



INTRODUCTION

Welcome to PILR's Banner Management System. This innovative software gives you the ability to add, edit, and delete banners to and from your site. You can now offer banner management and earn additional revenue from your site.

Inside this user guide, you will learn how to add banners to your site. You will also learn about banner management and reporting. You will find helpful hints and step-by-step instructions inside the "Try it Out!" area on each page as well as many screen shots. We welcome any feedback regarding our new product. If you have any suggestions or comments, feel free to contact us at www.pilrtech.com or give us a call on our support line at 1-417-206-0089.

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Introduction

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Setting Up Your Site for Banners

In order to have banners on your site, you must redesign your website and set up areas of your site where your banners will go. You must also determine where the banners must go and what sizes they will be. PILR will assist you in determining what the best configuration



Home Resources Community

Home	Junk News	About Us	Search Junk Now	Contact Us	Motorcycles
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Welcome to Bob's Junk Yard

For 35 years, we've taken care of your junk needs. We're still in Richmond, but now you can find us at our new home on the internet.

We have 10 acres of junk. We still have a huge selection of engines, transmissions, rears, and all kinds of parts — from nuts and bolts to big peices of junk. And we still take care of all your repair and service needs. We have storage trailers to buy or rent just in case you bought too much junk.

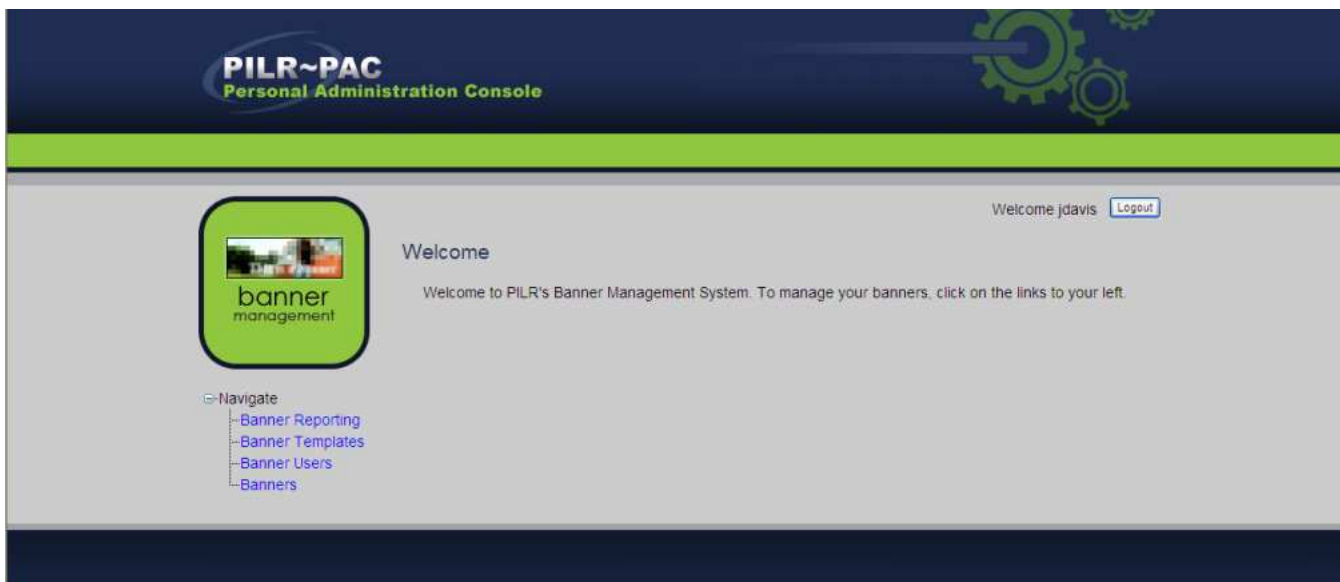
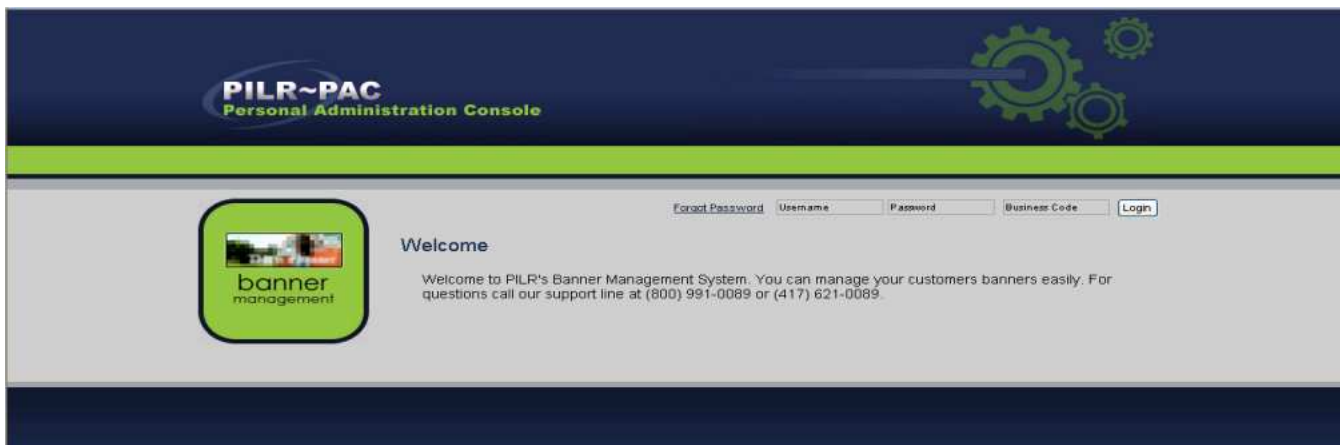
We are still a dependable family business. Bob started this business in 1968 and his son Bob Jr. has grown up in the business. They know junk and they know parts and they know how to treat customers as though they were members of

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Logging Into Your Banner Management System

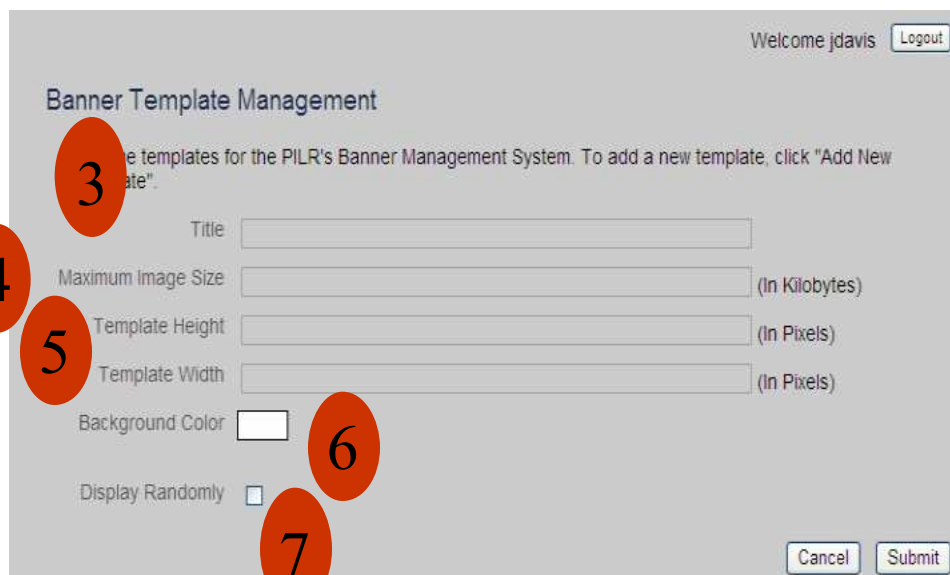


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Creating A Banner Template



Try It Out!

You will need to create a standard template with standard dimensions.

1. Click on Banner Templates.
2. Click on Add New Template to add a new template.
3. Enter title of the Banner template you are creating. Be descriptive regarding location on your site.
4. Enter maximum size of Banner. This is the maximum file size that you allow each banner to be uploaded to your site. This is in kilobytes.
5. Enter template Height and Width. This is the dimensions of the banner for this particular space.
6. Background Color-choose a background color for your banner that will appear only if the banner doesn't exactly match the dimensions you set up.
7. Display Randomly-if checked will pull all banners using this template.

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Creating A Banner Template-Cont'd

banner management

Manage templates for the PILR's Banner Management System. To add a new template, click "Add New Template".

[Add New Template](#)

Title	Dimensions		
Left Bottom	260x140	Edit Delete	Generate HTML
Left Top	260x140	Edit Delete	Generate HTML
Right Bottom	160x120	Edit Delete	Generate HTML
Right Top	600x120	Edit Delete	Generate HTML
Top Center	60x468	Edit Delete	Generate HTML

1

Generate HTML - Windows Internet Exp...

http://rennab.com/GenerateHTML.aspx?id=5&sid=0

```
<iframe src='http://www.rennab.com/BannerDisplay.aspx?ID=5' height='60' width='468' scrolling='no' frameborder='0'></iframe>
```

Click on the HTML above to highlight it, then copy and paste this HTML into your website where you want this banner to appear.

[Close Window](#)

banner management

Manage templates for the PILR's Banner Management System. To add a new Template:

Title	Dimensions	
Left Bottom	260x140	Edit Delete

2

Try It Out!

Once you create your banner template the system automatically creates the html code for you to plug in to your site.

1. Click on Generate HTML
2. Copy and paste banner code into your website code.

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Adding Users

1

Name	Status	
Davis, Jerid	Active	Edit Delete

3

4

5

Try It Out!

The system allows you to set up multiple users to login and manage banners.

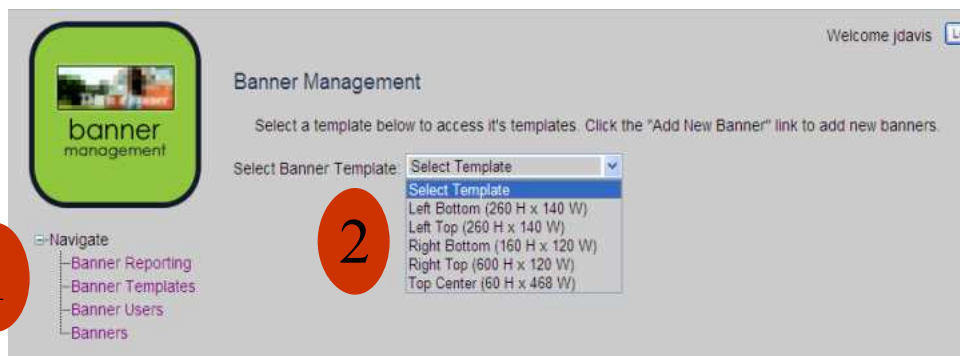
1. Click on **Banner Users**
2. To add a new user, click on **Add New User**.
3. Enter **First Name, Last Name**.
4. Enter **User Name and Password**. Make sure to **Confirm Password**.
5. Site Administrator—**Check** this if the user will have the ability to add other users to banner management system. If you do not want them to have the ability, leave “unchecked”.

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Adding Banner



Try It Out!

The system allows you to add, edit and delete banners from your site.

1. Click on **Banners**
2. To add a new banner, first select a **Template** which will determine where that banner will go.
3. Once you select a template, you will **see all banners** that are using this template.
4. You can **edit or delete** banners in this template.
5. To add a new banner to template, you click **Add New Banner**.

Continued next page>





Adding Banner—Cont'd

banner management

Banner Management

Select a template below to access its templates. Click the "Add New Banner" link to add new banners.

* Banner Image 1

* Title 2

* Business Name 3

* Business Email 3

Max Impressions 4

Max Click Throughs 4

Start Date 4

End Date 4

Description 5

* Link 7

Open Link in New Window 8

Is Active 8

Try It Out!

1. **Upload banner-**
Keep in mind the size limitation designated for the template being used.
 2. **Add title, business name and email.**
 3. Enter **Maximum impressions** and **click troughs**.
 2. Enter **start** and **end** date.
- Note:**
When Entering maximums, if you enter all three—the banner will be automatically removed from the site when one of those criteria is met based on which ever one comes first.
5. Enter **description** for your reference.
 6. Enter **link** to where the user needs to be directed to.
 7. Select **open new window** if needed.
 8. Select **"Is Active"** if needed.
 9. Once you click **Submit**, you can view your information by clicking **Edit**.

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Banner Reports—Administrative

1 Banner Reporting

2 Business Name: Pilr

3 Banner: Pilr Tech

Start Date: 04/25/2007

End Date: 06/29/2007

Search

Title	Business	Impressions	Max Imp.	Clicks	Max Clicks	CTR (%)	Start Date	End Date
Pilr Tech	Pilr	147	0	2	0	1	5/21/2007	8/31/2007

Try It Out!

The system offers great reporting tools allowing you to show customers valuable feedback on the performance of banners.

1. Click on **Banner Reporting**
2. Choose the **business name** and **banner** associated with the business name. If you want to see all banners associated with the business, leave all fields except business name blank.
3. Choose start and end date associated with banner. The start date is when banner went live on site.
4. Results will appear below Search area. You can see impressions, clicks and more.

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Banner Reports—Administrative

Welcome jdavis [Logout](#)

Banner Management Reporting

[Send Business Report](#)

Business Name:

Banner:

Date:

Welcome jdavis [Logout](#)

Send Business Report

[Banner Management Reporting](#)

Business Name:

Start Date:

End Date:

Title	Business	Impressions	Max Imp.	Clicks	Max Clicks	CTR (%)	Start Date	End Date
	Pilir Tech	Pilir	111	0	0	0	5/21/2007	8/31/2007

Try It Out!

The system offers great reporting tools allowing you to show customers valuable feedback on the performance of their banners.

1. To email a banner report to a customer, you click **Send Business Report**.
2. Enter **Business name**.
3. Enter **start date** and end date of banner
4. Click **Search**.
5. The results will show below search area.
6. Click **Send Report to Business** Button.

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