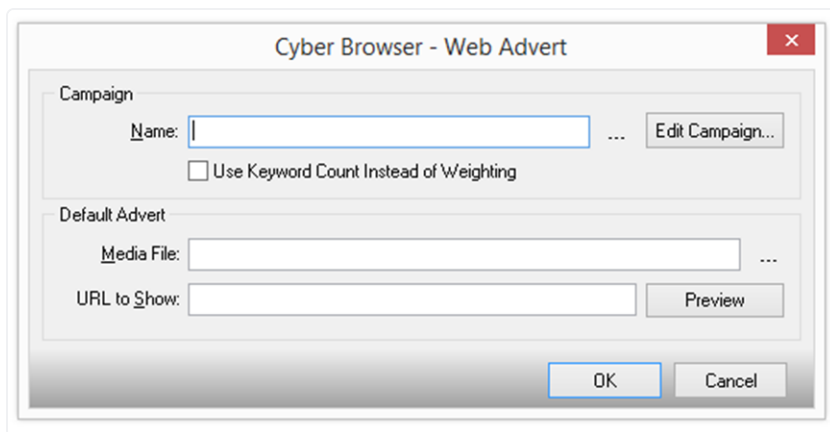


Web AdvertApp



Purpose.

This page app allows you to display adverts depending on the content of the current web page being viewed. An advert shows a selected media file and you can make jump to another page when the advert is clicked.



Configuration:

Campaign panel

A Campaign is a selection of adverts and rules about how they are displayed.

Use the folder button: to select the Campaign you want the plug-in to use.

Go to the Campaign Editor: This will open the currently selected campaign for editing. You can also create new campaigns from there.

Use Keyword Count Instead of Weighting: If checked, campaigns will use a pages Keyword counts instead of weighting.

- See the **“weighting”** description in the Campaign Editor selection below.

Default: Advert: Select a media file to show in the advert. using the '...'

URL to Show: This is the advert that will be displayed when there is no matching advert in the campaign for the current web page or when a campaign advert ends.

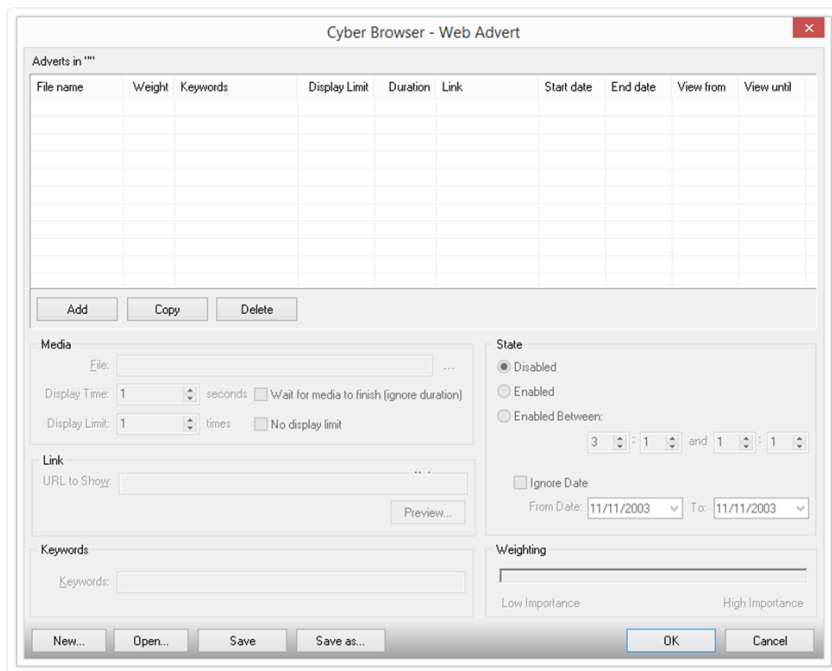
Press the **Preview** button to show this page in your default browser.

Campaign Editor

This window is shown when you click the **“Edit campaign”** button in the Configuration Window.

Here you can edit your campaign by creating new adverts and editing existing ones.

You can also create new campaigns.



Adverts in the campaign: The adverts' settings are shown in the columns. Click on a column header to sort the list by that setting.

Add: Creates a new, empty, advert and appends it to the list.

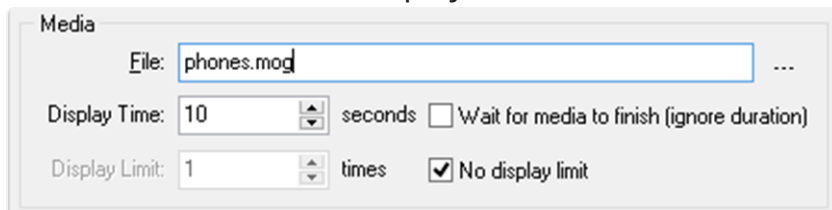
Copy: Creates copies of the selected adverts and appends them to the bottom of the list.

Delete: Removes the selected adverts from the list.

These controls edit the advert currently selected in the Adverts List.

Media

This is the media file to display in the selected advert.



File: '...' button to select the media to play in the advert.

Display Time: Enter how many seconds you wish the media to play for.

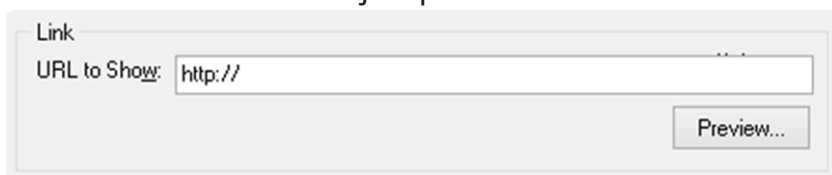
Or tick the box wait for media to finish (ignore duration).

Display Limit: Enter how many times this media is allowed to be displayed per day.

Or tick the No display limit

Link

This is the URL that will jump to when the advert is clicked.

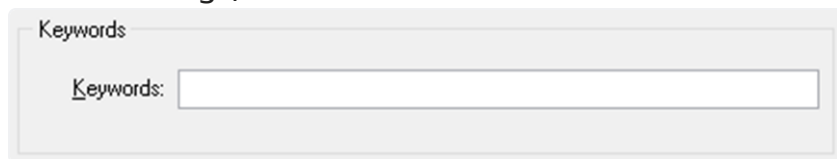


Enter a website URL that to jump to.

Press the preview button to show the page in your default browser.

Keywords

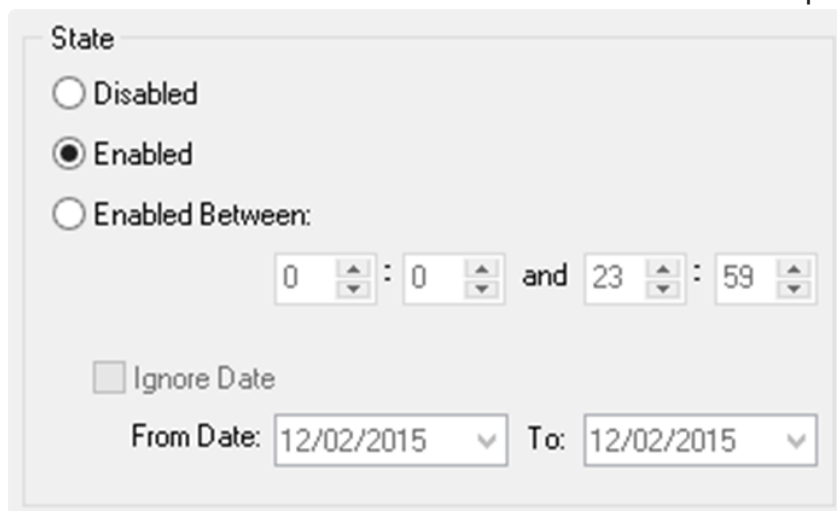
The advert will be displayed if the current webpage contains any of these keywords (depending on the other advert settings).

A screenshot of a form element titled "Keywords". It features a text input field with a placeholder text "Keywords:" and a small cursor icon at the beginning of the field.

Enter your Keywords separated by spaces.

State

This determines if and when the advert should be displayed.

A screenshot of a configuration panel titled "State". It contains three radio button options: "Disabled", "Enabled" (which is selected), and "Enabled Between:". Below the "Enabled Between:" option are two time range selectors, each consisting of a number input field (0), a colon separator, another number input field (0), and the word "and", followed by two more number input fields (23 and 59). At the bottom, there is a checkbox labeled "Ignore Date" and two date input fields: "From Date:" with the value "12/02/2015" and "To:" with the value "12/02/2015".

Disable: Never display this advert.

Enable: Always display the advert when keywords match.

Enable Between: Only show the advert between these times.

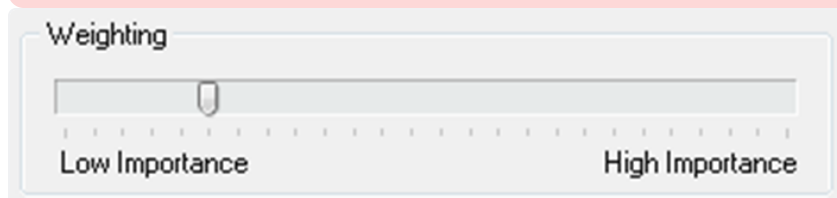
Ignore Date: Show the advert regardless of the current date.

From Date: Only show the advert between these dates.

Weighting

If two or more adverts can be displayed, the app will choose the one which has a larger weighting (importance).

Note: If "Use Keyword Counts" is set in the Configurations window then this panel won't be visible and the adverts' weighting will be calculated by the number of Keywords instead of this value.

A screenshot of a slider control titled "Weighting". The slider is a horizontal bar with a small handle in the middle. Below the bar, the text "Low Importance" is on the left and "High Importance" is on the right.

General Controls

These buttons affect your whole campaign.

New: Create a new campaign.

Open: Open another existing campaign in the editor.

Save: Save the current campaign.

Save As: Save the current campaign with a new name.

OK: Save the current campaign and close the editor.

Cancel: Close the editor without saving the campaign.