A **D** F O R C E

User Guide

A Complete Guide to AdForce

version **2.6**

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Chapter *1*

Introduction

In This Chapter

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AdForce™ is a full-service advertising solution designed to create, manage, target, and report advertising on the World Wide Web. Centralized outsourced ad serving eliminates the need to purchase and manage hardware and software.

This guide is designed to help educate you about the full functionality of the AdForce Service by:

- Providing an overview of AdForce
- Assisting with Client installation and execution
- Setting up a Network
- Setting up Advertisers
- Scheduling and monitoring campaigns
- Setting up Web publishers
- Creating and monitoring content units

> *Note:* This manual is intended primarily for SuperUsers, so Advertiser and Web publisher users will not have access to certain AdForce functionality. Also, SuperUser access is subject to permissions assigned by Network Administrators (see "Permissions Options" on page 4-10 for details on each user's permissions).

Need Further Assistance?

If further assistance is needed, e-mail us at support@adforce.com or call Client Services at 1-800-973-1174 between 7:00 AM and 6:00 PM Pacific time. For more detailed information about the AdForce Service, click on the Help button to review the *AdForce Online Help.*

AdForce Service

AdForce is a full-service, Internet advertising management solution that combines proprietary hardware and software to meet the unique requirements of any advertising or Web publishing organization. AdForce facilitates every aspect of Internet advertising management, from campaign planning and scheduling to targeting, delivering, and tracking results. The following are the major components of the AdForce Service:

- Campaign Scheduling and Approval
- Ad Targeting
- Inventory Management
- Ad Delivery
- Reporting
- Auditing
- Billing

AdForce User Software

The AdForce software is comprised of three modules that interact collectively. How these modules interact depends on the type of business model an organization supports. When combined in a method unique to an Ad Sales Organization, ISP, or Ad Agency, any combination of these modules becomes the Network—which is the AdForce Service.

```
┌─────────────────────────────────────────────────────────┐
│ AdForce                                                   │
│ Service           ┌─────────────────────────────────┐    │
│                   │          SuperUser              │    │
│                   │           Module                │    │
│                   │                                 │    │
│                   │  ┌ ─ ─ ─ ─ ─ ─ ┐ ┌ ─ ─ ─ ─ ─ ┐  │    │
│                   │  │             │ │           │  │    │
│                   │    Advertiser       Web         │    │
│                   │  │  Module     │ │ Publisher │  │    │
│                   │  │             │ │           │  │    │
│                   │  └ ─ ─ ─ ─ ─ ─ ┘ └ ─ ─ ─ ─ ─ ┘  │    │
│                   └─────────────────────────────────┘    │
└─────────────────────────────────────────────────────────┘
```
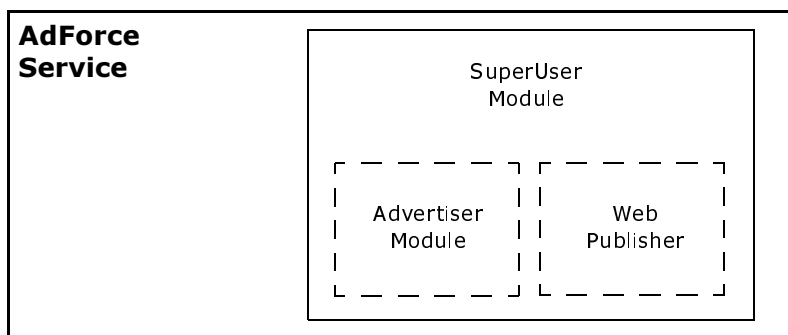
SuperUser Module

The SuperUser module is owned by the Network and is used by Network employees in Ad Sales Organizations, ISPs, Web sites, and Ad Agencies. SuperUsers are Network users who are able to perform any Web publisher or Advertiser operation in addition to Network system-administrative functions, such as:

- Establish Network administrative defaults and permissions
- Add additional Web publishers or Advertisers
- Approve campaigns
- Monitor client activities and campaign delivery progress
- Troubleshoot dilemmas

Advertiser Module

The Advertiser module is a portion of the SuperUser module that is distributed to ad agencies signed up with Ad Sales Organizations or Media Rep Companies. Advertisers using this module are strictly limited to campaign scheduling, monitoring, editing, and reporting, and all campaigns must be approved by SuperUsers.

Web Publisher (ISPs) Module

The Web publisher module is a portion of the SuperUser module that is distributed to Web publishers signed up with Ad Sales Organizations or Media Rep Companies. Web publishers using this module are strictly limited to content unit creation, editing, and reporting, and are responsible for placing AdForce Web tags onto their Web pages for ad delivery.

AdForce and the Internet

The AdForce Service is accessed through the Internet by the AdForce Java Client software (installed on your computer), allowing real-time communication with extensive advertising and Web site management databases.

Secure Account Access

Once the AdForce Java Client has been installed, the Network supplies a unique user name and password to gain secure Internet access. Levels of accessibility are based on a complex *permissions* tier. See "Permissions Options" on page 4-10 for details on each user's permissions (SuperUsers only).

Installation of AdForce

In This Chapter

- **"Minimum Hardware/Software Requirements" on page 2-3**
- **"Installing AdForce" on page 2-4**

The AdForce Java Client software is available both on the AdForce Web site and on CD-ROM. Occasionally, AdForce updates (software patches) are performed to the Java Client automatically when logging into the service. These updates are used to improve AdForce performance and add functionality.

AdForce software can run locally on any Windows 95/NT or Solaris platform through a simple installation process. An AdForce Log In Name and Password is required to download and run the AdForce Software.

The AdForce Software includes:

- AdForce SuperUser, Web publisher, or Advertiser
- AdForce Online Help System URL Link
- AdForce ReadMe File
- AdForce Connectivity Test

Minimum Hardware/Software Requirements

The following lists all necessary hardware/software needed to install and use AdForce.

Windows Users

- Windows 95 (or higher) or Windows NT 3.51 (or higher)
- 24MB RAM (32MB RAM recommended)
- 20MB hard disk space
- 75Mhz Pentium
- 256 Color Display
- Netscape Navigator 3.0 or Internet Explorer 3.0 (or higher)
- 28.8 Modem with Internet access

Unix Users

- Sun Solaris 2.4 (or higher)
- 20MB Hard Disk Space
- Netscape Navigator 3.0 or Internet Explorer 3.0 (or higher)
- 28.8 Modem with Internet Access

Installing AdForce

Downloading AdForce from the Internet

1 Open the browser and go to http://www.adforce.com.

2 At the bottom right of the page, click AdForce Log In.

The Log In template displays to input the log in name and password.

3 In the Company Type section, choose the type of user (if a SuperUser, do not choose a Company Type).

4 Type the assigned Log In Name. If a SuperUser, type the log in name preceded with *admin-*.

> ***Example:*** admin-elvisd

5 Type the Password and click Log In.

> ***Note:*** The log in name and password are case-sensitive and must be at least six characters.
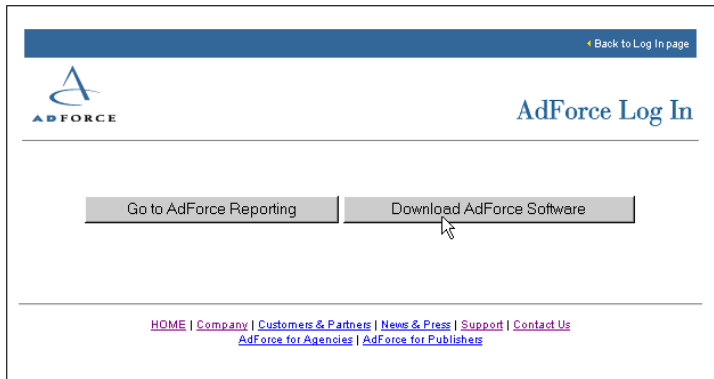
6 Click Download AdForce Software.

7 Scroll to the bottom of the page and select the Operating System.
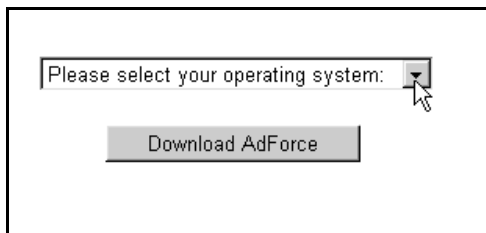
8 Click Download AdForce.
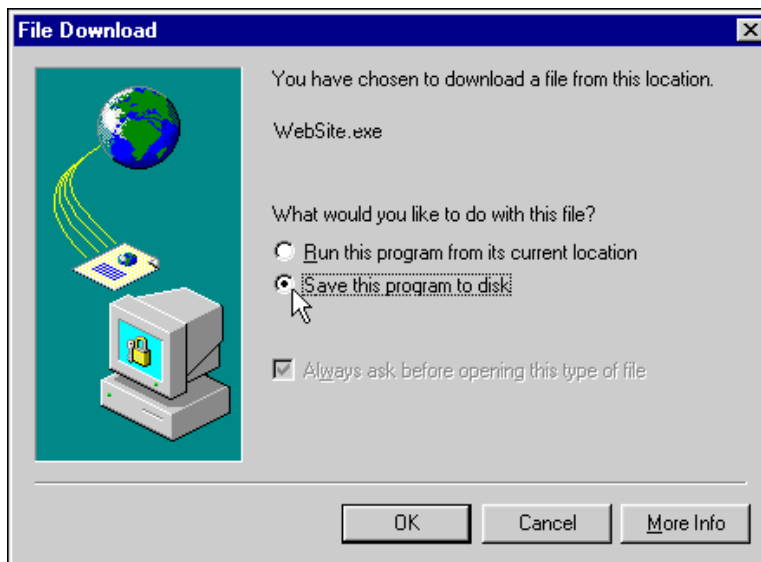
9 Choose Save This Program to Disk and click OK.
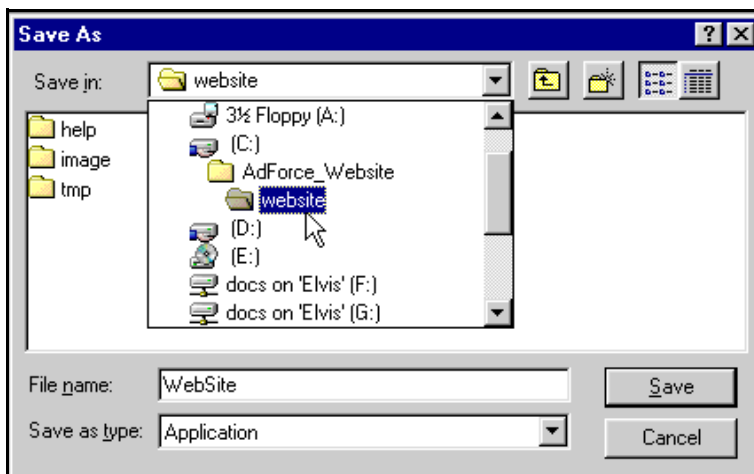
10 Save the .EXE file in a file directory located on the local hard drive and click Save.
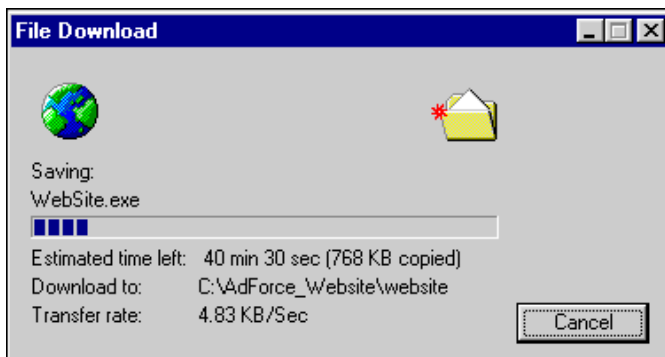
The installation download process continues.
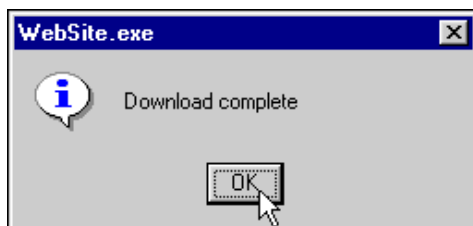
11 When the installation download is complete, click OK.

Installing AdForce Software

Windows 95 or Windows NT

1 Run, launch, or click the .EXE file.

2 Follow the installer's instructions to help guide you through the installation process (for details, see "CD Installation" on page 2-9, starting with step 3). Use the default file directory.

3 When the installation has been completed, launch AdForce by selecting the shortcut from the Start Menu in the AdForce Program group (see "Starting AdForce" on page 3-2 for details).

Sun Solaris

1 Click the link to .TAR and save this file to the hard disk.

2 Create a directory named ADFORCE.

3 Change and make ADFORCE the current directory.

4 Run TAR XVF ADFORCESUPERUSER.TAR to automatically create all the necessary directories.

5 To launch AdForce, run the *SuperUser* script file.

CD Installation

1 From the Start menu, select Run.
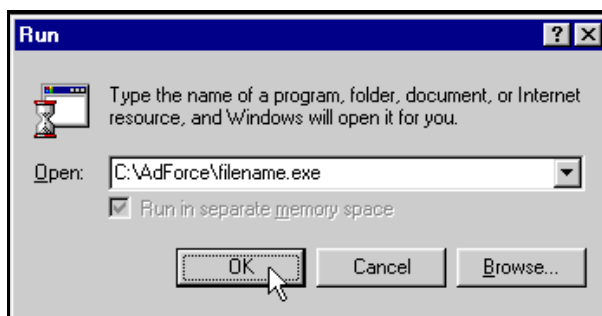
2 In the Open field, type the path where the .EXE resides (if unknown, click Browse and select the path) and click OK.
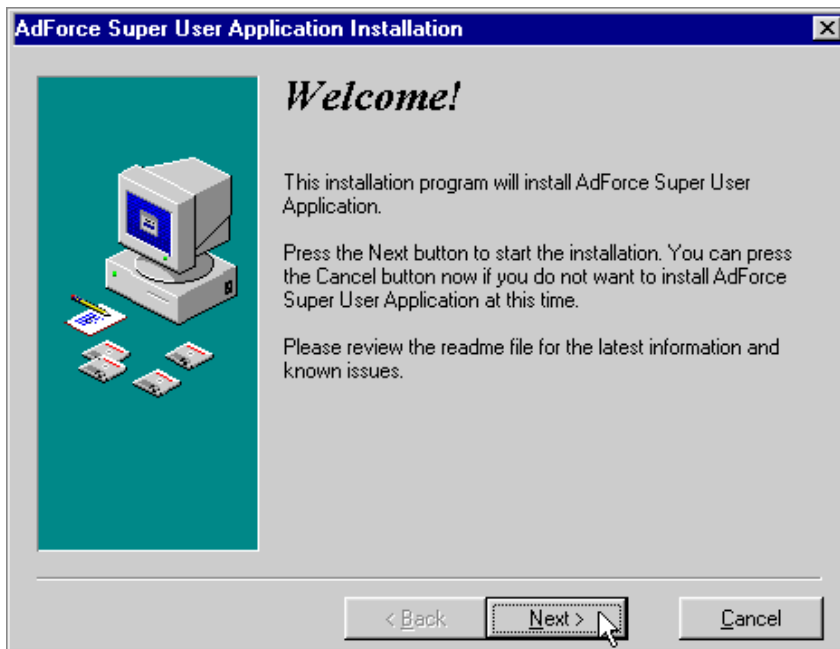
3   When the Welcome screen appears, click Next.

> *Note:* Click Cancel at any time to stop the installation process).

4 To accept the License Agreement, click Next.
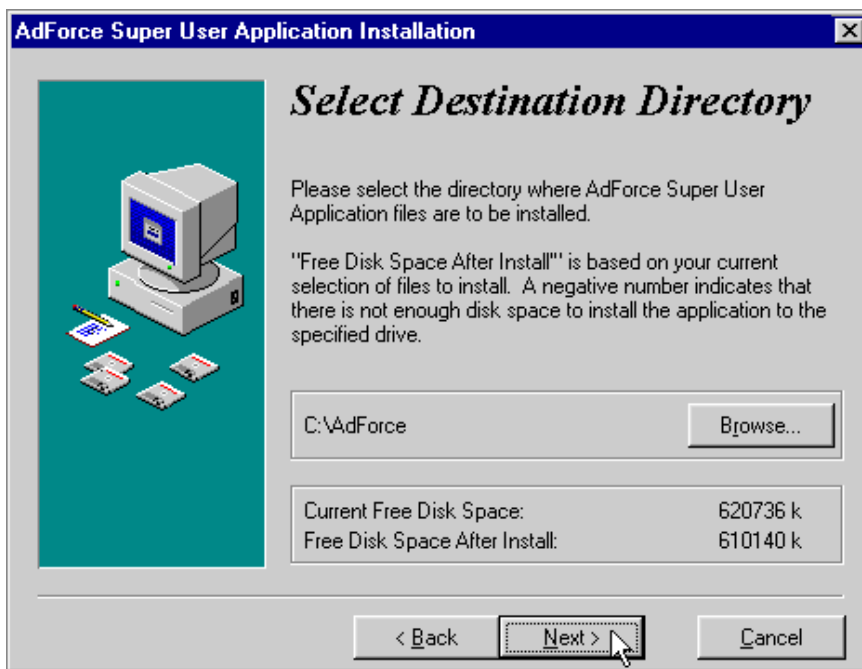
5   Click Next to install the program into the specified defaulted directory.
    Click Browse to select a different directory to install the program, then
    click Next.

> *Note:* Click Back at any time to reenter installation
> information.
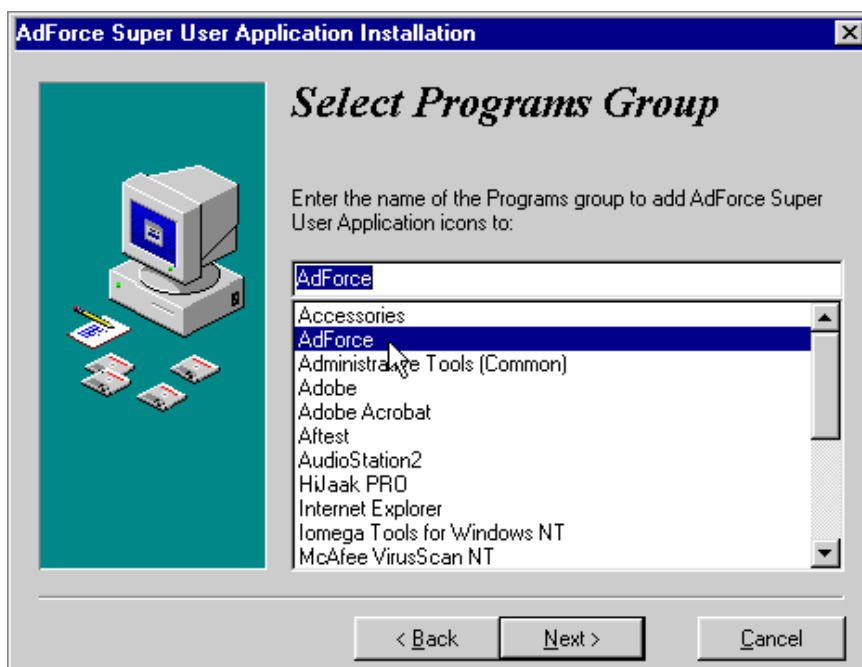
6 This screen places the AdForce icon into a preferred Program Group. AdForce appears as the default Program Group, either click Next to accept this, type a new Program Group name, or select an existing one from the list and click Next.
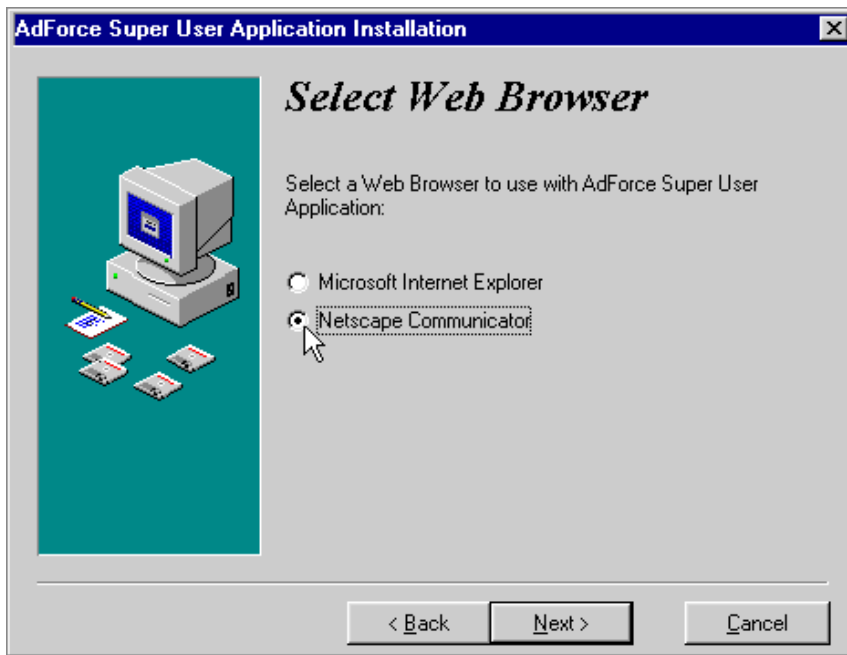
7 Choose the preferred Web browser to be used with AdForce and click Next.
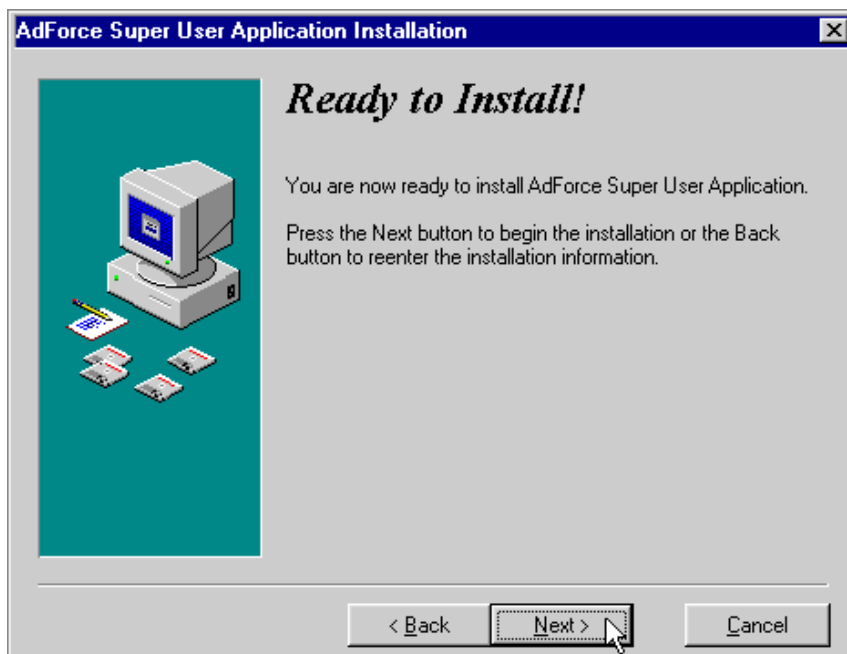
8 Click Next to begin the installation process.
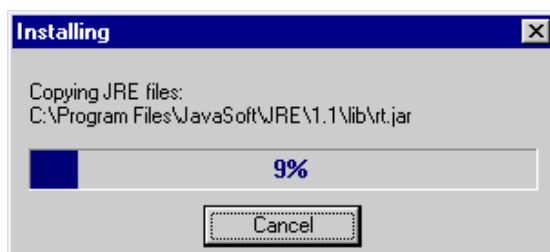
An indicator on the screen shows the progress of the installation.
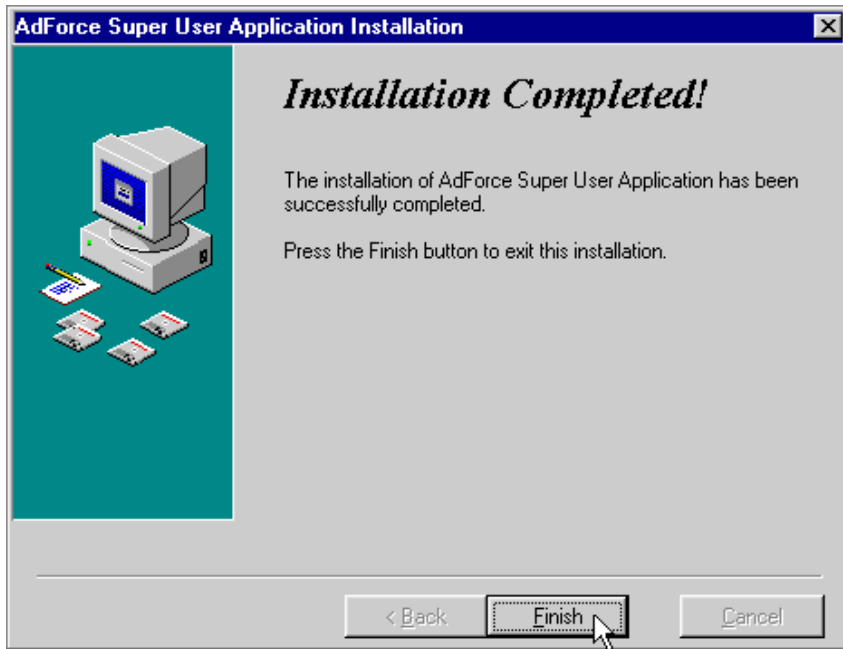
9   Click Finish to complete the installation.
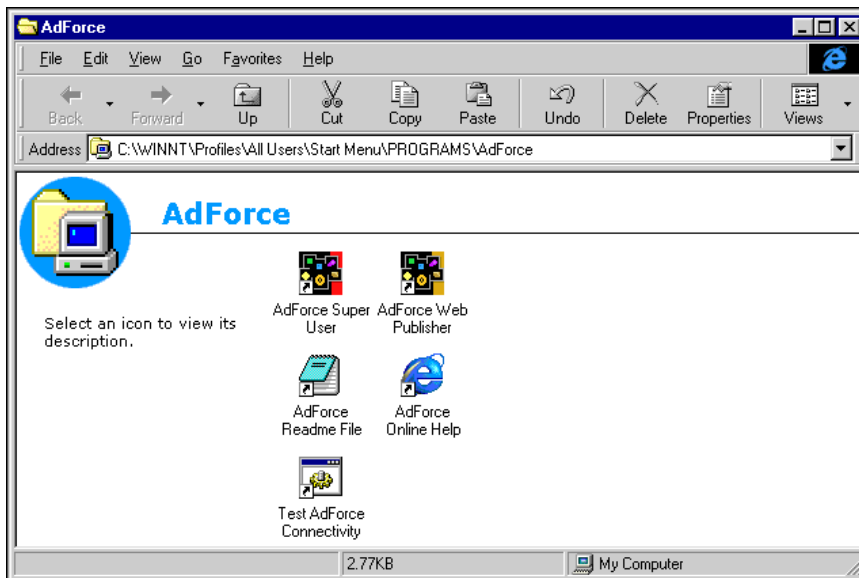
10 The AdForce program groups display in the selected Program Group.

Chapter 3

Getting Started

In This Chapter

- **"Starting AdForce" on page 3-2**
- **"Toolbar Icons and Menus" on page 3-6**

Starting AdForce
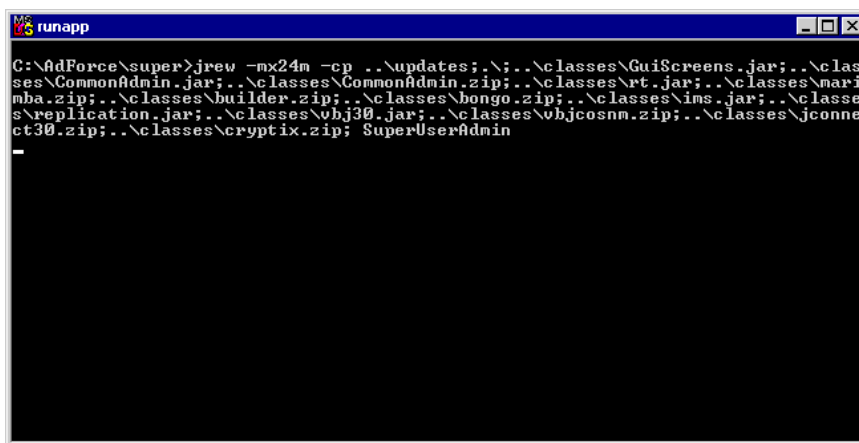
1 Access the Internet using either a dial-up or LAN connection.

> **IMPORTANT:** Certain proxy servers and/or network firewall configurations can prevent the AdForce Java Application from communicating with the AdForce Service. To test AdForce Service Connectivity, run the Test AdForce Connectivity utility included in the AdForce Program Group. For further AdForce Connectivity documentation, see "Additional Help" in the *AdForce Online Help.*

2 From the desktop, double-click the AdForce SuperUser/Advertiser/ Web Publisher icon (or from the Start menu, select Programs– AdForce–AdForce SuperUser/Advertiser/Web Publisher).

Solaris users need to run the *SuperUser/Advertiser/Web Publisher* script file.

A DOS window appears when the application is launched (Windows users only).

The AdForce Java Application window then displays. When the
Loading: Please Wait message disappears, the application has successfully
connected with the AdForce Service.

> **IMPORTANT:** If the application continues to load for an
> inordinate amount of time, the AdForce Java Application may
> not be connecting to the AdForce Service. Run the Test
> AdForce Connectivity utility included in the AdForce
> Program Group. For AdForce Customer Support, please call
> 1-800-973-1174 or send an e-mail to support@adforce.com.
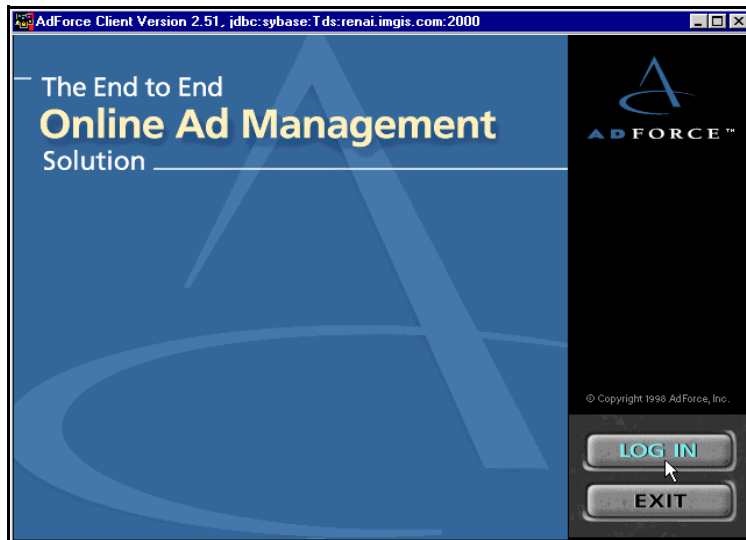
3 Click Log In.

4   Type the AdForce-assigned Name (SuperUsers do not precede with
    admin-) and Password into these fields and click Log In (or press
    <Enter>).

    During the *Load Time* (which can take several minutes), the AdForce
    Service downloads updated Web site, Advertiser, and Campaign
    information. Once the download is complete, the AdForce Start
    Window displays.
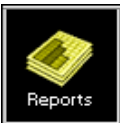
> *Note:* The load time can take longer for larger organizations
>   because more data is being loaded on the local
>   machine. If the Load Time exceeds 10 minutes, please
>   contact AdForce Customer Support.

Menu

Toolbar

AdForce Super User System

Work Queue Items for user: Sandi Mathers

Date	Description	Delete	

Notifications

Advertising

Add New Advertiser
View All Advertisers
Advertiser & Campaign Trees
Schedule New Campaign
Search For Campaigns

Reports

Media Plans

Administration

Remove Item(s)	Check All	Check None	Refresh	Close	Help

EXIT
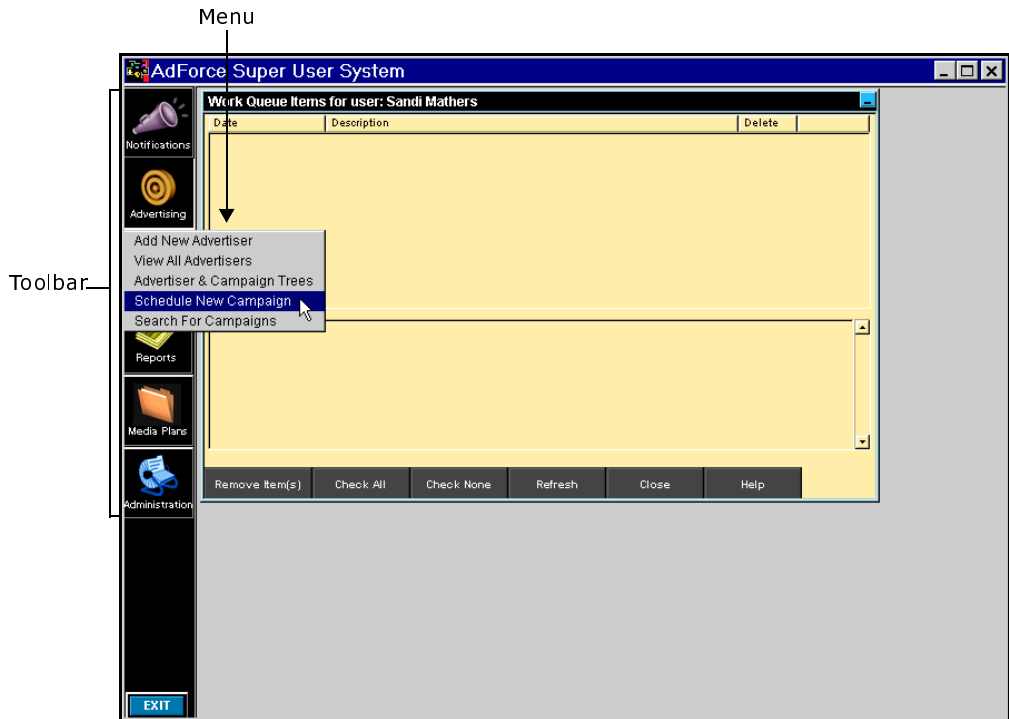
Toolbar Icons and Menus

SuperUser
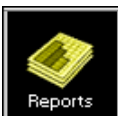
Icon/Menu	Description
	Notifications allow users to: • View and delete the latest account activities in the Work Queue • Monitor and confirm activities of accounts in real-time using either a queue or e-mail • Send e-mails to any or all of the Ad Sales Organization's affiliates
	Advertising allows users to: • Create and modify Advertisers • View all Advertisers • View a split-screen list (tree) of Advertisers and their associated campaigns and customizable menu folders • View Declined By • Create, copy, and modify campaigns • Search for campaigns • Run Advertiser reports
	Content allows users to: • Create and modify Web publishers • View all Web publishers • Create, modify, and delete content units • View and copy Web tags to be placed on Web pages • Decline campaigns • Run Web site reports

Icon/Menu	Description
Reports Network Reports Web Site Reports Advertiser Reports	Reports allow users to select from over 50 different standard reports.
Media Plans Questionnaire Builder Profile Builder	Media Plans allows the following: • Set up and manage Web site questionnaires • Create Web site Profiles using questionnaire data supplied by Web sites
Administration Network Information User Management Network Niche Management System Configuration	Administration allows Network Administrators to: • Enter, edit, and delete SuperUsers and assign permissions • Change passwords • Create Network Niche categories • Establish the defaults used when entering and approving campaigns • Change the defaulted browser path

Advertiser

Icon/Menu	Description
	Notifications allow AdForce users to: • View and delete the latest account activities in the Work Queue • Monitor and confirm activities of accounts in real-time using either a queue or e-mail
	Advertising allows users to: • View all campaigns • View Declined By • Create, copy, and modify campaigns • Search for campaigns • Run reports
	Content allows users to view all Web sites.
	Reports allow users to select from many different standard reports covering every targeting parameter.
	Administration allows users to: • View Advertiser information • Change the defaulted browser path

Web Publisher

Icon/Menu	Description
	Notifications allow AdForce users to: • View and delete the latest account activities in the Work Queue • Monitor and confirm activities of accounts in real-time using either a queue or e-mail
	Advertising allows users to: • View targeted campaigns • Accept, decline, and review campaigns
	Content allows Web publishers to: • Add/view new content units • View and copy Web tags to be placed on Web pages
	Reports allow users to select from many different standard reports covering every targeting parameter.
	Administration allows users to: • View Web publisher information • Change the defaulted browser path

Chapter 4

Setting Up the Network

In This Chapter

- **"Network Information" on page 4-2**
- **"User Management" on page 4-6**
- **"Network Niche Management" on page 4-20**
- **"System Configuration" on page 4-25**

Setting up a network depends on the type of business model the organization supports. This chapter describes the general procedures for setting up and performing the following the Administration functions:
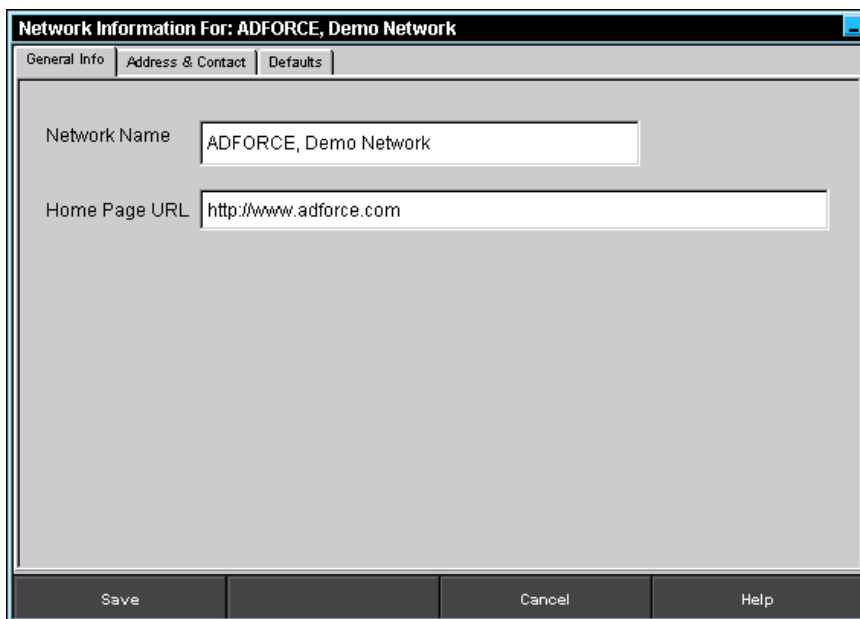
- Entering, editing, and deleting SuperUsers
- Assigning Permissions
- Creating Niche Network categories
- Establishing defaults used when entering and approving campaigns
- Changing the default browser path

Most of the Administration functionality is available to select
SuperUsers within the Network who are authorized to make such
additions and modifications.

Network Information

Network information is used to enter a Network's address, primary
contact, and set default monetary parameters that are used during
campaign scheduling, Web site and Advertiser creation, and billing.

1   In the toolbar, click the Administration icon and select Network
    Information. The network information wizard displays the General
    Info, Address & Contact, and Defaults templates.

2   In the General Info template, type the Network Name and default
    Internet Home Page (Network) URL into these fields and click the
    Address & Contact tab.

3 Complete the Company Address, Phone/Fax Numbers, and Contact fields and click the Defaults tab.
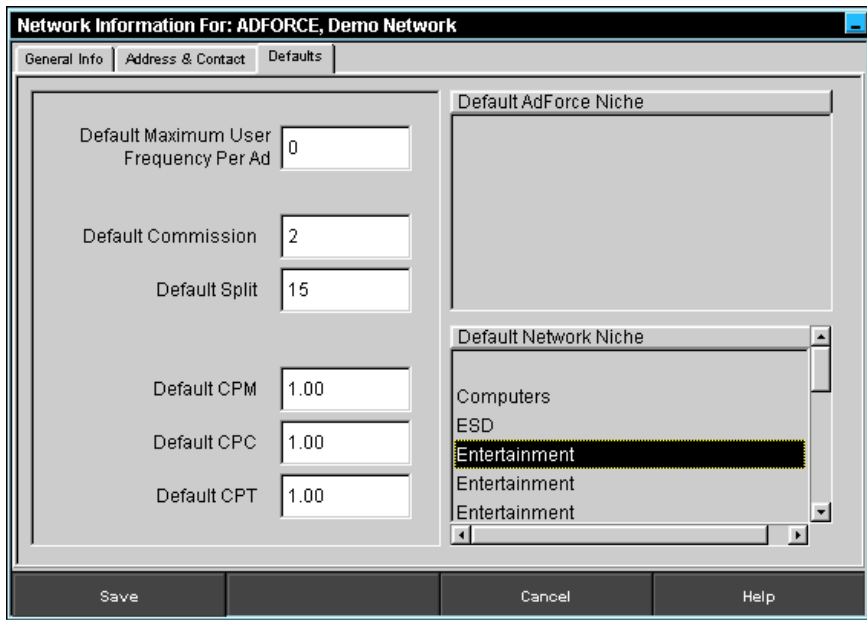
4   Complete the fields (see the following "Defaults Fields" section for details on the fields).

Defaults Fields

Default values are used each time a campaign is scheduled and when a content unit is created.

Item	Description
Default Maximum User Frequency Per Ad	Maximum amount of times any one particular user can see a campaign's ad banner(s). This amount displays in the User Frequency Max field when scheduling an Agency, Guaranteed Inventory, or Keyword Buy.
Default Commission	For a Web publisher, this is the default percent discount extended to advertising agencies. For advertising agencies, this is their percent commission. *Note:* This number defaults to the Agency Percent field in the Campaign Rates template.
Default Split	Web publisher's percentage of every dollar spent.
Default CPM	Advertiser's cost for 1,000 delivered banner impressions.
Default CPC	Advertiser's cost for 1,000 banner clicks.
Default CPT	Advertiser's cost for every sale, transaction, or inquiry.

5 From the Default Network Niche list, select a default category that can be used to classify content units (See "Network Niche Management" on page 4-20 for details on adding a niche).

> *Note:* All campaign and content unit defaults can be modified on an individual basis by SuperUsers.

6 Click Save.

User Management

Entering, editing, deleting, and assigning permissions for SuperUsers are performed in User Management by a Network Administrator. Assigning permissions determines what a SuperUser can view, enter, approve, and modify with:

- Performing any Network operation(s)
- Advertisers
- Campaigns
- Web publishers
- Content Units
- Media Plans

When a SuperUser logs into AdForce their permissions are identified by the system. Limiting access to a user's specific responsibilities reduces unnecessary mistakes, and improves security and user efficiency.

Adding a New User

1 In the toolbar, click the Administration icon and select User
Management. The first of the Network User windows/templates
displays.

Name	Status	Email	Profile
Lawrence, Leanne	Active	llawrence@imgis.com	Network Admin
Feinberg, Michael	Active	mfeinberg@imgis.com	Network Admin
Brenes, Michelle	Active	ads@ten.net	Network Admin
O'Neill, Michael	Active	moneill@imgis.com	Network Admin
Administrator, John	Active	bob@imgis.com	Network Admin
GotFired, Harry	Active	bob@imgis.com	Sales Executive
SalesGuru, Sally	Active	brendan@imgis.com	Sales Admin
SalesExec, Charlie	Active	smathers@imgis.com	Sales Executive
Salesexec, Chris	Active	gmeinke@imgis.com	Sales Executive
SiteAdm, Gregory	Active	johnh@imgis.com	Site Admin
Traffic Admin, Valerie	Active	mrusso@imgis.com	Traffic Admin
Mathers, Sandi	Active	smathers@imgis.com	Network Admin
Nelson, Shawni	Active	marketing@decafenet.com	Network Admin
Perelmuter, Rotem	Active	rotem@silverisland.com	Network Admin
theige, richard	Active	ret@imgis.com	Network Admin
Poole, Tom	Active	tpoole@senior.com	Network Admin

New User   Edit User   Close

2 Click New User.

3 In the Contact Information section, complete the fields (see the following "Contact Information Fields and Options" section for details).

Contact Information Fields and Options

Field/Option	Description
Active	Choose this option to activate a user. If not chosen, a user cannot access the AdForce Service.
E-Mail	In this field, type the user's e-mail address. *Note:* Notifications are sent to this e-mail address, so it is important that the address is correct.
Fax	In this field, type the user's fax number.
First Name	In this field, type the user's first name.
Last Name	In this field, type the user's last name.
Login Name	In this field, type the login name (requires a minimum of six characters).
Login Password/ Confirm Password	In these fields, type and re-type the SuperUser's password. Users are prompted to change their passwords every 60 days.
Phone	In this field, type the user's phone number.
View Expired Campaigns >= 30 days	Choose this option to allow this user to see historical campaigns 30 days or older.

4 In the Permission Profile section, choose the permissions for this user (see the following "Permissions Options" section for details on the options).

Permissions Options

Permissions are assigned to users by Network Administrators who define what these users can view, create, and modify. Permissions are activated based on a user's login and password, and are a security measure designed to reduce unwanted mistakes and prevent the unnecessary disclosure of proprietary information. The AdForce Service has a set of predefined permissions, but assigning permissions is not limited to these predefined categories. Network Administrators can assign any permission to any user (see"Default User Permissions by Category" on page 4-17 for default details).

> ***Note:*** Every Network user is able to view all the Advertisers, Web publishers and content units, but can only view the campaigns they own (unless the Access All Campaigns permission is assigned to them).

Option	Description
Network Admin	The highest permission level. This user can perform any AdForce Service function, from setting up and identifying Network defaults to scheduling campaigns and creating content units.
Sales Admin	Responsible for setting up Advertisers and scheduling campaigns, and capable of running any report type to monitor campaign progress.
Sales Executive	Primarily responsible for acquiring business. This user only needs to generate Advertiser reports.
Site Admin	Responsible for setting up Web sites/content units for ad delivery. This user is limited to Web Publishing information only.
Traffic Admin	Responsible for scheduling and modifying campaigns to ensure accurate delivery, and capable of running any report type to monitor campaign progress.

5 Click Next.
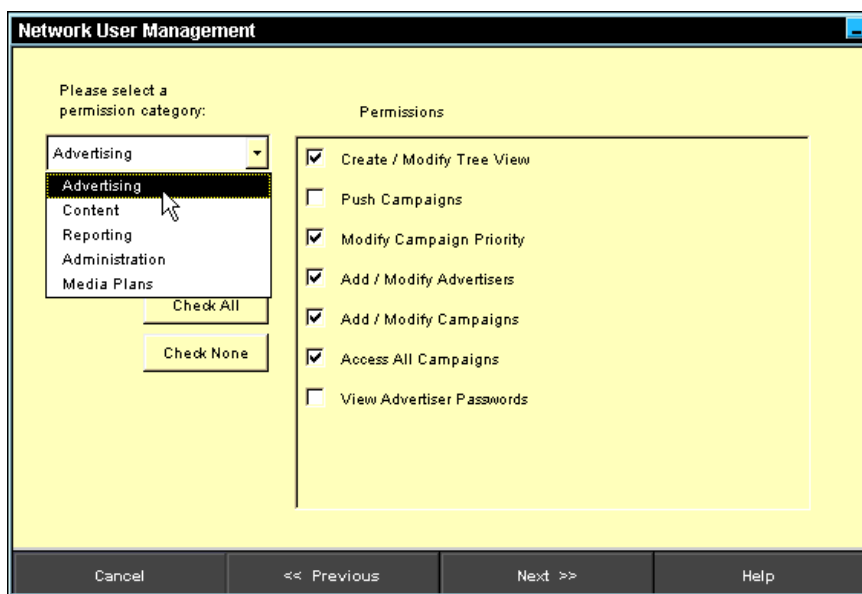
6　Choose the advertising permissions for this user (see the following "Advertising Permissions Options" section for details).

Clicking the Check All button chooses all of the displayed permission category options, and clicking the Check None button de-selects all of the displayed permission category options.

Advertising Permissions Options

Choose this option...	to allow users to...
Create/Modify Tree View	Add and control items in the Network folder tree.
Push Campaigns	Push campaigns.
Modify Campaign Priority	Modify a campaign's priority.
Add/Modify Advertisers	Add or change new Advertisers to the Network.
Add/Modify Campaigns	Schedule or edit new campaigns in the Network.
Access All Campaigns	Access all Network campaigns.
View Advertiser Passwords	View an Advertiser's passwords.

7 From the Permission Category list, select Content.
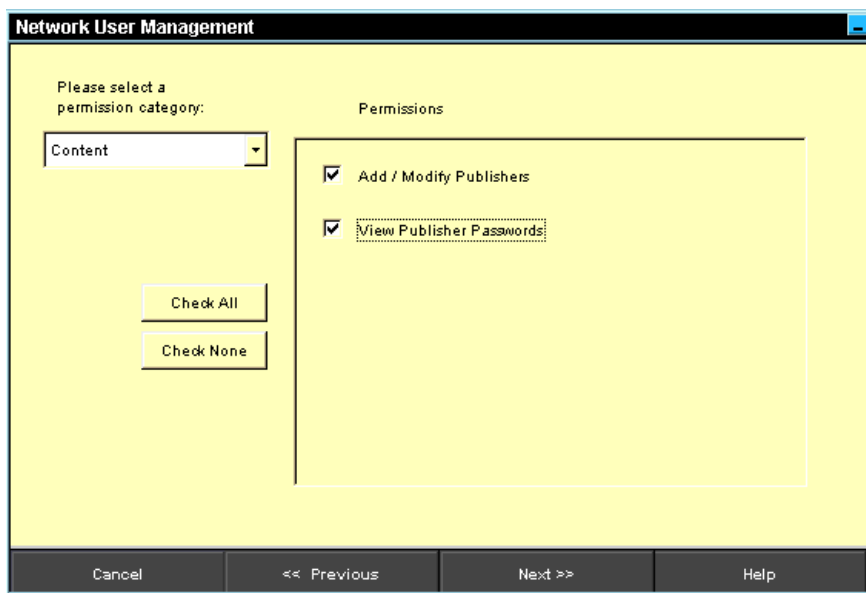
8 Choose the content Permissions for this user (see the following "Content Options" section for details).

Content Options

Choose this option...	to allow users to...
Add/Modify Publishers	Change or add new publishers to the Network.
View Publisher Passwords	View publisher's passwords.

9 From the Permission Category list, select Reporting.

10 Choose the reporting Permissions for this user (see the following "Reporting Options" section for details).

Reporting Options

Choose this option...	to allow users to generate...
Network Reports	Network reports.
Advertiser Reports	Advertiser reports.
Publisher Reports	Web publisher reports.

11 From the Permission Category list, select Administration.
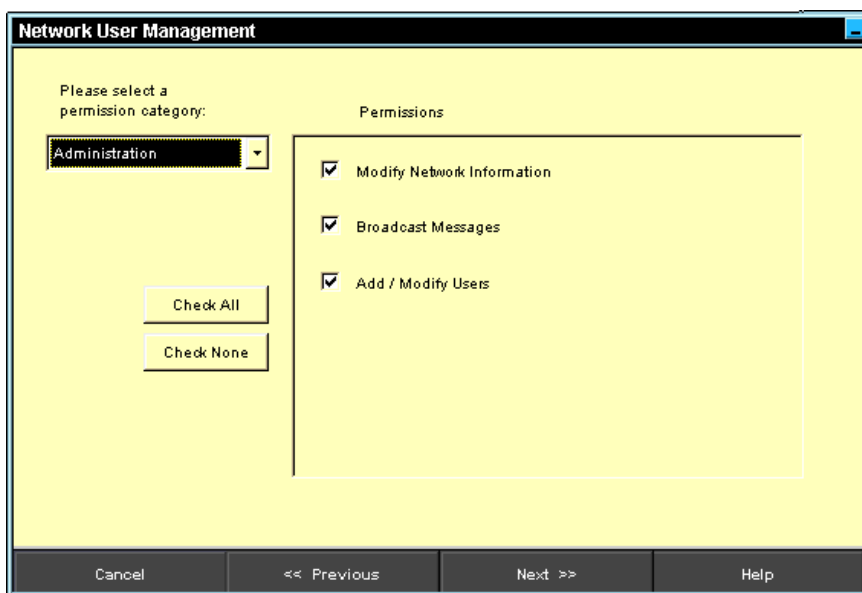
12 Choose the administration Permissions for this user (see the following "Administration Options" section for details).

Administration Options

Choose this option...	to allow users to...
Modify Network Information	Modify any Network parameter/default or general information.
Broadcast Messages	Broadcast messages throughout the Network.
Add/Modify Users	Add SuperUsers and modify their permissions.

13 From the Permission Category list, select Media Plans.

14 Choose the Permissions for this user (see the following "Media Plans Options" section for details).

Media Plans Options

Choose this option...	to allow users to...
Access to Questionnaire Builder	Access the Questionnaire Builder.
Access to Profile Builder	Access the Profile Builder.

15 Click Next.
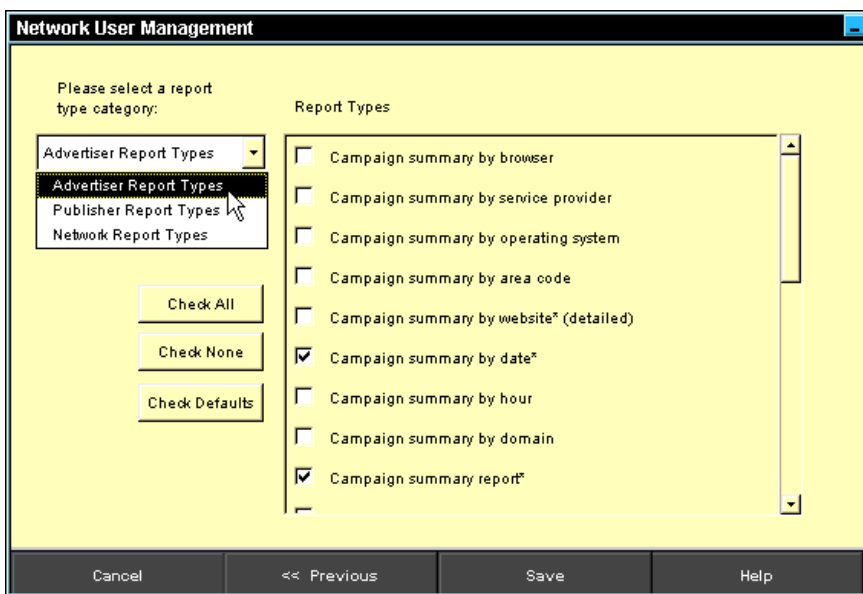
16 For each Report Type Category, choose a Report Type permission to indicate which reports this user will be able to run.

> *Note:* Reports with an asterisk (*) are pulled from summary database tables and can be quickly generated. Custom reports can also be created for Networks (contact Client Services for details).

17 Click Save.

Default User Permissions by Category

Category/ Report	Network Admin	Sales Exec	Site Admin	Sales Admin	Traffic Admin
Advertiser					
Create/Modify Tree View	x				
Push Campaigns	x				x
Modify Campaign Priority	x				
Add/Modify Advertisers	x			x	
Add/Modify Campaigns	x			x	x
Access All Campaigns	x			x	x
View Advertiser Passwords	x				
Content					
Add/Modify Publishers	x		x		
View Publisher Passwords	x				
Reporting					
Network Reports	x			x	x
Advertiser Reports	x	x		x	x
Publisher Reports	x		x	x	x
Administration					
Modify Network Information	x				
Broadcast Messages	x				
Add/Modify Users	x				
Media Plans					
Access to Questionnaire Builder	x				x
Access to Profile Builder	x				x

> ***Note:*** Only Agency Networks are able to have Media Plans permissions.

View and Edit User

After Network users are added to AdForce, they can be viewed and/or modified at any time.

1 In the toolbar, click the Administration icon and select User Management.

Network Users				
Name	**Status**	**Email**	**Profile**	
Lawrence, Leanne	Active	llawrence@imgis.com	Network Admin	
Feinberg, Michael	Active	mfeinberg@imgis.com	Network Admin	
Brenes, Michelle	Active	ads@ten.net	Network Admin	
O'Neill, Michael	Active	moneill@imgis.com	Network Admin	
Administrator, John	Active	bob@imgis.com	Network Admin	
GotFired, Harry	Active	bob@imgis.com	Sales Executive	
SalesGuru, Sally	Active	brendan@imgis.com	Sales Admin	
SalesExec, Charlie	Active	smathers@imgis.com	Sales Executive	
Salesexec, Chris	Active	gmeinke@imgis.com	Sales Executive	
SiteAdm, Gregory	Active	johnh@imgis.com	Site Admin	
Traffic Admin, Valerie	Active	mrusso@imgis.com	Traffic Admin	
Mathers, Sandi	Active	smathers@imgis.com	Network Admin	
Nelson, Shawni	Active	marketing@decafenet.com	Network Admin	
Perelmuter, Rotem	Active	rotem@silverisland.com	Network Admin	
theige, richard	Active	ret@imgis.com	Network Admin	
Poole, Tom	Active	tpoole@senior.com	Network Admin	

| New User | Edit User | | Close |

2 From the Network Users Name list, select the name to be viewed/ modified and click Edit User.

Use the tabs at the top of the screen to view or edit this user's information. Information about the fields in each tab section can be reviewed in "Adding a New User" on page 4-7.

3 If changes are made, click Save.

Network Niche Management

Niches are unique categories developed by Network SuperUsers to group content units by overall content. When a Web Publisher creates a new content unit, they have the option of registering that content unit under a niche. This is helpful for Advertisers who are interested in targeting ads to a specific industry or niche, such as:

- Sports
- News
- Entertainment
- Hobbies
- Family

> **Example:** A category created called *Television* would include all the Web Publishers run by local and national television stations.

Adding a Network Niche

1 In the toolbar, click the Administration icon and select Network Niche Management. The Network Niche List displays.
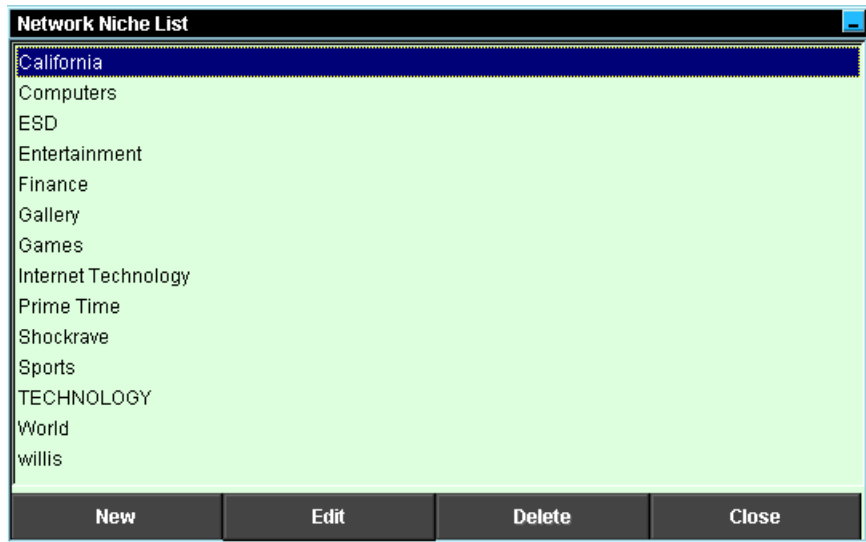
2 To register individual niches within the new network, click New.

Network Niche Category   ▬

Niche Name | Entertainment |

| Save | Cancel | Help |
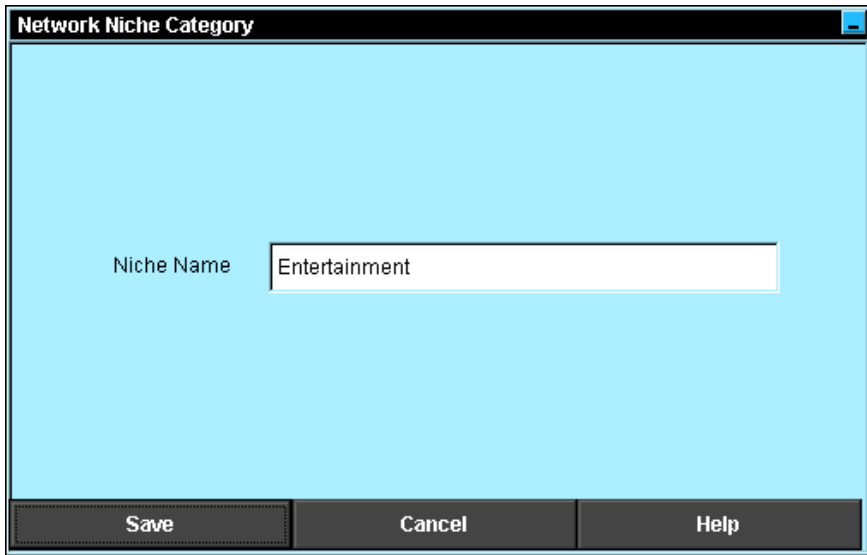
3 In the Niche Name, type the preferred niche and click Save. The new
Network Niche category is added to the Network Niche List, and
SuperUsers can begin assigning content units to that niche.

Edit a Network Niche

1 In the toolbar, click the Administration icon and select Network Niche Management.
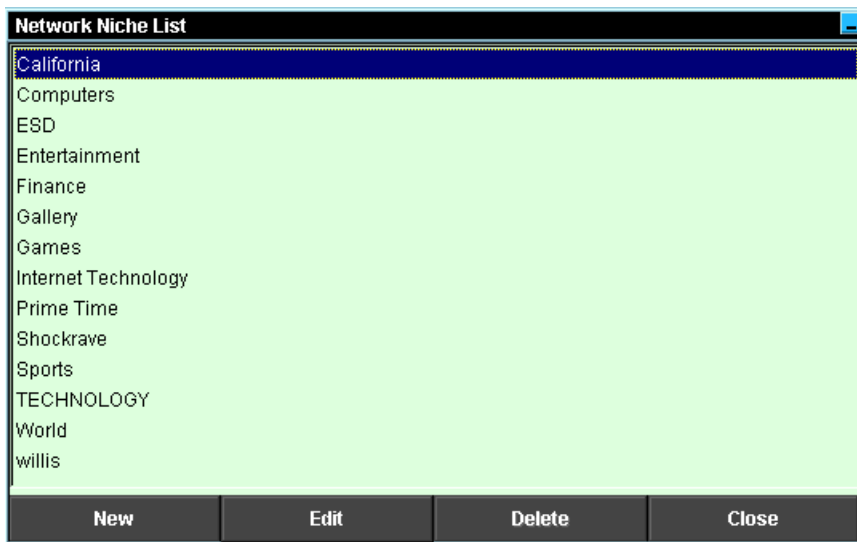
2 From the Network Niche List, select the niche to be changed and click Edit.
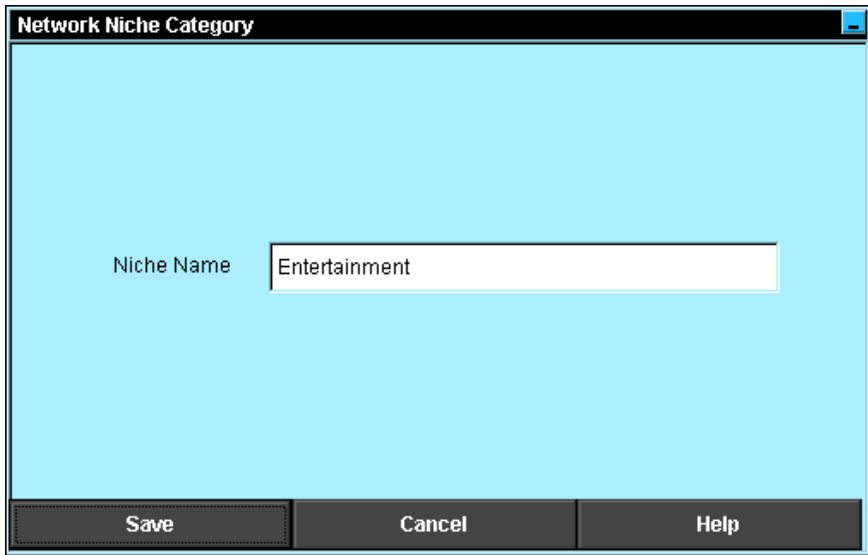
3 After making the change, click Save.

System Configuration

When installing the AdForce Service, the installation program prompts you to identify a default browser. System Configuration allows the default browser to be changed by changing the browser path. This prevents having to reinstall AdForce when the browser changes or gets reinstalled into a different directory. The browser is used to display requested reports and Advertiser and Web site URLs.

To change the default browser:

1 In the toolbar, click Administration and select System Configuration.
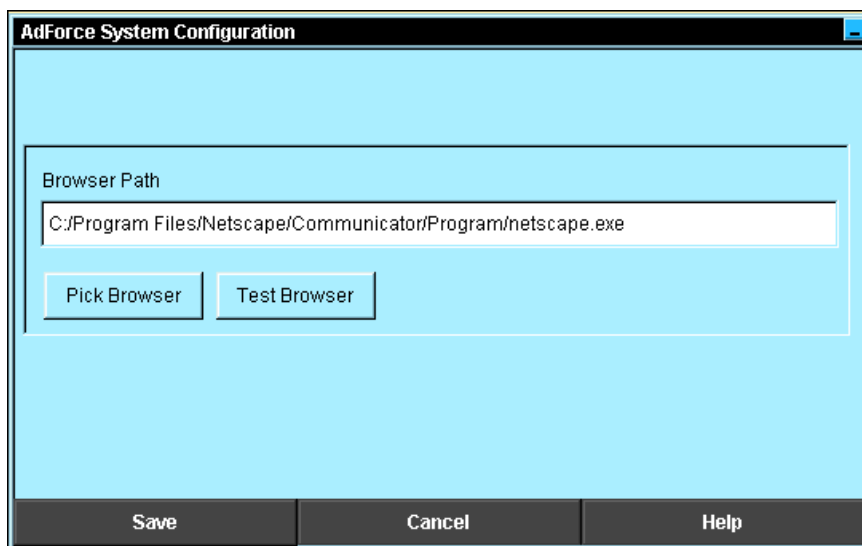
2 In the Browser Path field, type the new path, or click Pick Browser to open up the operating system's file menu.
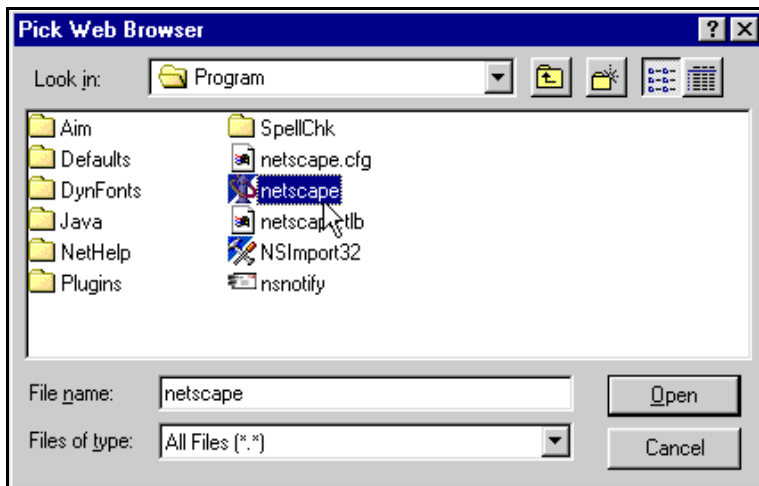
3 Select the new browser path and click Open.

4 After identifying the new browser path, click on Test Browser to confirm that the new path works correctly.

5 Click Save.

Chapter 5

Notifications

In This Chapter

- **"Work Queue" on page 5-2**
- **"Requesting a Notification(s)" on page 5-4**
- **"Sending a Broadcast Message" on page 5-7**

Notifications is a message submission and retrieval system that enables users to monitor and confirm the activities of their accounts in real-time while being able to send messages across the entire network.

Work Queue

After logging into the AdForce System, an individual Work Queue appears first displaying the latest activities of a user's account. These activities are described by brief messages delivered in real-time that were originally requested from Request Notification. Messages are listed in Date order and include an Event description. Frequently updating the Work Queue helps manage accounts more effectively by allowing the latest account activities to be monitored, while reducing the overall notifications being displayed.

Opening the Work Queue (if not already open):

In the toolbar, click on the Notifications icon and select Work Queue.
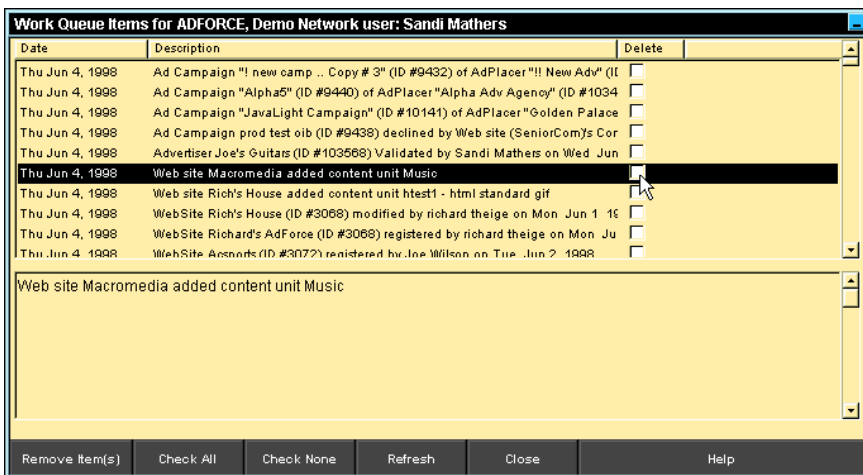
Removing an Item(s)

The Delete option is used to remove one or more notifications from the Work Queue. From the list, choose the item(s) to be deleted in the Delete column and click Remove Item(s).

Check All/None

These functions choose or clear all of the notifications for deletion.

Refreshing the Queue

When using the AdForce Service, there can be ongoing activity on the accounts. Clicking Refresh displays any new messages that have been sent since logging in or from when Refresh was last activated.

Requesting a Notification(s)

Notifications enable users to monitor and confirm the activities of their accounts in real-time. Users can choose the notifications they want to receive and how they are to be delivered using Queue Notify and/or E-mail Notify. The chosen notifications are then displayed in the Work Queue.

1 In the toolbar, click on the Notifications icon and select Request Notification.

2 From the list, choose Queue Notify to have notification messages sent through the AdForce Client application, or choose Email Notify to have notification messages sent via email (see "Available Notifications" on page 5-5 for details on the different notifications).

3 Click Save.

Available Notifications

Below is a table outlining the available notifications. Some notifications may not be available because of the permission level.

Choosing this...	Notifies...
Campaign Approved/ Targeted to Web Publisher	• That a Super User in the network has approved a campaign by changing the campaign status to Validated. • Which Web site has been targeted.
Campaign Disapproved	That a Super User in the network has changed a campaign status to Invalid.
Campaign Ended	• That a campaign has ended due to reaching Ad Cap or End Date. • That the campaign has ended due to a Super User who chose Stop Campaign Now. • That the campaign ended due to a Super User who chose End Campaign at the end of the previous day.
Campaign Creative Modified	When a Super User or Advertiser has changed any Banner/Creative on an Active campaign.
Campaign Modified	That any end date, run time of day, or run days of week for a campaign has been changed and the changes need to be re-approved.
Campaign Out Of Money	That a campaign has ended due to reaching its Ad Cap prior to the anticipated End Date.
Campaign Placed/Entered	That an Advertiser or a Super User has scheduled a campaign with a status of Entered.
Campaign Activated/ Pushed	That a campaign has started on the scheduled date through nightly processing or by a Super User choosing to Push or re-Push the campaign.
Campaign Declined by Web Publisher	That a Web site has declined a campaign on one or more content units.
Campaign Impressions Declined	That more than 20% of the Ad Cap impressions requested have been declined by Web site content units.
Advertiser Invalidated	That an Advertiser has been changed to a status of Invalidated by a Super User.
Advertiser Modified	That an Advertiser's information has been changed.
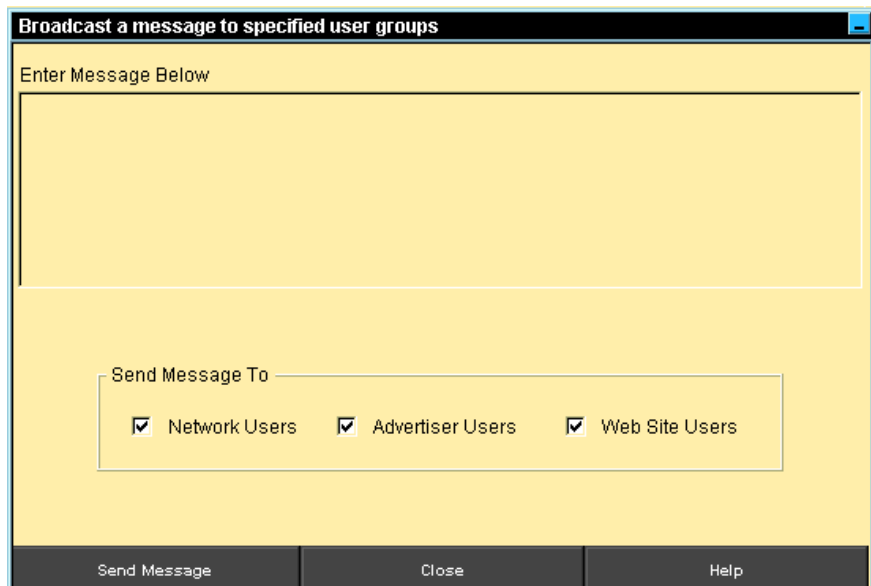
Choosing this...	Notifies...
Advertiser Entered	That an Advertiser has registered and has an Entered status.
Advertiser Validated	That an Advertiser has been changed to a status of Validated by a Super User.
Network User Message	Displays a broadcast message that has been sent to all Network Users from a Super User.
Report Ready	That any reports that were requested are now ready for viewing.
Web Publisher Invalidated	That a Web site has been changed to a status of Invalidated by a Super User.
Web Publisher Modified	That Web site information has changed.
Web Publisher Content Unit Added/Modified	That a Web site has added or modified any content unit.
Web Publisher Entered	That a new Web site has been registered with an Entered status.
Web Publisher Ad Ready Serving	That a Web site status has changed from Ad Ready Pending to Ad Ready Serving.
Web Publisher Validated	That a Web site status has changed from Entered to Validated.

Sending a Broadcast Message

A Broadcast Message enables SuperUsers to send Work Queue notifications to any or all of the following network affiliates:

- Network Users
- Advertiser Users
- Web Site Users

1 In the toolbar, click on the Notifications icon and select Broadcast Message.

2 In the Enter Message Below section, type the message to be broadcasted.

3 In the Send Message To section, choose the users that this message is to be broadcasted to.

4 Click Send Message.

5 Click Close.

Chapter 6

Advertising

In This Chapter

- "Advertisers" on page 6-2
- "Campaigns" on page 6-14
- "Scheduling an Agency Buy" on page 6-61
- "View Declined By" on page 6-98
- "Transaction Tags" on page 6-100

Advertisers

Adding a New Advertiser

The following steps are for limited SuperUser use only.

1 In the toolbar, click on the Advertising icon and select Add New Advertiser.

2 Type the company address, phone, fax, and company contact information into these fields and click Next.

Note: All fields must be completed before continuing to next template.

3 Type the billing address and contact information into these fields (or if the billing information is the same as the company information, click Same as Advertiser Address and Contact Information at the top of the template) and click Next.

4   In the Login Name field, type the preferred login name.

5   In the Password and Confirm Password fields, type the preferred
    password and click Next. The login name and password:

    • Cannot be the same
    • Are case-sensitive
    • Must be at least six characters
    • Must not contain spaces

6   To deactivate the login, deselect the Active option. This does not
    invalidate this Advertiser unless the status is changed to Invalid in the
    Status screen.

Add A New Advertiser

Home Page URL | http://www.abcdefghi.com | Browse

Comment | prefers d

Cancel   << Previous   Next >>   Help

7 In the Home Page URL and Comment fields, type the Advertiser's Web site URL and any relevant comments (if nothing applies, leave blank).

8 Click Next.

9 Type the Default CPM, CPC, and CPT, and Agency Percent into these fields if they differ from the Network defaults, and click Next.

> *Note:* The default figures entered by the Network Administrator in Chapter 4 "Setting Up the Network" are applied here. They can also be customized on a by-Advertiser basis. Use an Advertiser default of zero if this Advertiser will have varying CPM, CPC, CPT, and Agency Percent figures for each campaign.

10 Select the Agency Owner and Status from their lists and click Save. The other fields are read-only (see the following "Advertiser Status" section for details).

Advertiser Status

Field/Option	Description
Advertiser ID	Displays a unique ID number created when first registering used to identify the Advertiser.
Agency Status	When selected, the Advertiser:
Entered	Has been entered, but has not yet been approved (cannot schedule campaigns).
Invalid	Is invalid (cannot schedule campaigns).
Validated	Has been entered, validated, and can schedule campaigns.
Date Entered/ Modified/Validated	Displays the dates identifying when the Advertiser was entered, modified, and validated.
Last Modified By	Displays the individual who last modified the Advertiser's contact information.
Owner	From this list, select the individual in charge of the Advertiser's account (the owner is not necessarily the individual who entered the Advertiser).
Validator	Displays the SuperUser who validated the Advertiser.

Viewing and Editing an Advertiser

The following steps are for limited SuperUser use only.

1 In the toolbar, click on the Advertising icon and select View All Advertisers.
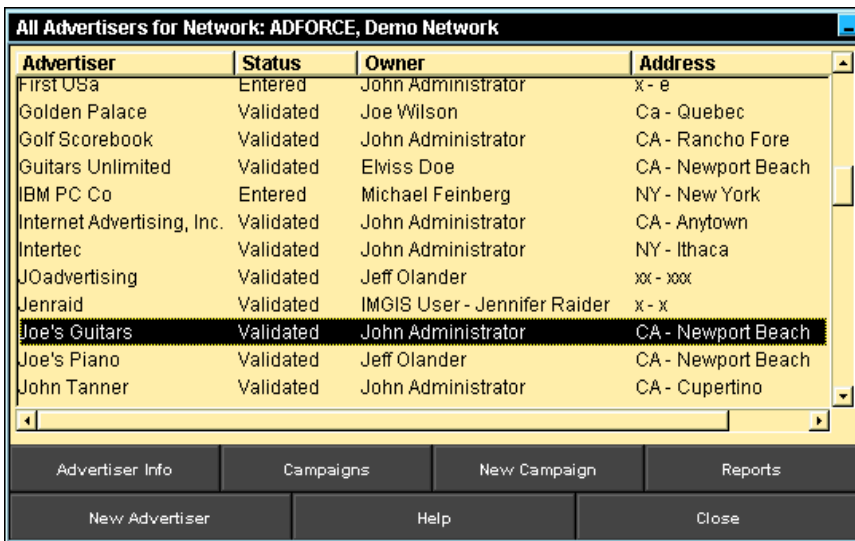
2 From the Advertiser list, select the Advertiser to be viewed or edited and click Advertiser Info.

Use the tabs at the top of the screen to view or edit this Advertiser's information.

3 If changes have been made, click Save to save the modifications.

Advertiser and Campaign Trees

This SuperUser module displays a split-screen list with Advertisers and their associated campaigns on top, and customizable menu folders on the bottom. Lists are displayed in a directory tree format for efficient navigation. Selecting any item located in the tree allows any standard Advertiser or SuperUser operation to be performed, such as:

- Reports
- Work Queue
- View Advertiser
- Scheduling a campaign (see "Scheduling a New Campaign" on page 6-23)
- Editing a campaign (see "Viewing and Editing a Campaign" on page 6-52)
- Copying a campaign (see "Copying a Campaign" on page 6-50)
- Declined By (see "View Declined By" on page 6-98)

The bottom section's tree can be customized to how you want to view Advertisers and their scheduled campaigns. This functionality is useful for organizing Advertisers and campaigns into unique Network categories that are based on a Network's particular business model (Network Folder). Advertisers and campaigns can be organized on an individual basis (My Folder).

Customization is performed by creating applicable folders under the Network Folder and My Folder directories, then selecting an Advertiser and campaign from the top section of the tree and dragging it into one of these folders.

Opening the Tree

1 In the toolbar, click on the Advertising icon and select Advertiser and Campaign Trees.
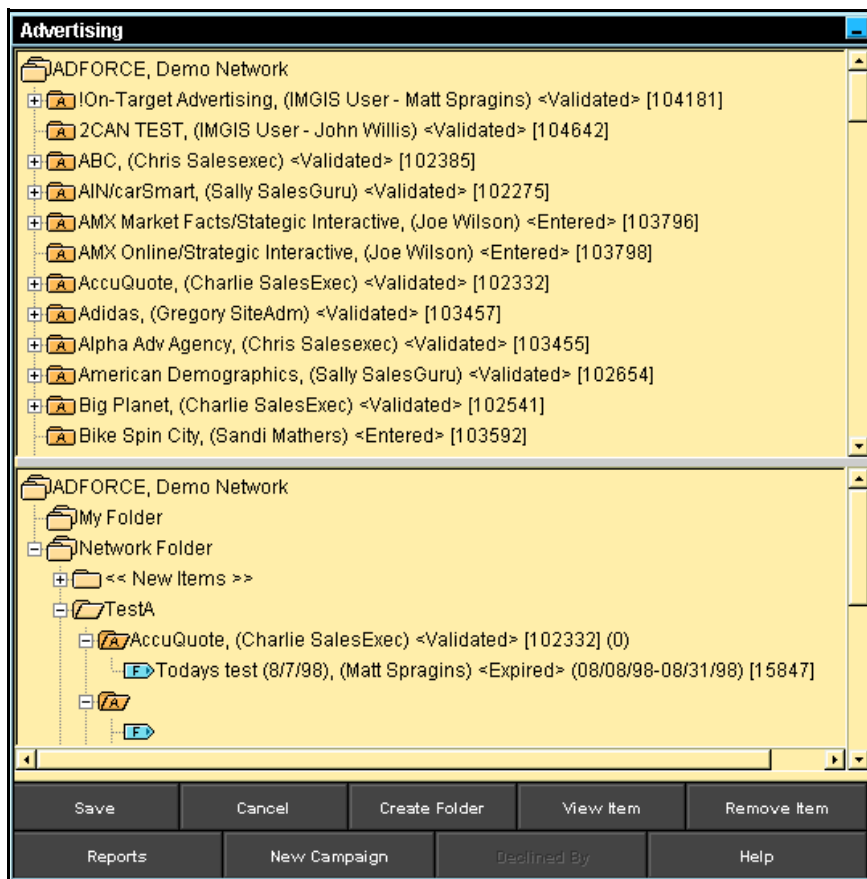
My Folder

In the bottom section, My Folder is a personal folder where:

• Advertisers and their campaigns can be inserted

• New folders can be created to organize work in a customized manner

Network Folder

This folder is seen by the entire network and can only be customized by users with high-level permissions. Network Folder customization is performed the same way as My Folder. This function allows organizations to display Advertisers and campaigns in a way similar to their particular business model.
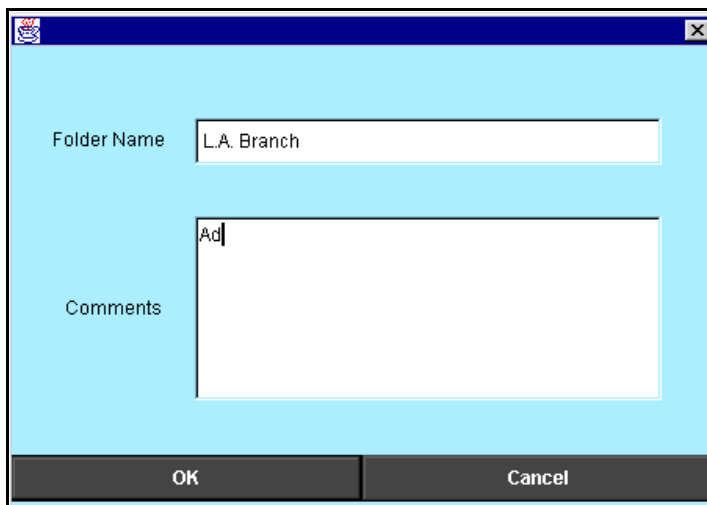
> **Example:** An organization may prefer to structure Advertisers and campaigns by region, office, or individuals, making it more efficient for users to locate information.

<< New Items >>

New Advertisers and campaigns entered into the AdForce Service are displayed in this folder until an Administrator moves them into the appropriate subdirectories created in the Network Folder.

Creating Folders and Adding Content

1 From the bottom section, select My Folder (or depending on the Permission level, Network Folder) and click Create Folder.

2 In the Folder Name and Comments fields, type the name of the new folder and any relevant comments.

3 Click OK.

4 From the top section, select the preferred folder(s) to be moved and drag it into the into the newly created folder.

> ***Note:*** When copying an Advertiser folder, a prompt asks whether to include all associated campaigns. If Yes, the currently running campaigns scheduled by this Advertiser will automatically appear in the newly created folder.

View Item

From the list, select the folder to be viewed and click View Item.

Remove Item

From the list, select the folder or folder content to be deleted and click Remove Item.

Campaigns

An AdForce campaign is a buy where the targeting criteria and flight time are the same. These campaigns support an extensive collection of parameters that allow advertisers to target specific consumers. These parameters combine Content-Based Targeting criteria with Individual-Based Targeting criteria to produce customized campaigns. Consumers are targeted using one of five different types of advertising campaign programs:

- Guaranteed Inventory Buy
- Open Inventory Buy
- Site Data Buy
- Keyword Buy
- Agency Buy

Advertisers and SuperUsers are able to search for, review, and modify campaigns during any period in a campaign's life cycle. This flexibility allows campaign modifications to be ongoing, allowing statistical data results be obtained so Advertisers can refine their campaigns to improve targeting.

Guaranteed Inventory Buy

A Guaranteed Inventory Buy guarantees that the impressions ordered are served over the duration of the campaign. This type of buy serves advertisements on every targeted content unit registered with the AdForce Service and is ideal for campaigns with a high CPM.

Open Inventory Buy

An Open Inventory Buy delivers impressions whenever there is available space. Advertisers are not guaranteed a certain number of impressions because impressions are not served in any particular distribution pattern. Since impression delivery is not guaranteed, a campaign may:

- Finish prematurely because all of the impressions were served before the campaign's official end date.
- Not complete delivery of all the requested impressions by the official end date because there was not enough available space.

This buy is best for CPC and CPT campaigns where maximum exposure is ideal.

Site Data Buy

A Site Data Buy targets site data words. Site data words are words that a site possesses about its visitors that it dynamically passes to the AdForce System for targeting. This includes information that visitors enter or select from lists, such as search or query terms. Data Words are entered by Web sites when registering content units and selected by advertisers when scheduling a campaign.

> *Example:* A real estate Web site helps consumers find home listings in certain areas. They create a content unit called *Orange County Listings* and have options for consumers to choose home parameters they are interested in, such as how many bedrooms, bathrooms, type of home, and price range. Each category option represents a Data Word and will be listed under that content unit during campaign scheduling. An

Advertiser may want to target only those consumers interested in two-bedroom, one-bath condos at a price of $150,000 or more. Therefore, that Advertiser would be very selective when choosing the data words to target.

Only content units registered as site data content units can deliver a site data advertisement. Site Data Buys are not guaranteed a certain number of impressions because impressions are not served in any particular distribution pattern.

Keyword Buy

A Keyword Buy targets keywords. Keywords are words and categories that consumers input into different search engines and directory services to find specific information on the Internet. A Keyword Buy is similar to a Site Data Buy as it is any information that a site possesses about its visitors that it dynamically passes to the AdForce System for targeting. Unlike site data words supplied by Web Publishers based on the content of their site, advertisers enter keywords during campaign scheduling. Advertisements are only delivered when a consumer uses a keyword entered by an advertiser.

Example: If an Advertiser wants to target advertisements to people interested in gardening, then one of their keywords would be *gardening*. When a consumer types *gardening* into a search engine, an ad targeted to that keyword is delivered.

Only content units registered as keyword content units can deliver a keyword advertisement. These buys are considered Guaranteed because the AdForce Inventory Management System (IMS) monitors keywords submitted by consumers. This enables AdForce to forecast available ad inventories for future campaign schedules. Forecasting is not as accurate in Keyword Buys because IMS is measuring submitted keywords that require user input, so it can vary dramatically from day-to-day.

> *Example:* A Web site that focuses on sports may have a lot of activity on the keyword *Super Bowl* during the weeks before the event, when at other times the word would have little activity.

During certain time periods there are large increases in keyword use, and during these times it is necessary to take advantage of AdForce's Desired Impressions functionality to compensate for the differences in predicted inventory amounts.

Agency Buy

Agency Buys are very different from other AdForce buys because they support a different business model than Ad Sales Organizations or Web publishers. Agency Buys are designed for Advertisers that run specialized ad campaigns that target Web sites not signed up under one Network umbrella, as they are with Ad Sales Organizations. These campaigns are large and frequently involve the delivery of hundreds of millions of ads.

Since Agency campaigns are large and specialized Web sites have been selected for ad delivery, separate contract negotiations are performed for each Web site for each campaign. Web sites register their Web site profile with the Agency Network, which is then entered into the AdForce Service. This allows Web sites to be targeted by Network representatives when scheduling a campaign. After a campaign is scheduled, the campaign information, such as flight dates, banners, Web tags, are e-mailed to that Web site. Web sites must then place the tags onto the appropriate Web pages for ad delivery.

Agency Buys are considered Open Inventory because impressions are not calculated by the Inventory Management System (IMS), meaning there is no kind of impression measurement and distribution management performed by the AdForce Service. Available impressions are determined by the contractual agreement between the Agency and the Web site, and must be managed by them. Agencies can schedule campaigns that use Keyword and Site Data targeting methods because Web sites manage impression distribution.

Campaign scheduling is also different for an Agency Buy. Campaign scheduling begins by entering the campaign's name and dates, and is followed by the Select Content Targets and Rates templates. These templates provide the default characteristics used when individually scheduling rates and targeting to each Web site and/or content unit. The operations are performed using a parent/child scheme defined in "Agency Campaign Tree" on page 6-70.

Calculating Inventory/Inventory Management System (IMS)

Calculating available advertising inventory is critical to AdForce's reliable system delivery on Guaranteed Inventory campaigns. The algorithm calculating the maximum number of available impressions predicts future inventory based on past performance. AdForce's Inventory Management System (IMS) is continuously recalculating and updating average daily inventory using targeted dates, times, content units, and other campaigns bought with the same targeting criteria.

When a Guaranteed Inventory campaign is entered into AdForce, it passes through IMS. The campaign information, such as targeting criteria, flight time, and creative type, is calculated with competing campaigns to determine the maximum number of available impressions. SuperUsers identify an Ad Cap and specify the Impression Cost per 1000 and Click Cost per 1000. The overall inventory is adjusted, and the percentage chosen is the percentage used daily to calculate and distribute impressions.

How Ad Delivery Works

When a user requests a Web page, their browser reads the AdForce tag in the page and requests an advertisement. While the rest of the page is loading, AdForce serves an advertisement directly to the user. How ad delivery specifically works depends on which AdForce tag the Web site has placed in their Web pages (see "Web Tags" on page 7-26 for more information on AdForce Web tags).

Determining Which Ad to Serve

When an ad request is made on a content unit, a list of advertisements targeting that content unit is produced. This ad list is processed and those advertisements that do not match the user's profile are removed, leaving a trimmed-down list of advertisements that are eligible to be delivered to the user. The final selection process trims-down the remaining advertisements even further until only one remains, by taking into account:

- The buy type (Guaranteed/Open Inventory)
- The campaign priority
- The inventory level
- Whether campaign advertisements are delivering on, ahead, or behind schedule

How Online and Geographic Demographic Targeting Works

The AdForce software supports an IP Address/Class C database that is used in targeting ad campaigns. The Class C Address is the first three sets of numbers in an IP Address.

> *Example:* If an IP Address is 123.234.123.234, then the Class C Address is 123.234.123

For each Class C Address, the AdForce Service stores information about the:

- Domain Type
- ISP
- Area Code
- SIC Code
- Country

When AdForce receives a request for an advertisement, the IP Address is converted to a Class C Address. The address' corresponding area code, domain type, ISP, SIC codes, and country are then accessed by the database and an appropriate advertisement is delivered to the user based on the targeting criteria defined in the campaign.

Information about a user's Browser Type and Operating System comes directly from the browser they are using. Each time selections are made in Online and Geographic Demographics, the targeted audience is more narrowed-down.

> *Example:* Netscape Navigator 2.x is chosen for a browser, Windows '95 for an operating system, and an SIC Code for Wood Office Furniture. Using these specifications, individuals in the wood office furniture industry who are using Windows '95 with a Netscape Navigator 2.x browser are specifically targeted.

Creatives

Providing striking, interactive advertisements is necessary when attracting consumers to advertised products. To gain the level of interactivity wanted, sophisticated rich media advertisements must be created. The AdForce Service can deliver virtually any ad style, such as HTML Scripts, JavaScripts, and JAVA applets, in addition to static/ animated GIFs and redirects.

The AdForce software is automated to receive advertisements from Advertisers and deliver them to Web sites. The submitted advertisements must already have been tested, debugged, and functioning.

> **IMPORTANT:** The submitted advertisements must be entirely correct and follow AdForce Service's rich media ad guidelines, or campaign delivery can be delayed. See the *Guidelines for Creating and Submitting Creatives* TechDoc in the "Additional Help" section in *AdForce Online Help.*

Banners can be delivered randomly, sequentially, or by weighted percentages. These and other settings are selected by Advertisers during campaign scheduling to deliver banners in a pattern unique to a campaign's requirements. Each of these settings is executed and handled differently, so it is important to understand the distinctions and dependencies between all of the following settings that can affect banner delivery for Agency and Non-Agency Buys (see the Creative procedures starting on page 27 in "Scheduling a New Campaign" and "Creative" on page 6-74 in "Agency Campaign Tree" for more information):

- Campaign Type
- Banner Type
- Banner Size
- User Frequency

- Sequence Delivery
- Random Delivery
- Weight % Delivery
- Using the same banner multiple time with different link URLs

Scheduling a New Campaign

1 In the toolbar, click on the Advertising icon and select Schedule New Campaign.

> *Note:* Campaigns can also be scheduled using Advertiser and Campaign Trees.

2 From the list, select an Advertiser and click New Campaign (SuperUsers only, others proceed to next step).
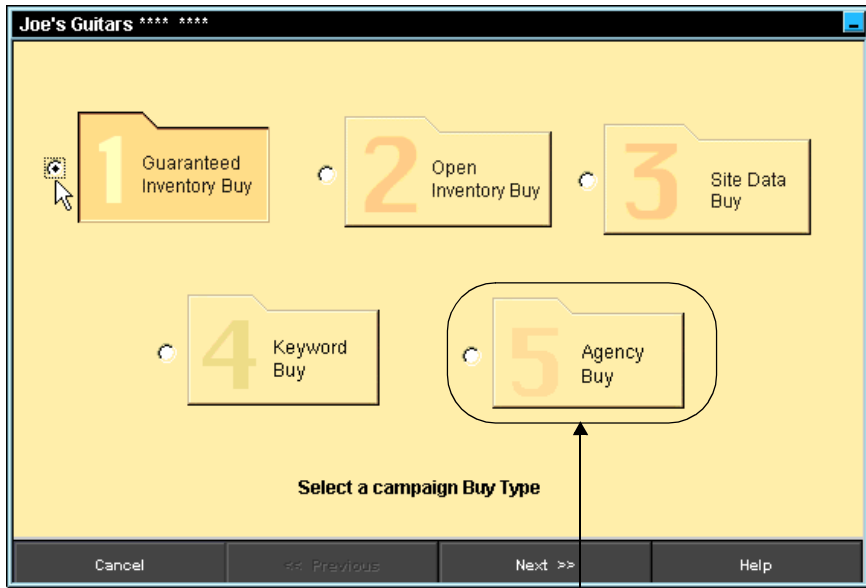
Some networks do not display the Agency Buy button.

3 Choose a Buy Type and click Next.

The User Frequency section only displays when scheduling a Guaranteed Inventory/Keyword Buy.

> *Note:* If the Max field in the User Frequency section does not display, the Default Maximum User Frequency Per Ad field is set to zero (see "Network Information" on page 4-2 for details). To display this field and type in a maximum, deselect the No Limit option.

4 Type the campaign information into the fields (see the following "Campaign Fields" section for details) and click Next. User Frequency can only be used in Guaranteed Inventory buys.

Campaign Fields

In this field...	Type...
Client	The name of the client for this campaign.
Campaign Name	The name of the client's campaign.
Default Ad Link URL	The default URL link for campaign banners that are clicked.
Comments	Any notes about this campaign. This field is useful for Advertisers who want to inform SuperUsers of any campaign-specific rates information, such as ad caps or total impressions to be delivered.
User Frequency Max	Only used in Guaranteed Inventory/Keyword Buys. The maximum number of campaign advertisements to be delivered to each viewer.
	Example: Ten banners may be used for a particular campaign, but if an Advertiser types three in this field, only a maximum of three banners will be delivered to each viewer. Once three banners have been viewed, then another campaign's banners will be delivered to that viewer.
No Limit	Choose this option if there is no limit on how many campaign banners are repeatedly delivered to each viewer.
Job/IO Number	The campaign's assigned job/insertion order number (if necessary).

5 Click New to display the Creative Ad template, or if banners are to be delivered by weight, choose Delivery By Weight first. See "Creative Options" on page 6-31 for details on the fields and options.

Combinations of Sequence, Random, and Weighted % deliveries cannot be used simultaneously within the same campaign as they are mutually exclusive. User Frequency settings are unavailable for Open Inventory and Keyword Buys.

Banner Delivery Matrix for Non-Agency Buys

Delivery	Frequency On or Off?	Guaranteed Inventory	Open Inventory	Keyword	Site Data
Sequence	Off	Yes	Yes	Yes	Yes
	On	Yes	N/A	Yes	N/A
Random	Off	Yes	Yes	Yes	Yes
	On	Yes	N/A	Yes	N/A
Weighted %	Off	Yes	Yes	Yes	Yes
	On	Yes	N/A	Yes	N/A

The Creative Selection template allows campaign ad banner insertion. AdForce content units specify the size of the ad banner supported when registering, so an ad banner must be inserted to schedule a campaign. When targeting content units and estimating available inventory, the banner size identified in the ad campaign is the size queried by AdForce.

Note: If wanting to schedule a campaign before the creative is completed, a correct-sized dummy ad banner must be inserted so that AdForce can query the appropriate content units. Use the dummy banners supplied in the AdForce BANNER subdirectory located on the hard drive (C:/ ADFORCE/SUPER (OR ADVERTISER)/BANNER/). See "Creatives" on page 6-22 for more information on creatives.

6 To insert a redirect, choose the Redirect Ad option. In the Redirects To field, type the URL that redirect images will be retrieved from and then proceed to next step.

> ***Note:*** When submitting redirects via e-mail, make sure the URLs are clearly labeled.

To insert or select a creative, click Pick File.
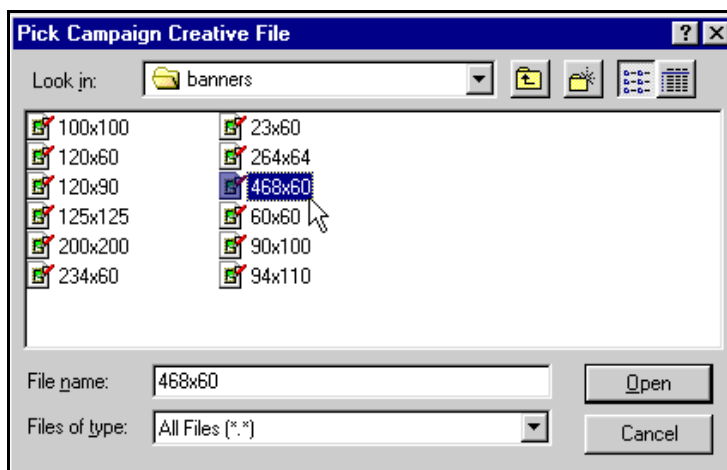
When the operating systems' pick file menu displays, select the preferred ad creative and click Open.
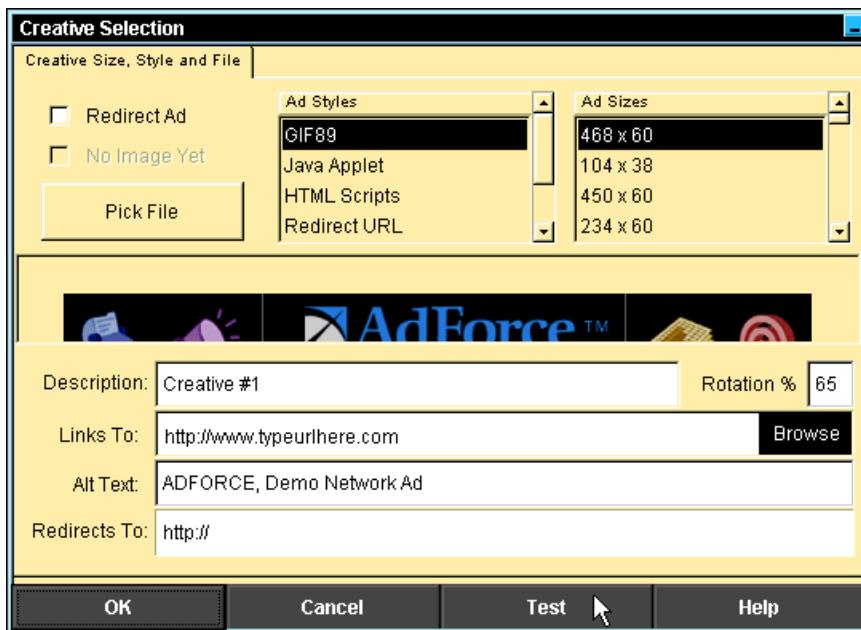
7 In the Ad Styles and Ad Sizes sections, select the ad style and size (if not already selected). See "Creative Options" on page 6-31 for details.

Multiple ad sizes can be selected for delivery, but the same number of ads must be selected for every ad size.

> *Example:* If two 460x60 banners are selected, and the 200x200 and 100x100 sizes need to be included, there must be two of each size. As a workaround, include a banner more than once.

Creative Options

Item	Description
Ad Styles:	
GIF89	If a GIF89 image is selected, the ad style is automatically recognized by the AdForce Service.
	Note: Animated GIF creatives must not exceed a four-second animation period, or Web Publishers may not accept them.
JAVA Applet	If an applet image is selected, the user must identify the specific ad size. The ZIP file name must contain the word *applet* in it.
	Example: BANNER1APPLET.ZIP APPLETBANNER1.ZIP BANNERAPPLET1.ZIP
HTML Scripts (HTML Redirect Ads and HTML Scripts/Drop-Downs)	An HTML Script advertisement is a form-based ad that can have items like combo boxes, GIFs, lists, and buttons, and fits within a standard ad size. HTML Scripts can be created using tags like form tags, HTML code, JavaScript (script tags), and JAVA Applets (applet tags). Make sure to select the correct ad size.
Redirect URL	Ad redirection is a method used to serve ad images from a non-AdForce server. AdForce supports ad redirection to other ad serving companies. When the choosing the Redirect Ad option, the Ad Style Redirect URL is automatically selected. Select the correct ad size.
	Note: Do not upload actual files because AdForce retrieves them from another server.
Emblaze Banner	Web-animated banners created by a 3rd-party product.
Liquid Motion	Web-animated banners created by a 3rd-party product.
	Note: These banners can only be delivered on Internet Explorer 4.x.
Alt Text	Type any alternate text for this banner. With the JavaScript and IFRAME tags, Alt Text appears when the mouse moves over the ad in the browser.
	Note: Alt Text can be no longer than 80 characters.
Browse	Click to test the URL.

Item	Description
Description	Type the ad banner's description. For Agency Buys: If No Image Yet is chosen, type a description to be used as a scheduling placeholder until the creative is completed.
Links To	Type the preferred URL link.
No Image Yet	For Agency Buys only. When chosen, simulates an ad that can be used during Web site and content unit targeting. Final parameters and creative uploading can be performed later. Also type a Description to be used as a scheduling placeholder until the creative is completed.
Redirects To	Type the URL that redirect images are retrieved from.
Rotation %	This field only displays if the Delivery By Weight option is chosen (before clicking New). If there is more than one banner type (GIFs/Redirects and Rich Media) and size(s) to be served for a campaign, they can be served by rotation percentage. Type the rotation percentages for all banners (each size and ad type must total 100%). **IMPORTANT:** The numbers assigned in this template do not always deliver the exact percentage due to the ad selection process within the system. Daily campaign delivery percentages per user can vary significantly, but as the campaign's end date gets closer, the percentages get closer to the assigned amount. *Example:* There are seven banners: two 468x60 GIFs, two 104x38 GIFs, and three 300x35 rich media banners. - One of the 468x60 GIFs can be set to serve 65% of the time and the other can be set to serve 35% of the time (both equaling 100%). - One of the 104x38 GIFs can be set to serve 20% of the time and the other can be set to serve 80% of the time (both equaling 100%). - One of the 300x35 rich media banners can be set to serve 50% of the time, one can bet set to serve at 40% of the time, and the other can be set to serve 10% of the time (all equaling 100%).

8 After a banner is entered, click Test to confirm that it works properly:

- If the image is not properly displayed in the browser, there may be a problem with the creative
- If creatives are not displaying, confirm that the code is correct
- If redirects are not displaying, try switching the *<A HREF* and *<IMG SRC* URLs

Repeat steps 5-8 to add any other preferred creatives.

9 Click OK
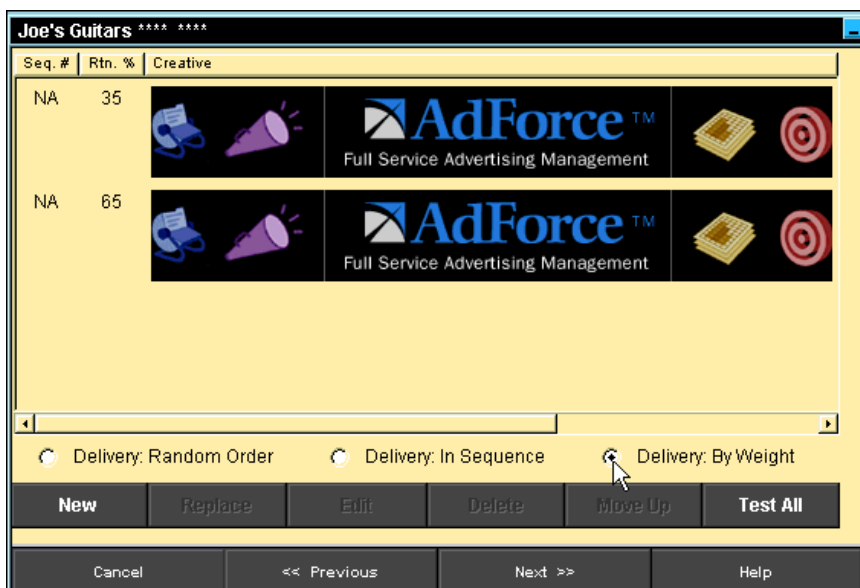
10 If more than one creative is uploaded, choose whether to deliver creatives in random order, in sequence, or by weight (usually already chosen), and click Next.

> **IMPORTANT:** There are distinctions between different ad delivery settings, as each is executed and handled differently (see "Banner Delivery Matrix for Non-Agency Buys" on page 6-27 for details).

If the Deliver Creatives in Random Order option is chosen, the creatives are delivered randomly and not in the order they appear on this screen. All creatives are served evenly, but if there is both a rich media ad and a GIF/redirect listed, the system will try to serve the rich media ad wherever possible.

Note: If both GIFs/redirects and rich media creatives are submitted, priority is given to the rich media creatives.
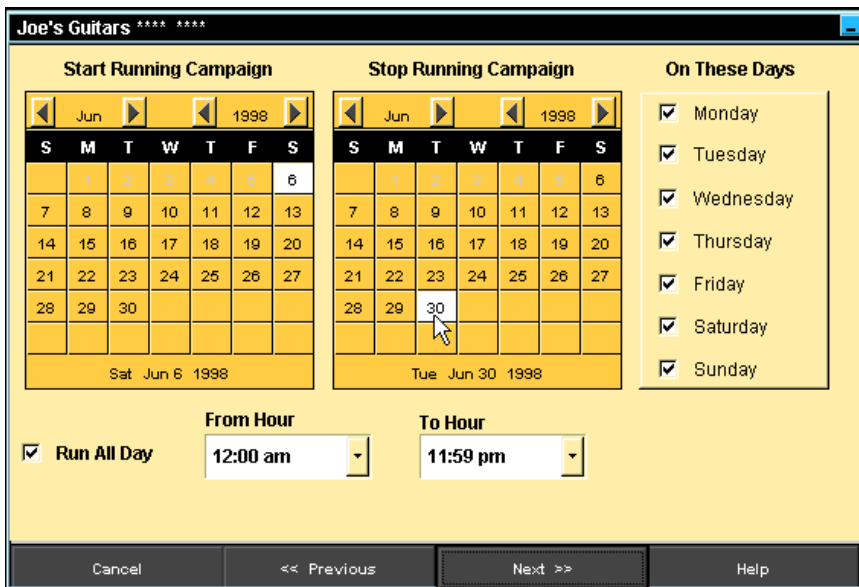
11 Complete the template and click Next.

Item	Description
Stop Running Campaign	Choose the day that the campaign is to end (always specify this date first).
Start Running Campaign	Choose the day that the campaign is to start (always specify the Stop Running date first).
On These Days	Choose the preferred days of the week that the campaign is to run.
From Hour/To Hour	From these lists, select the time of day to run the campaign, or choose the Run All Day option.

Item	Description
Run All Day	Choose this option to have the campaign run all day.
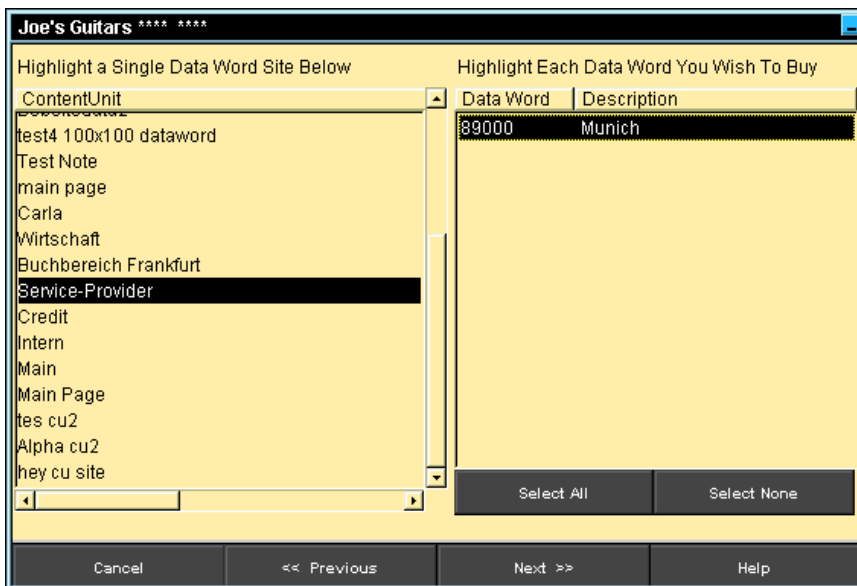
12   If scheduling a Site Data Buy, the Content Unit/Data Word template displays to select site data targeting information. If not, proceed to step 14.

From the ContentUnit list, select the content unit for this campaign.

From the Data Word list, select the content unit's data words created by the Web site. Data Words are words entered or selected from lists, such as search or query terms, and the description describes the data word's details. These words are passed to AdForce and an advertisement is delivered.

13   Click Next and proceed to step 16.
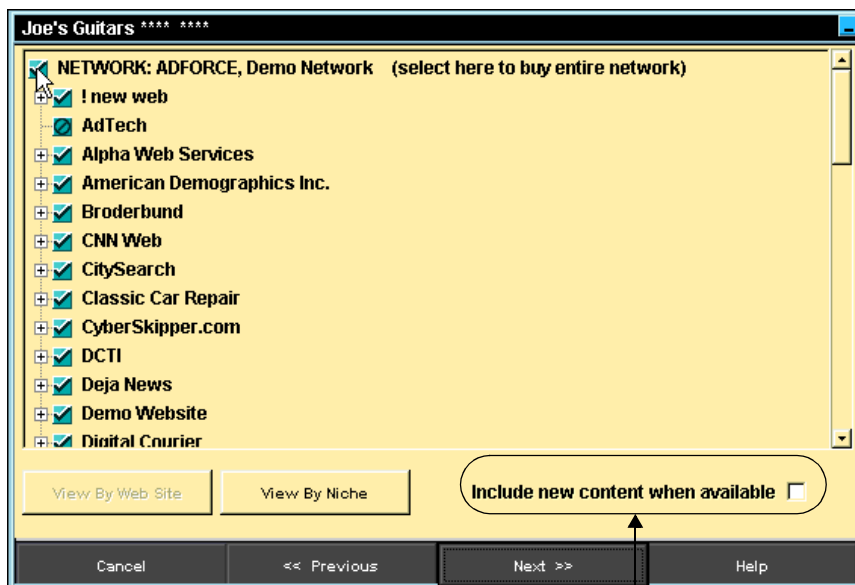
The Include New Content When Available
option only displays when scheduling a
Open Inventory Buy

14 Choose the Web sites and content units to be targeted and click Next.

> *Note:* To target a specific content unit within a Web site, click
> on the plus (+) sign and choose the preferred content unit(s).

For Open Inventory Buys, choosing the Include New Content When
Available option allows impression delivery to content units that have
been approved after scheduling this campaign.
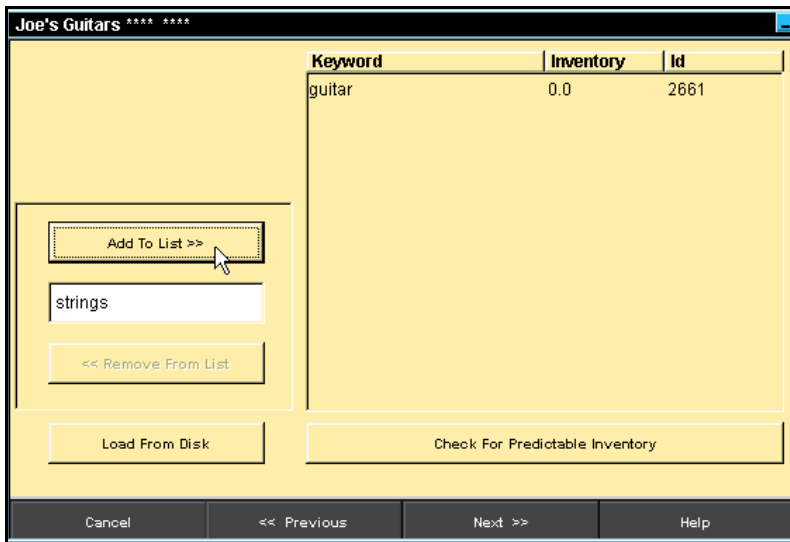
15 If scheduling a Keyword Buy, a template displays for keyword targeting information. If not, proceed to next step.

In the blank field, type the keyword to be targeted and click Add to List (repeat for other keywords), then click Next. See the following "Keyword Options" section for other functions in this template. See "Keyword Buy" on page 6-16 for more details on Keyword Buys.

Keyword Options

Click this...	to do this...
Load From Disk	Load a keyword(s) from a diskette. When the Open window displays, select the preferred keyword file and click Open. Make sure that the keyword file is in ASCII format.
Check For Predictable Inventory	Have IMS predict how many impressions will be served using this keyword(s).
Remove From List	Delete a keyword from the list.

This template shows the Online Demographic Targeting selections (see "How Online and Geographic Demographic Targeting Works" on page 6-21 for details on targeting).
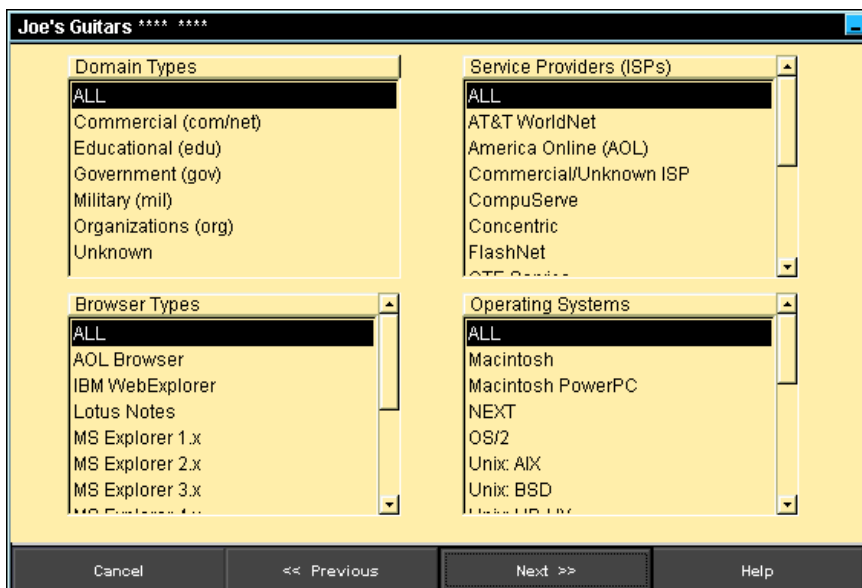
16 From the lists, select the preferred run-time demographic targeting categories (see the following "Online Demographic Targeting" section for details) and click Next. You can select as many items in any combination as you want. If no specific selections are made, the system selects ALL in each category.

> *Note:* Targeting browser types is directly related to the creative types used in a campaign. Rich media ads can only be delivered using the IFRAME and JavaScript tags, and the HTML tag can only deliver GIFs. Only certain browsers support rich media. When targeting browsers, it must be confirmed that a given creative works on a given browser (see "Creatives" on page 6-22 and "Web Tags" on page 7-26).

Online Demographic Targeting

Item	Description
Browser Types	Targets individuals by the specific browser they use.
Domain Types	Targets individuals by their domain, such as COM, EDU, GOV, MIL, and ORG.
Operating Systems	Targets individuals by the specific operating system they use.
Service Providers (ISPs)	Targets individuals by the service provider they use.

This template shows the Geographic Demographic Targeting selections (see "How Online and Geographic Demographic Targeting Works" on page 6-21 for details on targeting).

17 From the lists, select the preferred run-time demographic targeting categories (see the following "Geographic Demographic Targeting" section for details) and click Next. You can select as many items in any combination as you want. If no specific selections are made, the system selects ALL in each category.

Geographic Demographic Targeting

Item	Description
Area Codes	Targets individuals using the area code of their Corporate IP Address. AdForce uses over 200 national and international codes to target consumers. *Note:* Targeting area codes cannot be done if any ISP is targeted.
SIC (Standard Industrial Classification)	Four digit codes developed by the U.S. Government to universally classify manufacturing and non-manufacturing businesses while describing their economic activity. SIC codes are determined by the company's Corporate IP address and enable AdForce to group businesses together for enhanced targeting.
Countries	Enables consumers to be targeted nationally and internationally.

This next Rates template is used during campaign validation to enter all the financial requirements for the campaign and is only available to SuperUsers.

18 Complete the applicable fields (SuperUsers only, others proceed to step 23) and click Next (see the following "Rate Fields" section for details). Depending on the Buy Type chosen, some fields may be unavailable in this Rates template.

Rate Fields

Field/Button	Description
Ad Cap Dollars	Displays the total dollars to be allocated for this campaign. This number can be calculated by entering the CPM and Ad Cap Impressions.
Ad Cap Impressions	Displays the total requested impressions. This number can be calculated by entering the Cost per 1,000 Impressions and Ad Cap Dollars fields.
Ad Dollars Spent	Displays the total dollars spent to date.
Ad Percent of Sale	Displays the Advertiser's variable cost for every sale, transaction, or inquiry.
Agency Percent	Type the advertising agency's percentage of the total Ad Dollars Spent.
Cost Each (Impressions section)	Displays the delivery cost for each impression by calculating the Cost Per 1,000 (CPM), Ad Cap Dollars, and the Impression Cost fields.
Cost Each (Clicks section)	Displays the delivery cost of each click by calculating the Cost Per 1,000 (CPC) and Ad Cap Dollars.
Cost Per 1000 (CPC)	Type the Advertiser's cost for 1,000 banner clicks.
Cost Per 1000 (CPM)	Type the Advertiser's cost for 1,000 banner impressions.
Cost per Transaction	Displays the Advertiser's cost for every sale, transaction, or inquiry. A transaction tag is generated if this field is used (see "Transaction Tags" on page 6-100 for details). The tag must be placed on the Advertising client's confirmation Web page to confirm a transaction has taken place.

Field/Button	Description
Desired Dollars	Use this field if the Total Available Inventory is less than what is required for this campaign (because the content units in question may be sold out or do not yet have an established delivery history). Type the dollar amount of the impressions wanted that might become available during the life of this campaign (this amount is a desired total, not just an amount in addition to Ad Cap Dollars).
	Example: The available inventory is peaked at $2,000 and you want to buy $3,000 worth of inventory. Type $3,000 in this field to acquire the impressions should they become available. Given this scenario, the total Ad Dollars Spent will fall between $2,000 and $3,000.
	Note: If scheduling an Open Inventory Buy, this field is not affected (N/A) because Ad Cap Dollars are *desired*.
Desired Impressions	Use this field if the Total Available Inventory is less than what is required for this campaign (because the content units in question may be sold out or do not yet have an established delivery history). Type how many impressions to be delivered (this number is a desired total, not just a number in addition to Ad Cap Impressions). This amount can exceed the Total Inventory Available that has been calculated by IMS. If any impressions become available from other campaigns, the Desired amount is then delivered.
	Note: Using this field does not guarantee delivery of all impressions requested. If scheduling an Open Inventory Buy, this field is not affected (N/A) because Ad Cap Impressions are *desired*.
Estimated Click Rate	Type the campaign's estimated click-thru rate.
Fixed	Click this to lock the total dollars or total impressions, so when the figures are adjusted, the other adjusts accordingly.
Impressions	Type the cost per 1,000 impressions for this campaign.
Impressions Delivered	Displays the total impressions delivered to date.
Total Based on Click Rate	For a CPC and CPM buy. Estimates how many impressions have to be delivered, given the estimated click-thru rate, to meet the Ad Cap.

Field/Button	Description
Total Impressions (Clicks section)	For a CPC buy. Estimates how many impressions must be delivered at the identified click-thru rate to meet the Ad Cap. *Example:* There is a $10.00 CPC campaign that wants a goal of 1,000 clicks, and estimates that it will get a 1% click rate. In order to achieve the goal of 1,000 clicks (given the 1% click rate), AdForce estimates that 100,000 impressions need to be delivered.
Total Impressions (Impressions section)	Displays the total number of impressions that can be delivered by calculating the Cost Per 1000 (CPM) cost and Ad Cap Dollars fields.
Total Inventory Available	AdForce calculates Total Inventory Available by taking into account all of the targeting criteria defined by the SuperUser or Advertiser when originally scheduling the campaign (see "Calculating Inventory/Inventory Management System (IMS)" on page 6-19 for details). *Note:* If scheduling an Open Inventory Buy, this field is not affected (N/A) because it does not calculate available inventory.
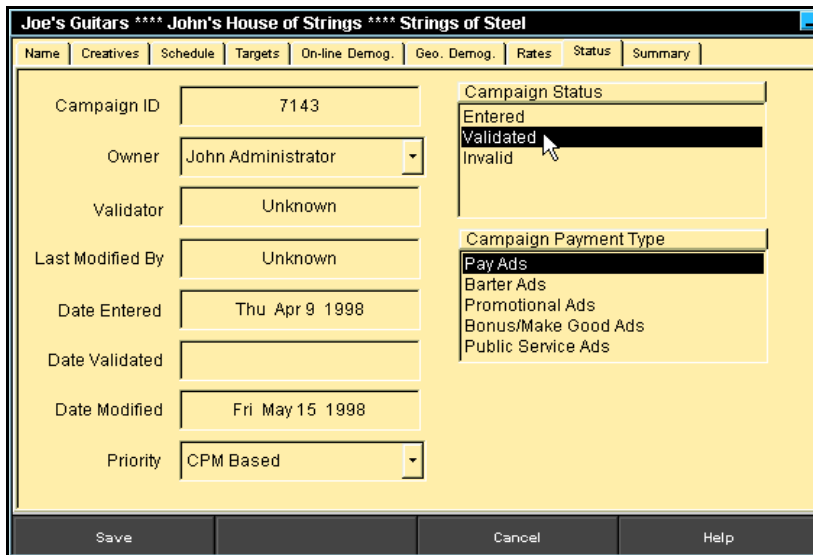
19 From the Owner list, select the owner of the campaign. This is usually a Sales Executive in charge of the Advertiser's account. The owner is not necessarily the individual who scheduled the campaign.

20 From the Priority list, select the priority to be assigned to this
campaign (see the following "Priorities" section for details).

There are a variety of priorities to choose from, but assigned priorities
are relative to other Network campaigns.

> ***Note:*** It is imperative that Network Administrators apply this
> functionality correctly, otherwise there can be severe
> campaign under-delivery problems. If all the Network's
> campaigns have Moderate and Low priorities, it is no
> different than all of the campaigns having High and Normal
> priorities.

Priorities

Priority	Description
CPM Based	Delivers a campaign's ad impressions based on CPM values. The higher the CPM, the more priority a campaign has. ***Note:*** This priority selection is the default for Guaranteed Inventory Buys.
Exclusive	Has exclusive delivery rights to the targeted content units. Other campaigns can have exclusive delivery rights to the same campaign, but need approval from the Network Administrator.
Accelerated	Has the highest priority without being exclusive.
High	Above the Normal priority.
Normal	Above the Moderate priority. ***Note:*** This priority selection is the default for Open Inventory buys.
Moderate	Above the Low priority.
Low	The lowest priority.

21 From the Campaign Status list, select the status for this campaign (see the following "Status" section for details). Modifications and the results of those modifications will differ depending upon the status applicable to the campaign.

> **IMPORTANT:** Campaign status must be set to Validated in order for campaign to become active on the start date. When an Advertiser inputs a campaign, it has the Entered status. SuperUsers must validate later.

Status

Status	Description
Entered	A campaign that has been scheduled but not validated by a SuperUser yet, so SuperUsers and Advertisers can edit any campaign field and resubmit, but no impressions are reserved.
Validated	A campaign that has been validated with impressions purchased and an established ad cap, and will begin on its scheduled date.
Out of Money	Identified when the campaign's ad cap has been reached prior to the campaign's end date. When this cap has been reached the campaign will stop. ***Note:*** This selection does not apply to Guaranteed Inventory CPM Based campaigns.
Expired	Campaigns that have reached their end date and are no longer running.
Active	A campaign that has been validated by a SuperUser and is serving advertisements. SuperUsers and Advertisers can edit any campaign field and resubmit–unless impression delivery dates, times, and rates are changed. If they are changed, they are prompted to end the present campaign and begin a new one. Campaign changes can go into effect anywhere from less than two hours to the next day.

When a campaign is approved, it has been validated by a SuperUser, so SuperUsers and Advertisers can edit any campaign field and resubmit.

If an edit is performed on a validated campaign, the SuperUser is informed of the modification in their Work Queue (only if this notification is selected). The campaign is still considered Validated even though it has been edited.

22 From the Campaign Payment Type list, select the type of payment for this campaign (see the following "Payment Types" section for details) and click Next.

Payment Types

Type	Description
Barter Ads	Advertisements traded for something other than money, such as goods and services.
Promotional Ads	Advertisements that promote either a Web publisher or an Ad Sales Organization.
Bonus/Make Good Ads	If an advertising campaign under-delivers, the Advertiser is given impressions to make up the difference.
Public Service Ads	Advertisements for non-profit organizations, charity, and philanthropic organizations that are delivered between other advertisements.
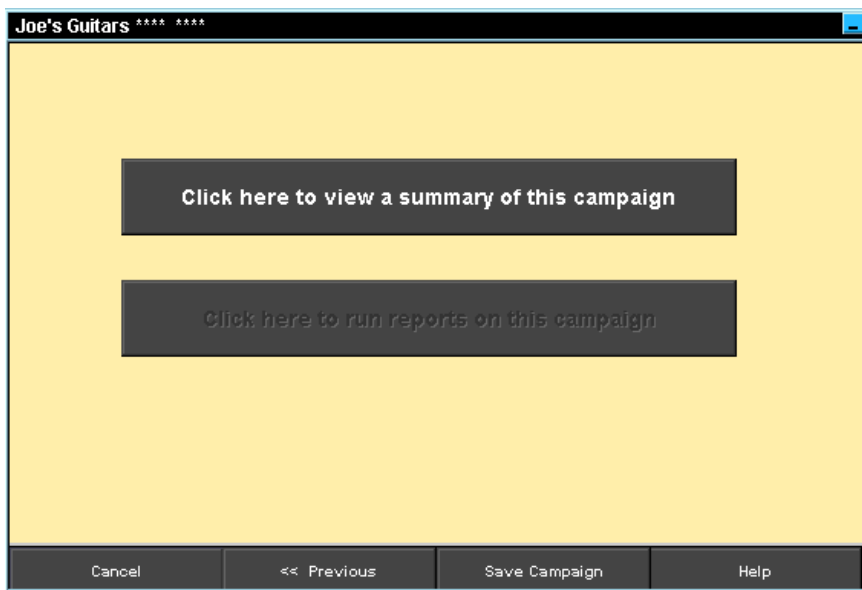
23 Before saving the campaign, the following options are available:

- The Click Here to Run Reports on This Campaign button allows a campaign's reports to be run and reduces the number of screens a user has to go through to run a report.
- Click Here to View a Summary of This Campaign button to view a summarization of the campaign's specifications in the browser.

If clicking the Click Here to View a Summary of This Campaign button, the browser opens and displays the campaign's summary.
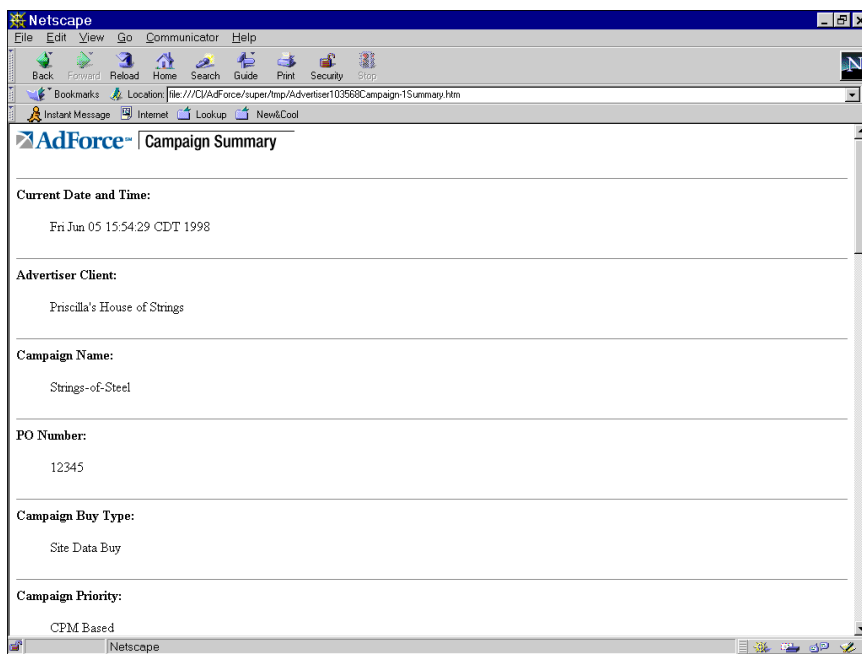
24 Print the summary report (if necessary) and Exit the browser.

25 Click Save to save this campaign.

Copying a Campaign

1   In the toolbar, click on the Advertising icon and select View All Advertisers (SuperUsers only, others select View All Campaigns).
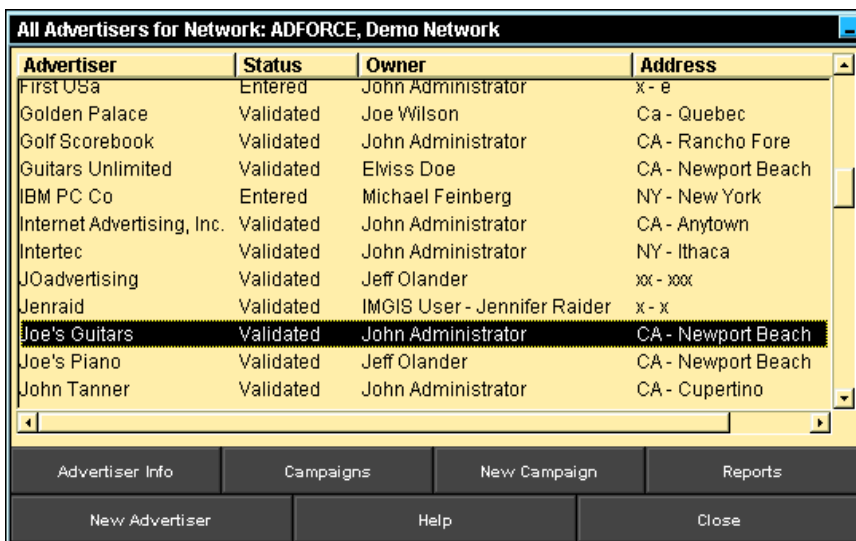
2   From the Advertiser list, select the Advertiser whose campaign is to be copied and click Campaigns (SuperUsers only, others proceed to next step).

Ad Campaigns For: Joe's Guitars					
Client	Ad Campaign ▽	Ad Cap $	Status	Owner	Buy T
John's House of Strings	Strings of Steel	0.00	Active	John Administra	Keyw
John's House of Strings	Strings of Steel .. Copy # 2	0.00	Validated	Elvis Doe	Guar

Copy Campaign	Declined By	Edit Campaign	Delete	Close	Help

3 From the Client list, select the campaign to be copied and click Copy Campaign.

4 Proceed to step 3 in "Scheduling a New Campaign" on page 6-23 to continue scheduling this campaign.

> *Note:* Be sure to check which Web sites declined the original campaign and manually deselect them from the copied campaign.

Viewing and Editing a Campaign

Campaigns can be viewed and edited in this section.

> *Caution:* There can be potential problems when multiple users edit the same campaign. A message displays informing you that other users are editing it, but the last person who saves overrides all other changes.

1 In the toolbar, click on the Advertising icon and select View All Advertisers (SuperUsers only, others select View All Campaigns).

2 From the Advertiser list, select the Advertiser whose campaign is to be viewed/edited and click Campaigns (SuperUsers only, others proceed to next step).

Ad Campaigns For: Joe's Guitars

Client	Ad Campaign ▽	Ad Cap $	Status	Owner	Buy 1
John's House of Strings	Strings of Steel	0.00	Active	John Administra	Keyw
John's House of Strings	Strings of Steel .. Copy # 2	0.00	Validated	Elvis Doe	Guar

| Copy Campaign | Declined By | Edit Campaign | Delete | Close | Help |
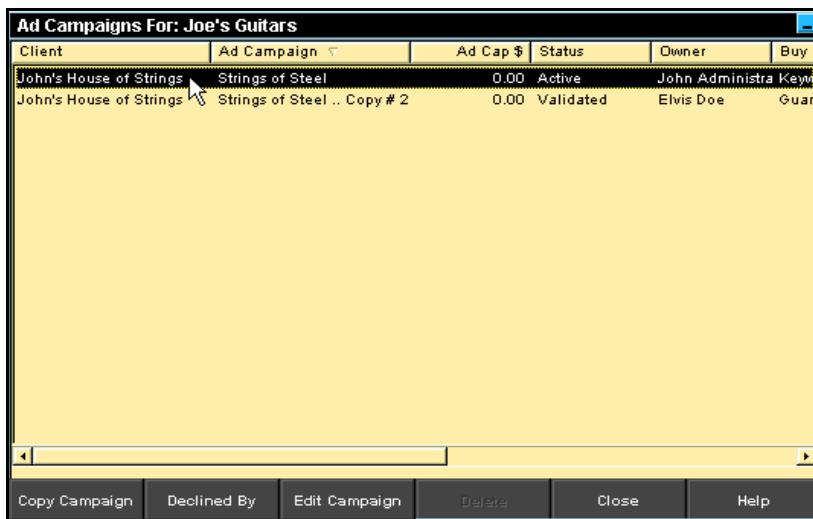
3 From the Client list, select the campaign to be viewed/edited and click Edit Campaign.

Joe's Guitars ** John's House of Strings**

Name | Creatives | Schedule | Targets | Keywords | On-line Demog. | Geo. Demog. | Rates | Status | Summary

Client
John's House of Strings

Campaign Name
Strings of Steel

Default Ad Link URL (Ad link changes can only be made under the Creatives folder tab)
http://www.typeurlhere   Browse

Comments

User Frequency

☑ No Limit

Job / IO Number

| Save | | Cancel | Help |
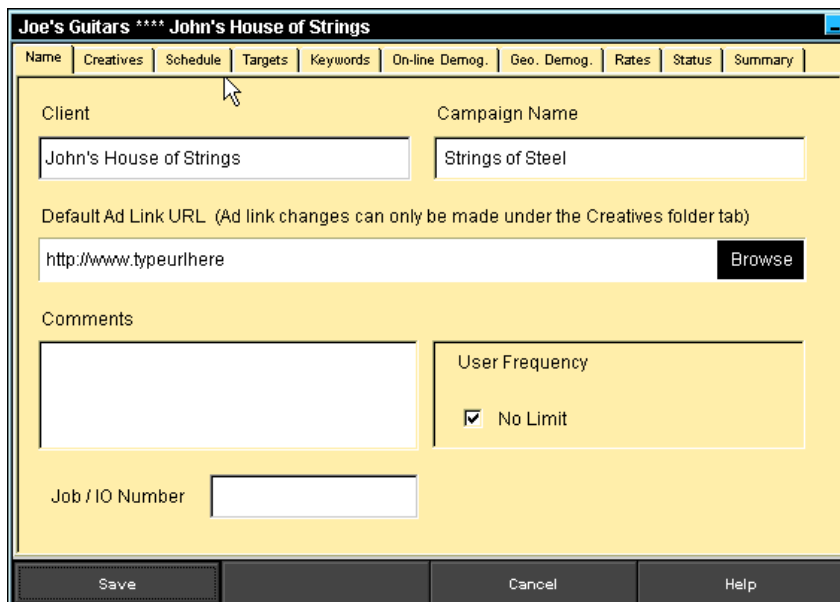
Use the tabs at the top of the screen to view or edit this Advertiser's information.

In cases where targeting, impression delivery, or rates need to be changed, a prompt displays requesting to end the present campaign and begin a new one. In this case, the currently running campaign is automatically stopped during nightly processing.

4   If changes are made, click Save.

Searching for Campaigns

Users can search for campaigns when they cannot remember some of the details, such as who the Advertiser is, campaign name, or the campaign ID number.

1   In the toolbar, click on the Advertising icon and select Search for Campaigns.

2   Select the preferred search method and click Search (see the following "Search Methods" section for details).

Search Methods

Search Method	Description
Campaign ID	Type the campaign ID number that was created when first scheduling the campaign.
Campaign Name	Type the campaign name chosen for the advertiser/ product.
Client Name	Type the client's name that is supporting the ad campaign (or the name entered in the Client field in campaign scheduling).
Campaigns that expire in the next XX days	Campaigns that are going to end in a given amount of time can be searched. Type the preferred amount of days in this field. This function is helpful when determining how much inventory can be freed in the future.
Status	This method identifies a campaign based on its present status. From the Campaign Status list, select the preferred status. All or none of the statuses can be selected by either clicking on Select All or Select None.
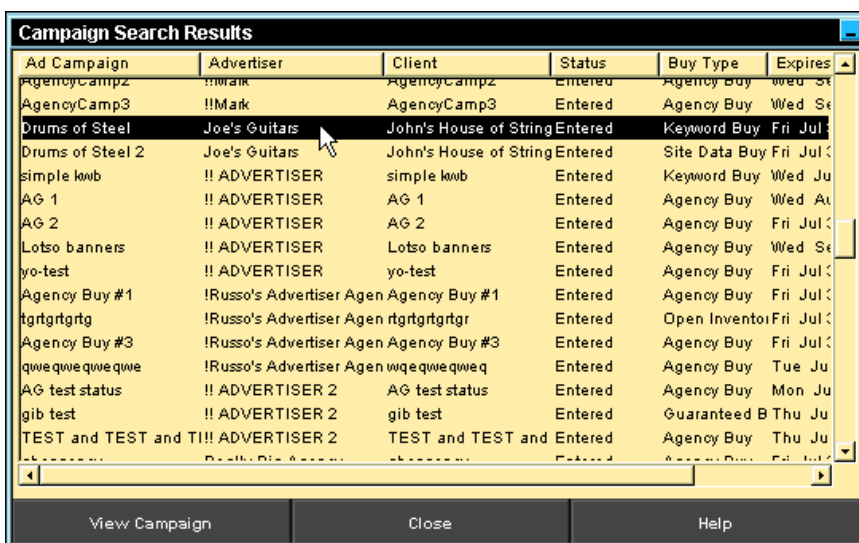
3 A list of campaigns display. From the Ad Campaign list, select the preferred campaign and click View Campaign.

If the preferred campaign does not display in the Campaign Search Results, click Close then Reset to empty the campaign parameter fields and begin a new search.

All the templates can be accessed using the tabs at the top of the screen.

Ending a Campaign

1 Follow the instructions in "Viewing and Editing a Campaign" on page 6-52.

2 When the following template appears, click the Schedule tab.

3 Click End Campaign Tonight.

4 When the prompt appears asking to confirm this, click OK.

5 Click Save. During the nightly processing, the campaign will stop serving advertisements.

Pushing/Stopping Campaign Now

Pushing a campaign will override the 24-hour grace period and begin the campaign in two hours or less. This is known as *pushing a campaign* or Push Campaign. To perform this operation, a campaign must already be saved and validated.

The Stop Campaign Now function stops a campaign and ad delivery in two hours or less. To perform this operation, a campaign must already be active.

1 To use these functions, go into Edit Campaign and follow the instructions in "Viewing and Editing a Campaign" on page 6-52.

2 When the following template appears, click the Status tab.

3 Click Push/Stop Campaign Now.

4 Click Save.

Validating a Campaign

SuperUsers must accurately review and validate the campaigns that:

- They are responsible for
- They schedule advertisements to run on
- They enter the rates for
- Advertisers schedule themselves

This validation process is specifically designed to reduce inaccurate information. SuperUsers can validate a campaign as it is being entered by filling in the Rates and Status sections (not available to Advertisers).

To validate a campaign:

1 Follow the instructions in "Viewing and Editing a Campaign" on page 6-52 (or use the Search function in "Searching for Campaigns" on page 6-54 for a specific campaign if the parameters are known).

2 When the following template appears, click the Rates tab.

3 Enter the fiscal parameters (see "Rate Fields" on page 6-42 for details on this template's fields) and click the Status tab.

4 Change the status from Entered to Validated (see "Status" on page 6-46 for details on the status options).

5 Click Save to save these modifications.

Scheduling an Agency Buy

The criteria and step-by-step methods used in scheduling an Agency Buy are described in this section (see "Agency Buy" on page 6-18).

1 In the toolbar, click on the Advertising icon and select Schedule New Campaign.

> *Note:* Campaigns can also be scheduled using Advertiser and Campaign Trees.

All Advertisers for Network: ADFORCE, Demo Network				
Advertiser	**Status**	**Owner**	**Address**	
First USa	Entered	John Administrator	x - e	
Golden Palace	Validated	Joe Wilson	Ca - Quebec	
Golf Scorebook	Validated	John Administrator	CA - Rancho Fore	
Guitars Unlimited	Validated	Elviss Doe	CA - Newport Beach	
IBM PC Co	Entered	Michael Feinberg	NY - New York	
Internet Advertising, Inc.	Validated	John Administrator	CA - Anytown	
Intertec	Validated	John Administrator	NY - Ithaca	
JOadvertising	Validated	Jeff Olander	xx - xxx	
Jenraid	Validated	IMGIS User - Jennifer Raider	x - x	
Joe's Guitars	Validated	John Administrator	CA - Newport Beach	
Joe's Piano	Validated	Jeff Olander	CA - Newport Beach	
John Tanner	Validated	John Administrator	CA - Cupertino	

Advertiser Info	Campaigns	New Campaign	Reports
New Advertiser		Help	Close

2 From the list, select an Advertiser and click New Campaign.
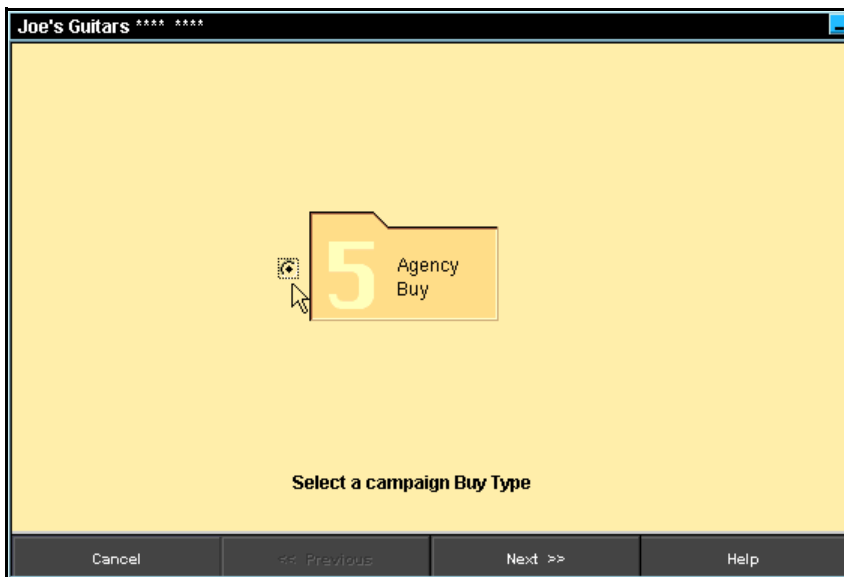
3 Choose Agency Buy and click Next.
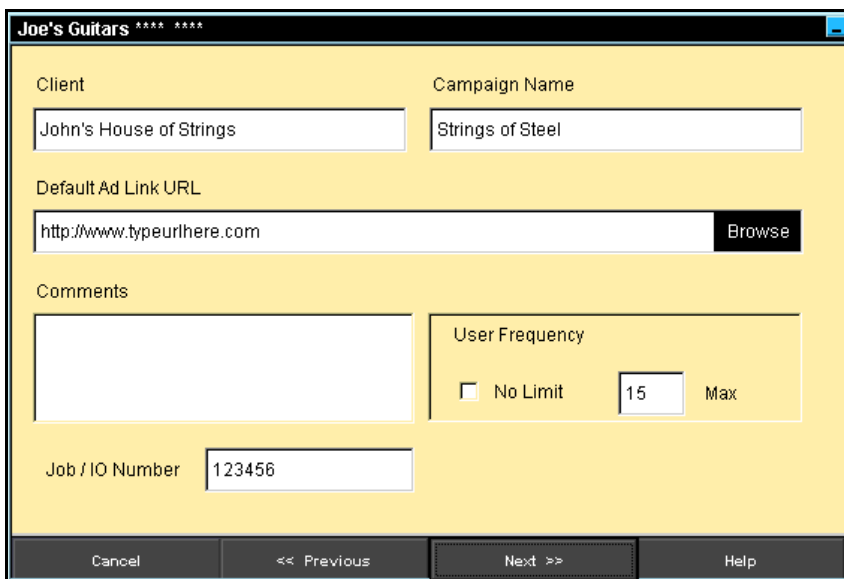
4 Type the campaign information into the fields (see the following "Campaign Fields" section for details) and click Next.

Campaign Fields

In this field...	Type...
Client	The name of the client for this campaign.
Campaign Name	The name of the client's campaign.
Default Ad Link URL	The default URL link for campaign banners that are clicked.
Comments	Any notes about this campaign. This field is useful for Advertisers who want to inform SuperUsers of any campaign-specific rates information, such as ad caps or total impressions to be delivered.
User Frequency Max	Only used in Guaranteed Inventory/Keyword Buys. The maximum number of campaign advertisements to be delivered to each viewer. ***Example:*** Ten banners may be used for a particular campaign, but if an Advertiser types three in this field, only a maximum of three banners will be delivered to each viewer. Once three banners have been viewed, then another campaign's banners will be delivered to that viewer.
No Limit	Choose this option if there is no limit on how many campaign banners are repeatedly delivered to each viewer.
Job/IO Number	The campaign's assigned job/insertion order number (if necessary).

5 Complete the template (see the following "Calendar Fields and Options" section for details) and click Next.

Calendar Fields and Options

Item	Description
Stop Running Campaign	Choose the day that the campaign is to end (always specify this date first).
Start Running Campaign	Choose the day that the campaign is to start (always specify the Stop Running date first).
On These Days	Choose the preferred days of the week that the campaign is to run.
From Hour/To Hour	From these lists, select the time of day to run the campaign, or choose the Run All Day option.
Run All Day	Choose this option to have the campaign run all day.

This template shows the Online Demographic Targeting selections (see "How Online and Geographic Demographic Targeting Works" on page 6-21 for details on targeting).
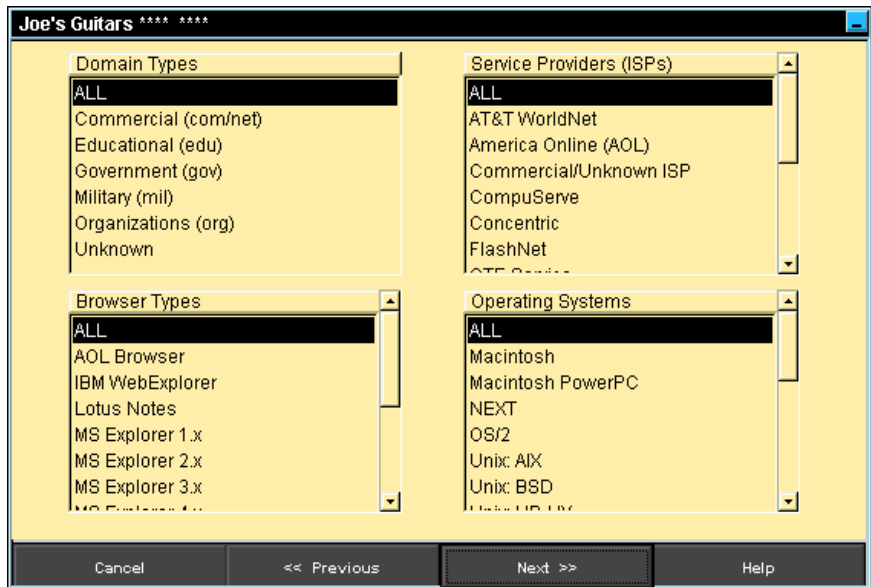
6   From the lists, select the preferred run-time demographic targeting categories (see "Online Demographic Targeting" on page 6-40 for details on the categories) and click Next. Items can be added for every Web site/content unit and you can select as many items in any combination as you want. If no specific selections are made, the system selects ALL in each category.

> *Note:* Netscape 3.0+ and Microsoft Internet Explorer 3.0+ are the only browsers able to deliver rich media creatives using AdForce's rich media tags (JavaScript/IFRAME). If there are only rich media creatives scheduled for a campaign, these Java-enabled browsers must be targeted. If a GIF is included in the campaign, all browsers can be targeted since non-rich media browsers can display GIFs (see "Creatives" on page 6-22 and "Web Tags" on page 7-26).

This template shows the Geographic Demographic Targeting selections (see "How Online and Geographic Demographic Targeting Works" on page 6-21 for details on targeting).

Joe's Guitars **** ****						
#	Area Codes		#	SIC		Countries
ALL			ALL			ALL
205	Alabama - Birmingham		000000	Other/Undetermined		Afghanistan
334	Alabama - Montgomery		010000	Agricultural Production		Albania
907	Alaska - All Locations		0111	Wheat		Algeria
264	Anguilla -		0112	Rice		American Samoa
268	Antigua -		0115	Corn		Andorra
602	Arizona - Phoenix		0116	Soybeans		Angola
520	Arizona - Tucson		0119	Cash Grains, nec		Anguilla
870	Arkansas -		0131	Cotton		Antarctica
501	Arkansas - All Location		0132	Tobacco		Antigua and Barbuda
242	Bahamas -		0133	Sugarcane & Sugar B		Argentina
246	Barbados -		0134	Irish Potatoes		Armenia
441	Bermuda -		0139	Field Crops, Except C		Aruba
250	British Columbia -		0161	Vegetables & Melons		Ascension Island
284	British Virgin Islands -		0171	Berry Crops		Australia
530	California		0173	Tree Nuts		Austria

Cancel	<< Previous	Next >>	Help

7 From the lists, select the preferred run-time demographic targeting categories (see "Geographic Demographic Targeting" on page 6-41 for details on the categories) and click Next. Items can be added for every Web site/content unit and you can select as many items in any combination as you want. If no specific selections are made, the system selects ALL in each category.

The Rates template is used to enter the campaign's default financial requirements (figures can be added for every Web site/content unit).

Rates & Impressions

Planned Dollars		Planned Impressions
0000.00	<< Fixed	0
Bought Dollars		Bought Impressions
0000.00		0

	Cost per 1000	Cost Each	Total Impressions	Cost Per Transaction
Impressions	0000.00	??	??	
Clicks	0000.00	??	??	0000.00
Est. Click Rate %	00001.000	Total based on click rate	??	

OK	Cancel

8 Complete the applicable fields (see the following "Rate Fields" section for details) and click Next.

Note: An amount (even if it is zero) must be input for the Bought Impressions, but not for the CPC, CPM, and CPT fields. A campaign can be validated with a value of 0.00 for bought dollars. Without this information, some reports will be missing important information.

Rate Fields

Field/Button	Description
Bought Dollars	The bought dollars are calculated based on the Bought Impressions that have been distributed to all the Web sites.
Bought Impressions	The total bought impressions that have been agreed on by all the Web sites that have been targeted for a campaign.
Clicks	
Cost Per 1000 (CPC)	The Advertiser's cost for 1,000 banner clicks. When this number is entered into the AdForce Service, the Cost Each and Planned Impressions fields are calculated.
Cost Each	Displays the delivery cost of each click, by calculating the Ad Cap Dollars with the Click Cost.
Total Impressions	Displays the calculation of the total number of clicks that can be performed, given the Ad Cap and CPC.
Cost Per Transaction (CPT)	The Advertiser's cost for every sale, transaction, or inquiry.
Est. Click Rate %	Used to enter a campaign's estimated click rate.
Fixed	Enables either the Planned dollars or Planned impressions to be fixed so that the Cost per 1,000 figures will adjust accordingly.
Impressions	
Cost Per 1000 (CPM)	The Advertiser's cost for 1,000 banner impressions. When this number is entered into the AdForce Service, the Cost Each and Planned Impressions fields are calculated.
Cost Each	Displays the delivery cost for each impression, by calculating the Ad Cap Dollars with the Impression Cost.
Total Impressions	Displays the calculation of the total number of impressions that can be delivered, given the Ad Cap and CPM.
Planned Dollars	The total dollars planned (allocated) for a campaign.
Planned Impressions	The total impressions planned for a campaign.

Field/Button	Description
Total Impressions	Estimates the total impressions that would be delivered to meet the Ad Cap by calculating the Estimated Click Rate with both the CPM and CPC figures. Significant variations can be made to this figure.
	Example: If a straight CPM Buy is chosen, no CPC figures are taken into consideration. A CPC Buy can be chosen as well, but if both options are employed, adjusting the numbers in any of the given fields will produce very different results.
	There is significant flexibility and control when scheduling a campaign, which necessitates a thorough understanding of not only the AdForce Service, but your campaign goals.
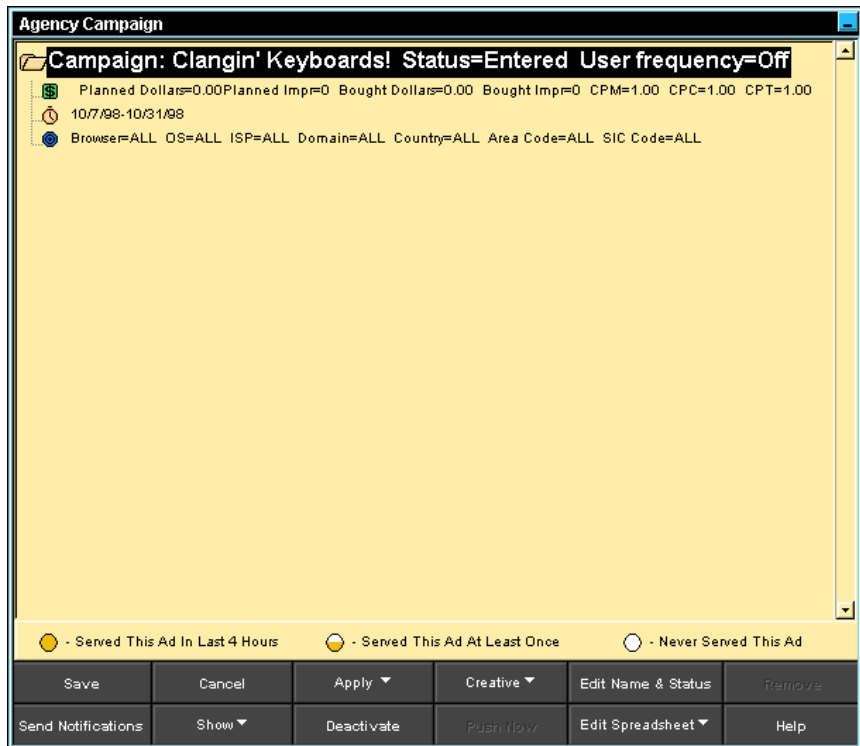
9 Use any of the functions described in "Agency Campaign Tree" on page 6-70, and click Save to save this campaign.

Agency Campaign Tree

After the campaign parameters are entered, the Agency Campaign Tree is displayed. The Campaign/Web Site/Content Unit relationships are based on a parent/child tree structure that enables different targeting, rates, creative, and general scheduling parameters to be individually applied to each branch.

> *Example:* In the Campaign Scheduling template, global targeting criteria and rates are setup before the Campaign Tree is displayed. In the tree, users can apply unique rates and targeting criteria to each Web site and each content unit.
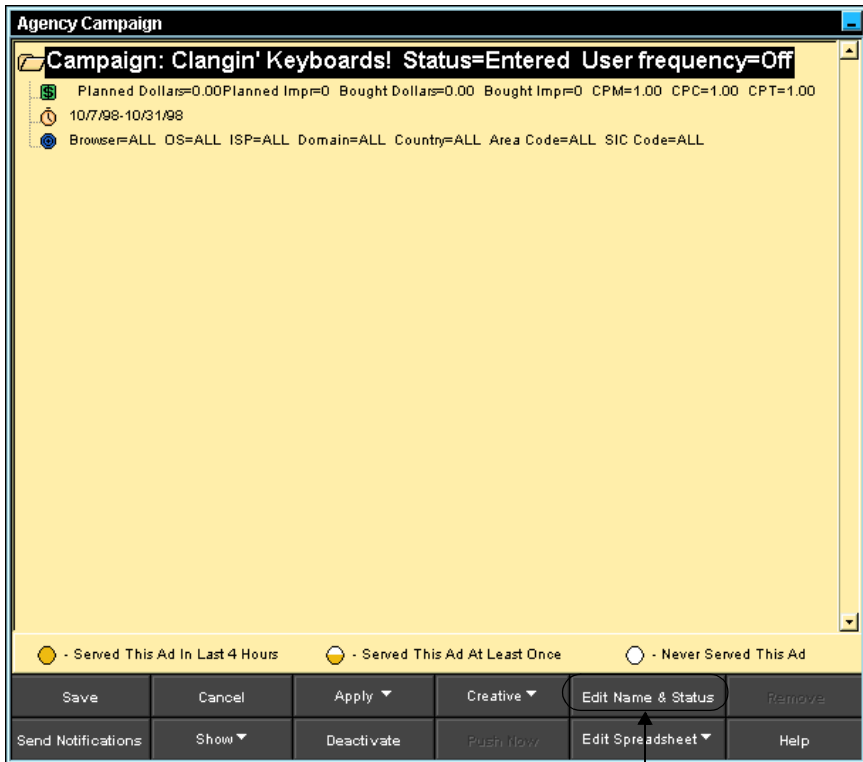
This button changes name and functionality depending on what is selected in the Campaign.

Agency Campaign Tree Icons

Icon	Name	Description
	Campaign	• The name, status, and transaction tags for the campaign. • If under another folder, this is the Web site.
	Creative	The creatives for the campaign.
	Schedule	The dates that the campaign is scheduled to run.
	Rates	The total rates and impressions planned for the campaign.
	Targets	The Online and Geographic Demographic targets for the campaign.
	Content Unit	The content units for the campaign.

Apply

Use this function to apply the following items to any Web site and/or content unit:

- Content Target
- Rate
- Runtime Target

> *Note:* If parent and child targeting and rates criteria are different, then precedence is always given to the child.

Content Target

After an Agency Buy is created, Web sites and content units can be added to the campaign.

1   From the Campaign Tree, click Apply and select Content Target to apply individual Web sites/content units and/or provider profiles.
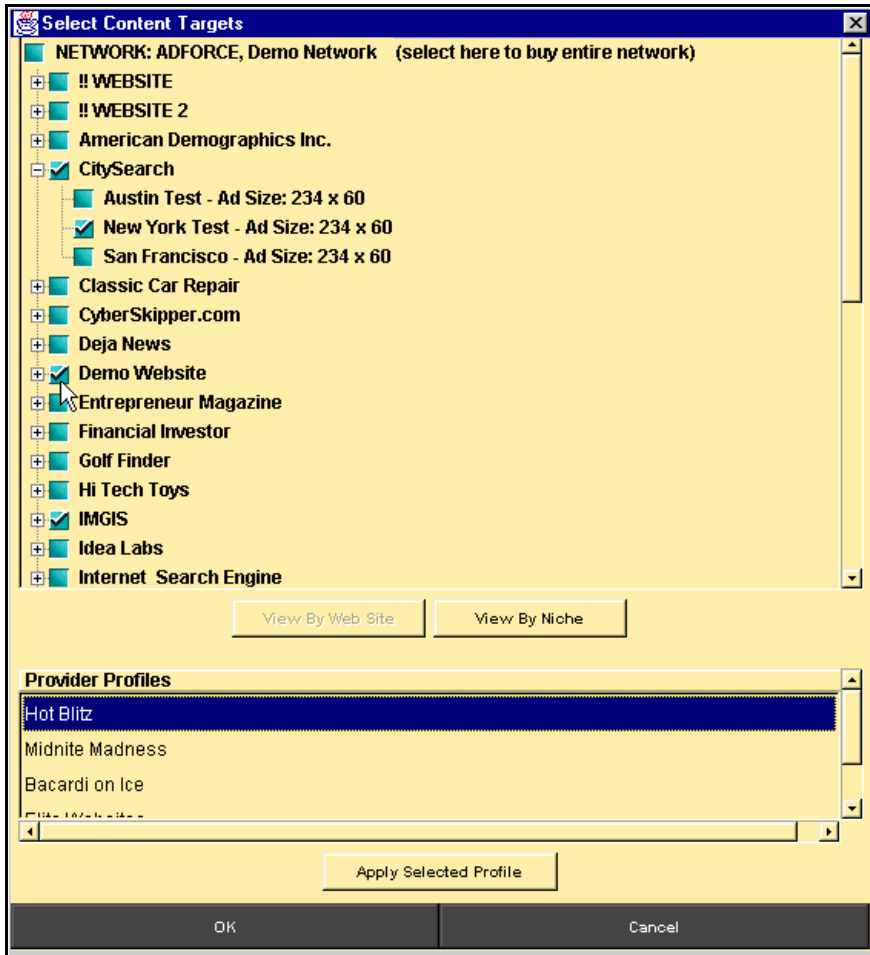
Provider Profiles are groups of Web sites that conform to a certain set of targeting criteria identified by a Network representative in Profile Builder (see "Profile Builder" on page 8-9 for details). Profiles are

selected by Advertisers during campaign scheduling to more effectively target specialized Web sites that best fit their targeting criteria. To select all the Web sites in a Provider Profile, choose the profile of interest and click Apply Selected Profile. Those Web sites fitting the profile's criteria will then be chosen for targeting. Choose additional Web sites/content units or Provider Profiles (if needed), and click OK.

> *Note:* To target a specific content unit within a Web site, click on the plus (+) sign and choose the preferred content target(s).

Rate

Allows users to apply rates and impressions to any Web site/content unit depending on the contractual agreement between that Web site and Agency (see the "Rate Fields" on page 6-68 for details).

1 From the Campaign Tree, select the Web site/content unit and click Apply.

2 Select Rate.

3 Enter the rates and impressions that apply only to this Web site/content unit. When rates are applied to any child, the figures are also applied to the parents.

> *Example:* Applying Bought Impressions to a content unit automatically updates the Web site and campaign Bought Impression figures.

See "Edit Rate Info/Edit Spreadsheet Rates" on page 6-95 when applying different campaign rates for Web sites/content units.

4 Click OK.

5 Apply rates to different Web sites and content units, or click Save if campaign entry is complete.

Apply Runtime Target

After an Agency Buy is created, this function allows the application of demographic targeting (see "Online Demographic Targeting" on page 6-40 and "Geographic Demographic Targeting" on page 6-41 for details).

1 From the Campaign Tree, select the Web site/content unit and click Apply.

2 Choose the preferred targets and click Finish.

3 Apply runtime targets to different Web sites and content units, or click Save if campaign entry is complete.

Creative

This feature enables creative insertions (Defined Creatives) that are applied to the campaign as a whole, Web sites, or content units

Creative Delivery

Delivery	Description
Deliver Banners in Sequence	Delivers creatives in the specified sequence determined in Define Creative Delivery Order.
Deliver Banners Randomly	Randomly delivers creatives.
Deliver Banners by Weight Creatives	Delivers creatives based on selected weight percentages (see "Rotation %" on page 6-32 for details).
Define Creative Delivery Order	Used when choosing Deliver Banners in Sequence. This option can define the delivery order for banners. Select the banner of interest and click Move Up to move it within the list. GIFs/Redirects and Rich Media creatives are two separate banner categories and each require their own sequencing.

Banner Delivery Matrix for Agency Buys

When banners are assigned to all levels (Campaign, Web site, and Content Unit), the delivery of the banners in the child branches always takes precedence over those in the parent branches. Combinations of Sequence, Random, and Weighted % deliveries cannot be used simultaneously within the same campaign because they are mutually exclusive.

Delivery	Frequency On or Off?	Campaign Level	Web Site Level	Content Unit Level
Sequence	Off	Yes	No (1)	No (1)
	On	Yes	No (1)	No (1)
Random	Off	Yes	Yes	Yes
	On	Yes	Yes (2)	Yes (2)
Weighted %	Off	Yes	Yes (3)	Yes (3)
	On	No (4)	No (4)	No (4)

(1) Banners are inherited from the Campaign Level.

(2) Creatives can be associated to randomly deliver within the Web site and Content Unit levels, but they must first be associated at the Campaign Level.

(3) Creatives must be separately associated at the Web site and Content Unit levels and total 100% in each branch for each creative type (See Delivery: By Weight for more information).

(4) Weighted % deliveries cannot be scheduled when User Frequency is activated.

Define Creatives

Creatives must be entered into the AdForce Service and labeled using this function. After they are labeled, creatives can then be applied (associated) to any Web site or content unit.

1 From the Campaign Tree, click Creative and select Define Creatives.
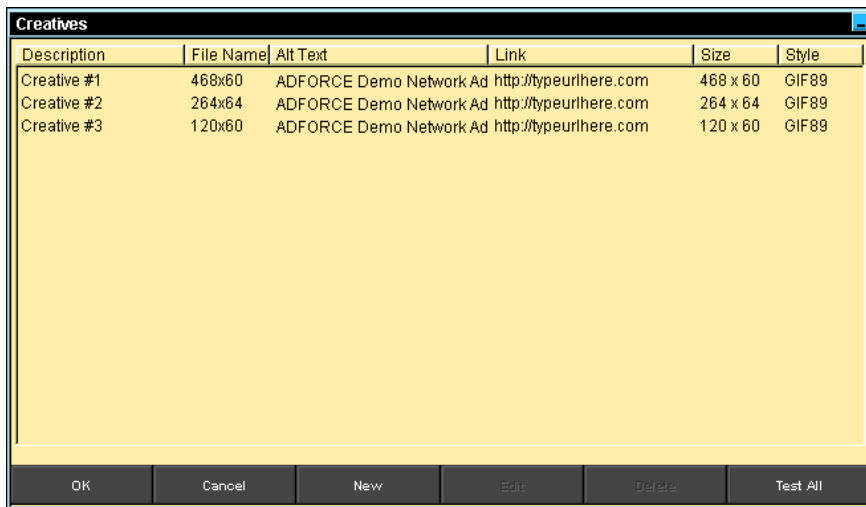
2 Click New.

Creative Selection

Creative Size, Style and File

☐ Redirect Ad

☐ No Image Yet

Pick File

Ad Styles

Ad Sizes

Description: [   ]   Rotation % [   ]

Links To: [http://www.typeurlhere.com]   Browse

Alt Text: [ADFORCE, Demo Network Ad]

Redirects To: [http://]

| OK | Cancel | Test | Help |

See "Creative Options" on page 6-31 for details on this template.

3 Campaigns are frequently scheduled before the creatives are completed. A No Image Yet option is available to simulate an ad that can be used during Web site and content unit targeting. Make sure to type a Description that will be used as a scheduling placeholder until the creative is completed.

To upload a creative, click Pick File.
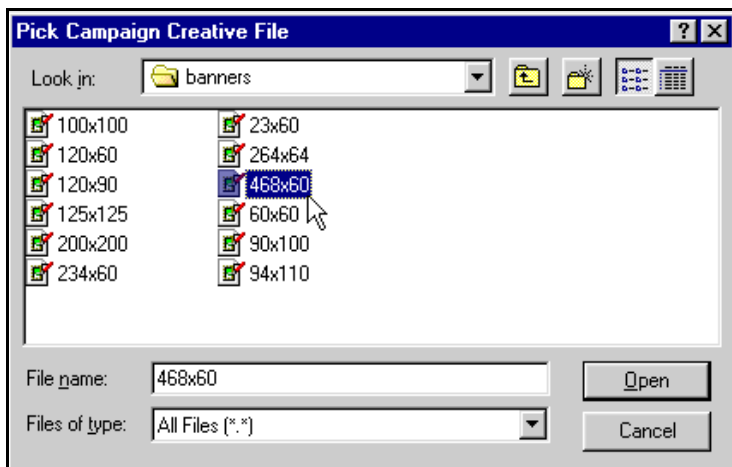
When the operating system's Pick File window displays, select the preferred ad creative and click Open.

4 Click OK.

Edit Defined Creative

Use this function to edit Defined Creatives.

1 From the Campaign Tree, select the preferred Web site or content unit and click Creative.

2 Select Define Creatives.

Creatives						
Description	File Name	Alt Text	Link	Size	Style	
Creative #1	468x60	ADFORCE Demo Network Ad	http://www.typeurlhere.com	468 x 60	GIF89	
Creative #2	264x64	ADFORCE Demo Network Ad	http://www.typeurlhere.com	264 x 64	GIF89	
Creative #3	120x60	ADFORCE Demo Network Ad	http://www.typeurlhere.com	120 x 60	GIF89	

OK	Cancel	New	Edit	Delete	Test All
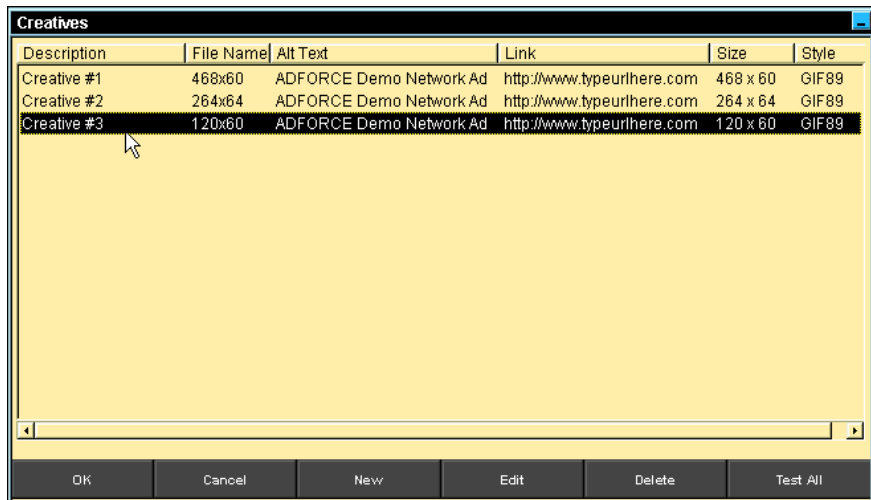
3 From the Description list, select the preferred creative and click Edit.
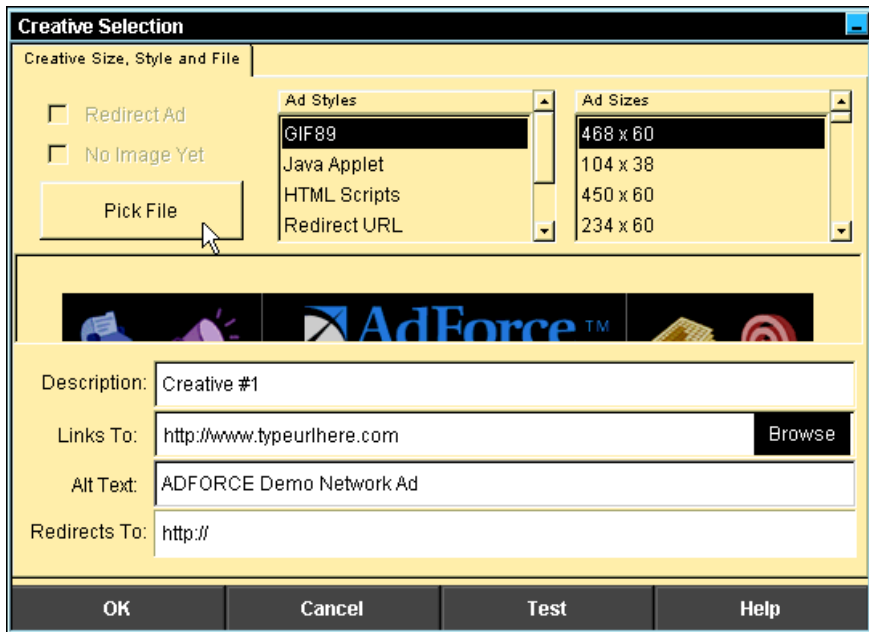
See "Creative Options" on page 6-31 for details on this template.

4 Make necessary changes and click OK.

Delete Defined Creative

Use this function to edit Defined Creatives that have been entered.

1 From the Campaign Tree, click Creative and select Define Creatives.
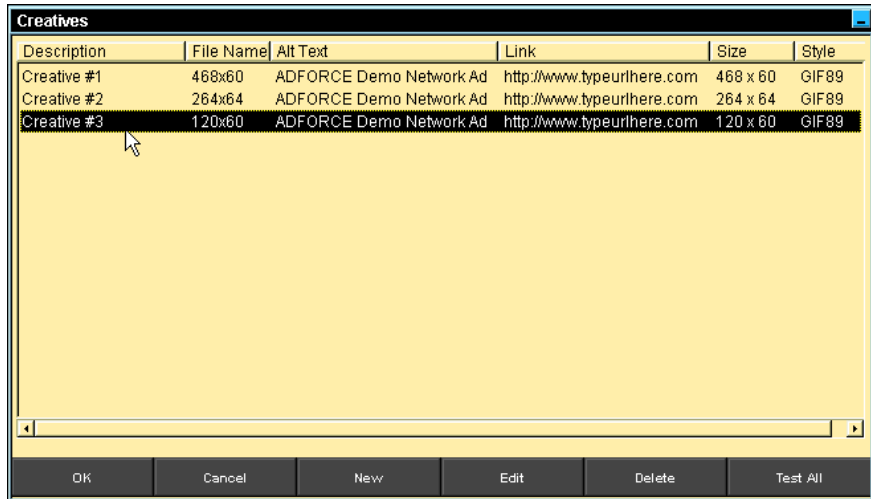
2 From the Description list, select the creative to be removed and click Delete.

3 Click OK.

Associate Creative

Defined creatives can be associated with the campaign, Web site, and Content Unit levels. Associating creatives at the Campaign level automatically associates at the campaign's child levels (Web site and Content Unit)—unless creatives have already been associated at those levels and may not be seen in the Campaign Tree. Using "Edit Spreadsheet Links" on page 6-97 to select links shows banner distribution at each branch level.

1 From the Campaign Tree, select the preferred Web site or content unit and click Creative.

2 From the Creative menu, select the preferred creative to associate to this Web site/content unit.
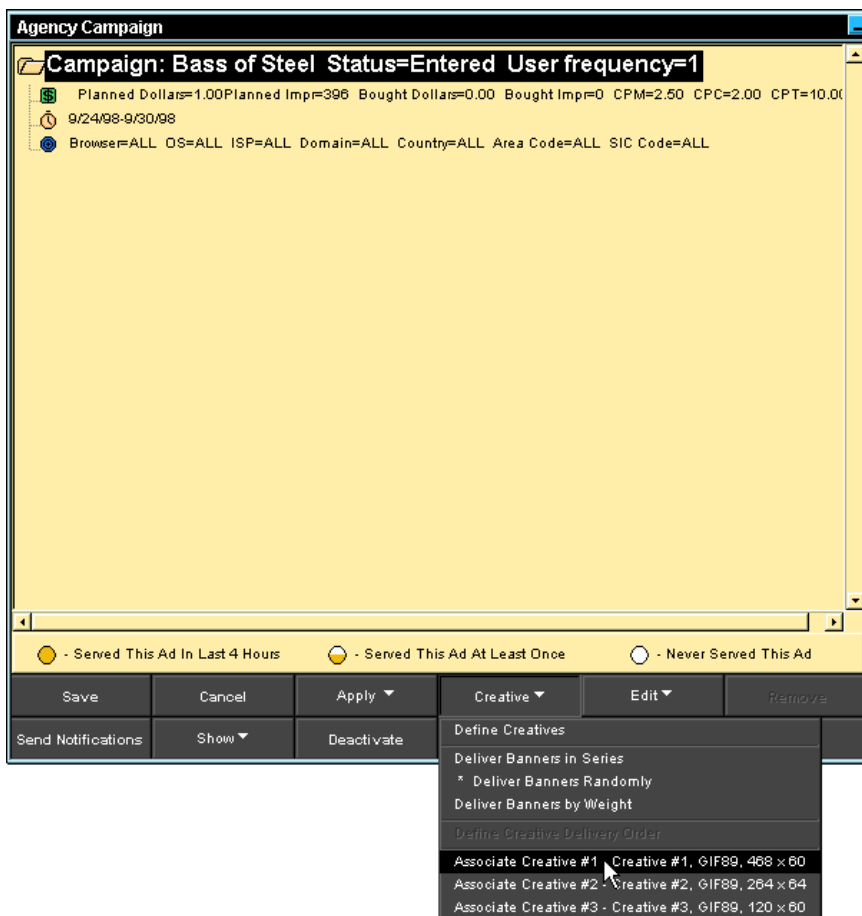
3 Click Save.

Edit

This button changes name and functionality depending on what is selected in the Campaign Tree. The following are the different functions that can be edited using this button:

- Edit Name and Status (see "Editing General Campaign Information" on page 6-84)
- Edit Rate Info (see "Edit Rate Info/Edit Spreadsheet Rates" on page 6-95)
- Edit Schedule (see "Edit Schedule" on page 6-85)
- Edit RTD Info (see "Edit RTD Info" on page 6-86)
- Edit Item (see "Edit Item" on page 6-88)
- Edit Keywords (see "Edit Keywords" on page 6-89)
- Edit Datawords (see "Edit Site Data Words" on page 6-90)

Any campaign related tree item can be edited (not a Web site folder) by selecting the branch of interest and clicking the appropriate Edit button (see "Agency Campaign Tree Icons" on page 6-71 for icon references and the icon's associated section details).

Editing General Campaign Information

Allows editing on the Name, Tag, and Status templates.

1 From the Campaign Tree, select the campaign folder to be edited and click Edit Name & Status.

2 Use the tabs at the top of the screen to access different campaign information. Make necessary changes and click OK (see "Campaign Fields" on page 6-63 for details on the fields).

Edit Schedule

Allows editing on the Schedule template.

1 From the Campaign Tree, select the campaign folder to be edited and click Edit Schedule.

2 Make necessary changes and click OK.

Edit RTD Info

Allows editing on the Online and Geographic Demographic Targeting templates.

1 From the Campaign Tree, select the campaign folder to be edited and click Edit RTD Info.

2 Make necessary changes and click Next.

#	Area Codes		#	SIC		Countries	
ALL			ALL			ALL	
205	Alabama - Birmingham		000000	Other/Undetermined		Afghanistan	
256	Alabama - Huntsville		010000	Agricultural Production		Albania	
334	Alabama - Montgomery		0111	Wheat		Algeria	
907	Alaska - All Locations		0112	Rice		American Samoa	
264	Anguilla -		0115	Corn		Andorra	
268	Antigua -		0116	Soybeans		Angola	
602	Arizona - Phoenix		0119	Cash Grains, nec		Anguilla	
520	Arizona - Tucson		0131	Cotton		Antarctica	
870	Arkansas -		0132	Tobacco		Antigua and Barbuda	
501	Arkansas - All Location		0133	Sugarcane & Sugar B		Argentina	
242	Bahamas -		0134	Irish Potatoes		Armenia	
246	Barbados -		0139	Field Crops, Except C		Aruba	
441	Bermuda -		0161	Vegetables & Melons		Ascension Island	
250	British Columbia -		0171	Berry Crops		Australia	
284	British Virgin Islands		0173	Tree Nuts		Austria	

Setup Run Time Demograpics

Cancel   << Previous   Finish   Help

3   Make necessary changes and click Finish.

Edit Item

Allows editing of a banner's Link URL (can also be performed in "Edit Spreadsheet Links" on page 6-97) and rotation weight percentage.

1 From the Campaign Tree, select the campaign folder to be edited and click Edit Item.
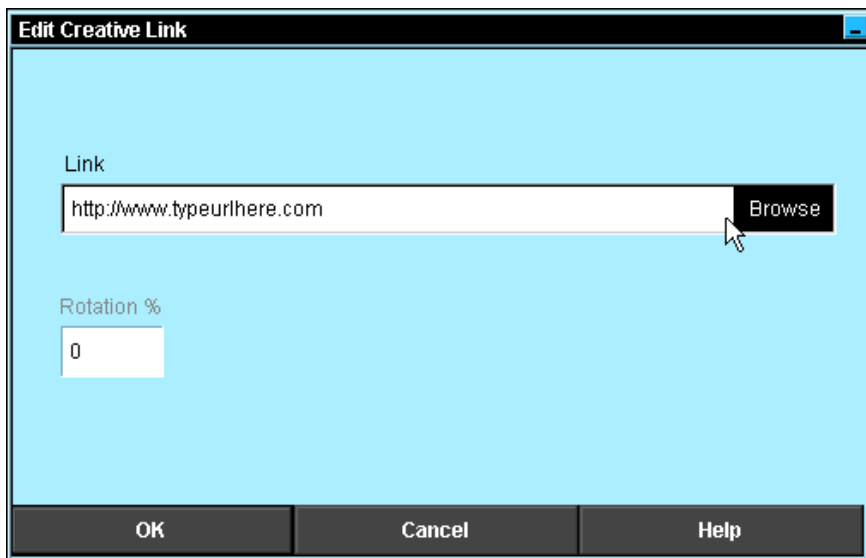
2 Make necessary changes and click OK

Edit Keywords

Keywords can be entered and targeted in this section.

1 From the Campaign Tree, select a keyword content unit and click Edit Keywords.
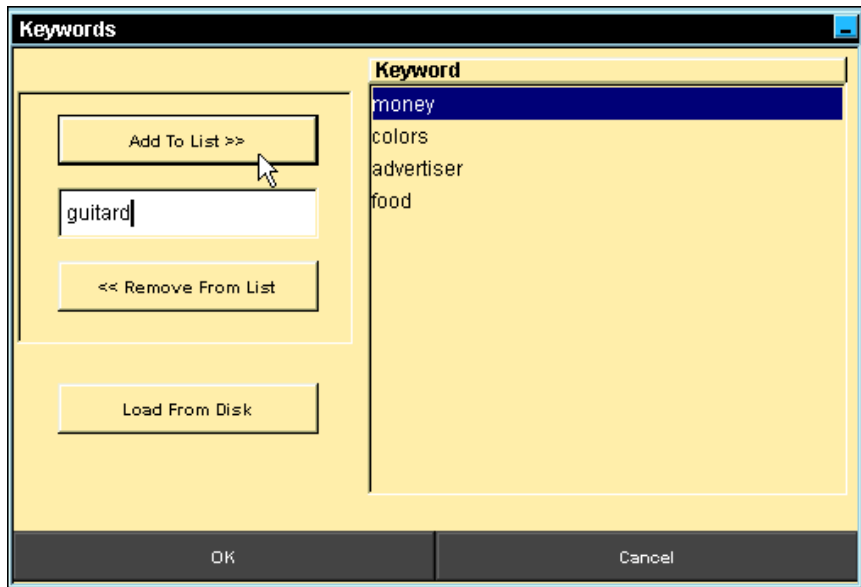
2 To enter keywords, type the keywords to be used to target this content unit and click Add To List.

To edit keywords, select the keyword to be edited from the Keyword list and make necessary changes.

To remove keywords, select the keyword to be deleted from the Keyword list and click Remove From List (see "Keyword Options" on page 6-38 for details on the options).

3 After all additions/changes/deletions are completed, click Save.

Edit Site Data Words

Site data words can be entered and targeted in this section.

1 From the campaign tree, select a site data content unit and click Edit Datawords.
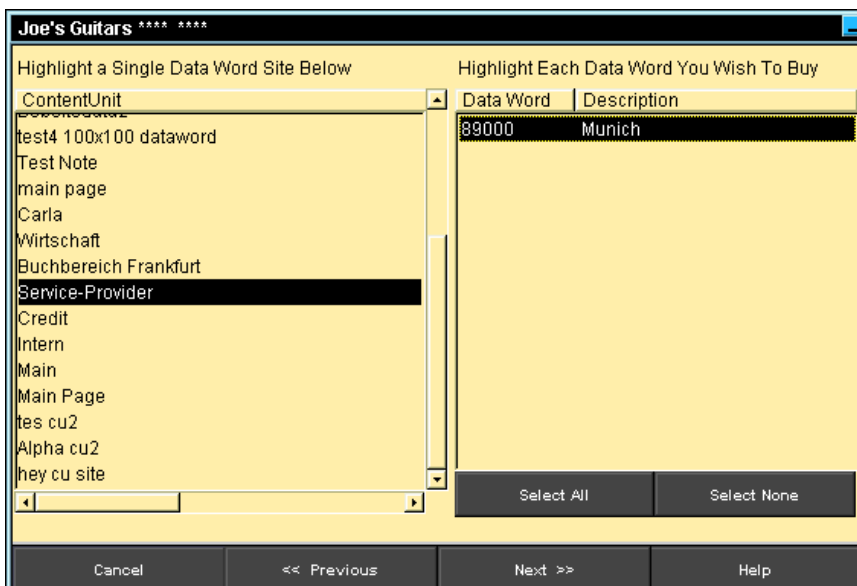
2 Select or deselect of the data words available in the content unit list and click Save.

Remove

Only creatives and RTDs can be removed from an active campaign. A Web site or content unit cannot be removed, but can be deactivated. Anything can be removed from a non-active campaign with an Entered status.

From the Campaign Tree, select the item to be removed and click Remove (or use the <Delete> key).

> *Note:* In an active campaign, deleting any of these items in a child branch will cause the parent item to become the default.

Send Notifications

From the Campaign Tree, select the campaign folder or Web site click Send Notifications. Send Notifications then sends an e-mail with all the campaign's characteristics to the Web site/content unit, including the following information:

- Campaign Name
- Number of Impressions
- Start/End Dates, Times, and Days of the Week
- Campaign contact person
- Web tag contact person
- URL link to view banners targeted to Web site
- Copies of Web tags broken down by content unit

> *Note:* Notifications are customized for each targeted Web site.

Show

This function opens the browser and lists all of the selected campaign parameters. This enables users to confirm a campaign's accuracy prior to saving it.

HTML Summary

Opens the browser and lists all of the selected campaign parameters. This enables users to confirm a campaign's accuracy prior to saving it.

From the Campaign Tree, click Show and select HTML Summary.
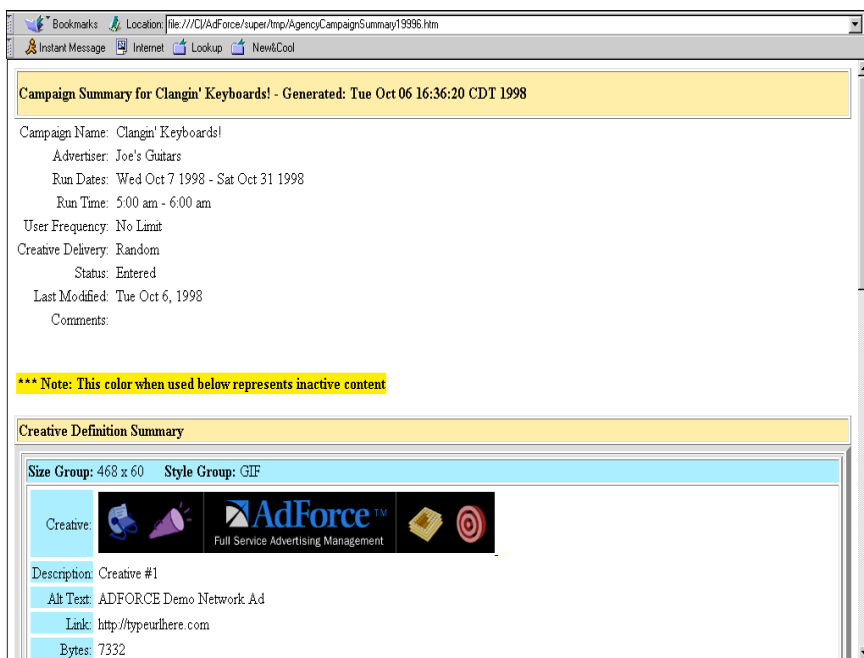
The browser opens and displays the HTML summary.

Reporting

Displays the same permissioned set of reports and custom reports a user can access through the Reports icon.

1 From the Campaign Tree, click Show and select Reporting.

Create A New Report For:

Regular Reports

- Campaign summary by browser
- Campaign summary by service provider
- Campaign summary by operating system
- Campaign summary by area code
- Campaign summary by website* (detailed)
- Campaign summary by date*
- Campaign summary by hour
- Campaign summary by domain
- Campaign summary report*

Custom Reports

Choose a report, then press NEXT

| Cancel | << Previous | Next >> | Help |

2 Follow the instructions in "Reports" on page 9-1 for creating reports.

Tree Expanded to All, Web Sites, and Content Units

From the Campaign Tree, click Show and select:

- Tree Expanded to Web Sites to show Web sites as the lowest tree level
- Tree Expanded to Content Units to show content units as the lowest tree level
- Tree Expanded Showing All to show all tree levels.

Activate/Deactivate Web Site

Web sites/content units can be Activated or Deactivated anytime during a campaign's life cycle. This is useful in the following situations:

- If a campaign targeting 50 Web sites was scheduled to begin yesterday and one of those sites has yet to deliver an ad, a Network representative can Deactivate that site and reallocate impressions to another site that is delivering.
- If a campaign is scheduled to run over a month, but one site can only deliver in the last two weeks of the campaign, a user can Deactivate the campaign for the first two weeks and Activate it for the last two weeks of delivery.

From the Campaign Tree, select the preferred Web site/content unit and click Activate/Deactivate. For immediate activation/deactivation, click Push Now and the action will take place within two hours or less.

Push Now

Push Now overrides the 24-hour grace period and begins the campaign in two hours or less. This is known as *pushing a campaign*, or Push Campaign. In order to perform this operation, a campaign must already be saved and validated. From the Campaign Tree, select the preferred Web site/content unit and click Push Now.

Edit Rate Info/Edit Spreadsheet Rates

Both functions display a Rate Spreadsheet summary that shows a campaign's rates and impressions distribution. The spreadsheet is useful for reviewing and updating figures at each campaign level (Campaign, Web site, and Content Unit) without having to separately go into Rates (using the Rate icon [$]) to modify each branch. The planned dollars and impressions can instantly be compared with what is bought.

1   From the Campaign Tree, click either Edit Rate Info or Edit Spreadsheet—Rates.

Rate Spreadsheet	Planned $	Planned #	Bought $	Bought #	CPM	CPC	CPT	Est.Clk.Rt.	
Campaign	1000.0000	99900	0.00	2800					$
Deja News	0.0000	0	0.0000	1300					$
FRONT PAGE	0.0000	1000	0.0000	700	10.00	1.00	0.00	1.000	$
Web	0.0000	1000	0.0000	600	10.00	1.00	0.00	1.000	$
The Next Great Po	0.0000	0	0.0000	900					$
Entertainment	0.0000	0	0.0000	0	20.00	1.00	0.00	1.000	$
Sports	0.0000	1000	0.0000	400	10.00	1.00	0.00	1.000	$
Financial Investor	0.0000	0	0.0000	600					$
401(k)	0.0000	1000	0.0000	300	10.00	1.00	0.00	1.000	$
Retirement	0.0000	1000	0.0000	200	10.00	1.00	0.00	1.000	$
Investing	0.0000	1000	0.0000	100	10.00	1.00	0.00	1.000	$

OK	Cancel	Help

The following functions can be performed in this template:

- To calculate and update parent Bought $ and Bought # figures after modifying a child rate, click OK.
- Applying unique rates in a child branch and clicking OK causes a Rate icon ($) to appear underneath the child branch and automatically calculates the parent(s).
- Bought $ is read-only because it is calculated when a change in Bought #, CPM, CPC, and CPT figures occurs. Bought $ can be modified directly by clicking the $ icon.
- Click the $ icon to display the branch's complete Rates page.

2   After edits have been made, click OK.

Edit Spreadsheet Links

Allows editing of a banner's Link URL (can also be performed in "Edit Item" on page 6-88).

1 From the Campaign Tree, click either Edit Rate Info or Edit Spreadsheet—Links.

The Creative Link Table template displays and shows banner links for each banner targeted at the campaign, Web site, and content unit levels.

Creative Link Table	Description	Link	
Campaign	Creative #1	http://www.typeurlhere.com	Browse
IMGIS	Creative #1	http://www.typeurlhere.com	Browse
Entertainment	Creative #1	http://www.typeurlhere.com	Browse

OK	Cancel	Help

2 In the appropriate Link field, type the new URL link. Changing the link of a banner in a child branch that has been distributed from a parent branch causes the Creative icon to appear underneath the child branch after clicking OK. Links in the child branches take precedence over those in the parent.

3 Click Browse to test the new link or click OK.

View Declined By

The Declined By functionality displays the Web publishers that have declined a campaign's ad on their content units.

Note: This function is not available for Agency Buys.

1 In the toolbar, click on the Advertising icon and select View All Advertisers (for SuperUsers, Advertisers select View All Campaigns).

2 From the Advertiser list (or Client list if an Advertiser), select the Advertiser whose campaign is to be reviewed and click Campaigns.

Ad Campaigns For: Joe's Guitars

Client	Ad Campaign ▽	Ad Cap $	Status	Owner	Buy T
John's House of Strings	Strings of Steel	0.00	Active	John Administra	Keyw
John's House of Strings	Strings of Steel .. Copy # 2	0.00	Validated	Elvis Doe	Guar

Copy Campaign	Declined By	Edit Campaign	Delete	Close	Help

3 From the Client list, select the campaign to be reviewed and click Declined By.

A list displays showing all the Web sites/content units that declined campaign ad delivery.

Web Site / Content Units which declined:

Web Site	Content Unit
Entrepreneur Magazine	Business Start-Ups
Entrepreneur Magazine	Entrepreneur Magazine Online
Entrepreneur Magazine	Forum
Entrepreneur Magazine	Geo Cities - Build it. They will shop
Entrepreneur Magazine	Geo Cities - Hobbies into profits
Entrepreneur Magazine	GeoCities - Be your own boss 468
Entrepreneur Magazine	GeoCities - Idea, we`ll do the rest
Entrepreneur Magazine	GeoCities - Web Builder 125
Entrepreneur Magazine	GeoCities - Web Builder 468
Entrepreneur Magazine	GeoCities - You have an idea. We have 1
Entrepreneur Magazine	GeoCities -Be your own boss 125
Entrepreneur Magazine	Resource Center
Entrepreneur Magazine	Shareware
Entrepreneur Magazine	Web Site Builder
Total Entertainment Network	Arena
Total Entertainment Network	Game
Total Entertainment Network	Game Selector

Close	Help

Transaction Tags

An AdForce Transaction Tag is a Web tag that is placed on an Advertiser's confirmation page (the page used to confirm that a transaction has occurred). Using this tag, information about a transaction is dynamically passed to AdForce for billing and reporting purposes. AdForce's HTML Transaction Tags close the loop between advertising and transactions such as product sales, downloads, contest entries, or other advertiser-designated transactions.

How Transaction Tags Work

Advertisers embed Transaction tags into their order-fulfillment confirmation page's HTML to log a transaction occurrence, such as selling a product or a performed service. For a transaction log to occur, consumers must accept a cookie that contains a user ID that helps link a transaction to an ad impression or ad click. The log data is then dynamically passed to the AdForce Service to record the transaction. Accurate Transaction tags are crucial to supplying the latest data for billing, auditing, and reporting campaign activity.

The following must be done to guarantee accurate transaction tag execution:

- Users for which transactions are to be logged must accept an AdForce cookie. This cookie contains a user ID that allows AdForce to store (in its database) a list of advertisements shown to this specific user, and to link a transaction to an ad impression or ad click.
- A correctly formatted transaction tag must be placed on the order-fulfillment confirmation page (or an equivalent).
- The transaction tag (containing a number of fields accepting the insertion of dynamic information) must be properly implemented on the Advertiser's site.

• When the campaign is over, the tag must be taken off the confirmation page.

> *Note:* AdForce provides Transaction Tags for secure servers that allows encrypted transaction information to be passed from the secure site's confirmation page to AdForce (see "Viewing a Transaction Tag" on page 6-106 for details).

Secure Tags

AdForce provides Web tags for secure servers that allows encrypted transaction information to be passed from the secure site's confirmation page to AdForce. Add the letter *s* and change the URL for each HTTP request in any tag. Secure tags do not work on a non-secure site or Web page. Only use one secure tag per Web page because data encryption requires significantly more band width resources and reduces performance.

From:

```
<img src="http://adforce.imgis.com/
?adtrac|2|41|143|0|0|0|0|0|0|" height=22 width=22>
```

To:

```
<img src="https://secserv.imgis.com/
?adtrac|2|41|143|0|0|0|0|0|0|" height=22 width=22>
```

Transaction Buys

AdForce presently supports two types of transaction buys:

- Percent of Sale
- Cost Per Transaction (CPT)

These transaction buys use identical HTML Transaction Tags, but the Percent of Sale buy requires the entry of at least two user-defined fields. Review the AdForce HTML Transaction Tag specifications described below for each type of buy before entering them on the confirmation page.

Percent of Sale Tag

The Advertiser's cost is a percentage of each sale. Accurately processing and receiving data from a Percent of Sale transaction buy is critical because the Advertiser's cost is directly related to what has been sold. For AdForce to accurately track such a transaction, some information from the consumer is necessary. This information is dependent upon the accuracy of the User-Defined Fields (fields 6 and 7).

Example Tag (see "Tag Definitions" on page 6-105 for field descriptions):

```
<IMG SRC="http://adforce.imgis.com/?adtrac | 2 | 41
| 143 | 2.25 | 0 | 0 | 0 | 0 | 12345" HEIGHT=22
WIDTH=22>
```

Cost Per Transaction (CPT) Tag

The CPT is the Advertiser's cost for every transaction, including a consumer inquiring about or purchasing goods or services. Cost is based on transactions and not whether goods or services are purchased. Specific information about the user is wanted, but not required and it is important that the transaction actually occurs. Because this information is not required, the CPT Tag is the simplest of all tags.

> *Note:* Even though it is not required, it is recommended to include the consumer information.

Example Tag (see "Tag Definitions" on page 6-105 for field descriptions):

```
<IMG SRC="http://adforce.imgis.com/?adtrac | 2 | 41
| 143 | 0 | 0 | 0 | 0 | 0 | 0" HEIGHT=22 WIDTH=22>
```

HTML Transaction Tag

Below is an example of how an HTML Transaction Tag should read on the confirmation page. This example is followed by a description of the tag's components taking each buy into consideration.

(2) The ad network the Web site is affiliated with.

(4) The advertising campaign ID.

(3) A unique number identifying the Advertiser.

(1) Transaction Tag's URL.

```
<IMG SRC="http://adforce.imgis.com/?adtrac|Network ID|Ad Placer ID|Ad ID|
Numeric User Data-1| Numeric User Data-2 |Numeric User Data-3 | Numeric User
Data-4 | Numeric User Data-5 | Character User Data" HEIGHT=height WIDTH=width>
```

(5) Consumer's sale amount. Other numeric buckets indicate additional consumer data.

(6) Consumer's sales order number.

(7) The height and width of the actual tag.

Tag Definitions

Item	Title	Description
(1)	URL	References the AdForce server receiving the HTML Transaction tag data.
(2)	Network ID	Identifies the specific Network the Web site is affiliated with.
(3)	Ad Placer ID	A unique number identifying the advertiser.
(4)	Ad ID	The advertising campaign ID.
(5)	Numeric User Data	Specific consumer data identified by these buckets is sent back to AdForce to track campaign activity.
	Numeric User Data-1	Used to identify the sale amount.
	Numeric User Data-2 to 5	Reserved for future use.
		Note: For CPT buys, zeros can be placed in these buckets, but it is recommended to include as much information in the tag as possible.
(6)	Character User Data	The consumer's sales order number is identified by this bucket. For a CPT buy, a zero value can be used as a placeholder, but it is recommended to include this information to improve tracking and auditing.
(7)	Height and Width	The height and width of the transaction tag image. This image is placed on the confirmation page and can be as small as 1x1 pixels (to not be seen), or as large as you want.

Viewing a Transaction Tag

1 In the toolbar, click on the Advertising icon and select View All Advertisers (SuperUsers only, others select View All Campaigns).
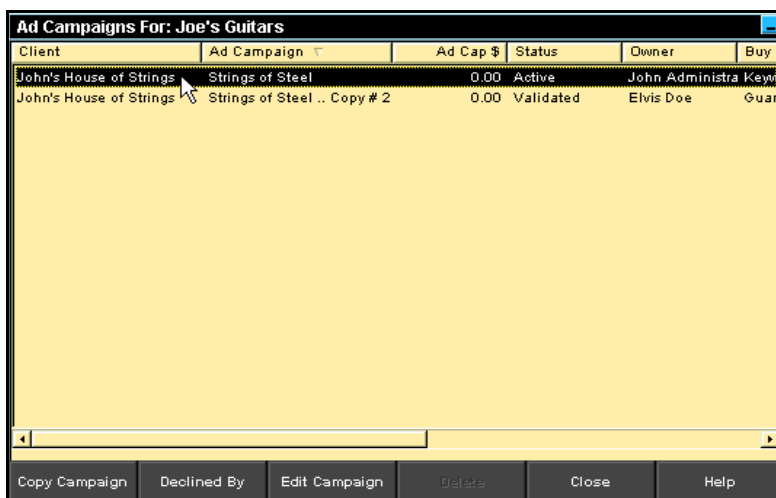
For Agency Buys, select the campaign folder from the Campaign Tree, click Edit Name & Status, and proceed to step 4.

All Advertisers for Network: ADFORCE, Demo Network			
Advertiser	**Status**	**Owner**	**Address**
First USa	Entered	John Administrator	x - e
Golden Palace	Validated	Joe Wilson	Ca - Quebec
Golf Scorebook	Validated	John Administrator	CA - Rancho Fore
Guitars Unlimited	Validated	Elviss Doe	CA - Newport Beach
IBM PC Co	Entered	Michael Feinberg	NY - New York
Internet Advertising, Inc.	Validated	John Administrator	CA - Anytown
Intertec	Validated	John Administrator	NY - Ithaca
JOadvertising	Validated	Jeff Olander	xx - xxx
Jenraid	Validated	IMGIS User - Jennifer Raider	x - x
Joe's Guitars	Validated	John Administrator	CA - Newport Beach
Joe's Piano	Validated	Jeff Olander	CA - Newport Beach
John Tanner	Validated	John Administrator	CA - Cupertino

Advertiser Info	Campaigns	New Campaign	Reports
New Advertiser		Help	Close

2 From the Advertiser list, select the Advertiser whose campaign's tag is to be viewed and click Campaigns (SuperUsers only, others proceed to next step. For Agency Buys, proceed to step 4).

3 From the Client list, click Edit Campaign (Agency Buys proceed to next step).

4 Click on the Tag tab.

5 Choose either Secure Tag or Non-Secure Tag to view the tag information in the URL Tag Sample section.

Chapter 7

Content

In This Chapter

Web Site Information

Web site information is the Web publisher's address and billing information entered when first registered, and includes the answers supplied in the questionnaire. Web sites are created, modified, and viewed by SuperUsers in this section.

Adding a New Web Site

1 In the toolbar, click on the Content icon and select Add New Web Site.

2 Type the Company Name, Web Site Name, and Home Page URL into these fields.

3 In the Web Site Revenue % field, type Web site's percentage of the total as dollars spent on ad delivery.

> *Note:* This field is not applicable to all Web sites.

4 Click Next.

Add A New Web Site

Company Address, Phone & FAX

Phone	714-555-1234	FAX 714-555-5678
Street Address 1	1111 Breeze Way
Street Address 2	
City	Newport Beach
State, Zip	CA 92626
Country	USA

Company Contact

First Name	Elvis
Last Name	Doe
Phone	714-555-1234
FAX	714-555-5678
Email	edoe@emailadd.com

Tag Contact

Name	John Doe
Email	jdoe@emailadd.com

Cancel | << Previous | Next >> | Help

5 Type the Web publisher's address and the primary production contact representing that organization in the applicable fields and click Next.

Add A New Web Site

Login Name	elvis_doe
Password	******
Confirm Password	******

Active ☑ Unchecking this check box will deactivate the login only, but not invalidate this Web site(i.e., the Web site is still available for targeting, but the Web site cannot login to the system). Use "invalid" status on the status page to do so.

Cancel | << Previous | Next >> | Help

6   In the Login Name field, type in the name of the individual that will be using the AdForce Service.

7   In the Password and Confirm Password fields, type this person's password.

8   To deactivate the login, deselect the Active option. This does not invalidate this Web site (the Web site is still available for targeting, but the Web site cannot log into the system) unless the status is changed to Invalid in the Status screen.

9   Click Next.

Add A New Web Site

Comments

Add any comments pertaining to this new Web site here.

| Cancel | << Previous | Next >> | Help |
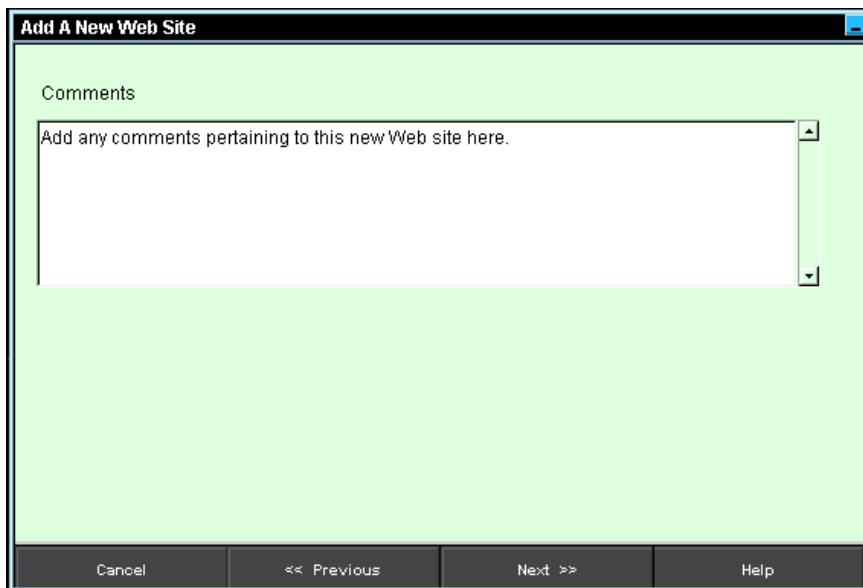
10   In the Comments field, type any notes relevant to working with this Web publisher and click Next (not a mandatory field).

11 Select the Owner and Status (see the following "Web Site Status" section for details) for this Web site.

Web Site Status

Field/Option	Description
Allow advertisers to view ...	Choose this option to allow Advertisers to view this Web site if the status is Validated but not Ad Ready Pending or Ad Ready Serving yet.
Date Entered/Modified/ Validated	Displays the dates identifying when the Web publisher was entered, modified, and validated.
Last Modified By	Displays the individual who last modified the Web publisher's contact information.
Owner	From this list, select the Web publisher in charge of the Publisher's account (the owner is not necessarily the individual who entered the Web publisher).
Validator	Displays the SuperUser who validated the Web publisher.
Web Site ID	Displays the Web publisher ID number created when first registering this Web site.
Web Site Status	When selected, the Web publisher:
Entered	Has been entered, but has not yet been approved.
Invalid	Is invalid.
Ad Ready Pending	Has been validated and is ready to deliver advertisements.
Validated	Has been entered and validated.

> **Note:** Select Ad Ready Pending for all Web sites if they are ready to deliver ads.

12 Click Save.

Viewing and Editing Web Site Info

1 In the toolbar, click on the Content icon and select View All Web
Sites/View Active Web Sites.

All Web Sites for Network: ADFORCE, Demo Network			
Web Site	**Status**	**Owner**	**URL**
Internet Search Engine	Validated	John Administrator	http://www.i
Intertec	Ad Ready Serving	John Administrator	http://www.r
JeffO	Ad Ready Serving	Jeff Olander	http://www.i
Joe's Guitars	Validated	Chris Salesexec	http://www.t
Kaetron	Ad Ready Serving	John Administrator	http://www.s
Kiplinger	Ad Ready Serving	John Administrator	http://www.k
Law Journal Extra	Ad Ready Serving	John Administrator	http://www.l
Market Guide, Inc.	Ad Ready Serving	John Administrator	http://www.r
Mass Music	Ad Ready Serving	John Administrator	http://www.r
Members, Inc.	Ad Ready Serving	John Administrator	http:www.m
Mike's test website	Entered	IMGIS User, Matt S	http://www

Campaigns	Content Units	Browse	Reports
Web Site Info	New Web Site	Help	Close

2 From the Web Site list, select the site to be viewed/edited and click
Web Site Info/View Web Site URL.

Web sites can view their own information by clicking on the
Administration icon and selecting Web Site Information.

3 Use the tabs at the top of the screen to view/edit this Web site's
information (SuperUsers only), and click Save/Cancel.

Answering Questionnaires

Web sites answer questionnaires which are used to help build Web site profiles. Web sites' profile data can be queried and organized into groups of targetable Web sites that are used during campaign scheduling (see "Media Plans" on page 8-1).

To fill out a Questionnaire wizard:

1 In the toolbar, click on the Content icon and select View All Web Sites.

2 From the Web Site list, select the site and click Web Site Info.

Web Site Information For: Joe's Guitars

| General Info | Address & Contact | User Login | Questionnaires | Comments | Status |

Questionnaire	Status
Provider Questionnaire	New

Open

| Save | | Cancel | Help |
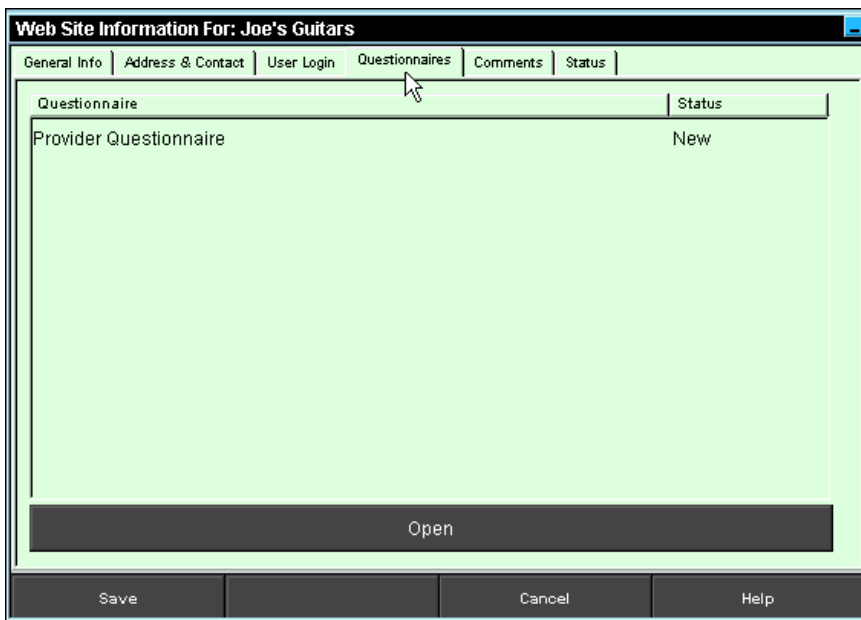
3 Click the Questionnaires tab.

4 From the Questionnaire list, double-click on the preferred heading (or select the heading and click Open).
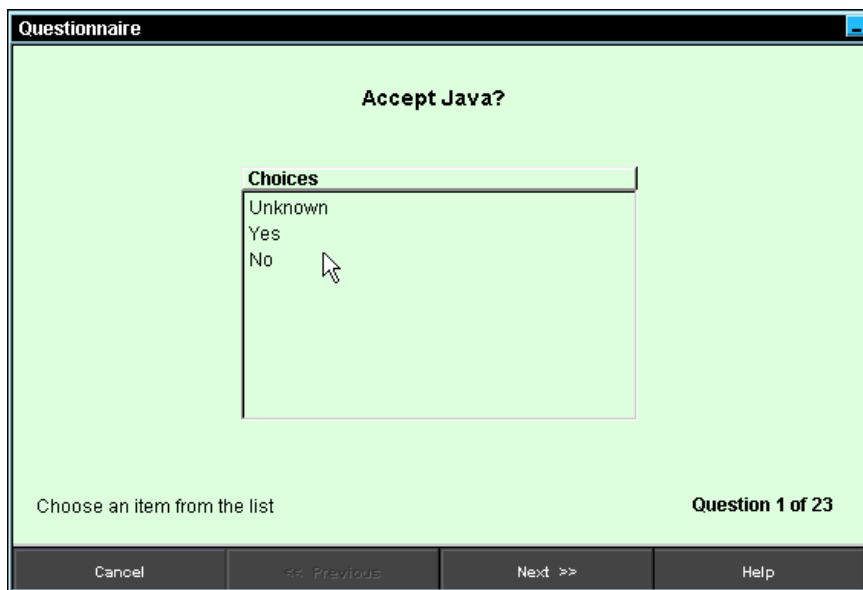
5 Select or type all answers, and click Finish when complete. Questions can be multiple and single choices from lists, or fill in the blank.

Content Units

A standard content unit is an ad-delivering Web page or a group of ad-delivering Web pages categorized and labeled by a Web publisher. Content is the term used to define the material (information) displayed on given Web pages. When a content unit is entered, an AdForce Web tag is created. This Web tag must be embedded (or rotated) into the Web pages' HTML script for each content unit, or uploaded as image and click URLs into the local ad-serving solution.

> *Example:* You operate a Web site that provides statistics about Football, Basketball, Soccer, Baseball, and Hockey for professional and college teams, and want to deliver ads to viewers. First, decide how to divide the Web pages into sections of targetable content. A content unit can be created using one of the following criterions:
>
> * Content unit for each sport
> * Content unit for each college sport and each professional sport
> * Content unit for each college or professional sport divided by region/division
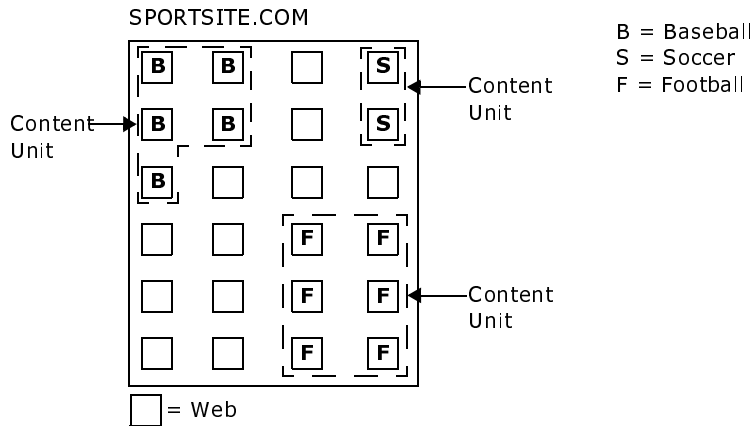
Content units are completely customizable and are unique to each site's needs.

Note: There are many technical issues involved in inserting a Web tag into a site's pages and dynamically passing information to the AdForce Service for targeting, such as keywords, site data words, and cache prevention. Please review the *AdForce Online Help* for further detailed information concerning each tag's construction.

Site Data Content Unit

A Site Data Content Unit is a content unit that has registered site data words for targeting. Site data is any information that a site possesses about its visitors that it dynamically passes to the AdForce Service for targeting. This includes information that visitors enter or select from lists, such as search or query terms.

Example: A popular real estate site wants to help consumers find home listings in certain areas. They can create a content unit called *Orange County Listings* and have options for consumers to choose what they are interested in, such as how many bedrooms, bathrooms, type of home, and price range.

Each option category represents a Data Word and is registered under that content unit during campaign scheduling. This enables advertisers to target advertisements to consumers employing any of the data words.

When searching for available listings, the data words are dynamically passed to AdForce. An advertisement is then delivered targeting the criteria (data words) identified in the query. Data words can be added with descriptions. Descriptions are important because they assist advertisers in making their targeting choices by defining the data related to the data word. Data word categories can also be edited and deleted.

> *Note:* There are many technical issues involved in inserting a Web tag into a site's pages and dynamically passing information to the AdForce Service for targeting, such as keywords, site data words, and cache prevention. Please review the *AdForce Online Help* for further detailed information concerning each tag's construction.

Keyword Content Unit

A Keyword Content Unit is created to support words that consumers type into search engines. Like data words, keywords are dynamically passed to AdForce for targeting. Keywords do not have to be registered by Web publishers because Advertisers enter them during campaign scheduling.

> *Example:* On a keyword site, an Advertiser wants to target advertisements to people interested in gardening. When a consumer types *gardening* into the search engine, an appropriate gardening advertisement is delivered to that page.

Adding a Content Unit

Content units are created by SuperUsers and Web publishers in this section.

1 In the toolbar, click on the Content icon and select View All Web Sites (SuperUsers only, Web publishers select Add New Content Unit and proceed to step 4).

Web Site	Status	Owner	URL
Internet Search Engine	Validated	John Administrator	http://www.i
Intertec	Ad Ready Serving	John Administrator	http://www.r
JeffO	Ad Ready Serving	Jeff Olander	http://www.i
Joe's Guitars	Validated	Chris Salesexec	http://www.tj
Kaetron	Ad Ready Serving	John Administrator	http://www.s
Kiplinger	Ad Ready Serving	John Administrator	http://www.k
Law Journal Extra	Ad Ready Serving	John Administrator	http://www.l.
Market Guide, Inc.	Ad Ready Serving	John Administrator	http://www.r
Mass Music	Ad Ready Serving	John Administrator	http://www.r
Members, Inc.	Ad Ready Serving	John Administrator	http:www.m

All Web Sites for Network: ADFORCE, Demo Network

Campaigns | Content Units | Browse | Reports
Web Site Info | New Web Site | Help | Close

2 From the Web Site list, select the preferred site and click Content Units (SuperUsers only, Web publishers proceed to step 4).

3 Click New to display a list of content unit parameters (SuperUsers only, Web publishers proceed to next step).
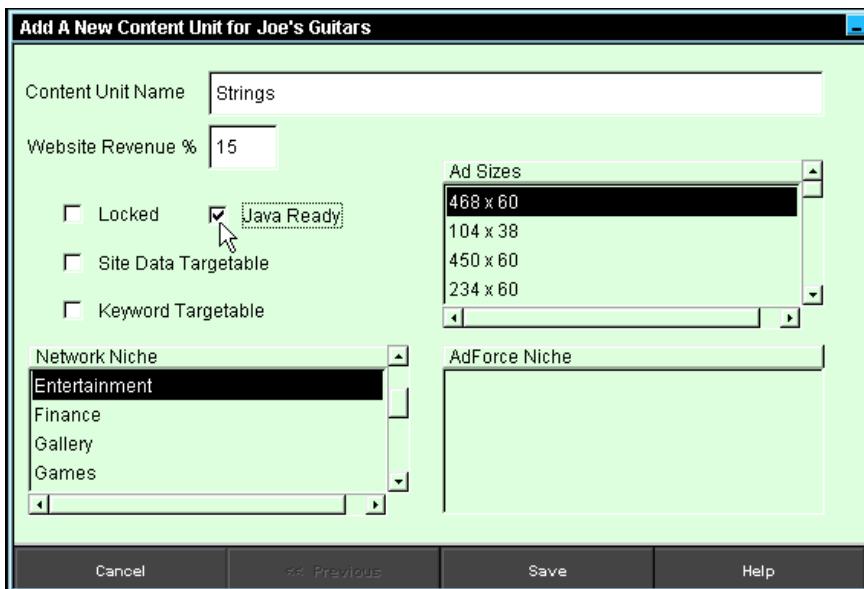
The Network and AdForce Niche lists are unavailable to Web publishers.

4 Complete the fields and options (see the following "Content Unit Fields/Options" for details).

Content Unit Fields/Options

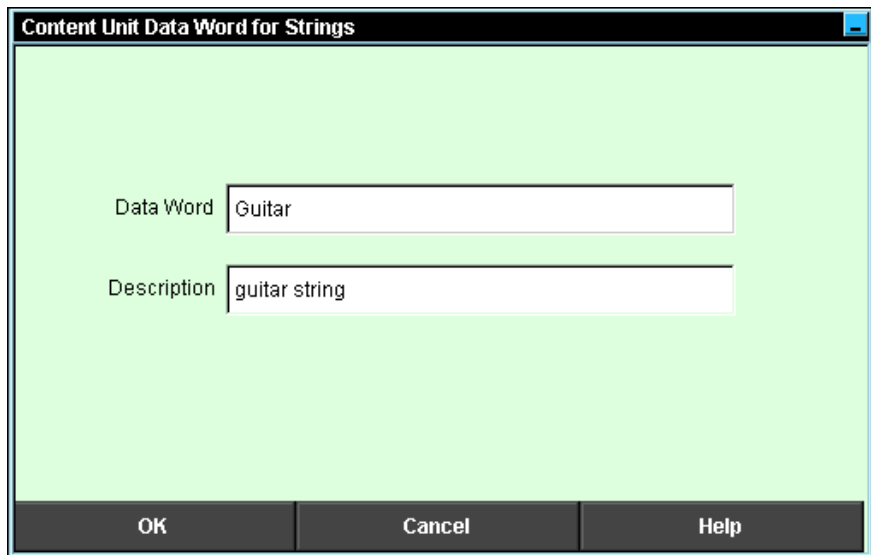| Field/Option	Description
Ad Sizes	From the list, select the ad size space reserved on the Web page(s). Although AdForce supports a number of sizes used for advertisements, only one size can be selected per content unit.
Content Unit Name	Type a unique name that identifies the content unit.
Java Ready	Choose the option if planning on delivering rich media advertisements using the AdForce JavaScript or IFRAME tag.
Keyword Targetable	Choose this option to have the content unit targeted using keywords, or leave it blank for standard content unit functionality.
Locked (SuperUsers only)	Choose this option to prevent anyone from buying impressions on the content unit. This can be used for exclusive campaigns or if a Web site wants to temporarily lock their content units because they are expecting to serve ads for a sponsor. Locking content units does not work in the two following situations: • If a campaign is already delivering advertisements to a content unit, locking that content unit does not stop ad delivery. • If a campaign has already been scheduled on a content unit, locking it has no effect. Advertisements are still delivered on the scheduled date. Scheduled or stopped non-active campaigns must be declined immediately to keep them from serving.
Network Niche (SuperUsers only)	From the list, select the categorized group that describes the content unit (only one niche can be selected).
Site Data Targetable	Choose the option if this is a Site Data Targetable unit, or leave blank for standard content unit functionality.

Field/Option	Description
Website Revenue %	Type the Web publisher's percentage of the total dollars spent on ad delivery split with the ad sales organization. The percentage split applies to post-audit numbers.

5   If this content unit is Site Data Targetable, click Next and proceed to next step. If not, click Save to save this content unit.
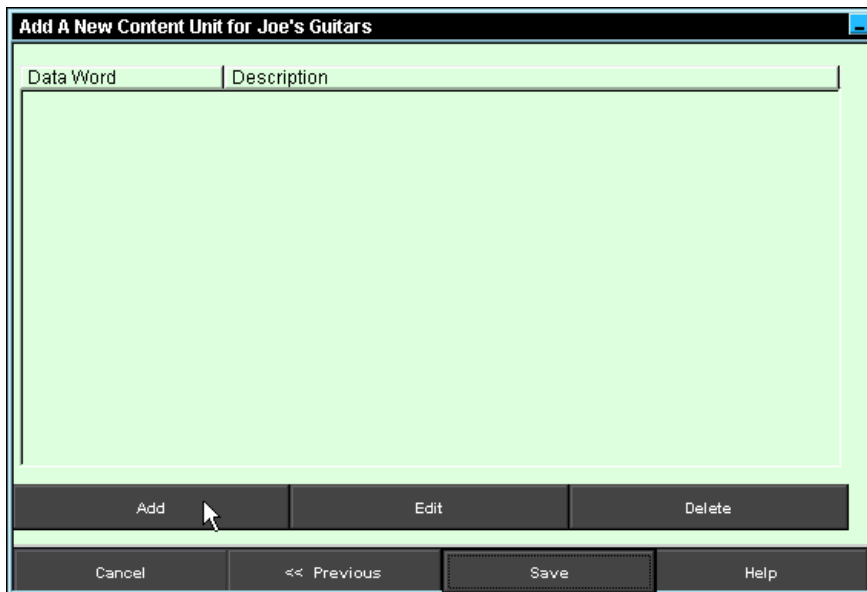
6   Click Add to input data words.

Content Unit Data Word for Strings	
Data Word	Guitar
Description	guitar string
OK	**Cancel**	**Help**

7　Type the data word and its description into the applicable fields, and click OK. Repeat steps 6 and 7 to enter additional data words.

8　Click Save.

Editing a Content Unit

1 In the toolbar, click on the Content icon and select View All Web Sites (SuperUsers only, Web publishers select View All Content Units and proceed to step 3).

2 From the Web Site list, select the preferred site and click Content Units (SuperUsers only, Web publishers proceed to next step).

3   From the Content Unit list, select the content unit and click Edit.

The Network and AdForce Niche lists are unavailable to Web publishers.

4   All the templates can be accessed using the tabs at the top of the screen. Click on the tab where the information is to be edited and make needed changes.

5   Click Save.

Campaign Scheduled to Content Units

How to Accept, Review, or Decline a Campaign

For a variety of reasons, you may want to decline a campaign scheduled to the content units. These reasons could vary from a poorly developed advertisement to a conflict between a site sponsor.

1   In the toolbar, click on the Content icon (SuperUsers only, Web publishers click on the Advertising icon) and select View All Web Sites (SuperUsers only, for Web publishers, select View Targeted Campaigns).

All Web Sites for Network: ADFORCE, Demo Network				
Web Site	**Status**	**Owner**	**URL**	
Internet Search Engine	Validated	John Administrator	http://www.i	
Intertec	Ad Ready Serving	John Administrator	http://www.r	
JeffO	Ad Ready Serving	Jeff Olander	http://www.i	
Joe's Guitars	Validated	Chris Salesexec	http://www.t	
Kaetron	Ad Ready Serving	John Administrator	http://www.s	
Kiplinger	Ad Ready Serving	John Administrator	http://www.k	
Law Journal Extra	Ad Ready Serving	John Administrator	http://www.l	
Market Guide, Inc.	Ad Ready Serving	John Administrator	http://www.r	
Mass Music	Ad Ready Serving	John Administrator	http://www.r	
Members, Inc.	Ad Ready Serving	John Administrator	http:www.m	

Campaigns	Content Units	Browse	Reports
Web Site Info	New Web Site	Help	Close

2   From the Web Site list, select the preferred site and click Campaigns (SuperUsers only, Web publishers proceed to next step).
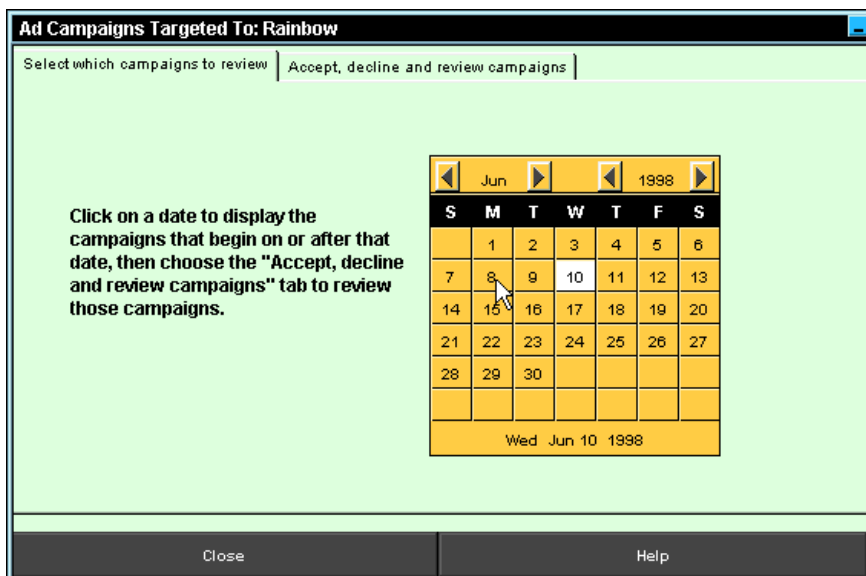
3 Under the Select Which Campaigns to Review tab, use the calendar to choose a date to review campaigns scheduled to you on or after that date.

4 Click the Accept, Decline, and Review Campaigns tab to display a list of those campaigns identified with a start date that falls within this date range.

Ad Campaigns Targeted To: Rainbow

Select which campaigns to review	Accept, decline and review campaigns			
Ad Campaign	Targeted to	Type	Ad Status	Status
april test	main page	CPM, CPT	Entered	Accepted
april test .. Copy # 2	main page	CPM, CPT	Active	Accepted
Alpha1nortd	main page	CPM, CPC, CPT	Active	Accepted
Alpha2	main page	CPM, CPC, CPT	Active	Accepted
Alpha5	main page	CPM, CPC, CPT	Active	Accepted

View All Campaigns	View Campaign	Accept	Decline	Accept on all units	Decline on all units

Close	Help

5 From the Ad Campaign list, select the preferred campaign and click the applicable button:

Click this...	to do this...
Accept	Accepts (or re-accepts) the campaign for this content unit.
Accept On All Units	Accepts (or re-accepts) this campaign on all targeted content units.
Decline	Declines the campaign for this content unit.
Decline On All Units	Declines this campaign on all targeted content units.
View All Campaigns	Opens the Web browser to view a summary of each campaign.
View Campaign	Opens the Web browser to display campaign summary statistics. This is used to review a campaign's material to make sure it is appropriate with the content unit's material.

6 Click Close to exit.

Web Tags

An AdForce Web tag is an HTML fragment that is embedded into a site's Web page script. When a user views a Web page, the Web tag makes a request to an AdForce server for an advertisement, which is then delivered to the user. The accuracy of this tag is extremely important because it enables AdForce to:

- Deliver a banner based on a campaign's targeting criteria
- Collect the necessary data for delivering, billing, auditing, and reporting.

> *Note:* AdForce provides Web tags for secure servers that allows encrypted ad delivery information to be passed from the secure site's confirmation page to AdForce. Contact AdForce Client Services for information about secure site ad delivery.

There are a variety of AdForce tags available for ad delivery:

- IFRAME Tag
- JavaScript Tag
- HTML Tag

Each tag possesses certain strengths that are dependent upon a Web site's unique ad-delivery criteria and requirements. The most pointed difference between these tags is ad style delivery capabilities. The JavaScript and IFRAME Tag can deliver rich media advertisements, such as HTML Scripts, JavaScripts and Java, in addition to GIFs and redirects, while the HTML tag can only delivery GIFs and redirects.

> *Note:* There are many technical issues involved in inserting a Web tag into a site's pages and dynamically passing information to the AdForce Service for targeting, such as keywords, site data words, and cache prevention. Review the *AdForce Online Help* for further detailed information concerning each tag's construction.

AdForce IFRAME Tag

The IFRAME tag serves dynamic HTML to browsers. This tag was developed to deliver rich media creatives with more stability than the JavaScript tag. The IFRAME tag also contains both JavaScript and HTML. Microsoft browsers use the IFRAME script portion of the tag to deliver rich media banners, and Netscape browsers use the JavaScript. If browsers cannot interpret the IFRAME script or JavaScript (pre-Netscape 3.x and pre-Internet Explorer 3.x), they default to the *<noscript>* portion of the tag (the AdForce HTML tag written into the script itself), and deliver a GIF. If a browser cannot interpret one tag portion, it moves onto the next until an ad is delivered. This enables ad delivery to any browser regardless of whether the browser supports rich media formats, IFRAMEs, or JavaScript.

AdForce JavaScript Tag

The JavaScript tag was designed to deliver rich media creatives (JavaScript, Java, and HTML) and prevent caching by dynamically serving HTML to browsers. The JavaScript tag is aptly named because it uses the *script language=javascript* HTML standard to serve dynamic HTML to browsers. Browsers that do not support the *<SCRIPT SRC* function default to the tag's *<noscript>* function (the AdForce HTML tag written into the script itself) and deliver a GIF banner.
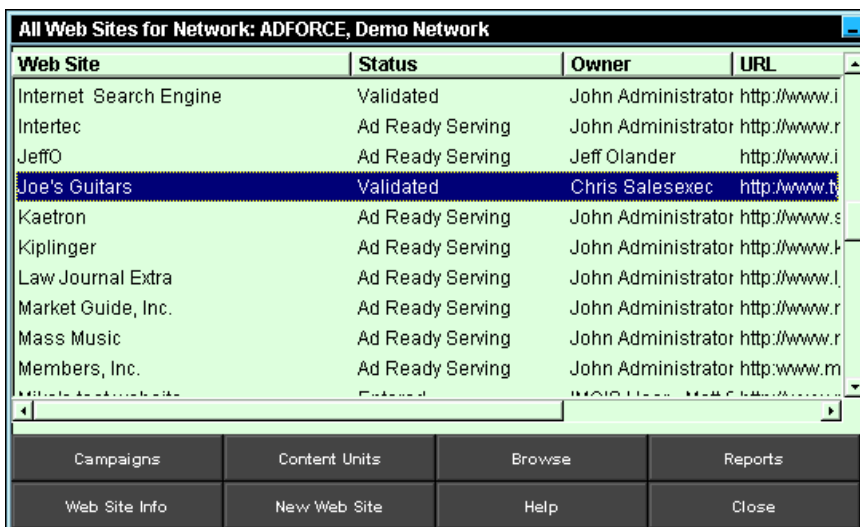
AdForce HTML Tag

The HTML tag was the first Web tag developed by AdForce designed to deliver animated and non-animated GIFs. Banners can be delivered to any browser because this tag is written in HTML 1.0.

Viewing AdForce Web Tags

AdForce's Web tags are placed in Web sites' HTML pages or uploaded into local ad serving solutions to allow static and animated GIFs, and rich media ad styles to be delivered to consumers. SuperUsers can review tags for a specified content unit in this section.
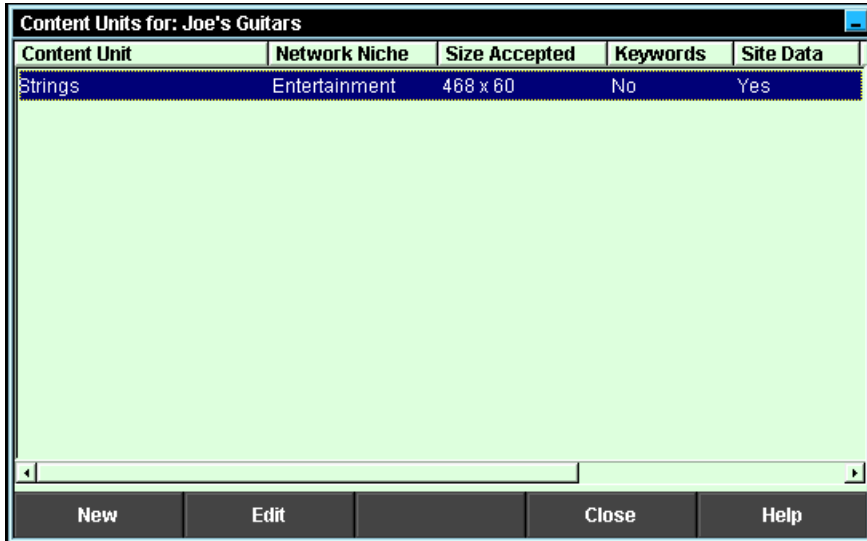
1 In the toolbar, click on the Content icon and select View All Web Sites (SuperUsers only, others select View All Content Units).
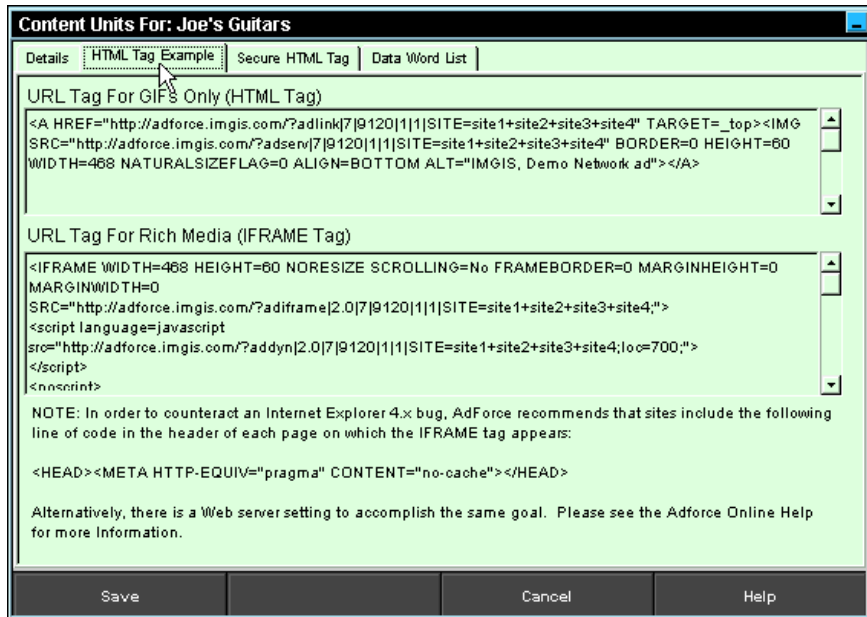
All Web Sites for Network: ADFORCE, Demo Network			
Web Site	**Status**	**Owner**	**URL**
Internet Search Engine	Validated	John Administrator	http://www.i
Intertec	Ad Ready Serving	John Administrator	http://www.r
JeffO	Ad Ready Serving	Jeff Olander	http://www.i
Joe's Guitars	Validated	Chris Salesexec	http://www.t
Kaetron	Ad Ready Serving	John Administrator	http://www.s
Kiplinger	Ad Ready Serving	John Administrator	http://www.k
Law Journal Extra	Ad Ready Serving	John Administrator	http://www.l
Market Guide, Inc.	Ad Ready Serving	John Administrator	http://www.r
Mass Music	Ad Ready Serving	John Administrator	http://www.r
Members, Inc.	Ad Ready Serving	John Administrator	http:www.m

Campaigns	Content Units	Browse	Reports
Web Site Info	New Web Site	Help	Close

2 From the Web Site list, select the site whose Web tag is to be viewed and click Content Units (SuperUsers only, others proceed to next step).

Content Units for: Joe's Guitars

Content Unit	Network Niche	Size Accepted	Keywords	Site Data
Strings	Entertainment	468 x 60	No	Yes

| New | Edit | | Close | Help |

3 From the Content Unit list, select the preferred content unit and click Edit.

Content Units For: Joe's Guitars

Details | HTML Tag Example | Secure HTML Tag | Data Word List

URL Tag For GIFs Only (HTML Tag)

```
<A HREF="http://adforce.imgis.com/?adlink|7|9120|1|1|SITE=site1+site2+site3+site4" TARGET=_top><IMG
SRC="http://adforce.imgis.com/?adserv|7|9120|1|1|SITE=site1+site2+site3+site4" BORDER=0 HEIGHT=60
WIDTH=468 NATURALSIZEFLAG=0 ALIGN=BOTTOM ALT="IMGIS, Demo Network ad"></A>
```

URL Tag For Rich Media (IFRAME Tag)

```
<IFRAME WIDTH=468 HEIGHT=60 NORESIZE SCROLLING=No FRAMEBORDER=0 MARGINHEIGHT=0
MARGINWIDTH=0
SRC="http://adforce.imgis.com/?adiframe|2.0|7|9120|1|1|SITE=site1+site2+site3+site4;">
<script language=javascript
src="http://adforce.imgis.com/?addyn|2.0|7|9120|1|1|SITE=site1+site2+site3+site4;loc=700;">
</script>
<noscript>
```

NOTE: In order to counteract an Internet Explorer 4.x bug, AdForce recommends that sites include the following line of code in the header of each page on which the IFRAME tag appears:

<HEAD><META HTTP-EQUIV="pragma" CONTENT="no-cache"></HEAD>

Alternatively, there is a Web server setting to accomplish the same goal. Please see the Adforce Online Help for more Information.

| Save | | Cancel | Help |

4   Click on the Tag Example tab to view the tag information.

If a Network representative needs to send the tag to a Web site via e-mail, then the tag must be copied and pasted into Notepad, saved, and sent as an e-mail attachment.

> *Note:* AdForce cannot guarantee the functionality of the tag if hard returns or extra characters are added in some e-mail programs.

Tag Insertion and Confirmation

After a Web Publisher's registration has been approved, it must be confirmed that the tag has been correctly entered into the appropriate Web pages. Tag insertion and confirmation enables a Web publisher to begin delivering advertisements to consumers.

Review the tags provided in HTML Tag Example (see "Viewing AdForce Web Tags" on page 7-29) and the information provided in "Web Tags" on page 7-26, then copy and paste it into the Web pages' HTML script.

Using a Single Tag on Multiple Web Pages

Web sites can use a Content Unit's Web tag for as many pages as needed. The only item that needs to be changed is the tag's Page ID.

The Page ID must be different for each Web page to ensure a proper link when an advertisement is clicked. If the same Page ID is repeatedly used, then there is no way to accurately determine which ad to serve and can default to an ad that has been cached by a user's browser. The user's browser does not display the cached ad, but the cached ad will supply the incorrect URL link that a user goes to when the displayed ad is clicked. To prevent unwanted links from occurring, the Page ID for a Content Unit's Web tag must be different on each page.

Note: The ID must contain no more than nine characters.

Chapter *8*

Media Plans

In This Chapter
- **"Questionnaire Builder" on page 8-2**
- **"Profile Builder" on page 8-9**

Media Plans is a comprehensive tool that can be used by Advertisers to plan and organize campaigns prior to implementation. Media Plans employs a database that manages Web site profile information. These profiles are a conglomeration of Web sites' answers to questionnaires entered after AdForce Service registration. Profile data provides Network representatives with Web site information that is useful during campaign scheduling, such as acceptable banner types, number of Web pages, and growth expectations. Profile information can also be filtered to create unique targeting profiles (in Profile Builder), which Network representatives can select during campaign scheduling to better target specialized Web sites.

Questionnaire Builder

The Questionnaire Builder enables agencies to set up and manage Web site questionnaires, and the answers (data) populate the Media Plans database. Questions can include anything from acceptable banner types to monthly page views, depending upon the information required by a particular Network. By answering these questions, a Web site creates a detailed profile that identifies its unique characteristics. Unique targeting profiles can then be created in Profile Builder that are used for campaign scheduling.

Adding a New Question

New questions can be added to the profile Questionnaire in this section.

1 In the toolbar, click on the Media Plans icon and select Questionnaire Builder.
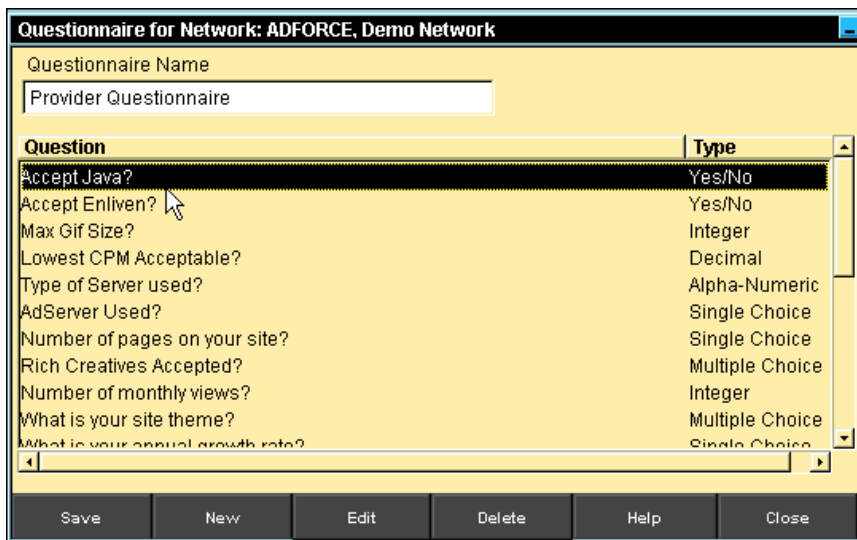
2 Click New to add new questions to the questionnaire.
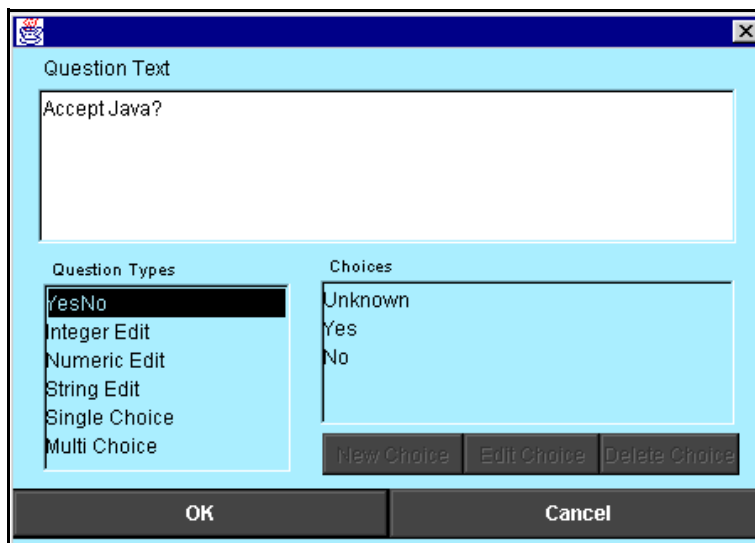
3 In the Question Text field, type in the question to be added to the questionnaire.

4 From the Question Types list, select the type of question. This must be identified for the applicable answer variables to be entered.

Question	Description
Yes/No	The answer to the question must be a Yes/No/Unknown response. *Example:* Are rich media ad styles are accepted?
Integer Edit	The answer has to be an integer. *Example:* The minimum acceptable CPM (may include a decimal figure)
Numeric Edit	Only a numeric answer can be included. *Example:* The maximum acceptable file size
String Edit	The answer can be a text or numeric string of characters. *Example:* Special Web site considerations
Single Choice	Only one specified answer may be used. *Example:* The primary ad serving company When Single Choice is selected by a Network representative, the Choices list must be used to enter the different answers.
Multi Choice	More than one answer can be selected. *Example:* A list of the different rich media ad styles that are accepted When Multi Choice is selected by an agency representative, the Choices list must be used to enter the different answers.

Note: If a Question Type needs editing, the entire question must be deleted and a new one entered with the appropriate Question Type.

5 For Single or Multi Choice question types, an answer must be created. Click New Choice to enter a new answer.
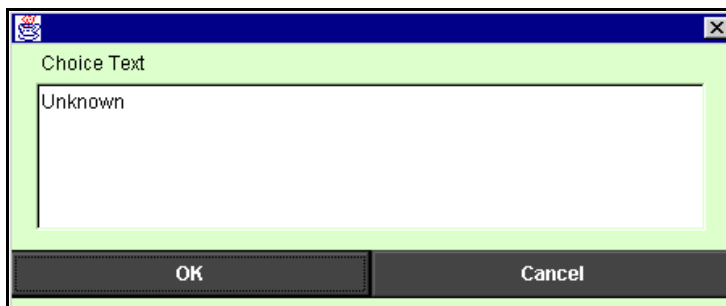
6 Type in the answer and click OK. The answer will be added to the Choices list. Click New Choice to enter additional answers.

To edit a choice, select the preferred choice from the Choice list and click Edit Choice.

To delete any Choice, select the preferred choice from the Choice list and click Delete.

7 Click OK.
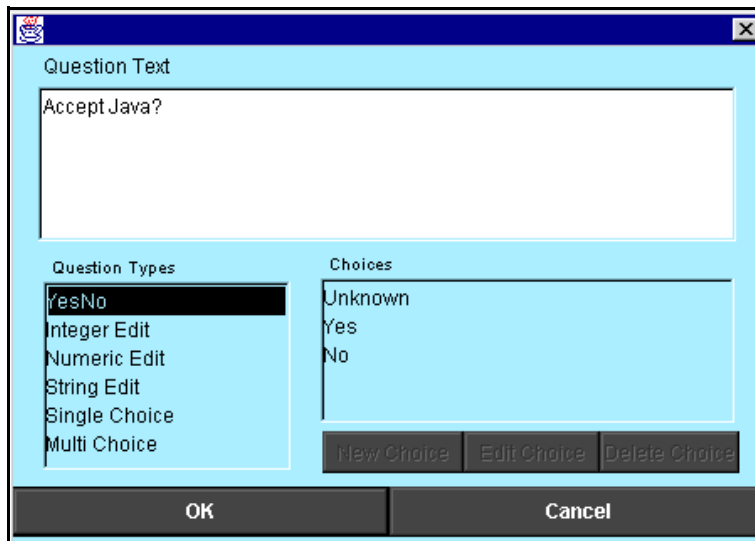
8 Click Save.

Editing a Question

Question Text and Choices can be edited, but not Question Types. If a Question Type needs editing, the entire question must be deleted and a new one entered with the appropriate Question Type.

> *Note:* Editing a question will change that question on existing profile data already entered, but editing the values for the choices will not affect the existing profile data already entered for Web sites.

1   In the toolbar, click on the Media Plans icon and select Questionnaire Builder.
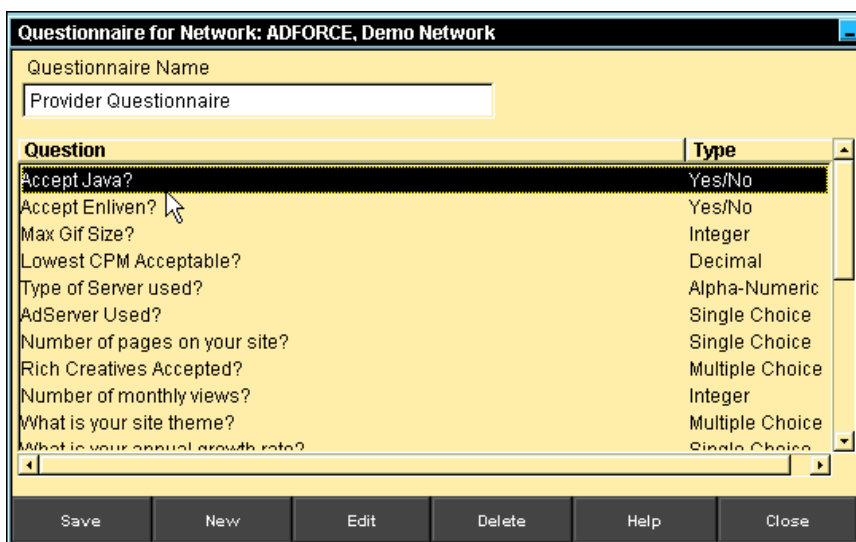
2   From the Question list, select the preferred question and click Edit.

3 Make necessary changes and click OK.

4 Click Save.

Deleting a Question

Any Question can be deleted from the questionnaire.

> *Note:* Deleting a question deletes all associated data from the database.

1   In the toolbar, click on the Media Plans icon and select Questionnaire Builder.
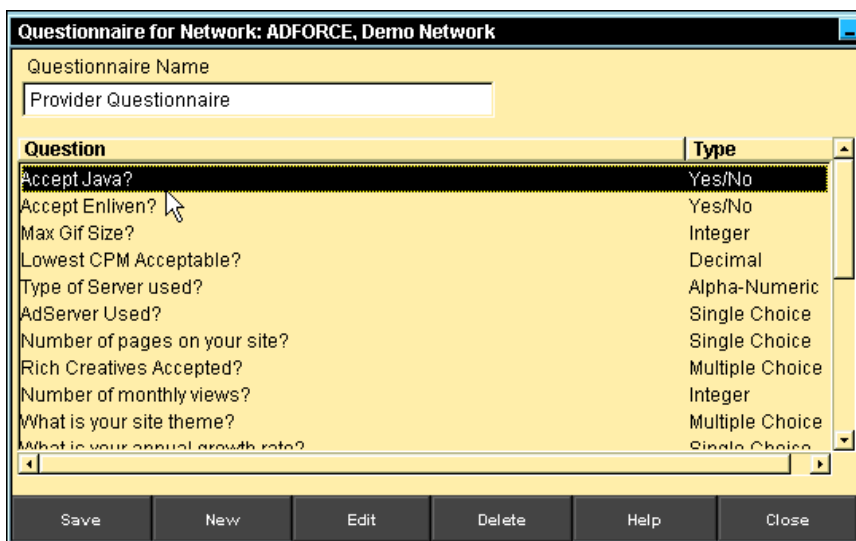
2   From the Question list, select the preferred question and click Delete.

3   Click Save.

Profile Builder

Profile Builder creates unique targeting profiles. These targeting profiles are created by selecting any combination of questions and the answers to those questions from the Web site questionnaire created in Questionnaire Management. The questions and answers selected are queried in the database and a list of the Web sites that fit the specified criteria are displayed. Network representatives select profiles during campaign scheduling to more effectively target specialized Web sites that best fit their targeting criteria.

> ***Example:*** If an Advertiser has a campaign focused on brand awareness and the only creative available is an Enliven banner, a profile can be created for all the Web sites that accept Enliven banners.

Adding a Profile

1 In the toolbar, click on the Media Plans icon and select Profile Builder.
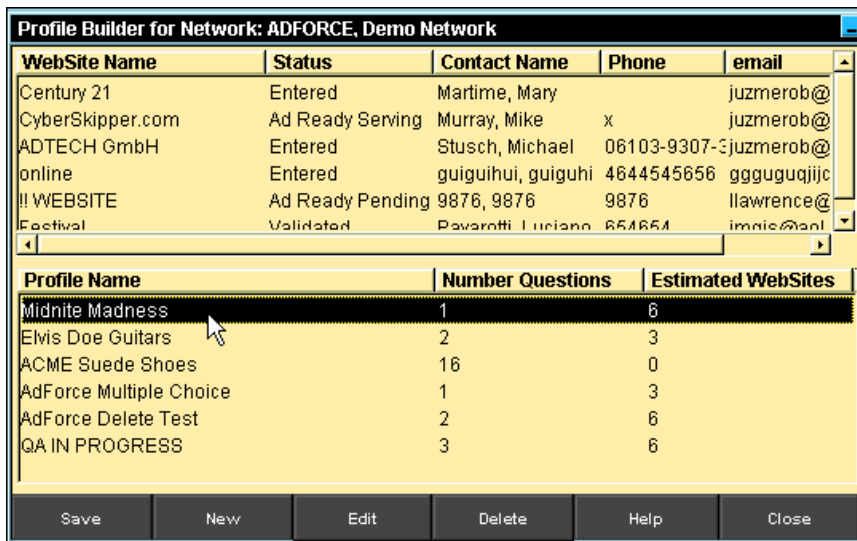
When a Profile Name is selected, the Web site, status, contact person, phone numbers, and e-mail address are displayed in the top section of the screen for quick reference.
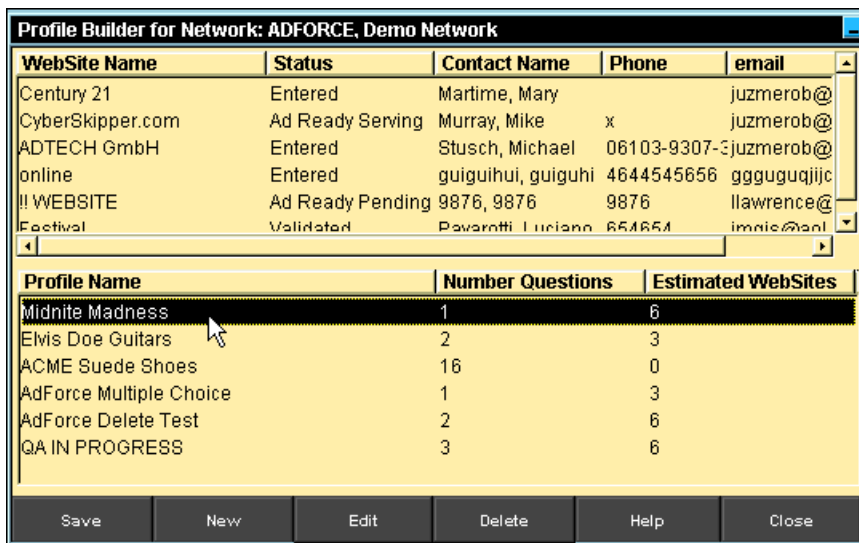
2 Click New.

3 Type the name of the profile and choose the answers to the questions that will be queried.

4 Click Finish.
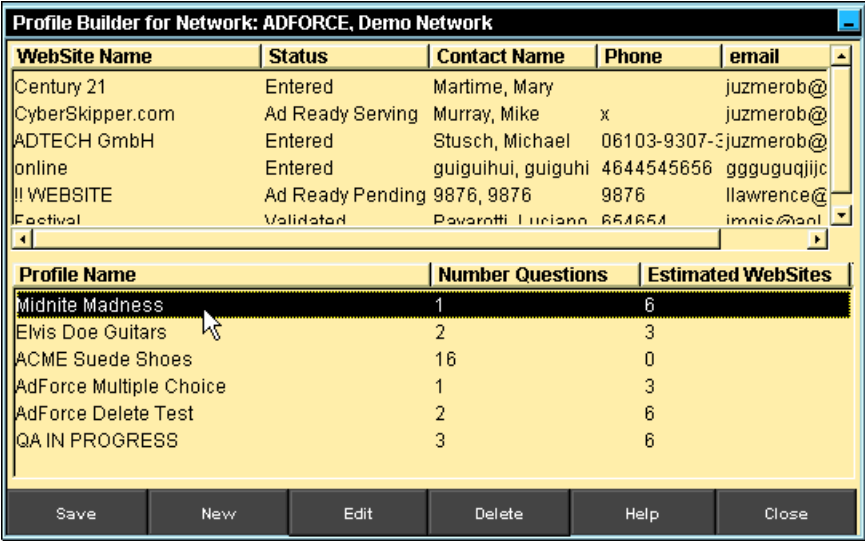
5 Click Save.

Editing a Profile

1 In the toolbar, click on the Media Plans icon and select Profile Builder.

2 From the Profile Name list, select the preferred profile and click Edit.

3 Each question is displayed individually (as in the Profile Builder wizard) to complete. Make necessary changes and click Finish.

4 Click Save.

Deleting a Profile

1 In the toolbar, click on the Media Plans icon and select Profile Builder.

Profile Builder for Network: ADFORCE, Demo Network				
WebSite Name	**Status**	**Contact Name**	**Phone**	**email**
Century 21	Entered	Martime, Mary		juzmerob@
CyberSkipper.com	Ad Ready Serving	Murray, Mike	x	juzmerob@
ADTECH GmbH	Entered	Stusch, Michael	06103-9307-3	juzmerob@
online	Entered	guiguihui, guiguhi	4644545656	ggguguqjijc
!! WEBSITE	Ad Ready Pending	9876, 9876	9876	llawrence@
Festival	Validated	Pavarotti, Luciano	654654	imgis@aol

Profile Name	**Number Questions**	**Estimated WebSites**
Midnite Madness	1	6
Elvis Doe Guitars	2	3
ACME Suede Shoes	16	0
AdForce Multiple Choice	1	3
AdForce Delete Test	2	6
QA IN PROGRESS	3	6

Save	New	Edit	Delete	Help	Close

2 From the Profile Name list, select the preferred profile and click Delete.

Chapter *9*

Reports

In This Chapter
- **"Network Reports" on page 9-2**
- **"Web Site Reports" on page 9-7**
- **"Advertiser Reports" on page 9-12**

The AdForce Service generates a variety of real-time reports detailing current and historical campaign delivery. Reports with an asterisk (*) can be quickly generated, while those that do not have an * are placed in a queue and generated in the order received. AdForce reports can be generated in the AdForce Java Client or by accessing the AdForce Web site.

Network Reports

Running a New Network Report

Using targeted dates, SuperUsers can generate a variety of reports to track campaign progress during its life cycle.

1 In the toolbar, click the Reports icon and select Network Reports.

Run Date	Report Type	Time Frame
Mon Jun 8, 1998	Network daily content unit summary for IMGIS, Demo I	06-07-98
Mon Jun 8, 1998	Network summary by website* for IMGIS, Demo Netwi	05-31-98 to 06-07-98
Wed Jun 3, 1998	Network daily content unit summary for IMGIS, Demo I	06-02-98
Wed Jun 3, 1998	Network daily content unit summary for IMGIS, Demo I	06-02-98
Wed Jun 3, 1998	Network summary by website* for IMGIS, Demo Netwi	06-01-98 to 06-02-98
Tue Jun 2, 1998	Network website revenue for IMGIS, Demo Network	05-98 to 05-98
Tue Jun 2, 1998	Network monthly billing report for IMGIS, Demo Netwo	05-98 to 05-98
Fri May 29, 1998	Network summary by website* for IMGIS, Demo Netwi	05-01-98 to 05-29-98
Tue May 26, 1998	Network summary by website* for IMGIS, Demo Netwi	05-18-98 to 05-25-98
Fri May 22, 1998	Network summary by advertiser* for IMGIS, Demo Net	05-07-98 to 05-21-98
Fri May 22, 1998	Network summary by website* for IMGIS, Demo Netwi	05-07-98 to 05-21-98
Fri May 22, 1998	Network summary by date* for IMGIS, Demo Network	05-03-98 to 05-09-98
Fri May 22, 1998	Network user permissions list for IMGIS, Demo Netwo	

Existing Reports For: ADFORCE, Demo Network

Refresh | View Report | New Report | Delete Report | Close | Help

2 Click New Report.

3 From the Report list, select the preferred report and click Next.

4 Use the calendars to choose a Start and End date for this report and click Order Report.

Existing Reports For: ADFORCE, Demo Network		
Run Date	Report Type	Time Frame
Processing...	Network summary by date* for IMGIS, Demo Network	06-08-98 to 06-09-98
Mon Jun 8, 1998	Network daily content unit summary for IMGIS, Demo I	06-07-98
Mon Jun 8, 1998	Network summary by website* for IMGIS, Demo Netw	05-31-98 to 06-07-98
Wed Jun 3, 1998	Network daily content unit summary for IMGIS, Demo I	06-02-98
Wed Jun 3, 1998	Network daily content unit summary for IMGIS, Demo I	06-02-98
Wed Jun 3, 1998	Network summary by website* for IMGIS, Demo Netw	06-01-98 to 06-02-98
Tue Jun 2, 1998	Network website revenue for IMGIS, Demo Network	05-98 to 05-98
Tue Jun 2, 1998	Network monthly billing report for IMGIS, Demo Netwo	05-98 to 05-98
Fri May 29, 1998	Network summary by website* for IMGIS, Demo Netw	05-01-98 to 05-29-98
Tue May 26, 1998	Network summary by website* for IMGIS, Demo Netw	05-18-98 to 05-25-98
Fri May 22, 1998	Network summary by advertiser* for IMGIS, Demo Net	05-07-98 to 05-21-98
Fri May 22, 1998	Network summary by website* for IMGIS, Demo Netw	05-07-98 to 05-21-98
Fri May 22, 1998	Network summary by date* for IMGIS, Demo Network	05-03-98 to 05-09-98

Refresh	View Report	New Report	Delete Report	Close	Help
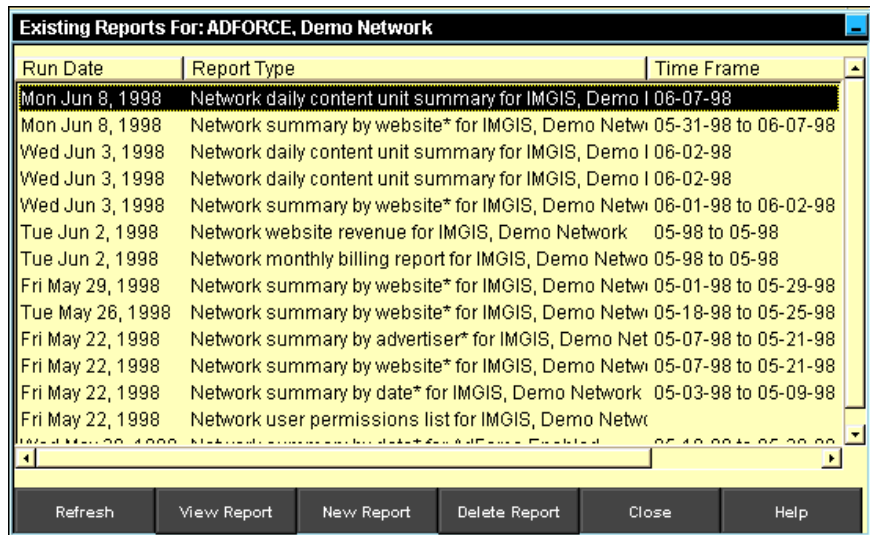
The report processes and then displays in the main Report list.

Click Refresh to display any new reports that have been generated since logging in or last clicked on Refresh.

Viewing and Deleting a Network Report

This section instructs SuperUsers how to view any listed historical reports.

1 In the toolbar, click the Reports icon and select Network Reports.

2 From the list, select the preferred report and click View Report/Delete Report.
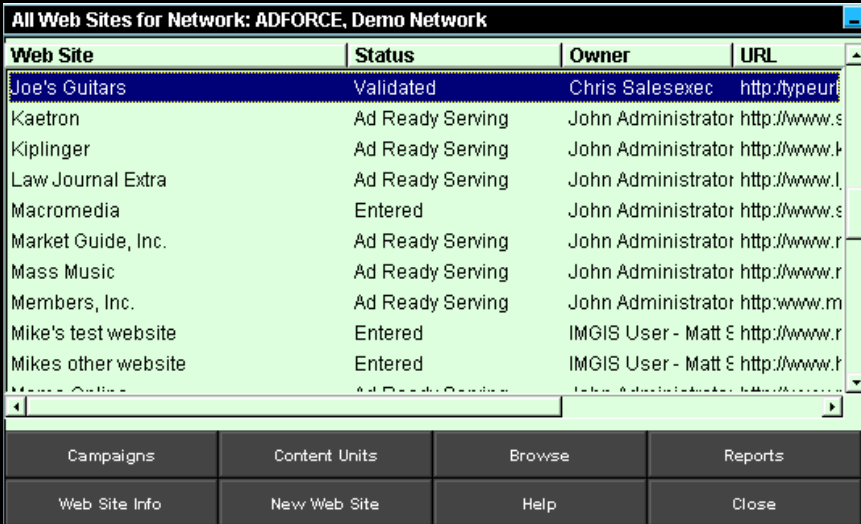
If View Report is clicked, the browser displays the selected report's summarized details.

Web Site Reports

Running a New Web Site Report

Using targeted dates, SuperUsers and Web publishers can generate a variety of reports to track campaign progress during its life cycle.

1   In the toolbar, click the Reports icon and select Web Site Reports (SuperUsers only, Web publishers select View Reports and proceed to step 3).
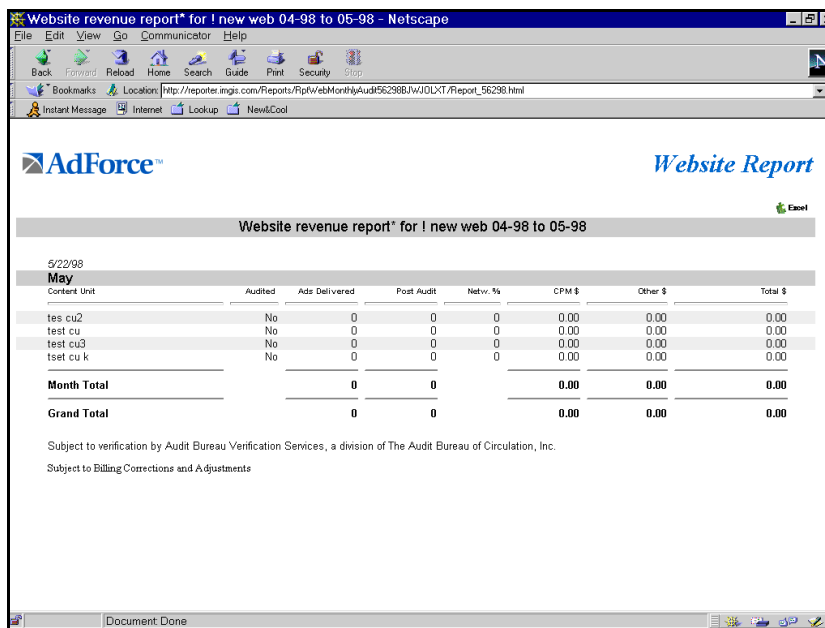
All Web Sites for Network: ADFORCE, Demo Network			
Web Site	**Status**	**Owner**	**URL**
Joe's Guitars	Validated	Chris Salesexec	http://typeur
Kaetron	Ad Ready Serving	John Administrator	http://www.s
Kiplinger	Ad Ready Serving	John Administrator	http://www.k
Law Journal Extra	Ad Ready Serving	John Administrator	http://www.l
Macromedia	Entered	John Administrator	http://www.s
Market Guide, Inc.	Ad Ready Serving	John Administrator	http://www.r
Mass Music	Ad Ready Serving	John Administrator	http://www.r
Members, Inc.	Ad Ready Serving	John Administrator	http:www.m
Mike's test website	Entered	IMGIS User - Matt S	http://www.r
Mikes other website	Entered	IMGIS User - Matt S	http://www.k
Marco Online	Ad Ready Serving	John Administrator	http://www.r

Campaigns	Content Units	Browse	Reports
Web Site Info	New Web Site	Help	Close

2   From the Web Site list, select the preferred site and click Reports (SuperUsers only, Web publishers proceed to next step).
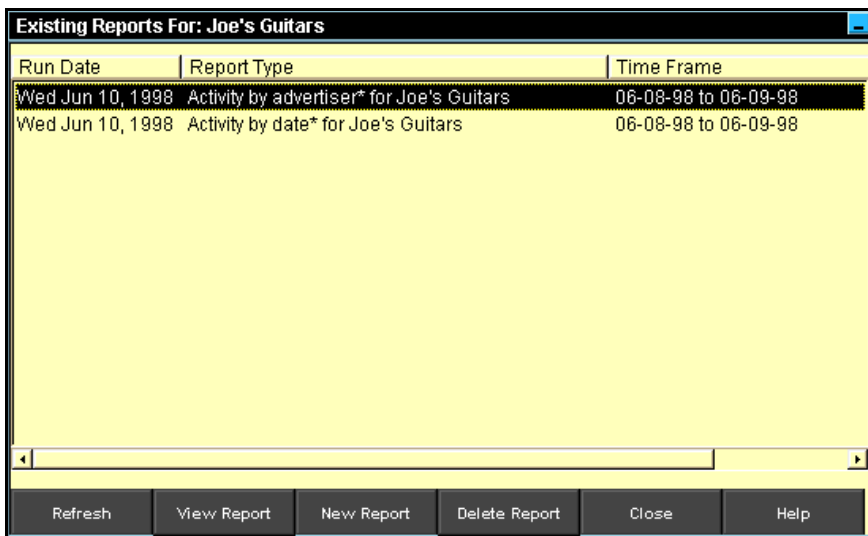
3 Click New Report.
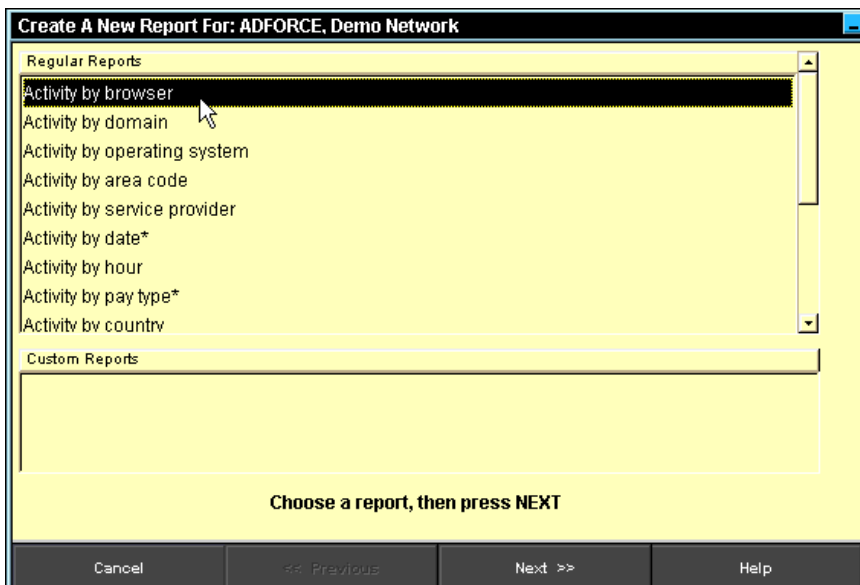
4 From the Report list, select the preferred report and click Next.
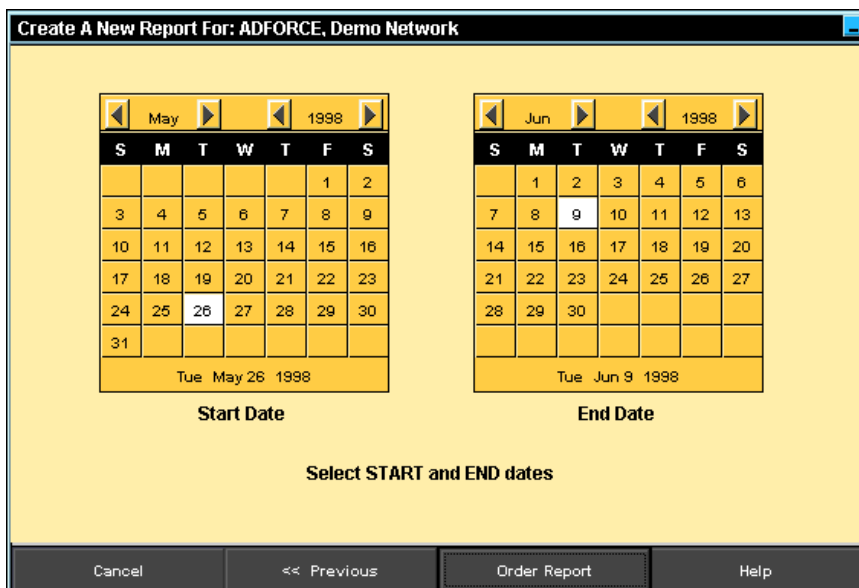
Create A New Report For: ADFORCE, Demo Network

◀	May	▶		◀	1998	▶
S	**M**	**T**	**W**	**T**	**F**	**S**
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Tue May 26 1998

Start Date

◀	Jun	▶		◀	1998	▶
S	**M**	**T**	**W**	**T**	**F**	**S**
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Tue Jun 9 1998

End Date

Select START and END dates

| Cancel | << Previous | Order Report | Help |

5 Use the calendars to choose a Start and End date for this report and click Order Report. The report processes and then displays in the Existing Report list.

Viewing and Deleting a Web Site Report

This section instructs SuperUsers and Web publishers how to view any listed historical reports.

1 In the toolbar, click the Reports and select Web Site Reports (SuperUsers only, Web publishers select View Reports and proceed to step 3).

2 From the Web Site list, select the preferred site and click Reports (SuperUsers only, Web publishers proceed to next step).

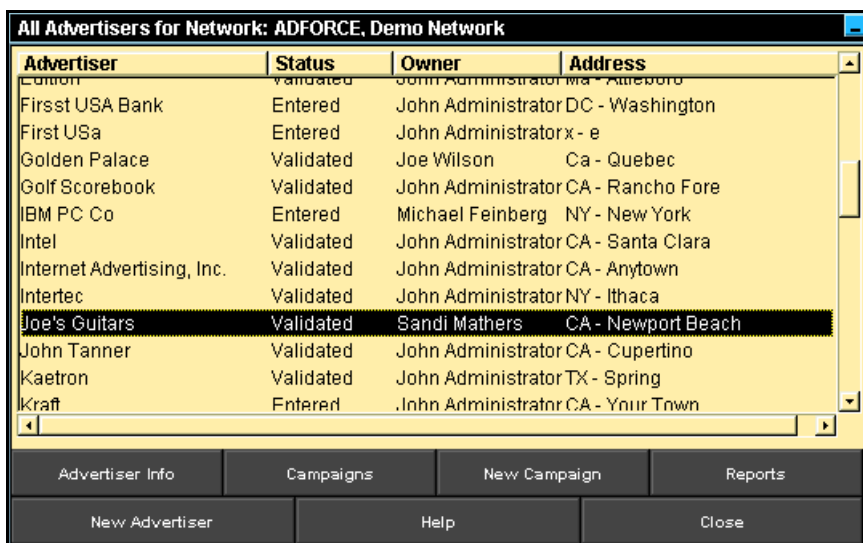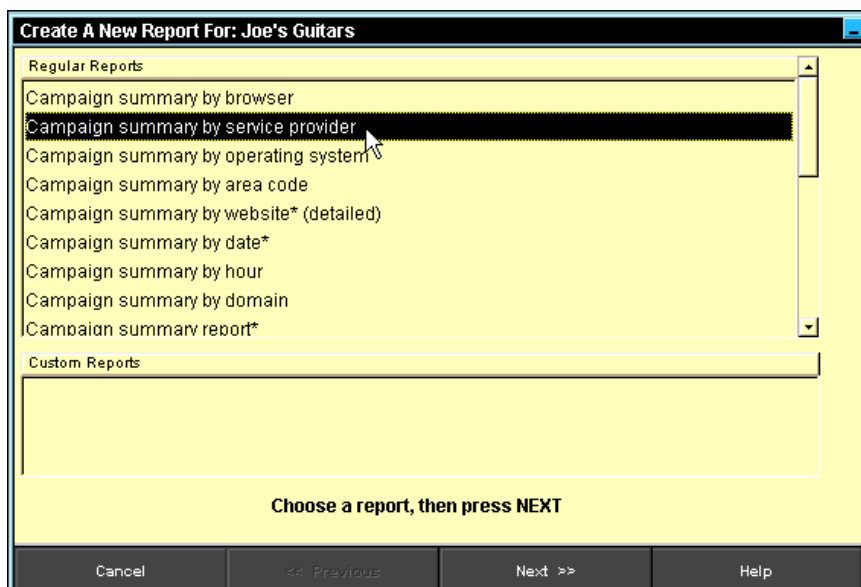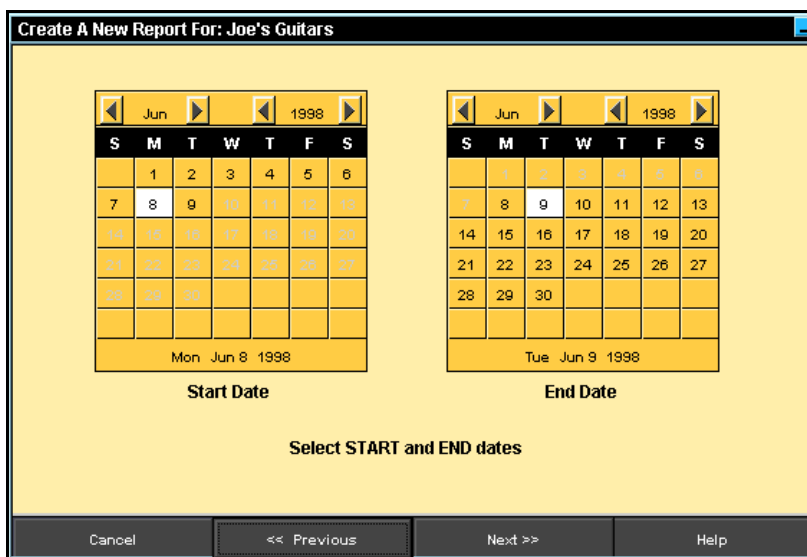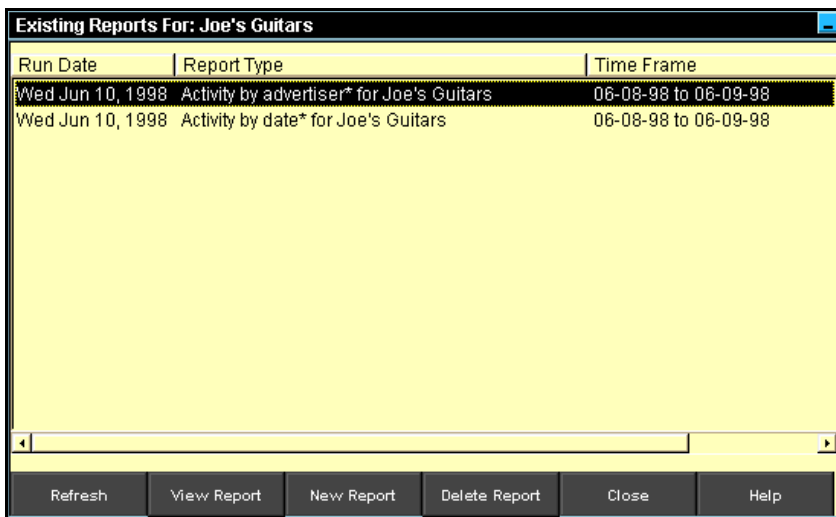**3** From the list, select the preferred Report and click View Report/ Delete Report.

If View Report is clicked, the browser displays the selected report's summarized details.

Advertiser Reports

Running a New Advertiser Report

Using targeted dates, SuperUsers and Advertisers can generate a variety of reports to track campaign progress during its life cycle.

1   In the toolbar, click the Reports icon and select Advertiser Reports (SuperUsers only, Advertisers select Campaign Reports and proceed to step 3).

| All Advertisers for Network: ADFORCE, Demo Network			
Advertiser	**Status**	**Owner**	**Address**
Edition	Validated	John Administrator	Ma - Attleboro
Firsst USA Bank	Entered	John Administrator	DC - Washington
First USa	Entered	John Administrator	x - e
Golden Palace	Validated	Joe Wilson	Ca - Quebec
Golf Scorebook	Validated	John Administrator	CA - Rancho Fore
IBM PC Co	Entered	Michael Feinberg	NY - New York
Intel	Validated	John Administrator	CA - Santa Clara
Internet Advertising, Inc.	Validated	John Administrator	CA - Anytown
Intertec	Validated	John Administrator	NY - Ithaca
Joe's Guitars	Validated	Sandi Mathers	CA - Newport Beach
John Tanner	Validated	John Administrator	CA - Cupertino
Kaetron	Validated	John Administrator	TX - Spring
Kraft	Entered	John Administrator	CA - Your Town

Advertiser Info	Campaigns	New Campaign	Reports
New Advertiser	Help	Close	

2   From the Advertiser list, select the preferred Advertiser and click Reports (SuperUsers only, Advertisers proceed to next step).

Existing Reports For: Joe's Guitars

Run Date	Report Type	Time Frame
Wed Jun 10, 1998	Activity by advertiser* for Joe's Guitars	06-08-98 to 06-09-98
Wed Jun 10, 1998	Activity by date* for Joe's Guitars	06-08-98 to 06-09-98

Refresh   View Report   New Report   Delete Report   Close   Help

3   Click New Report.

Create A New Report For: Joe's Guitars

Regular Reports

Campaign summary by browser
Campaign summary by service provider
Campaign summary by operating system
Campaign summary by area code
Campaign summary by website* (detailed)
Campaign summary by date*
Campaign summary by hour
Campaign summary by domain
Campaign summary report*

Custom Reports

Choose a report, then press NEXT

Cancel   << Previous   Next >>   Help

4   From the Report list, select the preferred report and click Next.

5   Use the calendars to choose a Start and End date for this report and click Next.

6   From the Campaign list, select the preferred campaign and click Order Report. The report processes and then displays in the Existing Report list.

Viewing and Deleting an Advertiser Report

This section instructs SuperUsers and Advertisers how to view any listed historical reports.

1 In the toolbar, click the Reports icon and select Advertiser Reports (SuperUsers only, Advertisers select Campaign Reports and proceed to step 3).

2 From the Advertiser list, select the preferred site and click Reports (SuperUsers only, Advertisers and proceed to next step).

3 From the list, select the preferred Report and click View Report/ Delete Report.
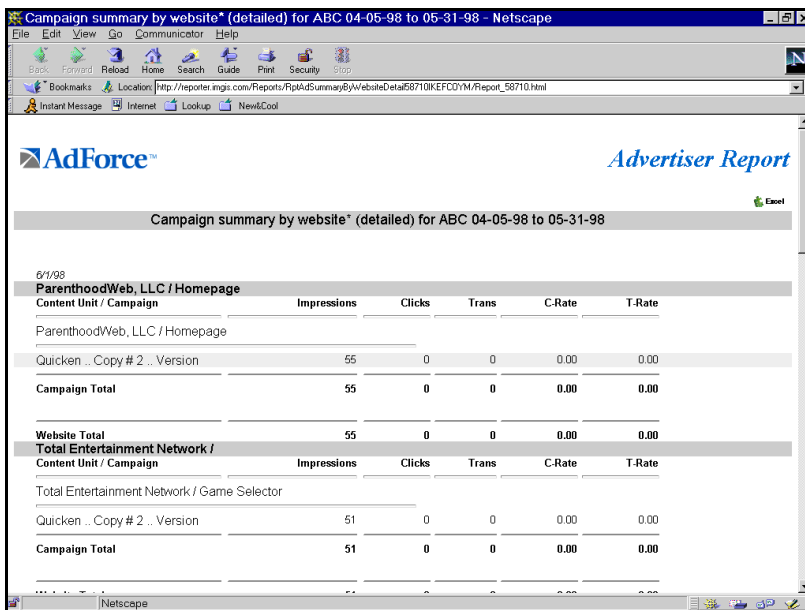
If View Report is clicked, the browser displays the selected report's summarized details.

Glossary

Accept Campaign

Used by Web sites to accept ad campaign delivery on their content units.

Active, Campaign Status

A campaign presently delivering impressions.

Ad Banner

A graphic image used on Web sites to advertise a product. Advertising banners can vary in size, presentation, and format such as HTML, GIF, GIF89, JavaScript, Java, and Shockwave.

Ad Caps

A number that an ad campaign has to reach before delivery stops. There are two types of Ad Caps:

- Ad Cap Dollars are the total dollars to be allocated for a campaign
- Ad Cap Impressions are the total impressions requested for delivery

Ad Cap Dollars

The total dollars allocated for a particular campaign.

Ad Cap Impressions

A read-only field that displays the total impressions ordered, calculated using the Cost per 1,000 Impressions and Ad Cap Dollars amounts.

Ad Dollars Spent

A read-only field displaying the total dollars spent to date.

Ad ID

An advertising campaign ID number.

Ad Percent of Sale

The Advertiser's variable cost for every sale, transaction, or inquiry.

Ad Placer ID

A unique number that identifies an Advertiser.

Ad Ready Pending, Web Site Status

The Web publisher has been validated and is ready to deliver advertisements.

Ad Redirection

A method that serves advertisements to consumers from a non-AdForce server.

Ad Styles

The ad style that can be used in a campaign, such as GIFs, HTML, and JAVA Applets.

Ad Size ID

A numerical value that identifies the advertising banner's size (width x height) that is to be displayed.

Ad Sizes

The dimensions (height x width) of a given advertisement.

AdForce Cookies

The first time an AdForce ad banner is delivered, a cookie is written to a user's computer once, and is not Web site or Advertiser-specific. AdForce cookies are system-specific. If cookies are turned off in a user's browser, then each time an AdForce ad request is made, the user is prompted to accept the cookie. This acceptance is not required to serve an ad banner.

AdForce Niche

Categories that can be used to further describe content unit groups.

AdForce Service

Creates, manages, targets, and reports advertising on the World Wide Web (WWW) to connect brands and products to potential customers. AdForce allows clients to manage all administrative and technological aspects of Internet advertising.

Administration

SuperUsers use this function to:

- Enable entering, editing, and deleting of SuperUsers
- Create Niche Network categories
- Establish the defaults used when entering and approving campaigns. For Advertisers and Web publishers, this section allows the modification of address and billing information that was entered when originally registering.

Advertiser and Campaign Trees

A split-screen window that lists Advertisers and their associated campaigns in the top section, and customizable menu folders in the bottom section. Any standard Advertiser or SuperUser operation can be performed in this section.

Advertiser ID

A unique ID number created to identify the Advertiser when first registering.

Advertiser Info

The Advertiser's address and billing information that was originally entered when registering.

Advertiser Name

The client supporting the ad campaign.

Advertiser User

An advertising agency representative responsible for scheduling and modifying campaigns to meet the unique targeting criteria identified by clients.

Agency Buy

Agency Buys were designed for Advertisers that run specialized ad campaigns that target Web sites not signed up under one Network umbrella, as they are with Ad Sales Organizations. These campaigns are very large, frequently involving the delivery of hundreds of millions of ads. Because the campaigns are large and specific Web sites have been selected by the advertising client requesting delivery or the agency itself, separate contract negotiations are performed for each Web site for each campaign. Agency Buys are considered Open Inventory because the AdForce Inventory Management System (IMS) does not calculate available impressions; nor is there any kind of impression measurement and distribution management performed by the AdForce Service.

Agency Percent

The advertising agency's percentage of the Ad Dollars Spent.

Alternate (Alt) Text

Commonly used in Web pages as a textual description of graphical images that are used as links.

Area Code Targeting

Targets individuals using the area code of their corporate IP address.

Avails

An abbreviation for total available impressions. Available inventory is based on the targeting criteria, such as dates, times, and content units, that an Advertiser has selected for a campaign.

Barter Ads

Advertisements traded for something other than money, such as goods and services.

Bonus/Make Good Ads

Advertisement used to make up the difference when an advertising campaign under-delivers.

Bought Dollars

The bought dollars are calculated based on the Bought Impressions that have been distributed to all the Web sites.

Bought Impressions

The total bought impressions that have been agreed on by all the Web sites that have been targeted for a campaign.

Broadcast Message

Allows SuperUsers to send e-mails to any or all of the Ad Sales Organization's affiliates.

Browse

Enables a Web publisher's home page to be viewed.

Browser Type Targeting

Targets individuals by their specific browser.

Buy Type

Enables Advertisers to choose a particular campaign buy type:

- Guaranteed Inventory Buy
- Open Inventory Buy
- Site Data Buy
- Keyword Buy
- Agency Buy

Caching

A method of temporarily storing data, such as Web pages, GIFs, and other images to help speed up the downloading of Web pages. Caching Web pages improves internet performance because files do not have to be downloaded from the Internet as they are stored on the user's hard drive. Caching is also beneficial to the World Wide Web because there are fewer hits to Web servers.

Calculating Inventory

See "Inventory Management System (IMS)" on page G-14.

Campaign

A buy where the targeting criteria and flight times are the same. These campaign buys are scheduled to deliver targeted advertisements on AdForce Service Web sites viewed by viable consumers. Advertisers can target very specific consumers by being able to select multiple campaign buy types and targeting criteria.

Campaign ID

The ad ID number created when first scheduling a campaign.

Campaign Name

The name chosen for the Advertiser/product.

Campaign Payment Type

Determines the category of advertisements delivered.

Campaign Status

Describes what the status is for the campaign, such as Entered, Validated, or Expired.

Campaign Summary

Displays an Advertiser's campaign characteristics in their browser.

Check for Predictable Inventory

Predicts available keyword inventory.

Class C Address

The first three sets of numbers in an IP Address. When AdForce receives a request for an advertisement, the IP Address is converted to a Class C Address.

Example: If an IP Address is 128.121.4.5, then the Class C Address is 128.121.4

Content Unit ID

A unique number identifying the Web site/content group within the Ad Sales Organization.

Content Units

Groups of ad-delivering Web pages categorized and labeled by Web sites. Content units can be as large as an entire Web site, or as small as a single URL. Content units provide a more flexible way for sites to categorize pages, providing both an easier:

- Approach to registering a site
- Way for Advertisers to target their advertising message

Copy Campaign

Allows an Advertiser or SuperUser to copy previous campaigns.

Cost Per Click (CPC)

The Advertiser's cost for 1,000 banner clicks.

Cost Per Impressions (CPM)

The Advertiser's cost for 1,000 delivered banner impressions.

Cost Per Transaction (CPT)

The Advertiser's cost for every sale, transaction, or inquiry.

Country Targeting

Enables consumers to be targeted nationally and internationally.

Create Folder

Creates a new folder in either My Folder or depending on the Permission level, the Network Folder.

Creative

The advertising banner.

Data Words

Words that users enter or choose, such as search or query terms that identify a content unit. These words are passed to AdForce and an advertisement is delivered.

Date Entered

The date a campaign was entered into the system.

Date Modified

The date a campaign was updated in the system.

Date Validated

The date a campaign was validated in the system.

Decline Campaign

Used by Web sites to decline ad campaign delivery on their content units.

Declined By

Displays the Web publishers that have declined campaign ad delivery.

Default Ad Link URL

If a URL is not specified for an uploaded creative, the advertising banner will link to this default Web site URL when clicked.

Default Banner

A default banner is an ad placeholder used in the following situations:

- When there are no active campaigns targeted to a site
- On Web sites to build IMS history
- When an incomplete request is being made from a browser to AdForce

Newly setup Networks must submit a default ad to their AdForce Client Services representative for each ad size available to that Network. AdForce personnel enter default ads into the AdForce Service. These ads can display anything that the network wants, from a promotional ad to a public service ad. Initially, an AdForce ad is used as a placeholder until the Network ads are received.

Default CPC

The Advertiser's default cost for 1,000 banner clicks.

Default CPM

The Advertiser's default cost for 1,000 banner impressions.

Default CPT

The Advertiser's default cost for every sale, transaction, or inquiry.

Default Commission

The Advertiser's default ad cap percentage.

Default Maximum User Frequency Per Ad

The default maximum amount of times any one particular user can see the same ad banner.

Default Split

The Web publisher's default percentage of every dollar spent.

Desired Dollars

Used to request any impressions that become available during the life of a campaign.

Desired Impressions

Used to request additional impressions that become available during the life of a campaign.

Domain Type Targeting

Targets individuals by their domain, such as COM, EDU, GOV, MIL, and ORG.

Edit Campaign

Enables Advertisers and SuperUsers to modify campaigns during any period in a campaign's life-cycle.

Encryption

The conversion of data into a secret code for transmission over a public network.

End Campaign Today

Stops a campaign at midnight.

Entered, Agency Status

The Advertiser is entered, but not validated.

Entered, Campaign Status

A campaign is scheduled and ready for validation.

Entered, Web Site Status

The Web publisher is entered, but not validated.

Est. Click Rate

When employing a CPC Buy, this field is used to enter the campaign's estimated click rate.

Expired, Campaign Status

Campaigns that are completed.

File Name

The advertising banner's file name.

Firewall

A security policy collectively or individually implemented using host systems, routers, software, network configurations, and so on. Implementing these policies protects the network from unwarranted intrusion by limiting or eliminating outside access while allowing inner network users to gain Internet access. A firewall controls all of the communications into or out of the network.

Fixed

Enables either the Total Dollars or Total Impressions to be locked in so that when the Cost per 1000 figures are calculated, they will adjust accordingly.

Geographic Demographic Targeting

Includes targeting options for Area Codes, SIC codes, and Countries.

Guaranteed Inventory Buy

A buy that targets selected content units in the AdForce Service and guarantees impressions will be delivered.

Home Page URL

The address that accesses the home page (the first page) on a Web site identified when adding a new Advertiser or Web site.

Hypertext REFerence (HREF)

A naming convention used in HTML script to identify a link to another Web page or file. The HREF= is followed by the target's URL.

> *Example:* a href="http://www.adforce.com/subdirectory/information.html"

HTML Transaction Tags

A tag enabling Advertisers to track consumer data regarding purchases. Web sites placing HTML transactional tags on their confirmation pages permit such tracking because they capture and store transactional information. Accurate HTML transactional tags are crucial to supplying the necessary transactional data for billing, auditing, and reporting campaign activity.

HTML Web Tag

A tag that is placed onto a site's Web page that enables advertisements to be delivered.

HyperText Markup Language (HTML)

Based on SGML, HTML is the document format used on the Web. Web pages are created using Web tags that are embedded into the text. The HTML defines a page's layout, such as structuring text into headings, paragraphs, tables, and hyperlinks. When a browser requests an HTML Web page, it interprets the HTML and displays the results. The AdForce Service uses HTML transactional tags to deliver advertisements.

IFRAME Tag

AdForce's IFRAME Tag enables accurate and versatile rich media ad delivery, regardless of a user's browser type or image caching. This tag is called the IFRAME Tag because it uses the *IFRAME SRC=html* standard to serve dynamic HTML to a browser.

IMG SRC

A naming convention used in HTML script to identify a URL from where to retrieve an image. The IMG SRC function is followed by the image's URL and file name.

> ***Example:*** img src ="http://www.adforce.com/subdirectory/image.gif"

Impressions Delivered

A read-only field that displays the total impressions delivered to date.

Include New Content When Available

When chosen, allows impression delivery to content units that have been added after scheduling a campaign.

Incomplete, Agency Status

The entering of Advertiser information is not complete.

Incomplete, Web Site Status

The entering of Web publisher information is not complete.

Insertion Order (IO) Number

The campaign's assigned insertion order number.

Internet Protocol (IP) Address

The address of a computer attached to a TCP/IP network, written as four sets of numbers separated by periods, as in *128.121.4.5*. Each client and server station must have a unique IP address. Client workstations have either a permanent IP address or one that is dynamically assigned to them for every dial-up session. The AdForce Service supports an IP address/Class C database that is used in targeting ad campaigns.

Invalid, Agency Status

The Advertiser is invalid.

Invalid, Web Site Status

The Web publisher is invalid.

Inventory Management System (IMS)

Calculating available advertising inventory is performed by AdForce's Inventory Management System (IMS). When Web sites embed an AdForce tag into their HTML script, the AdForce Service immediately begins to track how many *hits* (with what targeting criteria) are being performed on the site's Web pages. Each day these hits are calculated and compared with data acquired from previous days. Over time, a history is developed for every Web page advertisements are delivered to. The algorithm that is used to calculate the maximum number of available impressions predicts future inventory based on past performance.

Java Ready

Used by Web sites to indicate if they serve rich media advertisements on a given content unit.

JavaScript

A scripting language developed by Netscape (with Sun Microsystems) to be an extension of HTML, and is a programmable API allowing cross-platform scripting. JavaScript enables developers to dynamically manipulate Web pages to process user input such as forms, pull-down menus, and queries. JavaScript is easier to use because it is a scripting language and not a complete programming language, such as Java.

Job Number

The campaign's assigned job number.

Keyword Buy

A Keyword Buy targets keywords. Keywords are words and categories that consumers input into different search engines and directory services to find specific information on the Internet.

Keyword Targetable

When chosen, a content unit can be targeted using keywords.

Keywords

Words and categories that consumers input into different search engines and directory services to find certain information on the Internet.

Links To

The URL that an advertisement connects to when clicked.

Locked/Locking Content Unit

A function reserved for SuperUsers, and prevents Advertisers from targeting campaigns to that content unit. This can be used for exclusive campaigns or if a Web site wants to temporarily lock their content units because they are expecting to serve ads for a sponsor. Locking content units does not work in the two following situations:

- If a campaign is already delivering advertisements to a content unit, locking that content unit does not stop ad delivery.
- If a campaign has already been scheduled on a content unit, locking it has no effect. Advertisements will still be delivered on the scheduled date.

My Folder

A personal folder where Advertisers and campaigns can be added, and new folders can be created to distribute work in a customized fashion.

Network Admin

A predefined permission category that applies the highest permission level to a user. When applied, the user can perform any AdForce Service function, from setting up and identifying Network defaults, to scheduling campaigns and creating content units.

Network ID

A number that identifies a specific Network Organization affiliation.

Network Folder

A folder that can be viewed by the entire network and can only be customized by users with high-level permissions. Allows organizations to display Advertisers and campaigns in a way similar to their particular business model.

Network Information

A Network's name, address, and default functions.

Network Niche

Unique categories developed by SuperUsers to group Web publishers by overall content.

Network Niche Management

Allows the adding, editing, and deleting of network niche categories.

Network Split %

The Web publisher's percentage of the total dollars spent on ad delivery, split with the Ad Sales Organization. This only applies when content units are sold by a third-party sales organization and not by the Web publisher.

New Campaign

Enables a SuperUser or Advertiser to choose the type of buy they want and enter a new ad campaign.

New Items

Displays new Advertisers and campaigns entered into the AdForce Service until an administrator moves them into the Network Folder.

New Web Site

Enables a SuperUser to add a new Web publisher.

Niche

Unique categories developed by Network SuperUsers to group content units by overall content. When a Web publisher creates a new content unit, they have the option of registering that content unit under a niche. This is helpful for Advertisers who are interested in targeting ads to a specific industry or niche.

> ***Example:*** A category created called *Television* would include all the Web publishers run by local and national television stations

Niche Networks

Unique categories developed by SuperUsers to group Web publishers by overall content.

No Image Yet

Simulates an ad that can be used during Web site and content unit targeting.

No Limit

When chosen, there is no limit to how many advertisements can be repeatedly delivered to each user.

Notification

A message submission and retrieval system that enables users to monitor and confirm the activities of their accounts in real-time while being able to send messages across the entire network.

Online Demographic Targeting

Targeting options for Domain Types, Service Providers (ISPs), Browser Types, and Operating Systems.

Operating System Targeting

Targets individuals by their operating system.

Open Inventory Buy

A buy where Advertisers are not guaranteed a certain number of impressions. Open Inventory impressions are not served in any particular distribution pattern, so impressions are delivered whenever there is available space.

Out of Money, Campaign Status

When a campaign's ad cap has been reached before the campaign's end date.

Owner, Campaign

The campaign owner (not necessarily the individual who scheduled the campaign).

Owner, Web Publisher

The Web publisher owner (not necessarily the individual who entered the Web publisher).

Page ID

A number assigned to a specific Web page.

Permission Profile Template

Pre-defined permission categories that allow users access to certain types of information.

Permissions

Permissions are assigned to users by Network Administrators who define what these users can view, create, and modify. Permissions are:

- Based on a user's login and password
- A security measure designed to reduce unwanted mistakes
- Prevent the unnecessary disclosure of proprietary information

The AdForce Service has a set of predefined permissions, but assigning permissions is not limited to only these predefined categories. Network Administrators can assign any permission to any user.

Pick Logo File

Used to insert the Ad Sales organization's logo into the AdForce Service.

Pick File

Opens the operating system's file pick menu.

Planned Dollars

The total dollars planned (allocated) for a campaign.

Planned Impressions

The total impressions planned for a campaign.

Plug-in

An auxiliary program that works with certain software to enhance its capability. Plug-ins are often used in image-editing programs, such as Photoshop, to add filters for special effects. Plug-ins are added to Web browsers to enable them to support new types of content, such as audio and video. The term is mostly used for software, but could also refer to a plug-in module for hardware.

Priority, Campaign

Describes the priority of the campaign's ad delivery compared with other campaigns.

Profile Builder

Creates unique targeting profiles. These targeting profiles are created by selecting any combination of questions and the answers to those questions from the Web site questionnaire created in Questionnaire Management. The questions and answers selected are queried in the database and a list of the Web sites that fit the specified criteria are displayed. Network representatives select profiles during campaign scheduling to more effectively target specialized Web sites that best fit their targeting criteria.

Promotional Ads

Advertisements that promote either a Web publisher or the Network itself.

Provider Profiles

Groups of Web sites that conform to a certain set of criteria identified by a Network representative in Profile Builder. Profiles are selected by Advertisers during campaign scheduling to more effectively target specialized Web sites that best fit their targeting criteria.

Proxy Server

A a type of firewall used as a Web server. This is a transparent server that receives user requests behind a firewall and requests that same information from Internet servers outside of the firewall. This information is then received and filtered by the proxy server and sent back to the user who made the initial request.

Public Service Ads

Advertisements for non-profit organizations, charities, and philanthropic organizations that are delivered between other advertisements.

Push Campaign

Overrides the 24-hour grace period and immediately begins a campaign. A campaign must be saved and validated before using this functionality.

Questionnaire Builder

Enables agencies to set up and manage Web site questionnaires, and these answers (data) populate the Media Plans database. By answering these questions, a Web site creates a detailed profile that identifies its unique characteristics. Unique targeting profiles can then be created in Profile Builder that are used for campaign scheduling.

Questionnaires

Used to help build Web site profiles. Web sites' profile data can be queried and organized into groups of targetable Web sites that are used during campaign scheduling.

Rates

A section exclusively used by SuperUsers during campaign validation to enter a campaign's financial requirements.

Rates Spreadsheet

A spreadsheet summary that shows the rates for a campaign, as well as all the rates for Web sites and content units. This is useful for reviewing a campaign's overall impression and rate distribution.

Redirect URL

An ad style that is selected when the Redirect Ad option is chosen that indicates redirect advertisement delivery.

Redirects To

The URL that redirect images are retrieved from.

Refresh Queue

Displays any new messages sent since logging in or last Refreshed.

Replication

The method of copying data from a Master database over to a Slave database. AdForce unofficially uses this term to indicate that newly scheduled campaigns have been copied over to the ad servers for campaign delivery, as with a Push Campaign.

Reports

Allows Advertisers, salespeople, or Web publishers to select from over 40 different standard reports covering every targeting parameter.

Request Notification

A user can be notified of activities relevant to their accounts through the work queue or e-mail.

Run Time Demographics (RTDs)

RTDs include Online and Geographical Demographical parameters that can be used in campaign scheduling to target ads to unique user groups.

Online Demographic Targeting:

• Domain Types

• Internet Service Providers (ISPs)

• Browser Types

• Operating Systems

Geographical Demographic Targeting:

• Area Codes

• Standard Industrial Classification (SIC) Codes

• Countries

Sales Admin

A pre-defined permission category enabling the user to set up Advertisers, schedule campaigns, and run any report type to monitor campaign progress.

Sales Executive

A pre-defined permission category enabling the user to generate Advertiser reports.

Schedule

A calendar used to define a campaign's delivery times and dates.

Search For Campaigns

Enables a user to search for campaigns by entering a variety of unique criteria, such as Campaign ID, Campaign Name, Advertiser Name and/or Campaign Status.

Selected %

Indicates the total percentage of impressions requested measured against the Ad Cap Dollars.

Send Notifications

In Agency Buys, an e-mail notification about a campaign's characteristics can be sent at anytime to all Web sites.

Sequence #

The sequential order that advertisements are scheduled to be delivered if more than one is being used.

Service Provider (ISP) Targeting

Internet Service Providers (ISPs) target individuals by their service provider.

Shockwave

A browser plug-in that allows output from certain software to be viewed on the Web and is usually used for viewing animated sequences. Shockwave banner advertisements can be delivered on Web sites using the AdForce JavaScript tag, but users must have the Shockwave plug-in installed to view the ads.

Site Admin

A pre-defined permission category enabling the user to set up Web sites/content units for ad delivery.

Site Data Buy

A Site Data Buy targets site data words. Site data words are words that a site possesses about its visitors that it dynamically passes to the AdForce System for targeting.

Site Data Targetable

When chosen, a content unit can be targeted using data words.

Standard Industrial Classification (SIC) Codes

Four-digit codes developed by the U.S. government to universally classify manufacturing and non-manufacturing businesses while describing their economic activity. There are 10 major categories with numerous subcategories:

- (01-09) Agriculture, Forestry & Fishing
- (10-14) Mining
- (15-17) Contractors/Construction
- (20-39) Manufacturing
- (40-49) Communication, Transportation & Utilities
- (50-51) Wholesalers
- (52-59) Retailers
- (60-67) Finance, Insurance & Real Estate
- (70-89) Services
- (90-99) Government Offices

SIC codes can be targeted during campaign scheduling.

Stop Campaign Now

Stops a campaign's ad delivery within two hours or less.

SuperUser

A system administrator able to perform any Web publisher or Advertiser operation in addition to their own duties. Access to the different aspects of the AdForce Service can be limited by employing any of the various permission levels. Permission levels are assigned by a company's primary Network administrator.

System Configuration

Allows users to change their browser's default executable (.EXE) path.

Tag Version

The AdForce tag's release version number.

Targeting

A method used to zero-in on certain categories for consumers, such as Geographic and Online Demographic Targeting.

Time Stamp

A date/time that is dynamically placed into an AdForce Web tag when an ad request is made. Time stamps help prevent caching because each new ad request requires a new time stamp that changes the request each time. A viewer's browser will always request a new ad to be delivered, as each request is unique with a different time stamp.

Total Impressions

Displays the total impressions available to a campaign using the Ad Cap and calculating the Estimated Click Rate with both the CPM and CPC figures.

Total Inventory Available

Displays the total number of impressions available using the specific targeting criteria.

Traffic Admin

A pre-defined permission category enabling the user to schedule and modify campaigns to ensure accurate delivery, and run any report type to monitor campaign progress.

Transaction Tag

A Web tag that is placed on an Advertiser's confirmation page (the page used to confirm that a transaction has occurred). Using this tag, information about a transaction is dynamically passed to AdForce for billing and reporting purposes.

URL

Uniform Resource Locator is an address that identifies the route to a file on the Web. Addresses include any applicable subdirectory paths, which are separated by a slash (/) symbol.

URL Link

An address that commands a browser to *link* to another document on the same server or on a remote server.

User Frequency

Only used in Guaranteed Inventory/Keyword Buys. Max in User Frequency is the maximum number of campaign advertisements to be delivered to each viewer. No Limit in User Frequency limits how many campaign banners are repeatedly delivered to each viewer.

User Management

Enables the entering, editing, and deleting of SuperUsers, Advertisers, and Web publishers.

Validate a Campaign

When a SuperUser reviews an entered campaign and enters the ad cap, rate, and type of impression delivery.

Validated, Agency Status

The Advertiser is entered and validated.

Validated, Campaign Status

A campaign that is validated with impressions purchased, and will begin on its scheduled date.

Validated, Web Site Status

The Web publisher is entered and validated.

Validating

The method that a SuperUser uses to confirm a campaign.

Validator

A SuperUser who validates an Advertiser or Web publisher.

View All Web Sites

Displays a list of the Network's Web publishers.

View by Niche

Alphabetically lists the Network's niches with content unit subcategories.

View by Web Site

Alphabetically lists Web publishers with content unit subcategories.

View Campaign

Allows a Web publisher to review a campaign's material to ensure it is appropriate with a content unit's material.

View Expired Campaigns >=30 Days

When chosen, allows a user to see historical campaigns older than 30 days.

Web Publisher Users

A Web publisher or site representative responsible for setting up Web pages to receive advertisements scheduled by Advertiser users and SuperUsers. This person creates and modifies those content units that advertisements are targeted to, approves advertisement delivery, and generates reports detailing advertising delivery progress.

Web Site ID

A unique ID number created to identify the Web site.

Web Site Info.

The Web publisher's address and billing information.

Web Site Revenue %

The percentage of the total ad dollars spent on ad delivery, split with the ad sales organization.

Web Site User

A Web publisher or site representative responsible for setting up Web pages to receive advertisements scheduled by Advertisers and SuperUsers.

Work Queue

Displays the user's latest account and transaction's activities.

Zip File

A file that holds multiple compressed files. AdForce uses zip files to load rich media creatives. Zip files are frequently used when sending or downloading large files over the Internet. Since a zip file is compressed, the file is made smaller and can be transported faster.

GLOSSARY

Index

A D F O R C E