webEdition
manage your content

Banner Module

(c) living-e AG

The Banner Module

User Guide

Standard 4.1.1
October 2006

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Printed in Germany

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About this document

Purpose of this document

This document treats the webEdition Banner Module and how to use it.

You can use this manual to learn:

- what the Banner Module is
- how to install the module
- how to use this module to create Web banners and to track their use
- how to design templates to create banners

This manual contains the following chapters:

- The Banner Module: Introduction

  This chapter contains introductory materials including a description of the module, installation instructions, a navigational overview, and defining user settings.

- Creating banners

  This chapter describes how to create and manage banners for your Web site.

- Practical examples for template developers

  This chapter treats items such as how to design banners, and how to use the Banner Module's features and we:tags.

For the convenience of the reader, a *Table of Procedures* and a *Table of Figures* appear after the *Table of Contents*.

Audience

This document is intended for personnel in the following groups:

- Web administrators
- Web editors

The webEdition customer documentation suite

The documentation team publishes new webEdition documents to support the release of all webEdition features, modules and enhancements.

You can consult our documentation suite for detailed information about the modules you have purchased or about webEdition products that you may wish to purchase in the

future. All customer documentation is available in portable document format (PDF) on the webEdition documentation Web page.

On-line reference documentation

The webEdition customer documentation suite comprises the following books, all of which you can obtain at URL:
http://www.webedition.de/english/downloads/Documentation.html

Standard webEdition documentation

The following books support the webEdition Standard suite:

- *The webEdition User Guide*
- *The webEdition Installation Guide*
- *The webEdition Tag Reference*

Documentation for webEdition modules

The following books support the webEdition modules:

- *The Customer Management and Customer Management PRO Module User Guide*
- *The Database/Object Module User Guide*
- *The Editor-PlugIn User Guide*
- *The Newsletter Module User Guide*
- *The Scheduler and Scheduler PRO Module User Guide*
- *The Shop Module User Guide*
- *The Task Messaging Module User Guide*
- *The User Management and User Management PRO Module User Guide*
- *The Workflow Module User Guide*

What precautionary messages mean

webEdition documents include attention and caution messages, which are designed to draw your attention to important instructions.

Attention boxes

An attention box identifies information that is necessary for the proper performance of a specified task. For example:

> **ATTENTION**
> You must have the appropriate permissions in your user profile to complete this procedure. Permissions are assigned to you by your webEdition system administrator. Contact your webEdition system administrator for further details.

Caution boxes

Caution messages indicate that there are possible risks to your software or database if you perform a specified task without taking the suggested appropriate precautions. For example:

CAUTION
Database warning
If you complete this procedure, your database will be overwritten.

How commands, system responses and we:tags are represented

The commands, system responses and webEdition tags (called we:tags) used in this document conform to the following conventions.

Web interface commands

Commands performed through a Web browser are shown in *italic* typeface. For example:

Click on the *Save* button.

Menu-based commands performed in a Web browser are shown in *italic* typeface. Drop-down or nested menu commands are separated by an input prompt (>). For example:

Select *Customers* > *New* from the main menu of the Customer Management Module.

webEdition tags and template code

The webEdition templates use a specialized set of programming tags based on the PHP programming language. These webEdition tags or we:tags are displayed in `courier` typeface and in angled brackets:

Opening tags appear thus: `<we:tag/>`

Closing tags appear thus: `</we:tag>`

The programming code used in webEdition templates is also represented in this document by `courier` typeface:

```
<we:sessionStart/>
<we:ifRegisteredUser>
Hello: <we:sessionField Last name="user name" type="print"/><br>
Logged in
</we:ifRegisteredUser>
```

Attribute variables

Attributes and variables appear in *`courier italic`* typeface. For example:

`<we:hidden name="`*`attribute1`*`">`

How to check the document version and issue

The information on the title page of this document indicates the version and issue for this publication. The version and issue also appear in the footer on every even-numbered page.

The first two digits in the document numbering scheme indicate the version. The version number increases each time the document is updated to support a new software release. For example, the first release of a document is 01.01. In the next software release cycle, the first release of the same document is 02.01.

The second two digits in the document numbering scheme indicate the issue. The issue number increases each time the document is revised and re-released in the same software release cycle. For example, the second release of a document in the same software release cycle is 01.02.

Customer service

For further information about webEdition, please consult our Web page, or contact our customer service department:

- Web Page:http://www.webedition.biz/
- E-mail:
  - Technical support: technik@webEdition.de
  - Sales: sales@webEdition.de
  - Information/Help: info@webEdition.de

1 Banner Module: Introduction

This introduction is intended to help you familiarize yourself with the webEdition Banner Module. This chapter treats what the module does and how to install it. You can also find information here about the basic layout and command features for the Banner Module. These topics are treated in the following sections:

- Section 1.1, "What is the webEdition Banner Module?" on page 15
- Section 1.2, "Installation" on page 16
- Section 1.3, "General information and navigation" on page 16

1.1 What is the webEdition Banner Module?

The webEdition Banner Module allows webEdition users to create and administer banners on Web pages. Detailed statistics can be created for every banner so that users can track the effectiveness of their banner campaigns.

The Banner Module conforms to the basic layout and programming principles of webEdition. The Banner Module can only be used with webEdition (although you can also show banners on "external" sites, that is, sites that were not created using webEdition).

This module can be used by anyone who has a basic knowledge of how webEdition functions.

The Banner Module allows you to perform the following functions:

- define banners from webEdition images
- order your banners in groups
- include as many banners you like in your site
- weight your banners
- show banners on static and dynamic pages (internal and external pages)
- view the statistics for each banner on each site (views, clicks and click rate)
- view statistics on the number of times your pages have been visited by using a transparent .gif file instead of a banner

If you have purchased the webEdition Customer Management Module an additional feature is available to you. You can set one or more customers as the owner of every banner or group of banners. You can also provide customers with detailed statistics about their banners.

1.2 Installation

The installation procedure for all modules is described in *The webEdition Installation, Update and Backup Procedures*. A .pdf version of this guide is available at the following URL: http://www.living-e.de

1.3 General information and navigation

The following sections describe the general layout of the Banner Module and how you navigate through the screens.

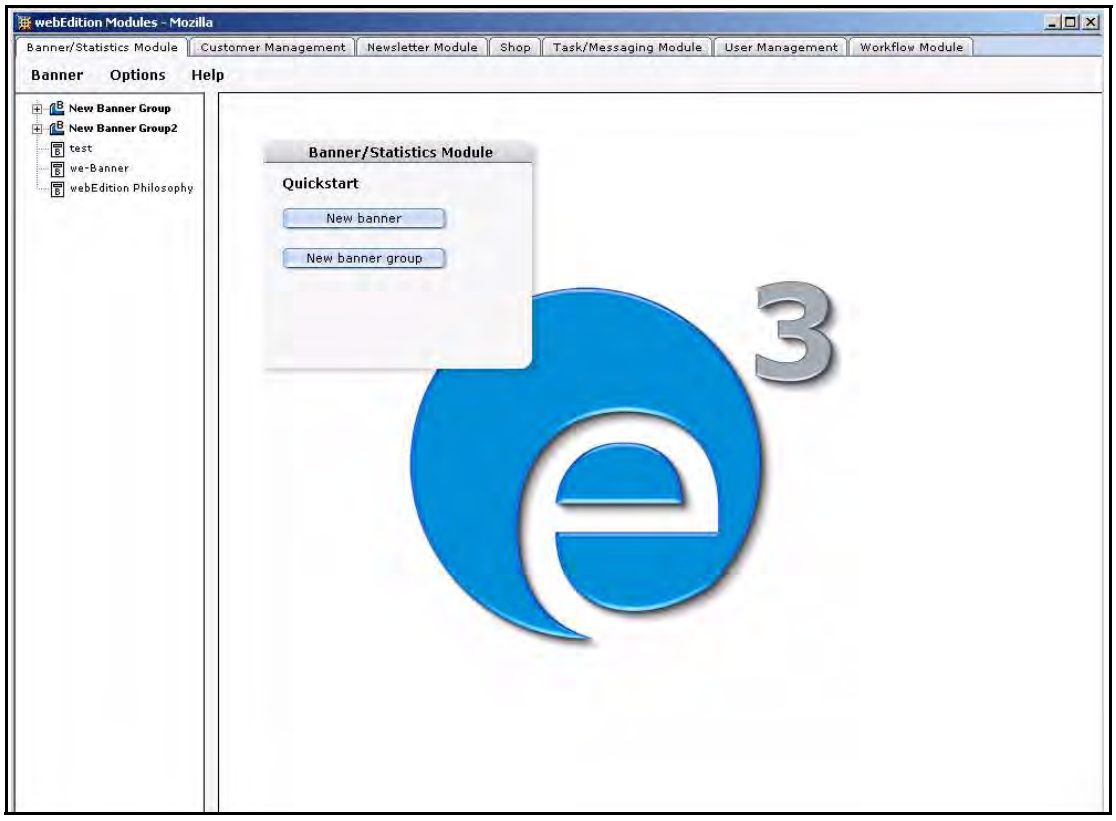
1.3.1 Opening the Banner Module

After installing the Banner Module, *Banner Module* will appear as an option in the *Modules* drop-down menu (see Figure 1).

Figure 1 Module menu showing the Banner Module

To open the module, select Banner Module from the Modules drop-down menu on the main webEdition page. The Banner Module main screen opens showing the *Quickstart* screen (see Figure 2).

Figure 2 Banner Module main screen with *Quickstart*



Using the *Quickstart* screen, you have the option of going directly to a new banner or to a new banner group.

1.3.2 The Banner Module main page: drop-down menus

There are three drop-down menus on the Banner Module main page:

- *Banner*
- *Options*
- *Help*

1.3.2.1 The *Banner* menu items

The *Banner* drop-down menu has the following items (see Figure 3):

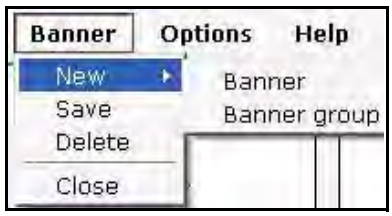


Figure 3 The *Banner* menu items

•*New*. The *New* command has two sub-items:

—*Banner*. Use this option to create a new banner.

—*Banner group*. Use this option to create a new banner group.

- *Save*. Use this item to save a banner or banner group.
- *Delete*. Use this item to delete a banner or banner group.
- *Quit*. Use this item to close the modules window.

1.3.2.2 The *Options* menu items

The *Options* drop-down menu has the following items (see Figure 4):

Figure 4 The *Options* menu items

•*Default banner*. Use this option to select a default banner. This banner will be shown if no other banner has been selected.

- *Create Banner Code*. Use this option to create the banner code for non (external) webEdition pages.

1.3.2.3 The *Help* menu itemss

The *Help* drop-down menu has the following items (see Figure 5):

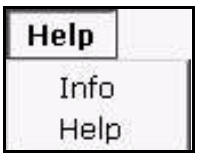


Figure 5 The *Help* sub-menus

•*Info*. This item provides information about the application.

•*Help*. This item provides Help screens.

1.3.3 The banner explorer menu and main page

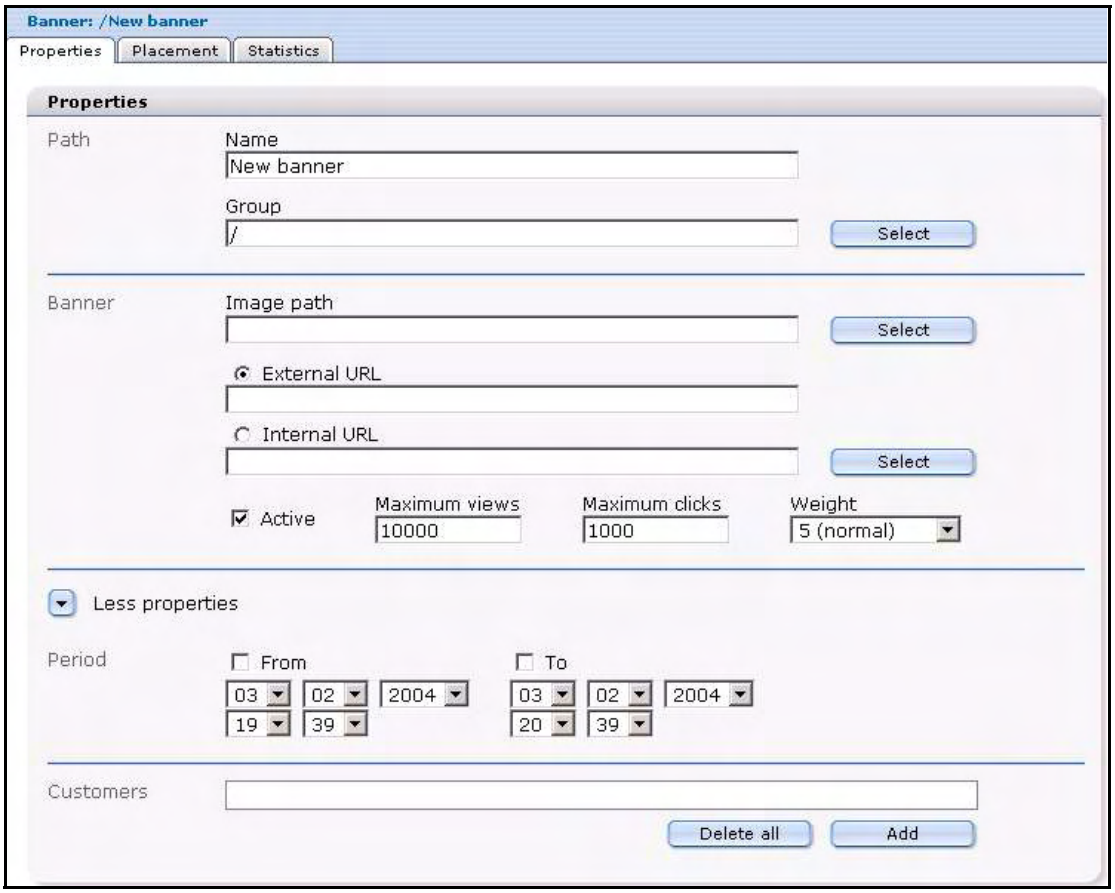
The banner explorer menu appears on the left side of the screen. It contains a list of your banner files (see Figure 2, "Banner Module main screen with Quickstart" on page 17).

The banner main page has three available views, one for *Properties* in which you define your banners, one for *Placement* in which you define on which pages the banner will be shown, and one for *Statistics* in which you can see the views, clicks and click rate for the banner. The banner group main page has only the *Properties* view.

1.3.4 The banner *Properties* view

The *Properties* view allows you to set up your banner files. You can access the *Properties* view by clicking on the *Properties* tab, or by using the *Banner* > *New* > *Banner* drop-down menu on the main page. The *Properties* view is divided into three areas: *Path*, *Banner* and *Period*. If you have purchased the webEdition Customer Management Module, a forth area, *Customers*, is also available (see Figure 6).

Figure 6 The *Properties* view



1.3.4.1 The *Path* area

The *Path* area has the following functions:

- *Name*. Use this field to give a name to your banner.
- *Group*. Use this field to put the banner in a banner group.

1.3.4.2 The *Banner* area

The *Banner* area has the following functions:

- *Image Path*. Use this field to select a webEdition image which will be used for the banner.
- *External URL*. Use this field to enter a webEdition external URL to which the user will be redirected when clicking the banner.
- *Internal URL*. Use this field to enter a webEdition internal URL to which the user will be redirected when clicking the banner.
- *Active*. When this checkbox is not checked, the banner will never be shown (except if it is defined as a default banner).
- *Maximum views*. Use this field to enter the maximum number of times that the banner will be shown.

- *Maximum clicks*. Use this field to enter the maximum number of clicks. If the value is reached the banner will not be shown anymore.
- *Weight*. Here you can enter the weight of the banner. A higher weight means that the banner will be shown more often than a banner with a lower weight.

1.3.4.3 The *Period* area

The *Period* area has the following functions (click on the *More properties* icon to display the *Period* area):

- *From*. If this checkbox is checked, the banner will be displayed from the entered date.
- *To*. If this checkbox is checked, the banner will be displayed until the entered date.

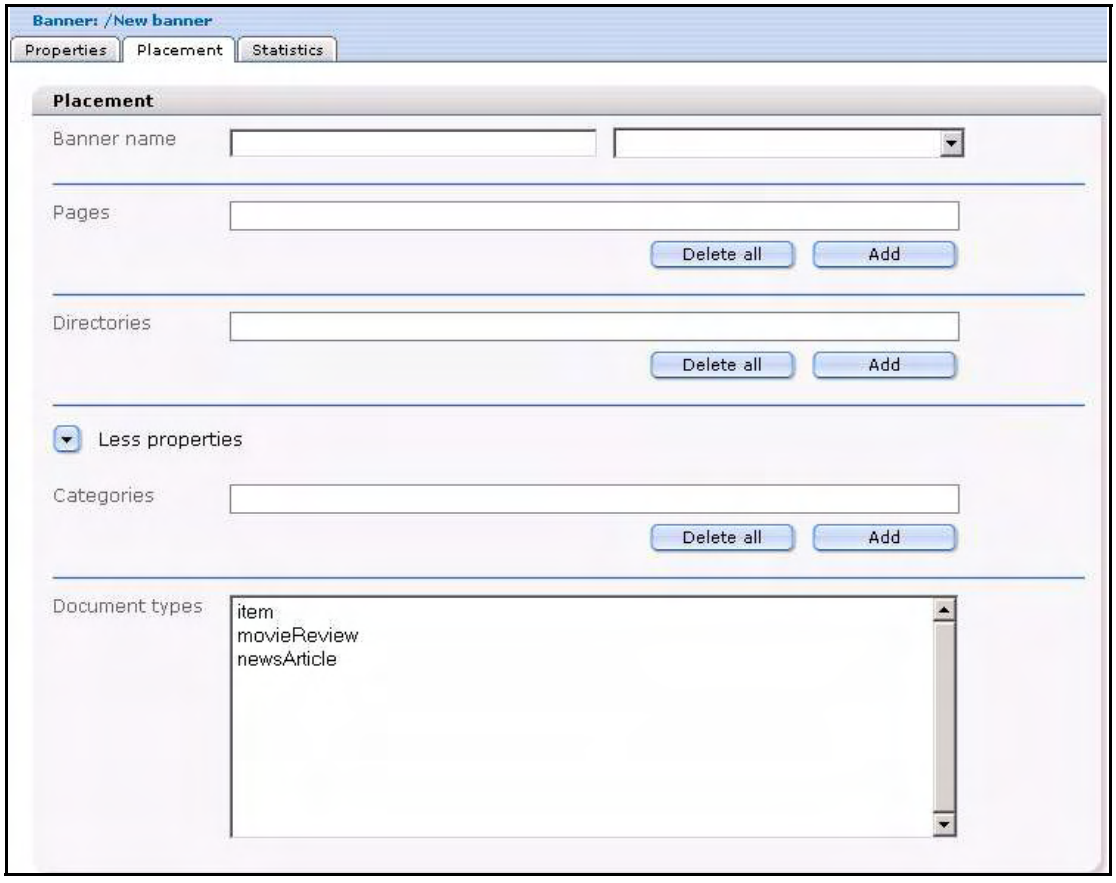
1.3.4.4 The *Customers* area

The *Customers* area appears under the *Period* area only if you have purchased and installed the webEdition Customer Management Module. Here you can select one or more customers who will be the owner of the banner.

1.3.5 The banner *Placement* view

The *Placement* view allows you to place the banner on different pages (see Figure 7).

Figure 7 The *Placement* view



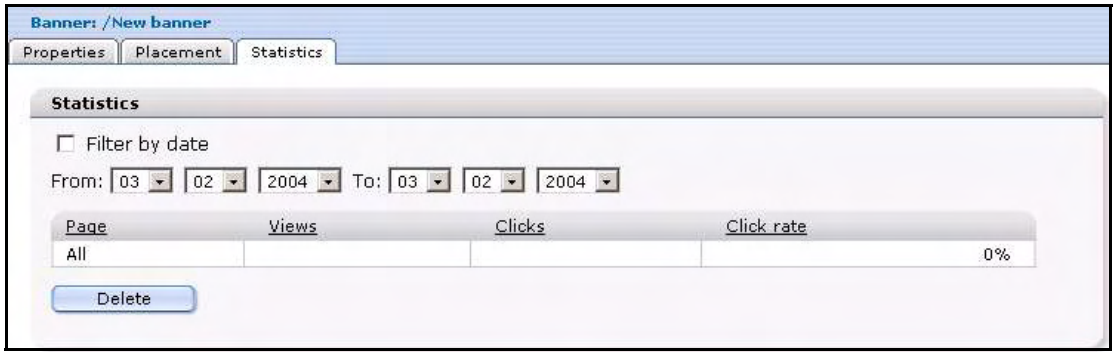
The *Placement* view has the following areas:

- *Banner name*. Use this area to enter the name of the <we:banner> tag where the banner is to be shown. You can choose the available banners from the select box.
- *Pages*. Use this area to select one or more pages on which the banner is to be shown. If one or more pages are set, the banner will only be shown on the page(s) you have specified. Use the *Add* button to access the browse server window, from which you can select a page. Use the *Delete all* button to delete the placement of a banner on all selected pages. Click the trash can icon to delete the placement on a single page.
- *Directories*. Use this area to select (or delete) one or more directories on which the banner is to be shown. The banner will only be shown on pages which resides in the directories you have specified.
- *Categories*. Use this area to select (or delete) one or more categories. The banner will only be shown on pages that belong to the categories you have specified.
- *Document Types*. Use this area to select one or more document types. The banner will only be shown on pages that belong to one of the selected document types.

1.3.6 The banner *Statistics* view

In the *Statistics* view you can see the statistics of a particular banner (see Figure 8):

Figure 8 The *Statistics* view



The checkbox *Filter by date* allows you to select the beginning and the end of a time-span with the fields *from* and *to*.

The *Statistics* view displays a table with the following features:

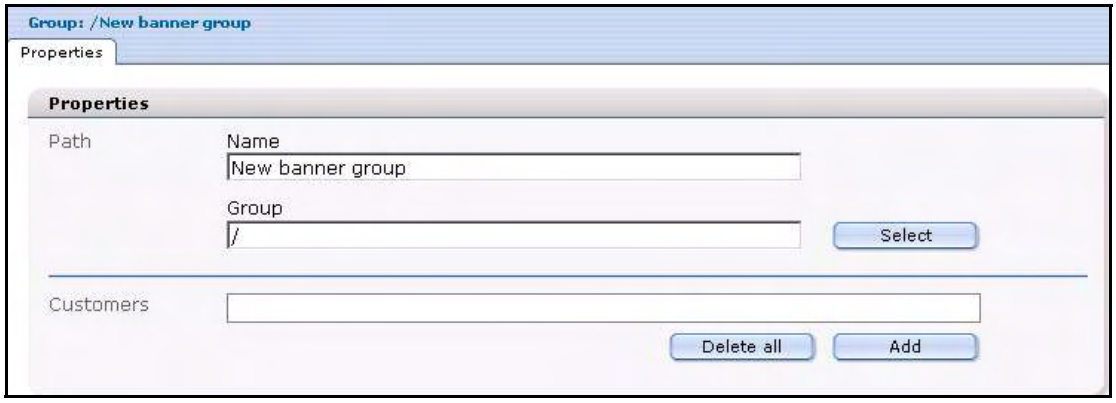
- *Page*. The first column of the table indicates the page or pages upon which a specified banner appears. The first row of the table shows the summary of all pages.
- *Views*. This column represents the number of times that the page on which the banner appears has been viewed.
- *Clicks*. this column represents the number of times that the banner has been clicked.
- *Click rate*. This column represents the clicks per view, expressed as a percentage.

> ***Note:*** For more information about filtering and sorting your statistical data, see Section 2.3, "Viewing and sorting banner statistics" on page 29.

1.3.7 The banner group *Properties* view

The *Properties* view allows you to set up your banner groups. You can access the Banner Group *Properties* view by using the *Banner* > *New* > *BannerGroup* drop-down menu on the main page. The *Properties* view for a banner group has only the *Path* area. If you have purchased the webEdition Customer Management Module, a second area, *Customers*, is also available (see Figure 9).

Figure 9 The *Properties* view of banner groups



The *Path* area has the following functions:

- *Name*. Use this field to give a name to your banner group.
- *Group*. Use this field to put the banner group into another banner group.

The *Customers* part appears only if you have purchased and installed the webEdition Customer Management Module. Here you can select one or more customers who will be the owner of the banner group and the banners the group contains.

2 Creating banners

This chapter describes how you can create and manage banners for your Web site. The following topics are treated in this chapter:

- Section 2.1, "Setting the properties for a banner" on page 23
- Section 2.2, "Placing a banner on a Web page" on page 26
- Section 2.3, "Viewing and sorting banner statistics" on page 29

2.1 Setting the properties for a banner

Use the following procedure to set the properties for a banner.

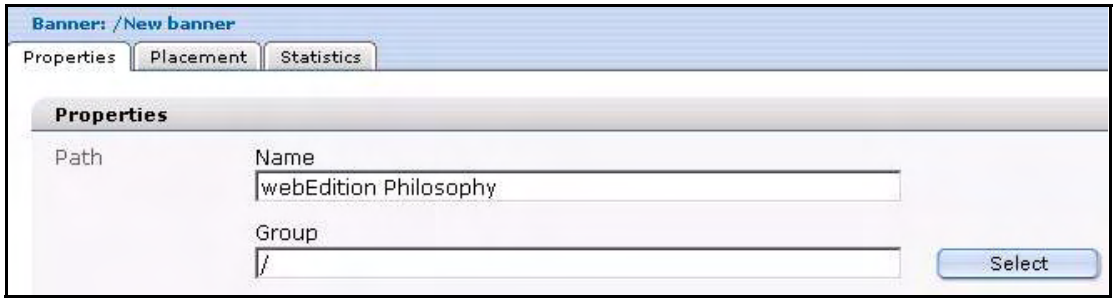
Procedure 1 Setting the properties for a banner

In the Banner Module main screen

1 Click *Banner* > *New* > *Banner* to manage a new banner.

webEdition opens the Properties view (see Figure 10).

Figure 10 Naming a new banner

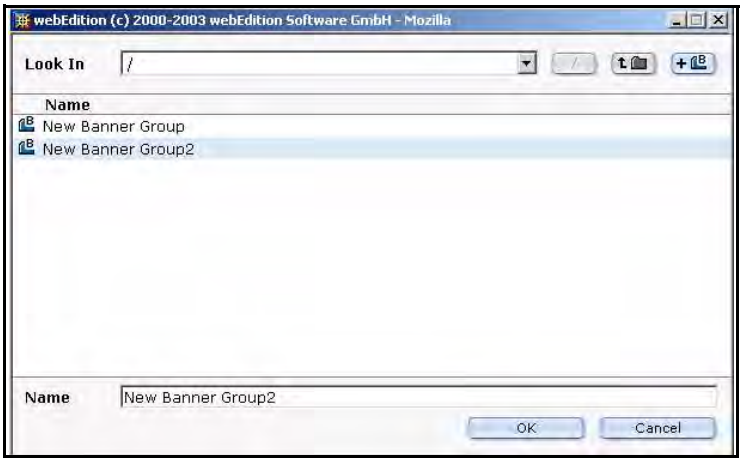


2 In the *Path* area of the *Properties* view, type the name of your banner in the *Name* field.

3 Choose the group in the *Group* field in which you want to place the banner. (For more information on creating banner groups, see Section 2.4, "Creating banner groups" on page 30).

If you click the *Select* button, a dialog box opens that allows you to browse your system for an existing group. See Figure 11, "Searching and selecting a banner group" on page 24.

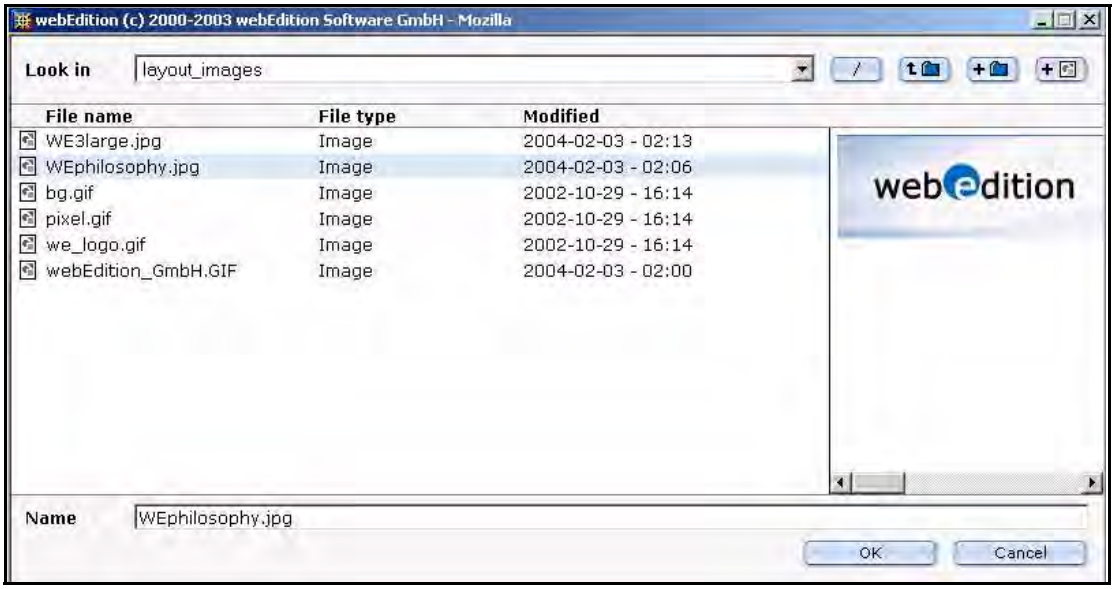
Figure 11 Searching and selecting a banner group



4 In the *Banner* area of the *Properties* view, enter in the *Image Path* field the directory path to the image file that you want to use as your banner.

If you click the *select* button, a dialog box opens that allows you to browse your system for an existing image (see Figure 12).

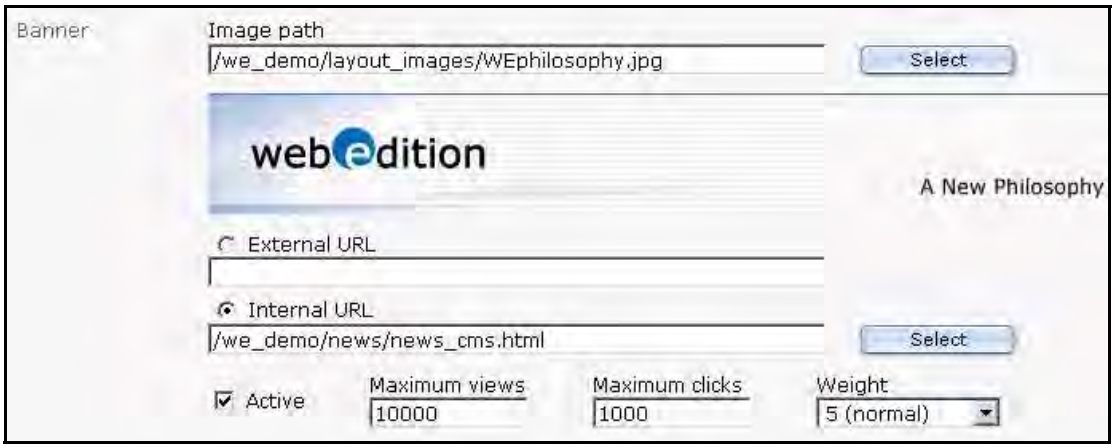
Figure 12 Searching and selecting an image



5 Select an image from your existing files, and press the *OK* button.

The name of the image file appears in the Image path field in the Banner area of the Properties view. The image itself appears below the field(see Figure 13).

Figure 13 Banner selection



6 To create a hyperlink from your banner to another page, type the URL of an external Web page in the *External URL* field or select an internal page by clicking the select button next to the *Internal URL* field.

The banner will be linked to the URL you enter. When a visitor clicks on your banner, they will be taken to the designated URL.

7 Type the number of times the banner should be shown in the Maximum views field.

Note: If the field is not filled, the banner will be shown without limit.

8 Type the maximum number of clicks in the *Maximum Clicks* field.

Note: If the field is not filled, the banner can be clicked without limit.

When the banner has been clicked as many times as the entered value, the banner will no longer be displayed.

9 Select the weight of the banner in the *Weight* field. A higher weight means that the banner will be displayed more often than a banner with less weight.

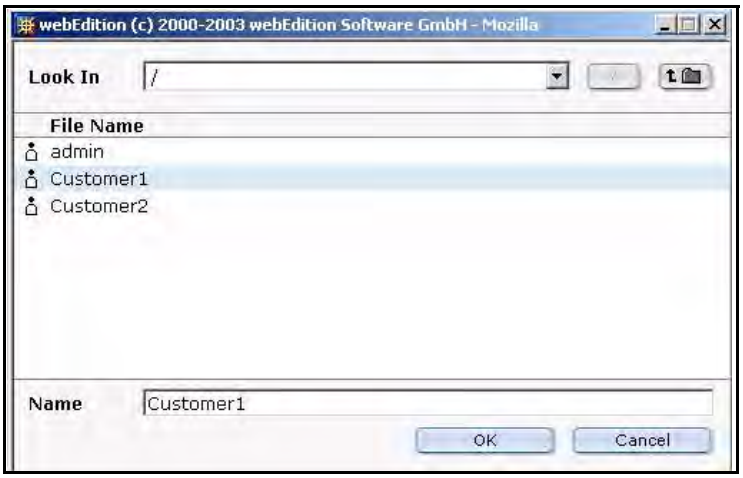
10 If you want the banner to be shown automatically from a given date, check the *From* checkbox and select the date and time with the date selectors under the *From* checkbox.

11 If you check the *To* checkbox, the banner will only be shown until the date entered in the date selectors under the *To* checkbox.

12 If you have purchased the webEdition Customer Management Module, you can now select one or more customers by clicking the *add* button in the *Customers* area.

A dialog box opens that allows you to browse your system for an existing customer (see Figure 14).

Figure 14 Searching and selecting a customer



13 Press the *ok* button.

The system returns to the Properties view. Notice that the name of the selected customer now appears in the Customers field.

14 Save the banner by clicking the *save* button at the bottom of the screen or by selecting the *save* from the banner menu.

The system displays a dialogue box saying that the banner was succesfully saved. Click OK. Thereafter an icon for your new banner appears in the Banner Module explorer menu (see Figure 15).

Figure 15 New banner icon in the explorer menu

15 You have completed this procedure. If you wish to place your banner on a Web page, go to Section 2.2, "Placing a banner on a Web page" on page 26.

2.2 Placing a banner on a Web page

The webEdition Banner Module allows you to place a banner on one or more Web pages.

To display a banner on a Web page, the page must have at least one <we:banner> tag or a special HTML banner code for non-webEdition pages. (The <we:banner> tag and the special HTML banner code are described in Section 3.1, "What tags are required to display a banner on a webEdition page?" on page 33). Each <we:banner> tag has a name attribute which you use to identify the banner.

You can specify exactly what pages are to display a given banner by using the fields in the *Placement* view. These fields act as filters for your selection. You can use one or more filters to refine your selection.

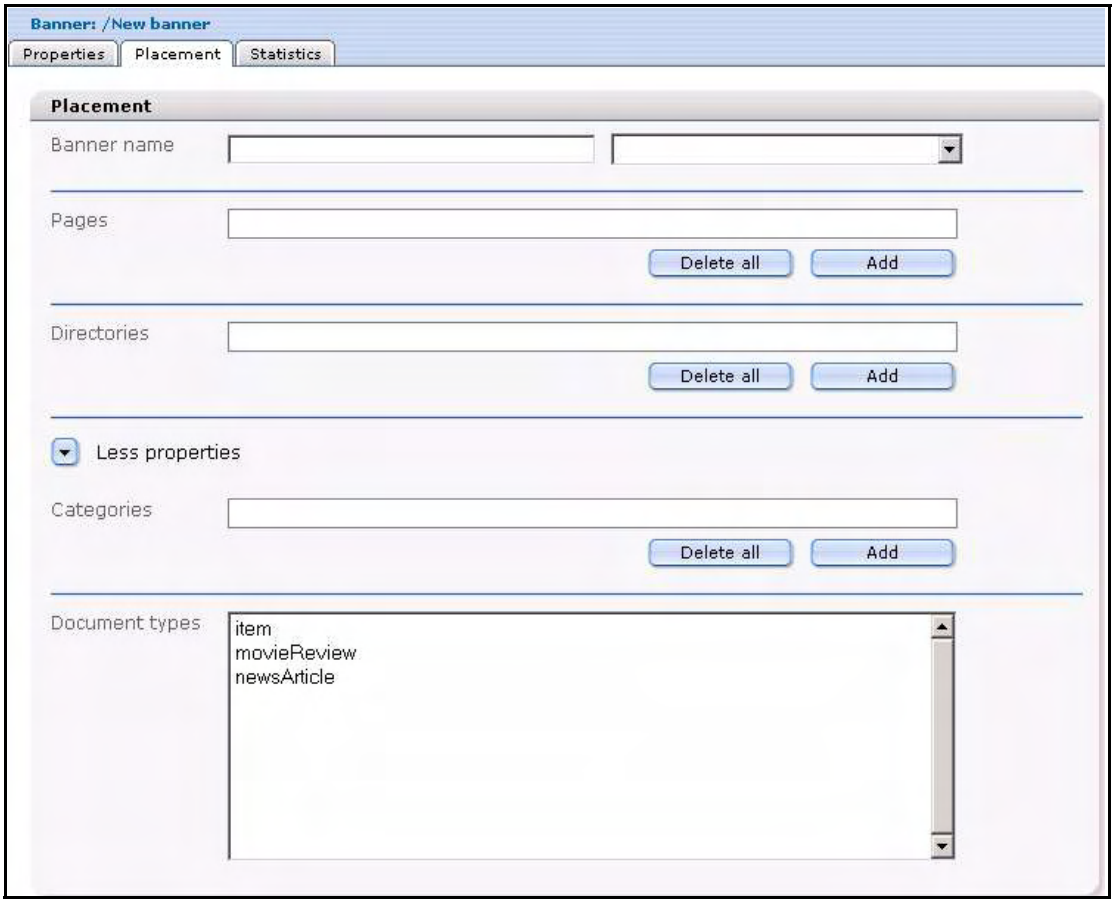
Use the following procedure to place a banner on a Web page.

Procedure 2 Placing a banner on a Web page

In the Banner Module main screen

1 To access the *Placement* view, click on the *Placement* tab on the Banner main screen (see Figure 16).

Figure 16 The banner *Placement* view



2 Because webEdition allows you to have more than one <we:banner> tag on your template, you must tell the Banner Module which of the tags you want to use. You identify the name of the banner by using either the *Banner Name* field (on the left) or the select box with <we:banner> tags (on the right).The *Banner Name* field is associated with the name attribute of the <we:banner> tag.

a If you know the name of the tag, type the name directly into the input field (on the left).

Note: If you want to display the banner on pages that were not produced in webEdition, you must type the name of the banner directly into the text field. The webEdition software cannot display the name in the picklist because no <we:banner> tag exists for an external page. For more details on placing a banner on external pages, see Chapter 3, Procedure 4, "Creating banners on external Web pages" on page 35.

b Choose the <we:banner> tag by using the select box (on the right). The select box shows the names of all <we:banner> tags which are used in your templates. If you select a tag, its name will be copied in the text field.

Note: If you do not specify a name, the banner will be shown on every page that has a <we:banner> tag.

3 Identify the pages that are to display the banner. To do so, complete one or all of the following substeps:

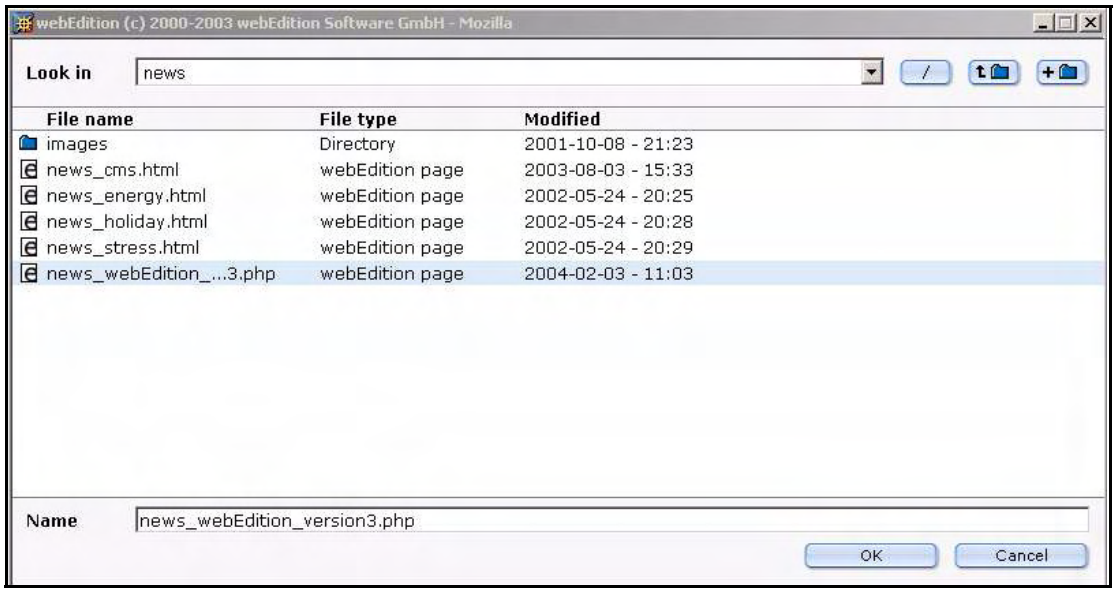
a To place a banner on one or more individual Web pages, use the *Pages* field.

i Click on the *add* button to access your list of files.

A dialogue box opens showing your directories from which you can choose your file (see Figure 17).

ii Select the target page(s) on which the banner is to appear.

Figure 17 Selecting a target page for your banner



iii Press the *OK* button.

The name of the target page appears in the Pages area of the Placement view (see Figure 18).

Figure 18 Target page selected

b To place a banner on all pages in one or more directories, use the *Directories* field.

i Click on the *add* button to access your list of directories.

A dialogue box opens showing your directories.

ii Select the directory that stores the pages in which the banner is to appear.

iii Press the *OK* button.

The banner will only be shown on pages which are stored in the specified directories.

c To place a banner on all pages assigned to one or more categories, use the *Categories* field.

i Click on the *add* button to access your list of categories.

A dialogue box opens showing the categories you have defined.

ii Select the category associated with the pages in which the banner is to appear.

iii Press the *OK* button.

The banner will only be shown on pages which are associated with the specified categories.

d To place a banner on all pages assigned to one or more document types, use the *Document types* pick list.

i Click on the item in the pick list that represents the document type with which your target pages are associated.

The banner will only be shown on pages which are associated with the specified document types.

4 Click the *Save* button at the bottom of the *Placement* page to save your selections.

5 Verify that your banner has been properly placed on your designated Web page. (To do so you must leave the Banner module and go to the webEdition main screen.)

a Go to the webEdition main screen.

b In the explorer menu, click on the file that you associated with the banner in Step 3 on page 27.

c Select the *Preview* tab to display your Web page (see Figure 19).

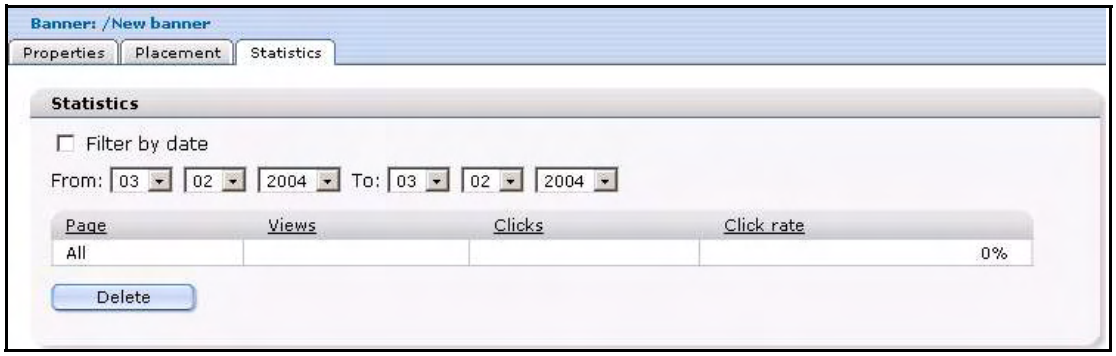
Figure 19 Verifying your banner placement

6 You have completed this procedure.

2.3 Viewing and sorting banner statistics

The webEdition Banner Module allows you to see the statistics about a banner and every Web page on which that banner appears. To access the *Statistics* view, click on the *Statistics* tab on the main page (see Figure 20).

Figure 20 The banner Statistics view



The Statistics view displays a table which shows the *Views*, *Clicks* and *Click rate* for the banner. The first row of the table shows the summary of all pages. The following rows show the statistics for each page displaying the banner.

2.3.1 Sorting statistics

You can sort the table by clicking the headline of a column. A second click sorts the table in descending order. If the checkbox *Filter by date* is checked, you can select the beginning and the end of a span with the fields *from* and *to*. The statistics for this span will be shown. If you want to delete (reset) the statistics data, you can do this by clicking the *delete* button.

2.4 Creating banner groups

Banner groups are designed to allow you to manage your banners.

Procedure 3 Creating a banner group

In the Banner Module main screen

1 Click *Banner* > *New* > *Banner group*.

webEdition opens the Properties view (see).

Figure 21 The New Banner *Properties* view

2 In the *Path* area of the banner group *Properties* view, type the name of your banner group in the *Name* field.

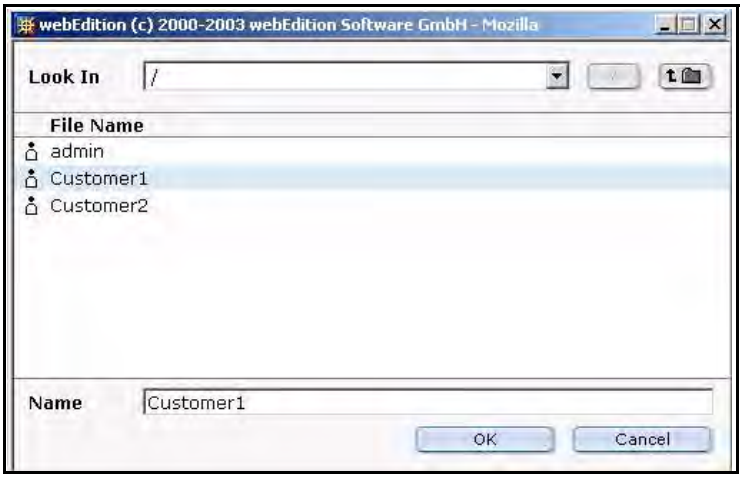
3 If you wish to create a subgroup, you can choose an existing group in the *Group* field by clicking the *Select* button.

If you click the *Select* button, a dialog box opens that allows you to browse your system for an existing group.

4 If you have purchased the webEdition Customer Management Module, you can now select one or more customers by clicking the *add* button in the *Customers* area.

A dialog box opens that allows you to browse your system for an existing customer (see Figure 14).

Figure 22 Searching and selecting a customer



5 Press the *ok* button.

The system returns to the Properties view. Notice that the name of the selected customer now appears in the Customers field.

6 Save the banner group by clicking the *Save* button at the bottom of the screen or by selecting the *Save* from the banner menu.

The system displays a dialogue box saying that the banner group was succesfully saved.

7 Click OK to close the dialogue box.

An icon for your new banner group appears in the banner explorer menu.

Figure 23 new banner group icon

8 You have completed this procedure.

3 Practical examples for template developers

This chapter provides a variety of scripts and examples designed to assist administrators in developing webEdition code for the banner templates.

This chapter treats items such as how to

- use <we:banner> tags
- use JavaScript or iframe banners
- display banners on non-webEdition pages
- gather statistics about your pages—whether with or without banners
- use the Customer Management Module to provide banner statistics for customers.

3.1 What tags are required to display a banner on a webEdition page?

To display a banner on a webEdition page, the template of the page needs to have a <we:banner> tag. You can have more than one <we:banner> tag in your template, but each tag must have a different name. For example:

```
<we:banner name="banner1"/><br>
<we:banner name="banner2"/>
```

3.2 What format is used to display banners?

There are two ways to display a banner:

- Displaying a banner with JavaScript
- Displaying a banner in an iframe

3.2.1 Displaying a banner with JavaScript

JavaScript is the default setting for all banners if you do not set the type attribute in the <we:banner> tag. Banners will be displayed using JavaScript when the Web page is static. If JavaScript is disabled in the browser, the banner will be displayed as normal HTML (with an <a> and an <img> tag). The browser uses a cookie to store the reference for the previously shown banner so that a user will be redirected to the correct page when clicking on the banner.

If the Web page is dynamic, the banner is displayed as normal HTML (with an <a> and an <img> tag). The reference for the banner will be passed with the URL. For example:

```
<we:banner name="banner1" type="js"/> or
```

```
<we:banner name="banner1"/>
```

3.2.2 Displaying a banner in an iframe

You can display a banner using an iframe (or an ilayer in Nestcape 4). On browsers that cannot understand an iframe or ilayer, the banner will be displayed as normal HTML (with an <a> and an <img> tag). The browser uses a cookie to store the reference for the banner so that a user will be redirected to the correct page when clicking on the banner. For example:

```
<we:banner name="banner1" type="iframe"/>
```

3.3 How can I display specific banners on a page?

To show one or more specific banners on a page, you can write the banner paths separated by a comma in the paths attribute of the <we:banner> tag. You can also write the path of a banner group to display the banners of that group. For example:

```
<we:banner name="banner1"
paths="/banner1,/group1/banner2,/group2"/>
```

3.4 How can I display a banner without a link?

To show a banner without a link, you can add the link attribute to the <we:banner> tag and set its value to false. For example:

```
<we:banner name="banner1" link="false"/>
```

3.5 How can I use files other than /webEdition/getBanner.php and /webEdition/bannerclick.php?

Normally webEdition uses the file /webEdition/getBanner.php as the src attribute for the <img> and <iframe> tag and the file /webEdition/bannerclick.php for the href attribute of the <a> tag. If you want to protect the webEdition directory with an htaccess password, or if you do not want to use the original scripts, you can make two php scripts (external or as internal HTML page with extension .php), which include the appropriate file. In this case, the path of the scripts has to be entered in the attributes *getscript* and *clickscript* of the <we:banner> tag. For example:

```
<we:banner name="banner1" getscript="/get.php"
clickscript="/click.php"/>
```

The code of the two scripts must look like the following example:

```
get.php:
<?php
include($_SERVER["DOCUMENT_ROOT"]."/webEdition/getBanner.php"); ?>

click.php:
<?php
include($_SERVER["DOCUMENT_ROOT"]."/webEdition/bannerclick.php");
?>
```

3.6 How can I display webEdition banners on external Web pages?

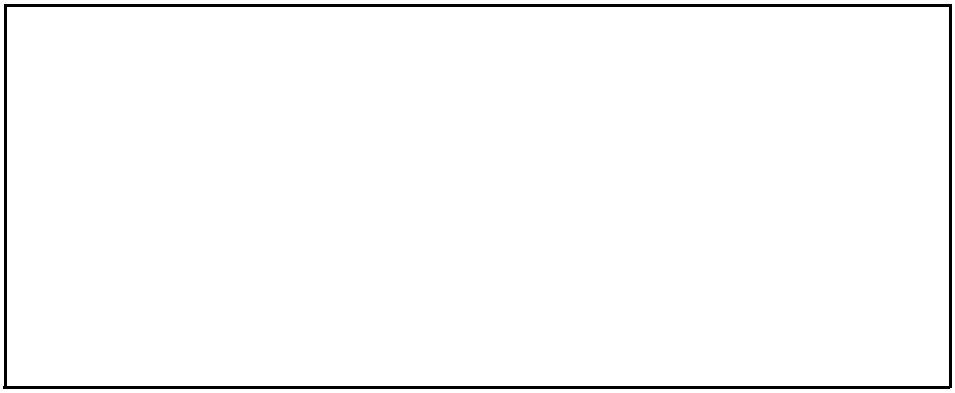
With webEdition you can display banners on pages which were not made with webEdition—here referred to as "external Web pages"—such as sites on another domain. To do so, you have to insert a special piece of code in the page on which you want to display the banners. The required code can be created in webEdition by using the following procedure:

Procedure 4 Creating banners on external Web pages

In the Banner Module main screen

1 Click on *Options* > *Create banner code* to open the code generation wizard (see Figure 24).

Figure 24 Creating banner code for external Web pages



2 In the *Type* select box, choose to use either a JavaScript or an iframe to display the banner.

3 Type a banner name in the *Banner Name* field. This field is similar to the name attribute of the <we:banner> tag.

4 In the *URL of Page* field (for example, http://www.webedition.biz/index.html), type the URL of the page where the banner should be displayed.

5 Type the target of the banner link in the *Target* field. If you leave the field empty, the next page will open in the same window when the banner is clicked. This field is similar to the target attribute of the <we:banner> tag.

6 Specify the width and the height of the banner in the *Width* and *Height* fields. These fields are similar to the width and height attributes of the <we:banner> tag.

7 If you want to show one or more specific banners on a page, you can write the banner paths, separated by a comma, in the *Banner Paths* field. You can also write the path of a banner group to display the banners of that group. This field is similar to the *paths* attribute of the <we:banner> tag. (See also Section 3.3, "How can I display specific banners on a page?" on page 34.)

8 If you want to use scripts other than the normal webEdition *get* and *click* scripts, you can type the URLs of the scripts in the fields *Get Script* and *Click Script*. These fields are similar to the *getscript* and *clickscript* attribute of the <we:banner> tag. (See also Section 3.5, "How can I use files other than /webEdition/getBanner.php and /webEdition/bannerclick.php?" on page 34.)

9 Click the *ok* button.

A text area with the created code will be displayed.

10 Copy and paste the code from Step 9 onto your Web page where the banner should be shown.

11 Close the window by clicking the *close* button.

12 You have completed this procedure.

3.7 How can I use the Banner Module to gather statistics about pages that do not display a banner?

You can also use the Banner Module to gather statistics that indicate the number of times your pages have been viewed. In this case you do not need to display a banner. The following procedure will help you to enable the statistics gathering feature of the module:

Procedure 5 Gathering statistic about your site

1. Insert a <we:banner> tag into your template(s). Give the tag an appropriate name (such as, "stat") and set the type to "pixel". For example:
   ```
   <we:banner name="stat" type="pixel"/>
   ```
2. Create a banner using a transparent .gif as its image. (For information on creating banners, see Chapter 2, "Creating banners" on page 23.
3. Type the name you entered in Step 1 in the *Banner Name* field in the *Placement* area. In the example in Step 1, "stat" is the name of the banner.
4. You have finished this procedure. To view the statistics for the banner you have created, go to the *Statistics* area by clicking on the *Statistics* tab.

3.8 How can I provide banner statistics for my customers?

If you have purchased the webEdition Customer Management Module, you can create a statistics page that only displays the statistics of the banners which are owned by the logged in customer. You create a statistics page using the <we:listview type="banner"> tag in combination with the <we:bannerSelect> tag. For a detailed description of these we:tags, see "The webEdition Tag-Reference" at the following URL: http://tags.webedition.de/index.html?go=TagReference&Language=en.

The following example shows how you can provide statistics for your customers:

```
<we:form id="self" method="get">
<we:processDateSelect name="from"/>
<we:processDateSelect name="to" endofday="true"/>
<we:setVar to="global" nameto="filter" from="request"
namefrom="filter"/>
<input
type="checkbox"
name="filter"
value="true"
<we:ifVarNotEmpty match="filter" type="global">
checked
</we:ifVarNotEmpty>
> Filter<br>
<we:dateSelect name="from" class="normal"/><br>
<we:dateSelect name="to" class="normal"/><br>
<we:bannerSelect customer="true" name="bannerpath" showpath="true"
firstentry="Please select a banner"/>
<input type="submit">
<we:listview type="banner" customer="true" path="\$bannerpath"
rows="10"
order="views desc" usefilter="\$filter" filterdatestart="\$from"
filterdateend="\$to">
<table cellpadding="0" cellspacing="0" border="0" width="400">
  <tr>
    <td>Path</td>
    <td>Shown</td>
    <td>Clicked</td>
    <td>Rate</td>
  </tr>
  <tr>
    <td>all</td>
    <td><we:bannerSum type="views"/></td>
    <td><we:bannerSum type="clicks"/></td>
    <td><we:bannerSum type="rate"/></td>
  </tr>
  <we:repeat>
    <tr>
      <td><we:field name="path"></td>
```

```
      <td><we:field name="views"></td>
      <td><we:field name="clicks"></td>
      <td><we:field name="rate"></td>
    </tr>
  </we:repeat>
</table>
<we:ifBack><we:back>back</we:back></we:ifBack>  
<we:ifNext><we:next>next</we:next></we:ifNext>
</we:listview>
</we:form>
```

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Banner Module

User Guide

Standard 4.1.1
October 2006
Printed in Germany

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