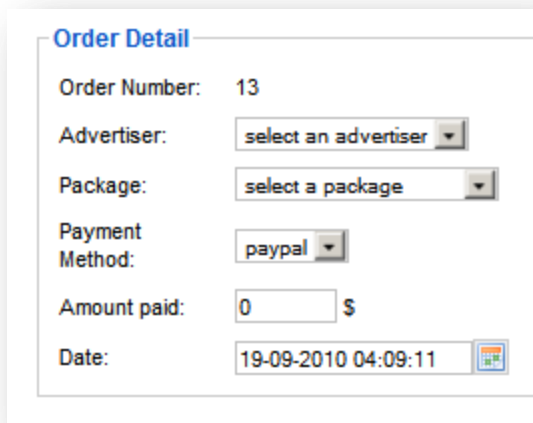
Your advertisers can order packages online. You can track and view these orders on the backend.

To access the order manager, go to [Managers->Orders](#). You can filter by payment method, advertiser or package to locate an order.

<div> <input type="text"/> <input type="button" value="Search"/> <div> Select Advertiser all advertisers </div> <div> Select Package all packages </div> <div> Select Payment Method all methods </div> <div> Status search - select - </div> </div>								
<input type="checkbox"/>	ID	Advertiser	Order date	Amount	Package	Payment Method	Status	Actions
<input type="checkbox"/>	59	claudia	2009-07-27	0.00 USD	dada	Free	Paid	Delete
<input type="checkbox"/>	58	claudia	2009-07-27	123.00 USD	dada	Free	Paid	Delete
<input type="checkbox"/>	57	claudia	2009-07-27	0.00 USD	CPC-test	Free	Paid	Delete
<input type="checkbox"/>	44	ijoomla	2009-07-14	123.00 USD	dada	PayPal	Paid	Delete
<input type="checkbox"/>	43	ijoomla	2009-07-14	123.00 USD	dada	PayPal	Pending	Confirm Delete
<input type="checkbox"/>	42	ijoomla	2009-07-14	5.00 USD	test	PayPal	Pending	Confirm Delete

ADDING AN ORDER

You can easily add an order on the backend. This is useful if the advertiser calls or emails you and pays via phone/check. Simply go to [Order Manager -> New](#) and fill out the form.



Order Detail

Order Number: 13

Advertiser:

Package:

Payment Method:

Amount paid: \$

Date:

psak

Order Number: The order number. It starts from 0.

Advertiser: Choose which advertiser placed the order

Package: Select the package they've ordered

Payment Method: Select the payment method

Amount paid: Enter the amount they've paid

Date: Enter the order date

GENERATING REPORTS

[Watch Video Tutorial](#)

You can generate reports in real time about Advertisers and about Campaigns.

You can also view Summary Reports and Click Details based on any date range. Reports can be broken down by:

- Advertiser
- Campaign
- Banner
- Day(s)

To generate a report, go to **Reports** and choose your reports settings. Click Run Report. You may also click on the Empty button to remove all the data for the range selected.

Advertiser: all advertisers
Campaign: all campaigns
Report Type: Summary

Time:
Start Date: 05-23-2010 Select date
End Date: 06-23-2010

Breakdown:
☒ Advertiser ☒ Campaign
☒ Banner ☐ Day

Advertiser	Campaign	Banner	Impressions	Clicks	Click Rate
Merav	10 Years	SEO 125x125	49	0	0.00
Merav	10 Years	iJoomla SEO 125	49	0	0.00
Merav	10 Years	News portal 125	49	0	0.00
Merav	10 Years	iJoomla surveys	49	0	0.00
Merav	10 Years	Magazine 125	49	0	0.00
Merav	10 Years	digistore 460*60	35	0	0.00
Merav	10 Years	iJoomla Extensions	49	0	0.00
Merav	10 Years	iJoomla SEO	49	0	0.00
Merav	10 Years	iJoomla Ad Agency	49	0	0.00
Merav	10 Years	ijoomla 460*60	44	0	0.00
Merav	10 Years	sidebars	38	0	0.00
Merav	10 Years	Floating example	1	0	0.00

ASSIGNING ADS

Ads placed using the iJoomla Ad Agency can be banners (flash and standard), pop ups/pop unders, transition, floating and text ads.

Ads can come in a range of different sizes. The standard ad size your advertising program should support will depend on your site’s layout and template.

For example, some templates have a “banner” or “top” module positions that are suitable for a 468x60 ad. Other templates will have just enough space for a 234x60 ad in that location. You could therefore create zones that will accommodate different size of ads.

For example, if you had a module top position big enough to contain a 468x60 banner, you could create a zone and call it “Top Position 468x60,” and either add only banners of that size to that zone or place smaller banners there. If you chose to add bigger banners, the template would appear be disrupted.

Many templates also have right and left positions that are wide enough to contain ads as large as a skyscraper (160x600 px) or at least the narrower 120x600 ad size. Publishers with those templates could create zones for the left and right positions and place ads of those sizes or smaller. Placing the same ad size in each zone will make your site more consistent.

STANDARD BANNER SIZES

Although technically, you could accept or create and add any banner size, some sizes are considered standard. It's likely that your potential advertisers will already have banners in these sizes so you won't have to ask them to create a banner in a non-standard size just for your site.

STANDARD AD SIZES (IN PIXELS):

BANNERS AND BUTTONS

- 468 x 60 px - Full Banner
- 234 x 60 px - Half Banner
- 88 x 31 px - Micro Bar
- 120 x 90 px - Button 1
- 120 x 60 px - Button 2
- 120 x 240 px - Vertical Banner
- 125 x 125 px - Square Button
- 728 x 90 px - Leaderboard

SKYSCRAPERS

- 160 x 600 px - Wide Skyscraper
- 120 x 600 px - Skyscraper
- 300 x 600 px - Half Page Ad

RECTANGLES AND POP-UPS

- 300 x 250 px - Medium Rectangle
- 250 x 250 px - Square Pop-Up
- 240 x 400 px - Vertical Rectangle
- 336 x 280 px - Large Rectangle
- 180 x 150 px - Rectangle

STANDARD BANNERS

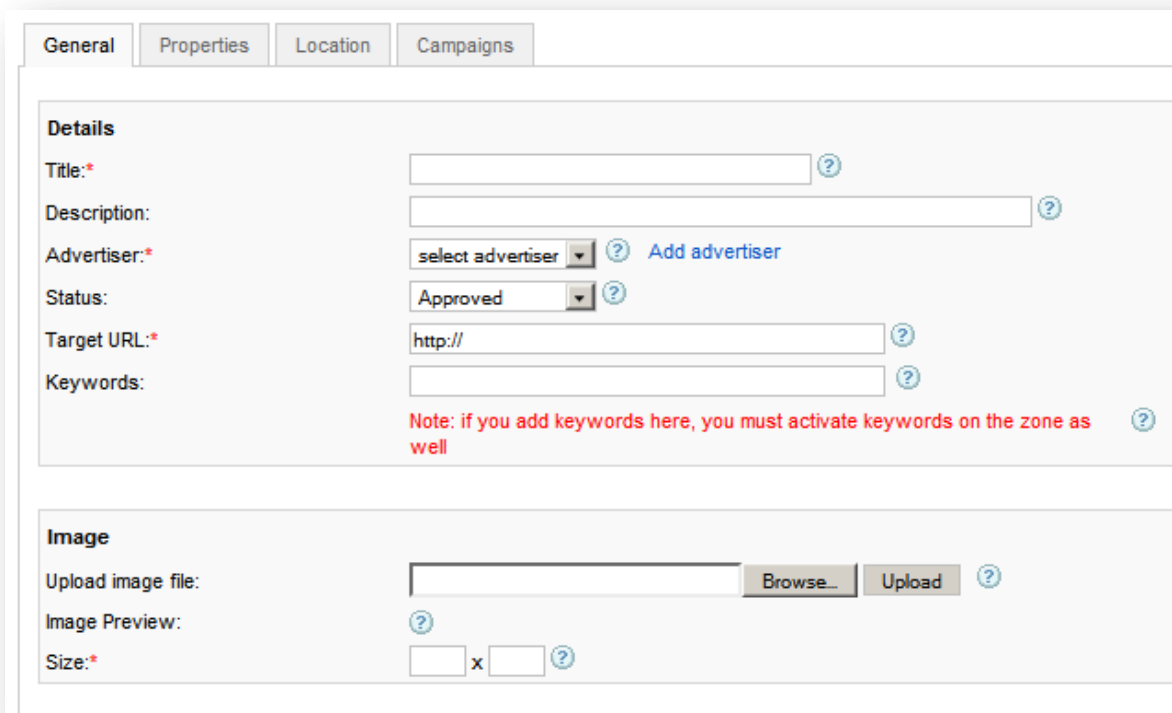
A banner is a graphic image (static, animated, or rich media) most commonly used for brand awareness and generating sales leads. A standard banner uses an image in JPG or GIF format, not Flash.

ADDING STANDARD BANNERS:

[Watch Video Tutorial](#)

To add a standard banner, have the banner image ready and saved on your computer. Go to [Ad New Ads-> Standard](#) and

GENERAL TAB



The screenshot shows the 'General' tab of the Joomla! Ad Manager interface. It contains two main sections: 'Details' and 'Image'. The 'Details' section includes fields for Title, Description, Advertiser (with a dropdown and 'Add advertiser' link), Status (with a dropdown), Target URL, and Keywords. A red note states: 'Note: if you add keywords here, you must activate keywords on the zone as well'. The 'Image' section includes an 'Upload image file' field with 'Browse...' and 'Upload' buttons, an 'Image Preview' field, and a 'Size' field with width and height inputs separated by an 'x'.

Title: enter a title for the banner. We recommend a descriptive title, such as “Joomla Magazine 468x60.”

Description: Enter a short description of this banner. This field is optional.

Advertiser: Choose the advertiser here. This will refresh the page to display the advertiser’s available campaigns on the campaigns tab. You may click on the [Add Advertiser](#) link to add a completely new advertiser.

Status: Select the status for this banner.

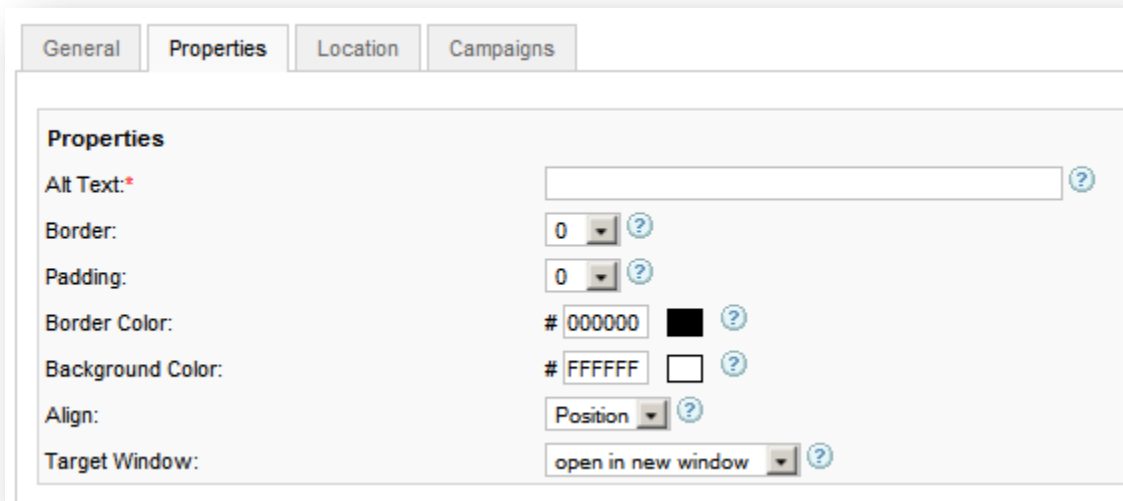
- 35. Approved = the banner will be displayed (as long as it’s a part of an active campaign,
- 36. Declined = the banner will not show on the site,
- 37. Pending = the banner will not show on the site till you change its status to Approved.

Target URL: Enter where you’d like the banner to link to The destination must start with http://.

Keywords: Here you can enter keywords for this banner. If at least one keyword exists in the article's keyword metatag, **AND the zone is set to display by keywords**, this banner will be displayed.

Image: Upload the banner image here. The image size will be populated automatically.

PROPERTIES TAB



The screenshot shows a 'Properties' tab in a banner configuration window. The tab is active, and the 'Properties' section is expanded. The following fields are visible:

- Alt Text:** A text input field with a question mark icon.
- Border:** A dropdown menu set to '0' with a question mark icon.
- Padding:** A dropdown menu set to '0' with a question mark icon.
- Border Color:** A color picker set to '#000000' (black) with a question mark icon.
- Background Color:** A color picker set to '#FFFFFF' (white) with a question mark icon.
- Align:** A dropdown menu set to 'Position' with a question mark icon.
- Target Window:** A dropdown menu set to 'open in new window' with a question mark icon.

Alt text: This is the text that will show if the browser has images turned off, or if the user hovers over the banner with the mouse. A good alt tag would be the name of the site the banner links to.

Border: Here you can enter the border width of the banner. Choose 0 if you don't want a border.

Padding: If you want a gap between the banner and the borders of the module position or other ads, enter the padding details here.

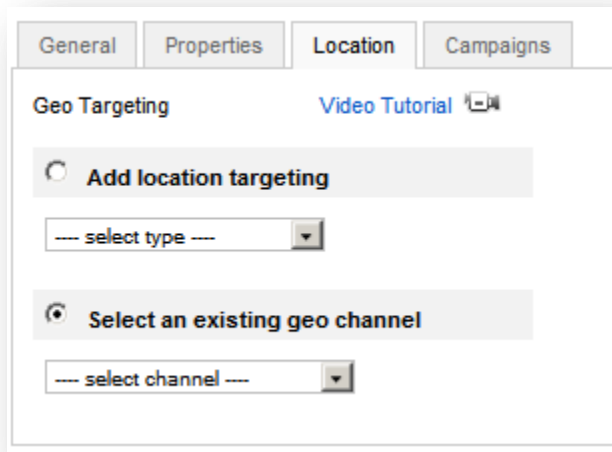
Border Color: If you've chosen to place a border around the ad, click on the color square to select a border color.

Background color: If you have padding, select a background color or leave this field empty to make the background color transparent.

Alignment: Choose the ad's alignment here.

Target window: Here you can choose whether to open the destination URL in a new window or in the same window. We highly recommend that if the destination URL is on a different domain to yours, leave this option set at the default of opening in a new window, otherwise you will lose your visitor. However if the banner links to a location on your site, you can choose open the page in the same window.

LOCATION TAB

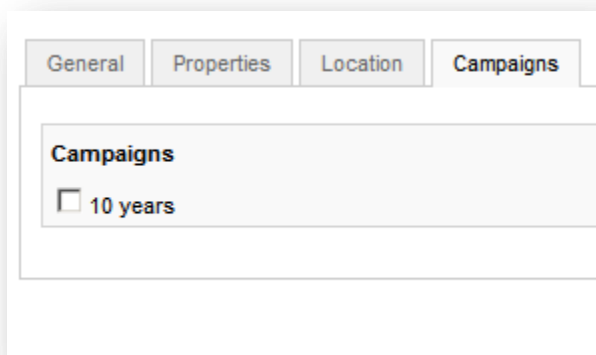


The screenshot shows the 'Location' tab of a Joomla! banner configuration window. At the top, there are four tabs: 'General', 'Properties', 'Location' (which is active), and 'Campaigns'. Below the tabs, the section is titled 'Geo Targeting' with a 'Video Tutorial' link and an icon. There are two radio button options: 'Add location targeting' (which is unselected) and 'Select an existing geo channel' (which is selected). Under 'Add location targeting', there is a dropdown menu labeled '--- select type ---'. Under 'Select an existing geo channel', there is a dropdown menu labeled '--- select channel ---'.

Select location targeting if any for this banner. See Geo Targeting chapter for more information

CAMPAIGNS TAB

Finally, choose the campaigns on which to show this banner and Save.



The screenshot shows the 'Campaigns' tab of a Joomla! banner configuration window. At the top, there are four tabs: 'General', 'Properties', 'Location', and 'Campaigns' (which is active). Below the tabs, the section is titled 'Campaigns'. There is a checkbox labeled '10 years' which is currently unchecked.

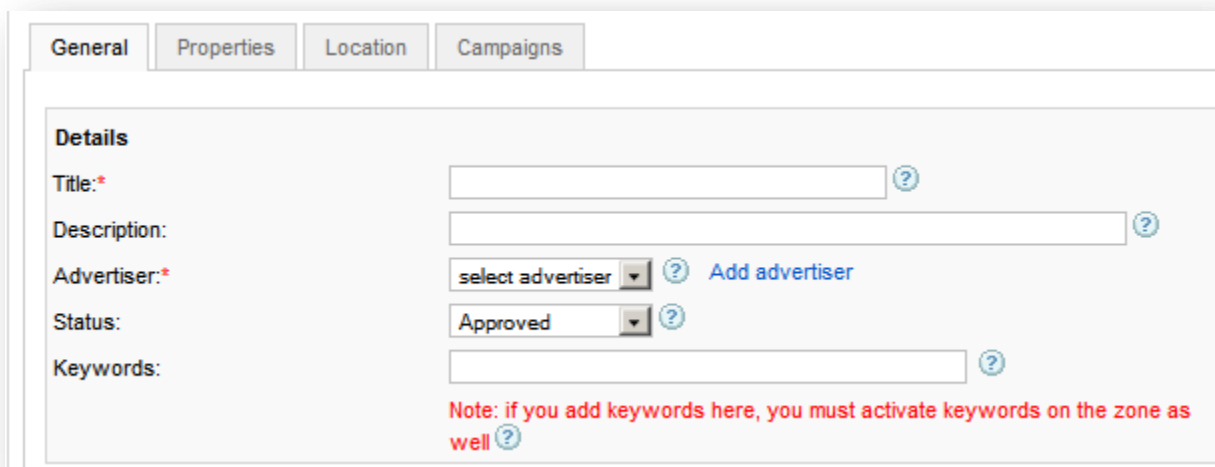
FLOATING BANNERS

Floating ads appear to drift over the page, much like a pop up but without opening a new window. You can choose the ad's size, colors, etc.

ADDING FLOATING ADS

[View Video tutorial](#)

GENERAL TAB



The screenshot shows the Joomla! Floating Ad configuration interface, specifically the 'General' tab. The interface has four tabs: 'General', 'Properties', 'Location', and 'Campaigns'. The 'General' tab is active, showing a 'Details' section with the following fields:

- Title:** A text input field with a red asterisk and a help icon.
- Description:** A text input field with a help icon.
- Advertiser:** A dropdown menu with 'select advertiser' and a red asterisk, a help icon, and a blue 'Add advertiser' link.
- Status:** A dropdown menu with 'Approved' and a help icon.
- Keywords:** A text input field with a help icon.

Below the fields, there is a red note: 'Note: if you add keywords here, you must activate keywords on the zone as well' with a help icon.

Title: We recommend a descriptive title, such as “iJoomla Floating 400x400.”

Description: Enter a short description of this banner. This field is optional.

Advertiser: This will refresh the page to show all the campaigns available for this advertiser on the campaigns tab.

Status: Select the status for this banner.

- 38. Approved = the banner will be displayed (as long as it's a part of an active campaign,
- 39. Declined = the banner will not show on the site,
- 40. Pending = the banner will not show on the site till you change its status to Approved.

Zone: Select a zone. Choose a zone that is not used by fixed location banners. For example, if you are using the default ad zone for displaying standard or Flash banners, don't use the same zone for floating ads. Create a new zone in a different module position and use this zone for floating and transition ads.

Keywords: Here you can enter keywords for this banner. If at least one keyword exists in the article's keyword metatag, **AND the zone is set to display by keywords**, this banner will be displayed.

PROPERTIES TAB

Size: Enter the width and height in pixels

Border: Choose a border width in pixels

Border Color: Choose a background color by clicking on the white square, you may also enter your own color value.

Background Color: Choose a background color by clicking on the white square, you may also enter your own color value.

Frequency : Choose the frequency of the ad, how often you'd like this ad to be displayed to a visitor.

Size: Enter the width and height of the ad in pixels.

Advertisement Content: Enter the content you'd like the ad to display. It can be any HTML including images, videos or anything else. You can switch the HTML mode to HTML in order to paste HTML code there.

Select location targeting if any for this banner. See Geo Targeting chapter for more information

CAMPAIGNS TAB

Finally, choose the campaigns on which to show this banner and Save.

TRANSITION ADS

Transition ads are displayed over the site and take up the entire browser window. Users won't be able to see the site unless they close the ad. You can choose the transition ad background color and border, etc.

ADDING TRANSITION ADS

[Watch Video Tutorial](#)

GENERAL TAB

The screenshot shows the Joomla! interface for creating a transition ad. At the top, there are four tabs: 'General' (selected), 'Properties', 'Location', and 'Campaigns'. Below the tabs is a 'Details' section with the following fields:

- Title:** A text input field with a red asterisk and a help icon.
- Description:** A text input field with a help icon.
- Advertiser:** A dropdown menu showing 'select advertiser' with a help icon and a blue link 'Add advertiser'.
- Status:** A dropdown menu showing 'Approved' with a help icon.
- Keywords:** A text input field with a help icon.

Below the 'Keywords' field, there is a red note: 'Note: if you add keywords here, you must activate keywords on the zone as well' with a help icon.

Title: Enter a title for the floating ad. Again, we recommend a descriptive title such as “iJoomla transition.”

Description: Enter a short description of this banner. This field is optional.

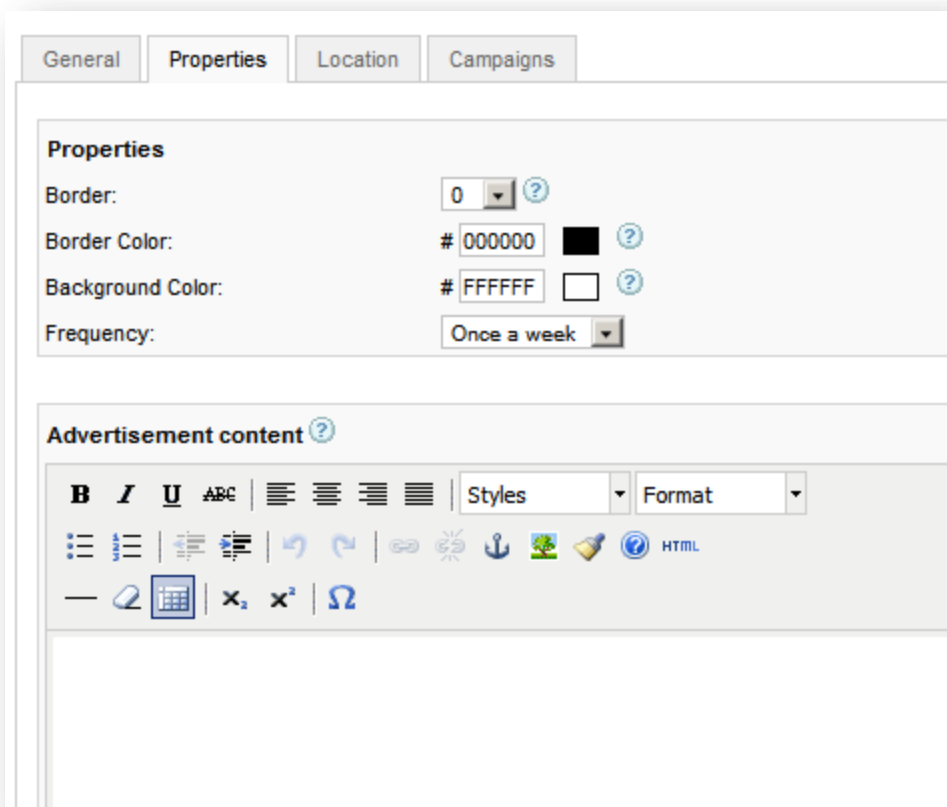
Advertiser: This will refresh the page to show all the campaigns available for this advertiser on the campaigns tab.

Status: Select the status for this ad.

- Approved = the banner will be displayed (as long as it’s a part of an active campaign)
- Declined = the banner will not show on the site,
- Pending = the banner will not show on the site till you change its status to Approved.

Keywords: Here you can enter keywords for this banner. If at least one keyword exists in the article’s keyword metatag, ***AND the zone is set to display by keywords***, this banner will be displayed.

PROPERTIES TAB



With transition ads you don't need to enter a size because it will take the entire width and height of the screen.

Border: Choose a border width in pixels

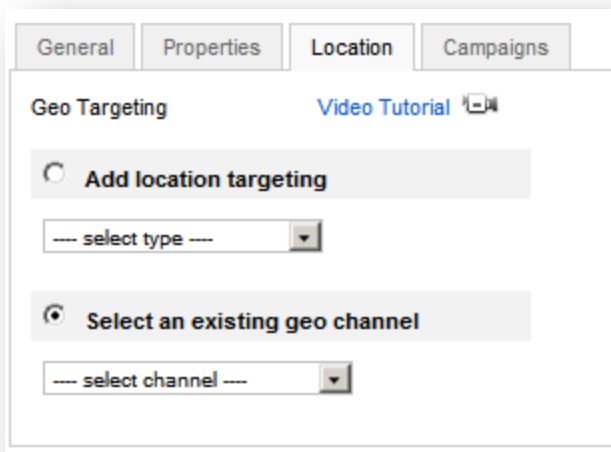
Border Color: Choose a background color by clicking on the white square, you may also enter your own color value.

Background Color: Choose a background color by clicking on the white square, you may also enter your own color value.

Frequency : Choose the frequency of the ad, how often you'd like this ad to be displayed to a visitor.

Advertisement Content: Enter the content you'd like the ad to display. It can be any HTML including images, videos or anything else. You can switch the HTML mode to HTML in order to paste HTML code there.

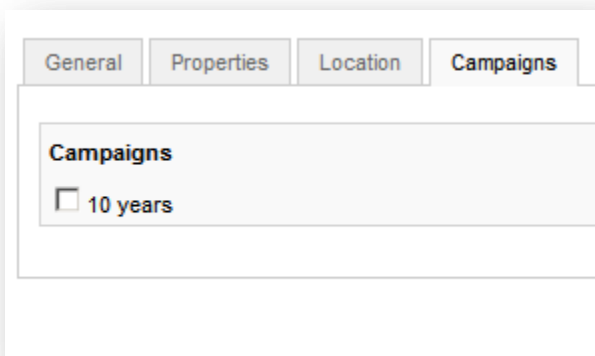
LOCATION TAB



Select location targeting if any for this banner. See Geo Targeting chapter for more information

CAMPAIGNS TAB

Finally, choose the campaigns on which to show this banner and Save.



FLASH BANNER

A Flash banner is a banner in swf format, created using Macromedia Flash or other swf generating software such as swish.

ADDING FLASH BANNERS

[Watch Video Tutorial](#)

Have the flash banner file ready and saved on your computer.

Go to [Ad New Ads-> Flash](#)

GENERAL TAB

The screenshot shows the 'General' tab of the Joomla! Ad Manager interface. It contains two main sections: 'Details' and 'Image'. The 'Details' section includes fields for Title, Description, Advertiser (with a dropdown and 'Add advertiser' link), Status (with a dropdown), Target URL, and Keywords. A red note states: 'Note: if you add keywords here, you must activate keywords on the zone as well'. The 'Image' section includes a field for 'Upload a Flash file (.swf files only)' with 'Browse...' and 'Upload' buttons, a 'Flash Preview' field, and a 'Size' field with width and height input boxes separated by an 'x'.

Title: Enter a title for the banner. We recommend a descriptive title, such as “Joomla 468x60 Flash.”

Description: Enter a short description of this banner. This field is optional.

Advertiser: Choose an advertiser. This will refresh the page to populate the campaign tab with the list of active campaigns for this advertiser. It will also display the advertiser’s available campaigns.

Target URL: Enter where you’d like the banner to link to. The destination must start with http://.

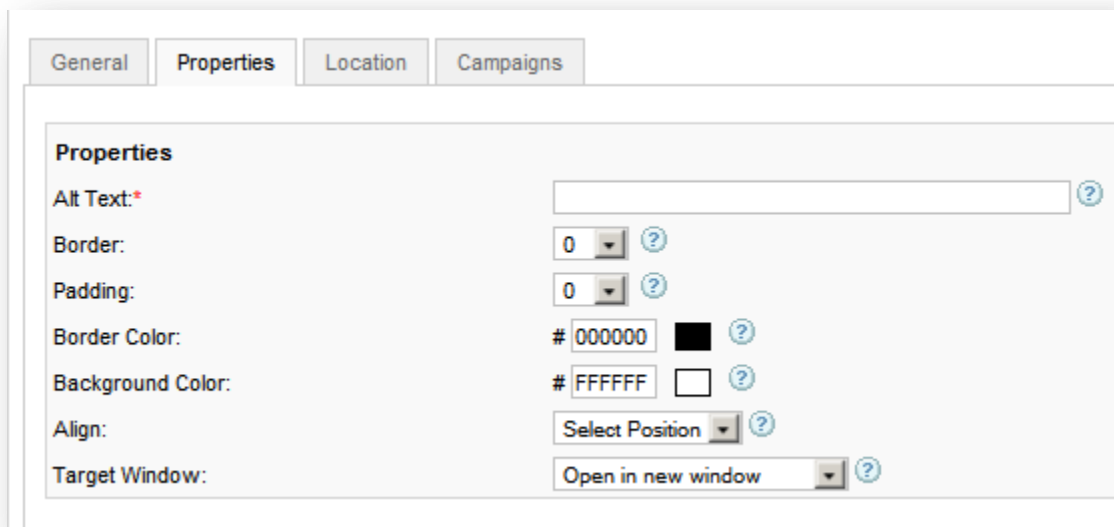
Keywords: Here you can enter keywords for this banner. If at least one keyword exists in the article’s keyword metatag, **AND the zone is set to display by keywords**, this banner will be displayed.

Image: Upload the Flash file.

Flash Preview: Preview this banner, the banners may look distorted till you enter its size and save this banner

Size: Set the size of the ad in pixels, entering width first, then height.

PROPERTIES TAB



The screenshot shows a configuration window with four tabs: General, Properties (selected), Location, and Campaigns. The Properties tab contains the following fields:

- Alt Text:** A text input field with a help icon.
- Border:** A dropdown menu set to 0 with a help icon.
- Padding:** A dropdown menu set to 0 with a help icon.
- Border Color:** A color picker set to #000000 with a help icon.
- Background Color:** A color picker set to #FFFFFF with a help icon.
- Align:** A dropdown menu set to Select Position with a help icon.
- Target Window:** A dropdown menu set to Open in new window with a help icon.

Alt Text: Enter the Alt text. This is the text that will show if the browser doesn't support Flash. The alt text will be displayed instead. Enter a descriptive name.

Border: Here you can enter the border width of the banner. Choose 0 if you don't want a border.

Padding: If you want a gap between the banner and the borders of the module position or other ads, enter the padding details here.

Border Color: If you've chosen to place a border around the ad, click on the color square to select a border color.

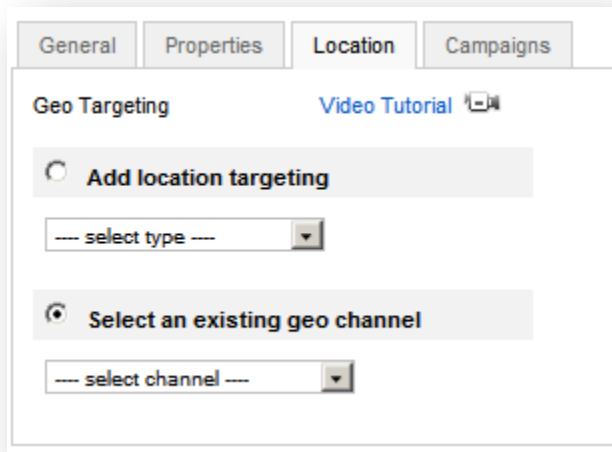
Background color: If you have padding, select a background color or leave this field empty to make the background color transparent.

Alignment: Choose the ad's alignment here.

Target window: Here you can choose whether to open the destination URL in a new window or in the same window. We highly recommend that if the destination URL is on a different domain to yours, leave this option at the default of opening in a new window, otherwise you will lose

your visitor. However if the banner links to a location on your site, you can choose open the page in the same window.

LOCATION TAB

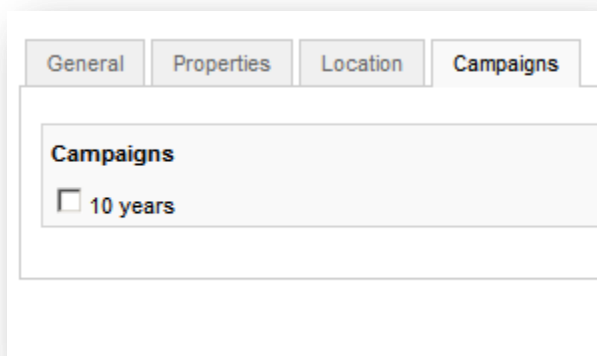


The screenshot shows the 'Location' tab of a Joomla! configuration window. It has four tabs: 'General', 'Properties', 'Location', and 'Campaigns'. The 'Location' tab is active, showing 'Geo Targeting' with a 'Video Tutorial' link. There are two radio buttons: 'Add location targeting' (unselected) and 'Select an existing geo channel' (selected). Below the first radio button is a dropdown menu labeled 'select type'. Below the second radio button is a dropdown menu labeled 'select channel'.

Select location targeting if any for this banner. See Geo Targeting chapter for more information

CAMPAIGNS TAB

Finally, choose the campaigns on which to show this banner and Save.



The screenshot shows the 'Campaigns' tab of the same Joomla! configuration window. It has the same four tabs: 'General', 'Properties', 'Location', and 'Campaigns'. The 'Campaigns' tab is active, showing a section titled 'Campaigns' with a checkbox labeled '10 years'.

POP UPS/POP UNDERS

A pop up is an ad that appears in a separate window on top of content already on-screen. A pop under is an ad that appears in a separate window beneath an open window. Pop-under ads are concealed until the top window is closed, moved, resized or minimized.

ADDING POP UPS/ POP UNDERS

[Watch Video Tutorial](#)

iJoomla Ad Agency offers three types of pop up/pop under ads:

1. **Webpage:** show the page of the URL you enter.
2. **Image:** show an image of your choice
3. **Html:** will show whatever content you enter

To add any type of pop up, [Add New Ad -> Pop up/Pop Under](#)

Based on what type of pop up you'd like to add, select from the "Choose pop up" drop down menu:

Details

Choose Popup:*

Title:*

Description:

html
webpage
image
html

GENERAL TAB

FIELDS THAT ARE IN COMMON FOR ALL POP UP TYPES:

Title: Enter a title for the banner. We recommend a descriptive title, such as "300x300 pop up ijoomla.com"

Description: Enter a short description of this banner. This field is optional.

Advertiser: Choose an advertiser. This will refresh the page to populate the campaign tab with the list of active campaigns for this advertiser. It will also display the advertiser's available campaigns.

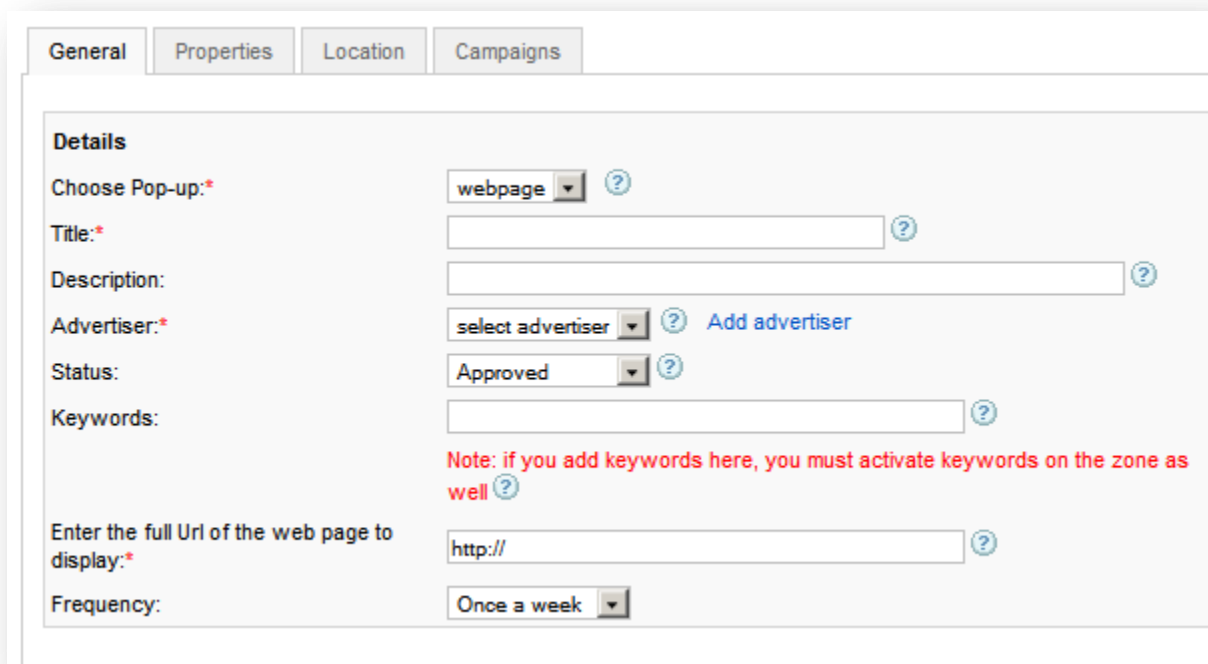
Status: Select the status for this banner.

- Approved = the banner will be displayed (as long as it's a part of an active campaign,
- Declined = the banner will not show on the site,
- Pending = the banner will not show on the site till you change its status to Approved.

Keywords: Here you can enter keywords for this banner. If at least one keyword exists in the article's keyword metatag, **AND the zone is set to display by keywords**, this banner will be displayed.

Frequency : Choose the frequency of the ad, how often you'd like this ad to be displayed to a visitor.

WEB PAGE POP UP



The screenshot shows the Joomla! configuration interface for a Web Page Pop Up. It features four tabs: General, Properties, Location, and Campaigns. The 'General' tab is active, displaying a 'Details' section with the following fields:

- Choose Pop-up:***: A dropdown menu set to 'webpage' with a help icon.
- Title:***: An empty text input field with a help icon.
- Description:**: An empty text input field with a help icon.
- Advertiser:***: A dropdown menu set to 'select advertiser' with a help icon, and a blue link 'Add advertiser'.
- Status:**: A dropdown menu set to 'Approved' with a help icon.
- Keywords:**: An empty text input field with a help icon. Below this field is a red note: 'Note: if you add keywords here, you must activate keywords on the zone as well' with a help icon.
- Enter the full Url of the web page to display:***: A text input field containing 'http://' with a help icon.
- Frequency:**: A dropdown menu set to 'Once a week'.

Enter the full URL of the pop up/pop under: This can be any page on the web but must start http://

IMAGE POP UP

General Properties Location Campaigns

Details

Choose Pop-up:* image ?

Title:* ?

Description: ?

Advertiser:* select advertiser ? Add advertiser

Status: Approved ?

Keywords: ?

Note: if you add keywords here, you must activate keywords on the zone as well ?

Target URL:* http:// ?

Image

Upload Image File: ? Browse... Upload ?

Image Preview: ?

Image Size:* ? x ? ?

Frequency: Once a week ?

Target URL: Enter the URL you'd like the image to link to. The URL must start with http://

Image

Upload image file: Click browse to find the pop up image and then click upload

Image Preview: Once you've uploaded the pop up image, a preview of the image will be displayed here.

Image Size: Once you've uploaded the pop up image, the size width/height will be displayed here.

HTML POP UP

	General	Properties	Location	Campaigns
Details				
Choose Pop-up:*	html ?			
Title:*	<input type="text"/> ?			
Description:	<input type="text"/> ?			
Advertiser:*	select advertiser ? Add advertiser			
Status:	Approved ?			
Keywords:	<input type="text"/> ?			
	Note: if you add keywords here, you must activate keywords on the zone as well ?			
	<div> B I U ABC [List Icon] [List Icon] [List Icon] [List Icon] Styles Paragraph [Bulleted List] [Numbered List] [List Icon] [List Icon] [Link] [Unlink] [Image] [Media] [Help] HTML </div> <div> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> </div>			
Content:*				

HTML Content: Simply enter the content of your ad here. You can also paste HTML code you've created in a program like Dreamweaver, just switch the HTML editor to HTML mode before you do.

PROPERTIES TAB

The screenshot shows a configuration window with four tabs: 'General', 'Properties', 'Location', and 'Campaigns'. The 'Properties' tab is active, displaying 'Browser window properties'. The settings are as follows:

Property	Value	Help
Pop-up type:	Pop-up	?
Show toolbar:	No	?
Show status bar:	No	?
Show menu bar:	No	?
Show scroll bar:	No	?
Resizable browser window:	No	?
Browser window width:*	300	?
Browser window height:*	300	?

Pop-up type: Choose whether the ad will be a pop up or pop under;

Show toolbar: Choose whether to show the browser tool bar;

Show status bar: Choose whether to show the browser's status bar;

Show menu bar: Choose whether to show the browser's menu bar;

Show scroll bars: Choose whether to show scroll bars;

Resizable Browser Window: Choose whether the user will be able to resize the pop up window;

Browser window width: Enter the pop up/pop under's width;

Browser window height: Enter the pop up/pop under's height;

Show On: Choose to display the pop up/pop under on entry to the site or on leaving the site.

Show Ad: Choose how often to display the ad to your visitors. A cookie will be placed on their computer to track the last time it was displayed.

LOCATION TAB

Select location targeting if any for this banner. See Geo Targeting chapter for more information

CAMPAIGNS TAB

Finally, choose the campaigns on which to show this banner and Save.

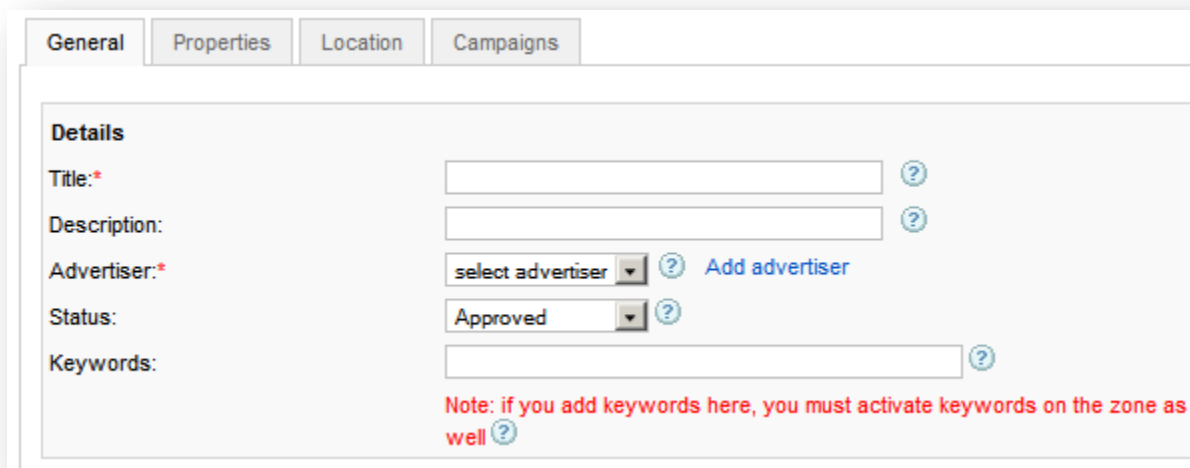
AFFILIATE AD

Affiliate Ads contain code generated by a third party such as an affiliate program. A good example is www.cj.com. You can grab banners or text ads from these third parties and add them to iJoomla Ad Agency.

ADDING AN AFFILIATE AD

[Watch Video Tutorial](#)

GENERAL TAB



The screenshot shows the 'General' tab of a Joomla! banner management interface. It features four tabs: 'General', 'Properties', 'Location', and 'Campaigns'. The 'General' tab is active, displaying a 'Details' section with the following fields:

- Title:** A text input field with a red asterisk and a help icon.
- Description:** A text input field with a help icon.
- Advertiser:** A dropdown menu with 'select advertiser' and a red asterisk, a help icon, and a blue 'Add advertiser' link.
- Status:** A dropdown menu with 'Approved' and a help icon.
- Keywords:** A text input field with a help icon.

Below the fields, a red note states: 'Note: if you add keywords here, you must activate keywords on the zone as well' with a help icon.

Title: Enter a title for the banner. We recommend a descriptive title, such as “300x300 pop up ijoomla.com”

Description: Enter a short description of this banner. This field is optional.

Advertiser: Choose an advertiser. This will refresh the page to populate the campaign tab with the list of active campaigns for this advertiser. It will also display the advertiser’s available campaigns.

Status: Select the status for this banner.

- Approved = the banner will be displayed (as long as it’s a part of an active campaign,
- Declined = the banner will not show on the site,
- Pending = the banner will not show on the site till you change its status to Approved.

Keywords: Here you can enter keywords for this banner. If at least one keyword exists in the article’s keyword metatag, **AND the zone is set to display by keywords**, this banner will be displayed.

PROPERTIES TAB

Banner Code: Enter the affiliate code here

Size: Specify the width and the height of this ad

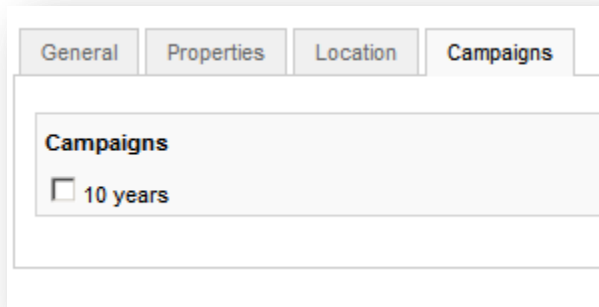
Target Window: Here you can choose whether to open the destination URL in a new window or in the same window. We highly recommend that if the destination URL is on a different domain to yours, leave this option set at the default of opening in a new window, otherwise you will lose your visitor. However if the banner links to a location on your site, you can choose open the page in the same window.

LOCATION TAB

Select location targeting if any for this banner. See Geo Targeting chapter for more information

CAMPAIGNS TAB

Finally, choose the campaigns on which to show this banner and Save.



TEXT ADS

A text ad is any advertisement using text-based hyperlinks. Because they don't look like ads, text ads tend to have higher click through rates, can be completely integrated into your site's design by controlling the color, fonts, background etc. They're also light, consisting only of HTML and no images. Text ads are great if you sell packages on a PPC (pay per click) basis.

ADDING TEXT ADS

[Watch Video Tutorial](#)

To add text ads, go to [Add New Ad -> Text Ad](#)

GENERAL TAB

The screenshot shows the 'General' tab of the Joomla! Text Ad Properties form. It includes fields for Name, Description, Advertiser (with a dropdown and 'Add advertiser' link), Status (with a dropdown), Target URL, and Keywords. A red note at the bottom states: 'Note: if you add keywords here, you must activate keywords on the zone as well'.

Title: Enter a title for the banner. We recommend a descriptive title, such as “300x300 pop up ijoomla.com”

Description: Enter a short description of this banner. This field is optional.

Advertiser: Choose an advertiser. This will refresh the page to populate the campaign tab with the list of active campaigns for this advertiser. It will also display the advertiser’s available campaigns.

Status: Select the status for this banner.

- Approved = the banner will be displayed (as long as it’s a part of an active campaign,
- Declined = the banner will not show on the site,
- Pending = the banner will not show on the site till you change its status to Approved.

Target URL: This is the URL where the title and the action text specified in the properties tab will take the user to

Keywords: Here you can enter keywords for this banner. If at least one keyword exists in the article’s keyword metatag, **AND the zone is set to display by keywords**, this banner will be displayed.

PROPERTIES TAB

The screenshot shows the Joomla! Text Ad Properties dialog box. It has four tabs: General, Properties, Location, and Campaigns. The Properties tab is selected. The dialog contains the following fields and options:

- Title:** A text input field.
- Body:** A large text area for the main content. Below it, it says "characters left: 250".
- Action text:** A text input field for a link.
- Text properties:**
 - Border:** A dropdown menu set to 0.
 - Padding:** A dropdown menu set to 0.
 - Border Color:** A color picker set to #000000.
 - Background Color:** A color picker set to #FFFFFF.
 - Align:** A dropdown menu set to Left.
 - Target Window:** A dropdown menu set to Open in new window.
- Font settings (repeated for Title, Body, and Action text):**
 - Font Family:** Default
 - Font Size:** 14 for Title, 12 for Body and Action text.
 - Font Color:** #0066CC for Title and Action text, #000000 for Body.
 - Font Weight:** light underlined for Title and Action text, normal for Body.
- Preview:** A section with a "Select Zone:" dropdown and a live preview of the ad.

Title: Enter the title of the text ad you'd like to show on the front end

Body: Enter the body of the text ad here. The maximum amount of characters is set on the general settings page

Action text: Enter the "action" text here. This will be a live link and can be anything. A good action text example "Click here" or "Learn More"

For each of these parameters, you can set the font, color and text weight.

Preview: Here you can see in real time how your ad will look like

Size: Enter the width and height in pixels

Border: Here you can enter the border of the text ad width of the banner. Choose 0 if you don't want a border.

Padding: If you want a gap between the banner and the borders of the module position or other ads, enter the padding details here.

Border Color: If you've chosen to place a border around the ad, click on the color square to select a border color.

Background color: If you have padding, select a background color or leave this field empty to make the background color transparent.

Alignment: Choose the ad's alignment here.

Target window: Here you can choose whether to open the destination URL in a new window or in the same window. We highly recommend that if the destination URL is on a different domain to yours, leave this option at the default of opening in a new window, otherwise you will lose your visitor. However if the banner links to a location on your site, you can choose open the page in the same window.

Image Properties

If you wish to create a “Facebook style” ad, you can add the image here.

[View Video Tutorial](#)

Upload Image File : Select an image from your computer and click upload. There is no resizing, so be sure to upload the image in the desired size

Image Preview: here you can see a preview of the image you've uploaded

Alt Text: On browsers with images disabled, this text will show instead.



The screenshot shows a form titled "Image properties". It contains three main sections: "Upload image file:" with a text input field, a "Browse..." button, and an "Upload" button; "Image Preview:" with a placeholder image and a help icon; and "Alt Text" with a text input field and a help icon.

Note: You can control the image properties even further on the zone “Add details” tab.

1. Open the zone
2. On Ad Details tab choose “Text ads”
3. An area will show for setting up the image properties for this zone

General
Ads details
Embed

Ads details

Display ads based on keywords: ☒ No ☐ Yes ?

How many ads to show: 1 rows 1 columns ?

Supported Types:

- ☐ Banners
 - ☐ Standard
 - ☐ Affiliate Code
 - ☐ Flash
- ☒ Text Ad
- ☐ Special banners
 - ☐ Pop-up
 - ☐ Transition
 - ☐ Floating

Ad size: 125 x 125 (width x height in pixels)

Text Ad Image Properties

Image max size: px width

Image alignment: ?

Wrap image:

Default Ad: ?

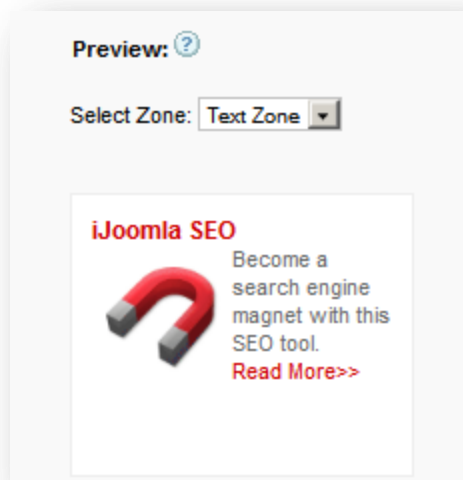
Rotate banners: ☒ No ☐ Yes ?

Rotating time: 10000 ms ?

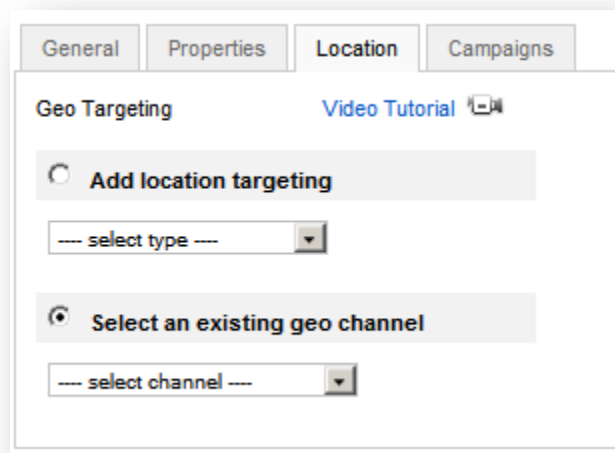
Randomize: ☐ No ☒ Yes ?

PREVIEW TEXT AD

You can see a real-time preview of your text ad, on the right side, simply by choosing the zone from the drop down on the right. Since the ad can be displayed in more than one zone, you will need to select which zone you'd like to see a preview on. The same applies to the front end preview.



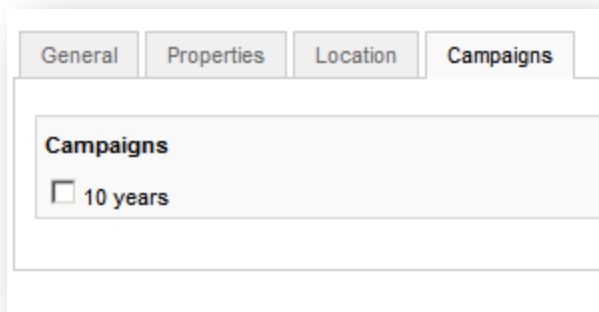
LOCATION TAB



Select location targeting if any for this banner. See Geo Targeting chapter for more information

CAMPAIGNS TAB

Finally, choose the campaigns on which to show this banner and Save.



GEO TARGETING

If you are using Joomla and are looking to add Geo Targeting for your ads, look no more! Now iJoomla Ad Agency gives you all the power and flexibility you need while remaining user-friendly for you and your advertisers.

[Geo Targeting Overview](#) [video tutorial]

SO WHAT IS GEO-TARGETING?

Geo-Targeting allows advertisers to display ads based on the geographic area of the viewer. It helps them to ensure that the ads are local, the products reachable and that the ad appears in the reader's language. For example, a restaurant owner would only want to show his ads to people within his catchment area, and an advertiser in Europe can create different ads for different countries, showing the right language based on the Geo-Targeting data.

Some advertisers may also want to push a promotion for certain cities in conjunction with a local offline campaign. For example, if a Honda dealership in San Diego is having a special promotion, they'd want to target those ads only to people in the San Diego area.

iJoomla Ad Agency now provides a very rich selection of Geo-Targeting terms. You and your advertisers can add Geo-Targeting based on the following:

- Continent
- Country
- Everywhere
- By State / Province
- By City
- Area Code (only US)
- Zip / Postal Code (only US and Canada)

- Designated Market Area (only US)
- Latitude/Longitude

CONTINENT

Select the continent on which the ad will show (North America, South America, Europe, Asia, Africa, etc.)

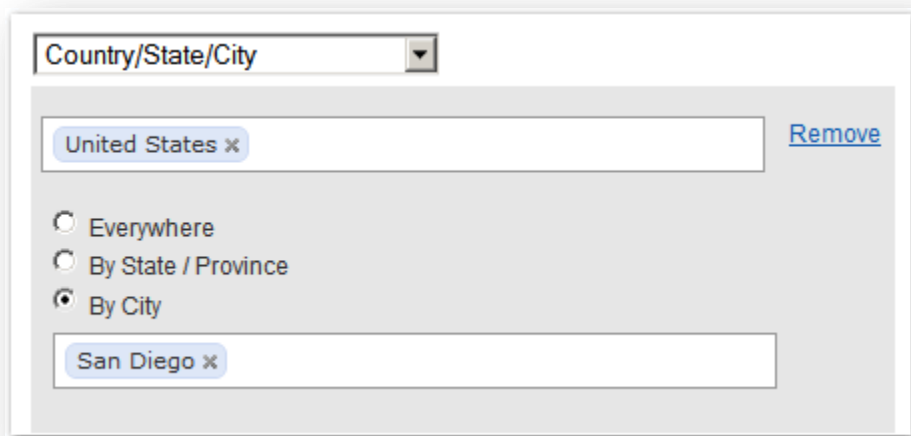


The screenshot shows a web form for selecting a continent. At the top is a dropdown menu labeled "Continent". Below it is a search bar containing the text "Asia" with a small "x" icon to its left. To the right of the search bar is a blue link labeled "Remove".

COUNTRY/STATE/CITY

Select the country in which to display the ads. Having entered a country, you can further localize the ads according to the following parameters:

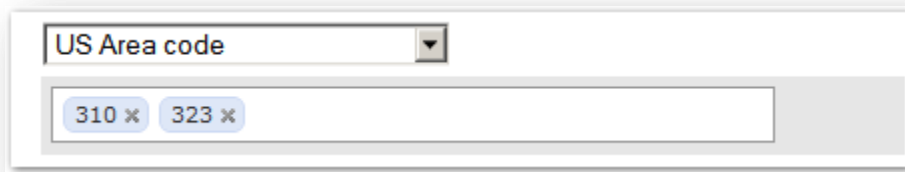
- Everywhere – Displays the ads everywhere in the country you've specified.
- By State/Province – Select a specific state or province in which to show the ad.
- By City - Select a specific city in which to display the ad.



The screenshot shows a web form for selecting a country and localizing ads. At the top is a dropdown menu labeled "Country/State/City". Below it is a search bar containing the text "United States" with a small "x" icon to its left. To the right of the search bar is a blue link labeled "Remove". Below the search bar are three radio button options: "Everywhere", "By State / Province", and "By City". The "By City" option is selected. Below these options is another search bar containing the text "San Diego" with a small "x" icon to its left.

AREA CODE (ONLY US)

If targeting a specific city isn't enough, you could list specific area codes to limit your ad's appearances in the USA. For example, if you'd like your ad to appear only to people in downtown Los Angeles (and not the entire Los Angeles city), choose the area codes 323 and 213.



US Area code

310 x 323 x

ZIP / POSTAL CODE (ONLY US AND CANADA)

Locations can also be defined by specific zip codes in the USA or by postal codes in Canada. For example, zip code 92024 covers Encinitas, CA with all its four cities.



US/Canada Postal code

91024, 92024

DESIGNATED MARKET AREA (ONLY US)

DMA is used to divide the US into regions based on television and radio stations, as well as newspapers and Internet content. For example: Dallas-Fort Worth, TX is one of the Designated Market Areas.

LATITUDE/LONGITUDE

Each location has a latitude and longitude value. You can set the range of these values for each ad.

ADDING GEO TARGETING CHANNELS

There are two ways to add a Geo-Targeted Channel:

- By adding a channel on a banner/ad;
- By creating a channel in the Geo Channels Manager.

By adding a channel on a banner/ad;

When the advertiser or admin adds a new ad or banner, they can now specify Geo-Targeted locations based on continent, country, state, city or zip code etc. Each choice adds a new Geo Channel to the Channels Manager.

[How to add Geo Targeting when adding a banner](#) [video tutorial]

GEO CHANNELS MANAGER

The admin may also specify more complex Geo Channels on the Channels Manager. Each channel can use multiple terms, OR/AND conditions, and exclude as well as include specific terms. For example, you could create a channel for all countries except the US, or all cities except Los Angeles. You can also combine more than one of these limitations with an OR/AND statement. For example, you could create a channel for Denmark OR Sweden.

HOW TO ADD A NEW GEO CHANNEL:

[How to add channels to Geo Channels Manager](#) [video tutorial]

- Go to channels manager
- Click New
- Enter a name for the channel, make it as descriptive as possible, as it will be seen by advertisers on the front end
- Choose public / admin, if public it will be seen by advertisers on the front end
- Select the term from the drop down. It can be: continent, country/city/state, area code, etc.
- Click the Add button
- Enter your limitations
- To add additional terms, repeat this process. You can add as many terms as you want
- Select AND or OR between the terms

Add New Targeting Channel

Name

Public ☒ yes ☐ no

Add location targeting

Delivery limitations:

Only display this banner when:

Continent

Country/Region

Latitude/Longitude
 > Latitude <
 > Longitude <

US Area code

[Remove all limitations](#)

GEO SETTINGS

[Geo Targeting Settings](#) [video tutorial]

On Geo Settings page you can control what your advertisers can do when it comes to Geo Targeting.

Geo Targeting - Settings

☒ Allow advertisers to add their own geo targeting
☒ Allow advertisers to select from the existing geo channels

Allow advertisers to add location preferences with the following

☒ Continent
☒ Latitude/Longitude
☒ Country

- ☒ Everywhere
- ☒ By State / Province
- ☒ By City

☒ Area Code (only US)
☒ Zip / Postal Code (only US and Canada)
☒ Designated Market Area (only US)

Allow advertisers to add their own geo targeting – if this box is checked, the advertisers can add new Geo Targeting channels on the front end , when they add a banner:

☒ Add location targeting

Country/State/City ▼

United States × [Remove](#)

☐ Everywhere
☒ By State / Province

California × Arizona ×

☐ By City

Allow advertisers to select from the existing geo channels – If this box is checked, the advertisers can select from an existing Geo Channel.

Geo Targeting

☒ Add location targeting

Country/State/City

☐ Select an existing geo channel

select channel

- USA
- Europe
- North America**
- South America
- United Kingdom
- Germany
- Africa
- Asia
- Canada

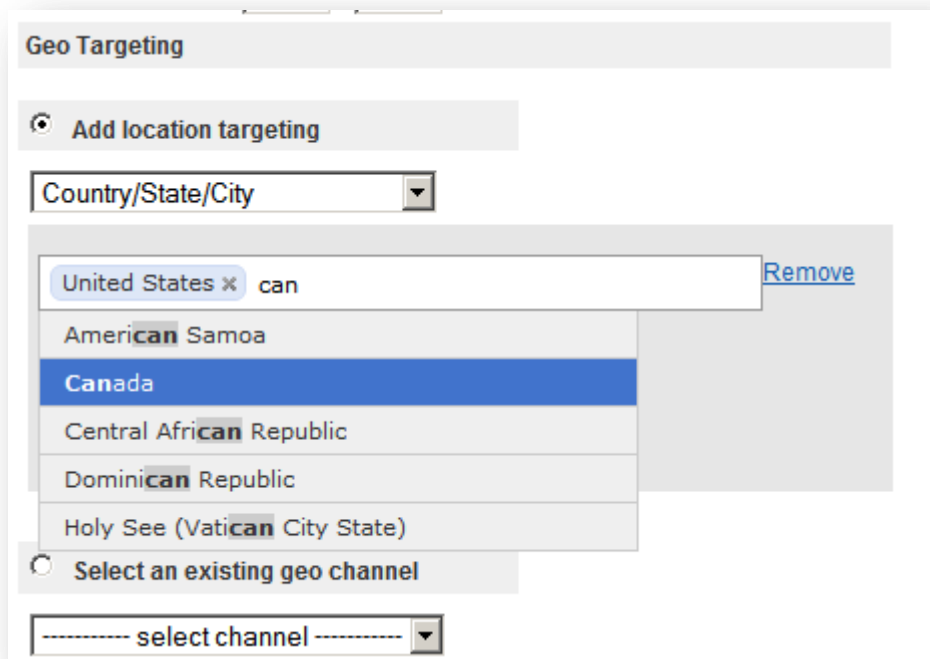
If both boxes are checked, they can do both.

As for the first option, you can specify further, which terms to allow the advertisers to add. Check the box next to each of the terms you'd like to display on the front end:

- Continent
- Latitude/Longitude
- Country
- Everywhere
- By State / Province
- By City
- Area Code (only US)
- Zip / Postal Code (only US and Canada)
- Designated Market Area (only US)

Geo-Targeting is simple for you and your advertisers. Our auto-fill technology for continents, countries, cities, area codes, and Designated Market Area. As soon as you or your advertisers begin typing the name of the target, a selection of items will appear automatically. You can easily remove a term or add new ones.

When you or your advertiser choose an existing Geo-Targeted channel, the terms of the channel appear below. You will be able to see all of the channel's terms.



Geo Targeting

☒ **Add location targeting**

Country/State/City ▼

United States x can [Remove](#)

American Samoa

Canada

Central African Republic

Dominican Republic

Holy See (Vatican City State)

☐ **Select an existing geo channel**

select channel ▼

ACTIVATING GEO TARGETING

To use the Geo Targeting feature, you'll need to upload a few files to your server using FTP. The files are too big to be included in the Ad Agency package, so you'll need to upload them manually.

We supply detailed instructions in the Geo Targeting settings page. They'll get you started!

ACCURACY

The free geographic database which we used for our Geo-Targeting data is pretty accurate. Countries and continents in particular are certainly safe. Other information may not be 100% accurate.

We provide a Geo Module that you can display (make it “special” to display it for your eyes only) to show how the database reads your location. For example, it may show a city that is different from your actual city but which is close by. We don’t think it’s a big problem for most advertisers, but it’s important that you know that this database is not spot-on.

You can purchase a more accurate database here, if you need it. We also recommend that you re-download this database from time to time to make sure it’s up-to-date.

REPORTS

On the report page you can view stats in real time of:

- Impressions
- Clicks
- Click Through Rate

The stats are based on:

- Advertiser
- Campaign
- Ad
- Date

PAYMENT PLUGINS

On this page you can install/un-install the different payment plugins that are available for iJoomla Ad Agency.

- Click on the browse button and then click on Upload Plugin.
- Click on the plugin name to configure it further

Note: The PayPal plugin is installed automatically, so all you have to do is click on the word “paypal” and enter your paypal email there to activate it.

<input type="checkbox"/>	ID	Title	Plugin Type	Published
<input type="checkbox"/>	1	paypal (paypal_payment.php)	payment	✓
<input type="checkbox"/>	2	twocheckout (2checkout_payment.php)	payment	✗
<input type="checkbox"/>	3	name (filename.php)	payment	✗

Browse... Upload plugin

FRONT END

The front end of the Ad Agency allows advertisers to:

- View an overview of the advertising opportunity
- Register as an advertiser;
- Buy advertising packages;
- Manage ads (upload/edit/delete);
- Add/edit/pause campaigns;
- Edit their account info.

The advertiser menu module, once published, will show 3 links:

- **Advertise on this site** will take the visitor to a registration page;
- **Packages** will take the visitor to a list of packages you've created on the backend. If the visitor tries to purchase a package and are not logged in or are not registered, they will be taken to the advertiser registration page.
- **Overview** will take the visitor to an overview page explaining how the advertising works on this site, as well as show a list of packages. You can edit this overview page from the overview tab on your settings page on the admin.

ADVERTISER PAGES

Advertisers with full access have access to the following pages on the front end:

- **Control Panel** – A page with links to the different advertiser pages;
- **My Profile** – A page where advertisers can edit their account info;
- **Ads** – A page where advertisers can edit and add ads
- **Campaigns** – For editing/adding campaigns.
- **Reports** – This page allows advertisers to see reports in real time;
- **Packages** – This page allows advertisers to order packages created by admin;
- **My Orders** – This page shows the advertiser's orders so far.
- **Overview** – The overview page you set up

OTHER IJOOMLA PRODUCTS:



[iJoomla SEO](#) - Allows you to manage your meta tags and keywords, monitor your keywords on Google, create automatic internal and external links and more.



[iJoomla Ad Agency](#) - A comprehensive ad serving extension with support for 7 different ad types, rotating banners, live payments and much more.



[iJoomla Magazine](#) - Gives you easy, professional magazine layouts for your Joomla website with mini articles, authors profiles, quotes and more.



[iJoomla News Portal](#) - Create a dynamic news site with full style and layout control, you can have it up and running within minutes.



[iJoomla Surveys](#) - Set up online surveys, collect and analyze the data, export your data, view reports and more -- all on your website



iJoomla:digistore

[iJoomla DigiStore](#) - Turns your Joomla website into an ecommerce solution with shopping cart. Easy to set up, within minutes you can start making money from your site.



iJoomla:sidebars

[iJoomla SideBars](#) - Make your articles more exciting with sidebars with video, article teasers, RSS Feeds and more!



iJoomla:rssfeeder

[iJoomla RSS Feeder](#) - Allows you to turn your sections and categories into RSS Feeds, create an RSS page just like on USAToday.com, full integration with FeedBurner.



iJoomla:search&archive

[iJoomla Search & Archive](#) -Have a full archive page and an advanced search page on your site. Search results include images, word count and more!