

Selling Advertising with Ad Peeps

Ad Peeps allow you to setup advertisers one of two ways; (1) manually, as the administrator and/or (2) allowing your advertisers to setup their own ads. This guide will walk you through the latter.

In order for advertisers to setup their own ads in an automated fashion, you will first need to setup a "Price List".

The Price List defines some common settings that will be pre-populated for the advertiser such as target zones, ad sizes, file size limits etc. It is here that you also define how much the ad will cost, set minimum and maximum quantities, and other settings.

This makes selection for advertisers easy and takes the guess work out. For example, they don't care about target zone names so we don't have them select them; we do it for them behind the scenes.

Login As Administrator
 In the Main Menu - Quick Navigation click *Other Features / Settings*



Other Features / Settings

Then select the sub-menu "Sell Advertising / Setup Price List"



You can then create "Ad Packages" that you Advertiser can select from, pay using your 3rd party payment provider such as Authorize.net, PayPal, or 2 Checkout.

	<i>Unit</i>	<i>Ad Size</i>	<i>Package Description</i>	<i>Price</i>	<i>Listing Order</i>	<i>Slots Available</i>
<input type="radio"/>	CPM	400x500	Home Page CPM Advertising	\$0.00 (\$100.00 per CPM)	0	4
<input type="radio"/>	CPC	468x60	cpc	\$65.00 (\$0.65 per CPC)	0	Unlimited
<input type="radio"/>	MONTH	468x60	468x60 Top Banner	\$13.40 (\$13.40 per MONTH)	*0	Unlimited
<input type="radio"/>	MONTH	728x90	Front Page Banner	\$120.00 (\$40.00 per MONTH)	*0	5
<input type="radio"/>	MONTH	728x90	Banner Ad	\$150.00 (\$50.00 per MONTH)	0	5
<input type="radio"/>	MONTH	728x90	Monthly Ad Special	\$0.00 (\$21.00 per MONTH)	0	2

Once you have setup your packages, you can create text links or banner ads on your website saying "Advertise Here"

Illustration of Ads Web Developers Could Create to Link Advertisers to Price List



On that page you will find the LINK that you would provide to your advertisers to view the Ad Packages you setup.

URL TO LINK ADVERTISERS TO

Use the following link to refer advertisers to your dynamically created Ad Rates page.

http://<yourdomain.com>/index.php?loc=view_adrates&uid=100000

For Hosted Customers, your URL would be:

http://www.adpeepshosted.com/index.php?loc=view_adrates&uid=<your account number>

Using PayPal to Accept Payments?

Use the following Guide to Setup PayPal Account

http://www.adpeeps.com/howto_paypal.pdf

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Need additional help?

Contact us at <http://www.adpeeps.com/cis>

Provide as much detail as possible so we can assist you quickly.