

12. Advertisement Management

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Most i8 system has embedded with advertisement modules for business to advertise themselves or their ads partners. The ads are campaign based with timing control and reports.

AD CAMPAIGN

LOC:: Exchange > Ads Management ...

- **Name:** The name of the campaign (Click it to view ads list)
- **Code:** Code of the campaign (Front end calling parameter)
- **Priority:** Display priority of the campaign in back end
- **Edit:** Edit campaign property
- **Delete:** Remove the campaign

The screenshot shows the I8 Control Panel interface in Microsoft Internet Explorer. The browser window title is "I8 Control Panel - Microsoft Internet Explorer". The address bar shows "Exchange ...". The main content area displays a table of ad campaigns with columns for Name, Code, Priority, and Edit/Delete actions. A single row is visible with the name "Sample Ad Category", code "adc_100965686013", and priority "8.00". The "Ads Management..." link in the left sidebar is highlighted with a red box.

Name	Code	Priority	Edit/Delete
1 Sample Ad Category	adc_100965686013	8.00	

ADD / EDIT AD CAMPAIGN

The screenshot shows a web browser window titled "I8 Control Panel - Microsoft Internet Explorer". The address bar shows "Exchange ...". The page content includes a navigation menu on the left with "Ads Management..." highlighted. The main content area is titled "Edit Ad Campaign : Sample Ad Category" and contains the following form fields:

Column Title (*)	
Sample Ad Category	(English)
	(繁體中文)
测试广告栏目	(简体中文)

Options	
Code:	adc_100965686013
Enabled:	<input checked="" type="checkbox"/>
Priority:	8.00

Buttons for "Save" and "Back" are located at the top right of the form area.

LOC:: Exchange > Ads Management ...
Click "Add New Campaign" or "Edit Campaign" buttons

- **Ad Title:** Title of the ad
- **Code:** Code of the ads campaign
- **Enabled:** Toggle validity of the campaign
- **Priority:** Display priority of the campaign in back end

ADS LIST (CAMPAIGN CONTENT)

The screenshot shows the I8 Control Panel interface. The left sidebar has a menu with 'Ads Management...' selected. The top navigation bar shows 'Exchange ...' and 'Test Campaign' dropdowns. The main content area displays a table of advertisements with columns for Ad Code, Media Type, Begin Time, and Expire Time. A red arrow points from the 'Test Campaign' dropdown to the text 'Click name of the campaign' on the right.

#	Text Title/Media Source	Ad Code	Media Type	Begin Time	Expire Time	Priority	Enabled	Edit	Delete
1	http://M8.hkti.net:13000/upload/general/66041765_75427955_ad_20040419.gif (20)	ad_126735571555	Image	2004-08-09	2010-01-20	1.00	<input checked="" type="checkbox"/>		
2	http://www.9orange.com/upload/general/56084326468x60.gif(33)	ad_26009300128884	Image	2004-08-09	2010-12-31	2.00	<input checked="" type="checkbox"/>		
3	http://www3.9orange.com/upload/general/50008574_web_flash.swf(31)	ad_53296762994016	Flash	2004-08-09	2005-08-09	3.00	<input checked="" type="checkbox"/>		

LOC:: Exchange > Ads Management ...

Click name of the campaign

- Switch campaign
- **Source:** Source of image ads or Title for Text ad
- **Code:** Ad code
- **Media Type:** Ads Type (Image, Flash or Text)
- **Start:** Start time of the ads
- **End:** End of the ads
- **Priority:** Display sequence of ads in a campaign
- **Enabled:** Activate a ads
- **Edit:** Edit ads property
- **Delete:** Remove ads

ADD / EDIT ADS

Add New Advertisement

Save Save/Edit Refresh Back

Welcome, Root Logout Helpdesk

Text Title/Media Source (*)

http://i8.hkti.net:13000/upload/geners (English)
 (繁體中文)
 http://i8.hkti.net:13000/upload/geners (简体中文)

Use file for media source(Flash/Image)

浏览... (English)
 浏览... (繁體中文)
 浏览... (简体中文)

Options

Enabled: Priority: 1.00
 Ad campaign: Test Campaign Ad Code: ad_126735571555
 Width: 0 Height: 0
 Media Type: Image
 Begin Time: 2004-08-09 Expire Time: 2010-01-20
 eg: 2004-8-2 eg: 2004-8-3
 Ad URL: http://www.jvanshi.com
 eg: http://www.alpaq.com/

2005-01-02 12:08:06 P.M. Internet

LOC:: Exchange > Ads Management ...

Click ad campaign name then edit/add an ad

- **Source:** Source URL for image ad or Title for textad
- **Upload File:** Self-design ads (Image or Flash)
- **Enabled:** Toggle validity of ads
- **Priority:** Display sequence of the ad
- **Add Campaign:** The campaign the ads belongs to
- **Ad code:** Input yourself or the system generate one for you if you left it empty
- **Width:** Width of the ads media
- **Height:** Height of the ads
- **Media Type:** Image or Flash
- **Start time:** Ad displaying start time
- **End time:** Ad displaying end time
- **Ad URL:** Link for image ads

REPORTS

Exchange ...

Welcome, Root Logout Helpdesk

Ad State: http://www3.9orange.com/upload/general/50008574_web_flash.swf Refresh Back

Browser Report

#	Name	Hits	share	Graph
1	IE 6.0	6	100.00%	

IP Location Report

#	Name	Hits	share	Graph
1	中國	6	100.00%	

Language Report

#	Name	Hits	share	Graph
1	zh-cn	6	100.00%	

OS Report

#	Name	Hits	share	Graph
1	Windows XP	6	100.00%	

OS Report

#	Name	Hits	share	Graph
1		6	100.00%	

OS Report

#	Name	Hits	share	Graph
1		5	83.33%	
2	http://8.hkti.net:13000/cgi-bin/i8_user_page.cgi?access_code=vote_frontend_display	1	16.67%	

2005-01-02 12:17:56 P.M. Internet

LOC:: Exchange > Ads Management ...

Click ad campaign name then Click the name of the ad

On the shows the ads report

- **Browser report:** Browser stat of ad viewers
- **Location:** Stat on view geographical locations
- **Language:** Viewers' system language
- **OS:** Operating system stat of viewers
- **Members:** Stat's on viewers' membership
- **REFERER:** Where (In terms of URL) the viewer comes from