



Guide for Publishers

April 7, 2005

A service of Page Mountain LLC

619-405-7636Voice

619-512-4301 Fax

info@toplevel.com

Contents

1 - Introduction	4
1.1 - What is a Publisher?.....	4
1.2 - Where can I run ads from the Network to monetize my pages?	4
1.3 - What kind of ads can I run? Do I have any control over this?	4
1.4 - What if I need assistance?	5
2 - Organizing Your Pages into Zones	6
3 - Accessing the Ad Network	7
3.1 - Getting to the Ad Network website.....	7
3.2 - Your Home Page.....	8
3.2.1 - Navigation	8
3.2.2 - Your Publisher Details	8
3.2.3 - Categories	9
3.2.4 - Zones.....	9
4 - Categories	10
4.1 - Zones and Categories.....	10
4.2 - Publishers and Categories.....	10
4.3 - Using the Category selector.....	11
5 - Creating Zones	12
5.1 - Step 1: Click the Create a new Zone link.....	12
5.2 - Step 2: Provide Zone information	12
5.2.1 - Name	12
5.2.2 - Description	12
5.2.3 - Ad Type	12
5.2.4 - Number of Ads across and down.....	13
5.2.5 - Zone Type	13
5.3 - Step 3: Saving	14
6 - Viewing a Zone	15
7 - Zone Opt-In and Opt-Out	17
7.1 - Opting Out	17
7.2 - Opting In.....	17
7.2.1 - Specific Zones and Opting In	18
7.3 - Removing Opt-Out Status	18
7.4 - Opt-In, Opt-Out, and Zone Types	18
8 - Publisher Opt-Out	20
9 - Getting the Ad Network on Your Website	21

Appendix A: Status Codes	22
A.1 - Active.....	22
A.2 - Inactive.....	22
A.3 - Deleted	22
A.4 - New	22
A.5 - Modified.....	22
A.6 - Archived.....	22
A.7 - Expired.....	22
A.8 - Processing.....	22
A.9 - Reactivate.....	22
A.10 - Deactivate.....	22
A.11 - Pending Deployment	23
A.12 - Exceeded Cost	23

1 - Introduction

Welcome to the Top Level Web Ad Network! This guide is for publishers, and will explain how to use the Ad Network to run advertisements on your sites and monetize your pages.

1.1 - What is a Publisher?

On the Ad Network, a *Publisher* is a person or a company who owns a website. Publishers know that the pages on their websites have value. In this introduction we'll touch on the main questions you might have, with each topic covered in more detail later in this document. By joining the Top Level Web Ad Network, your web site, pages and audience come together with our advertisers to provide you a new source of revenue.

In the advertising industry, when you put ads on your pages in order to make money you are said to be *monetizing* those pages. In other words, you're turning them into money.

1.2 - Where can I run ads from the Network to monetize my pages?

As a publisher, you are not limited to running ads on a single website or on specific pages. If you have 10 websites, you can put the Ad Network on each one of them. You can put it on just a few pages, or each and every page. It's up to you.

1.3 - What kind of ads can I run? Do I have any control over this?

As a publisher, you know your websites best. You know the subject matter of your pages, you know your visiting audience, and you know what they want to see. Obviously, it's to everyone's advantage for the ads that show up on your site to be of interest to your visitors. The Ad Network has a couple of ways it matches your traffic with our advertiser's ads.

First is the notion of *Categories*, which allow you to specify what kind of content you deliver. The ads that appear on your pages will match these categories, meaning they will match the interests of your visitors. If you have a website about sailing, then ads about sailing and maritime lifestyles are a good fit, while ads for car parts might be out of place. Categories are discussed at length later in this document.

Secondly, you can control the *Ad Types* you'd like on your pages. Ad types allow you to specify that some pages should run graphical ads, while other pages should run text-only ads. This makes sure that the format of the advertisements on your pages matches the format of the pages themselves.

1.4 - What if I need assistance?

Feel free to contact us here at Page Mountain LLC with any questions you have on the Ad Network:

Page Mountain LLC
1159 Hornblend St.
San Diego, CA 92109

619-405-7636
619-512-4301 FAX

info@toplevel.com

2 - Organizing Your Pages into Zones

So far we've been talking about your website's pages. It would be quite a pain for you, the publisher, if you had to tell the Advertising Network about each and every page you publish. That could be hundreds of pages or more.

To deal with this, we allow you to group your pages into *Zones*. You can think of zones as folders where you throw together pages that are similar. For example: let's say you have 100 pages on your website, 50 of which are about sailing and 50 of which are about cooking. Instead of telling us about 100 different pages you just tell us about 2 zones: your sailing zone and your cooking zone. In addition, if you only want graphical ads on your sailing pages and text ads on your cooking pages, you simply change a setting in each zone's configuration.

Zones can be used to divide groups of pages, as described above, but they can also be used to divide a single page into sections. For example, if you have a page where you'd like to run a large graphical banner at the top and text ads down the side, you simply create a zone for the top and then a zone for the side.

And there's nothing to stop you from taking that top zone and that side zone and putting them on all your pages, or just a few of them, or anywhere you like. This is because a zone is nothing more than a description of an area where ads should show up. Once you've described a zone, you can include any of your pages (see section 9 for complete details). Ads that fit the zone will show up there. (Setting requirements on which ads fit and which don't is explained at length later in this document. See sections 4-8.) Suffice it to say that sailing ads will not show up in your cooking zone if you don't want them to.

There's one more aspect to zones you should know about. In addition to being able to say what kind of ads should appear in a zone, you can also say how many should show up at once. Zones have a *width* and a *height*. So if I make a zone that is 1 ad wide and 1 ad high, only one ad will ever show up at a time. A zone that runs down the side of my page might be able to show more than one ad, so I might make it 1 ad wide by 5 ads high, and 5 ads will run down the side of my pages with that zone.

Zones allow a great deal of flexibility and customizability in terms of what ads show up where on your websites. Most of this document is dedicated to explaining how you create zones, configure them, and use them on your site. Each of these subjects will be covered in detail in the following sections.

Apartments
San Diego Apartments
Looking for an apartment? Find the perfect apartment in the San Diego area or across the country. Search by location, price, size, and over 25 amenities.
Monstermoving.com
Moving from your apartment? Do you need free moving quotes? Click here for moving quotes from anywhere in the US.

3 - Accessing the Ad Network

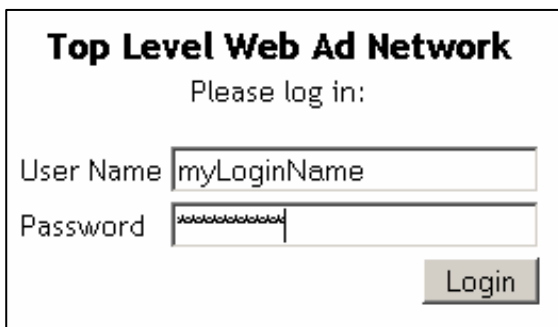
Before you can start running ads on your web site you have to go through some setup and configuration. The Ad Network has a management website where you can configure everything and get feedback on your Network activity. As a publisher, this will be an invaluable tool for you. Think of it as the Network's home base. Logging on to the Ad Network requires a user name and password, which should have been supplied to you by Page Mountain LLC. If you are having any trouble logging in, please contact us for assistance.

3.1 - Getting to the Ad Network website

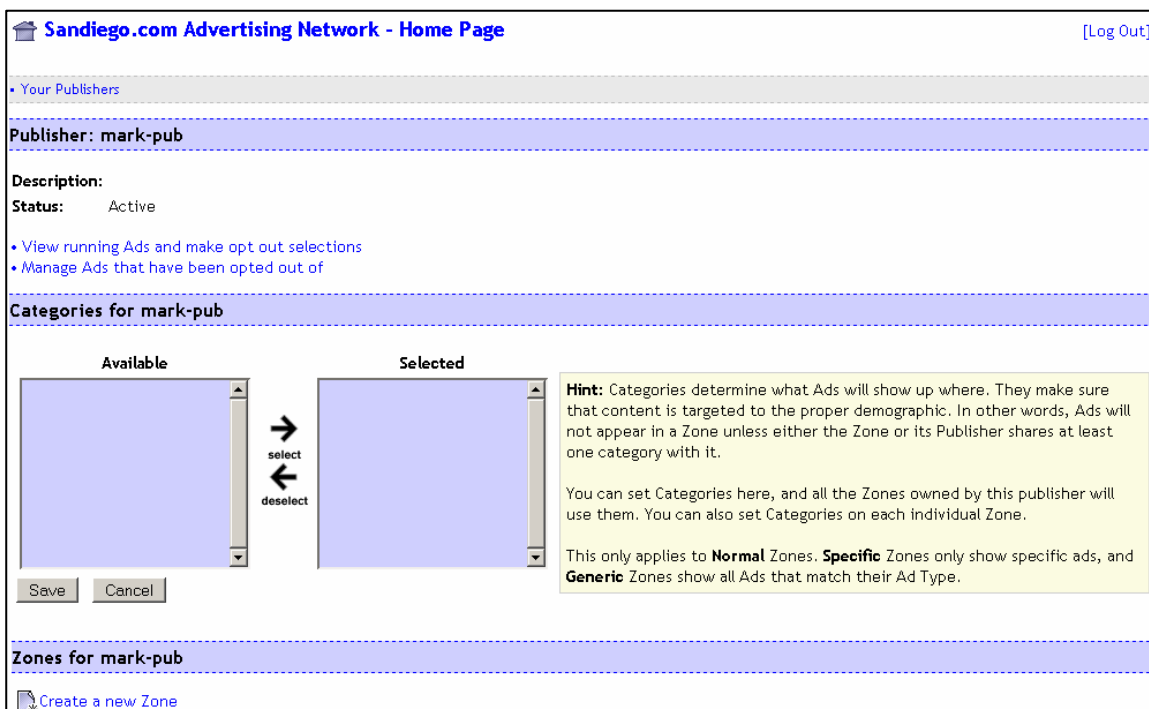
To log in to the Network, first open your web browser and type in the following URL:

<http://www.toptlevel.com/adserver>

You should be presented with a login screen that looks like this:



Enter your user name and password, then click the **Login** button. Once you're logged in, you'll be greeted with your home page, which will look like this:



3.2 - Your Home Page

Once you've logged in and are at your home page (shown above), there is a lot you can do. There's quite a bit happening on this page, so we'll go over it one piece at a time.

3.2.1 - Navigation

The navigation bar is always at the top of the screen, no matter what page you are on. It looks like this:



The upper left corner has a link that will always take you back to your home page, identified by the home icon.

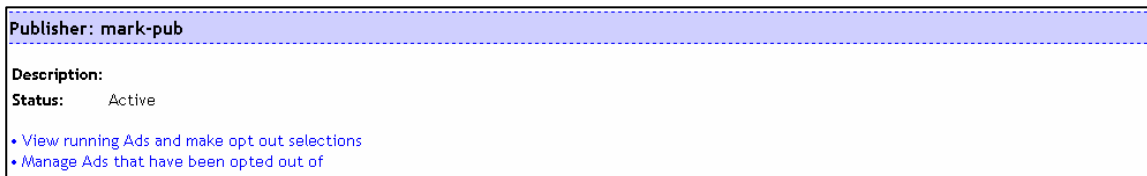
[Log Out]

At the top right corner is a link that will log you out of the system. It's always a good idea to log out when you are finished.

Underneath these two links is the breadcrumb trail. This is pretty much like it sounds: a trail of breadcrumbs that shows the path you have taken, except in this case the breadcrumbs are links you can click. As you drill down deeper into the site you'll see the list of breadcrumbs get longer, and as you come back up you'll see the list get shorter. Just click on any link to jump to that point in the system.

3.2.2 - Your Publisher Details

Underneath the navigation on your home page you will see some information about yourself, a publisher:



This shows that we are looking at a publisher named "mark-pub". Underneath this is some more information about mark-pub, including a description and a status.

Descriptions are something you'll see throughout the Network. These are sort of like sticky notes, and you can use them for anything you want. The Ad Network ignores these completely. They're just there for your convenience.

Underneath this description is a *Status*. This is also something you'll see throughout the Network. Unlike description, status is very important to the Network. You'll notice that this publisher has a status of "active", meaning mark-pub is an active, participating member of the Ad Network. Active is a common status. There are a number of other statuses you might see; we'll discuss these throughout the rest of the document. Appendix A also describes all the status codes.

Status Codes	
Active	Expired
Inactive	Processing
Deleted	Reactivate
New	Deactivate
Modified	Pending Deployment
Archived	Exceeded Cost

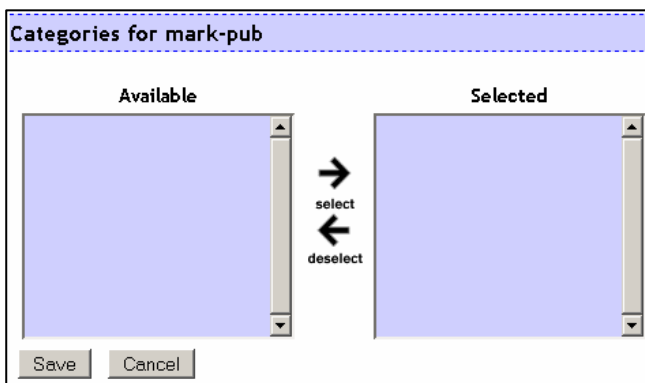
Underneath the description and status information are a couple of links that allow you to access publisher functions:

- View running Ads and make opt-out selections
- Manage Ads that have been opted-out of

We'll discuss both of these features in section 8.

3.2.3 - Categories

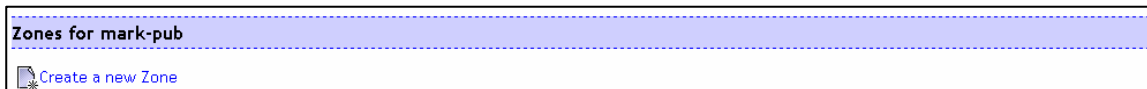
A little further down the page you'll see the category selector.



As we briefly discussed earlier, categories allow you to make sure that the only ads shown on your web pages are ads that match your visitors' interests. The next section of this document discusses categories in depth, including how to use this selector.

3.2.4 - Zones

At the bottom of your home page you will see a list of zones and a link to create a new zone.



After we discuss categories in the next section, we'll go through the process of creating a new zone. Once you have a zone created, you're only a few small steps away from having the Ad Network up and running on your website.

4 - Categories

Categories are the means by which the right ads show up on the right sites. Without categories, we wouldn't know that an ad about gardening shouldn't show up on a football-related website, and we wouldn't know that we should show car-racing ads on a website about hot rods.

4.1 - Zones and Categories

In the next section we'll walk through the process of creating a zone, and you'll see that zones have categories.

As we touched on in the introduction, zones are used to specify what kind of ads and how many of them should show up in any given place. Once you have created a zone that specifies these things, you can stick it all over your web site and watch ads appear.

How a zone knows what kind of ads to show is based on two things: the ad type (such as graphical or textual) and the categories that zone is in. This is where categories start to become important. If the Ad Network doesn't know what categories your zones are in, it won't know what ads to show.

It's also possible to create zones where no ads fit. You might have a zone that's only in the "space tourism" category, but there are no space tourism ads on the network. Once there are, they'll show up in your zone. Until then, your zone will be empty. As a publisher you can see what ads are running in your zones at any time, which helps you to make smart choices about your categories. Section 7.1 explains further.

4.2 - Publishers and Categories

Zones have categories, as we mentioned above. And as you have already seen on your home page when you logged in, so do publishers.

The reason publishers have categories is to make your life easier. If you want to create a bunch of different zones, it would be time-consuming if you had to set the categories for each and every one. Each category you assign to yourself as a publisher is *inherited* by the zones you create. This means that if you assign your publisher the "sailing" category, each zone you create will be in the sailing category, even if you don't select the category for the zone itself.

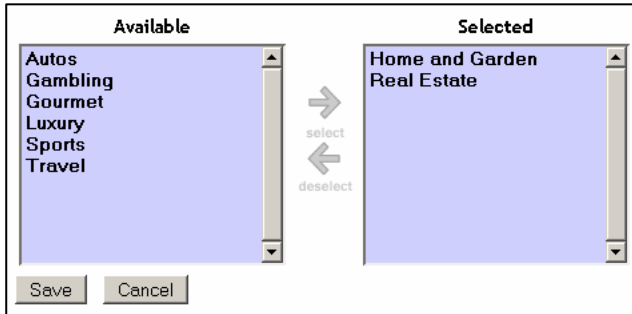
This also allows you to make sure that all your zones have the same general categories, and then you can be more specific in each one. For example, you might assign "Southern California" as a category for your publisher, and then in your "San Diego Zone" set the "San Diego" category, and in your "Los Angeles Zone" set the "Los Angeles" category. That way, the San Diego Zone will be in the San Diego and Southern California categories, and the Los Angeles Zone will be in both Los Angeles and Southern California.

Publisher Southern California
<u>San Diego Zone</u> San Diego (Southern California)
<u>Los Angeles Zone</u> Los Angeles (Southern California)

How you set categories between your publishers and your zones is completely up to you. If you don't want to set categories for your publisher you don't have to. Just keep in mind that any category you set for your publisher will be used for each of your zones.

4.3 - Using the Category selector

As we saw previously, the category selector looks like this:



You'll see this selector when you're looking at either a publisher (like on your home page) or when you're looking at a zone.

On the left side of the category selector is a list of available categories, and on the right is a list of selected categories. Between these lists are two arrow buttons. These buttons move highlighted items between the two lists, in the direction the arrow points. The lists are always in alphabetical order.

To select categories, highlight them by clicking them with your mouse and then press the select arrow. To deselect, click them and press the deselect arrow. Of course, you can only select categories from the "available" list, and you can only deselect from the "selected" list.

Once you are satisfied, you can press the **Save** button. Until you do, your changes will not be saved. If you want to cancel any changes and reset the selector to the way it was, just press the **Cancel** button.

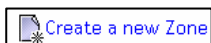
That's really all there is to categories. Just remember that they help make sure the right ads show up in the right place. By assigning categories to publishers, you can avoid having to set those categories for each and every zone. This is because zones inherit the categories of their publisher. (See section 4.2 for more on this.) In each case, category associations are configured using the category selector, described above.

5 - Creating Zones

Until you create a zone, you can't get the Ad Network up and running on your website. Creating a zone is a simple process. We'll walk through it now.

5.1 - Step 1: Click the Create a new Zone link

On your home page you'll see a link to create a new zone that looks like this:

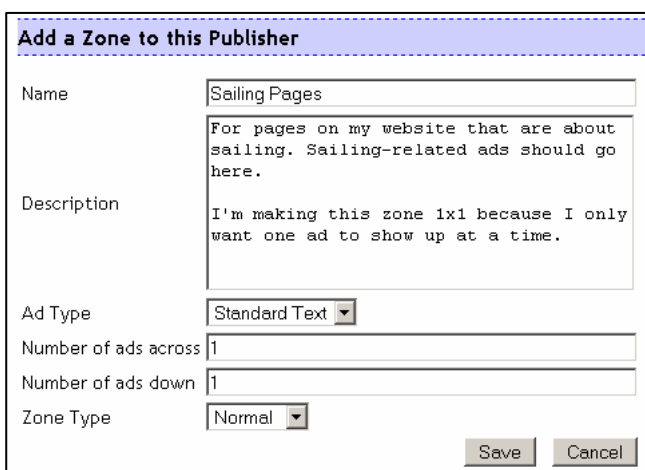


Click this link and you'll be presented with the following screen:

Creating a Zone

1. Click the link
2. Provide info
3. Save

5.2 - Step 2: Provide Zone information



Creating a Zone

1. Click the link
2. Provide info
3. Save

5.2.1 - Name

This is the name of the zone. The network doesn't care what you name the zone, it's just for your use. Be sure to use a name that is descriptive and will help you remember this zone.

5.2.2 - Description

This is the sticky note we talked about earlier in this document. This allows you to save yourself a note to help remind you about what the zone is for, how it is configured, where it is deployed on your website, etc.

5.2.3 - Ad Type

This specifies the type of ads that can show up in this zone. There are a bunch of types here that represent graphical ads, such as 160x160 IMU. These types are from the Interactive Advertising Bureau's list of standards and guidelines. More information on these standards can be found at the following address: <http://www.iab.net/standards/adunits.asp>

In addition to the many graphical types defined by the IAB, we have a couple of our own types: **Standard Text** ads can only contain textual information, no images are allowed. **Mixed Media** ads contain both graphics and text, unlike graphical ads where the text is actually part of the graphic image itself.

Ad types are used to make sure that the right ads show up in the right place. You wouldn't want giant skyscraper ads showing up all over your site, but you might want them in one zone that's for a handful of pages. You may have decided that you only want text ads showing up on your site, or maybe you want small graphical ads. When you configure the ad type for a zone, you know exactly what kinds of ads are going to show up there. This way, you know your site will continue to look and function the way you want it to.

5.2.4 - Number of Ads across and down

These fields allow you to specify the dimensions of the zone. If you only want one ad to show up in a zone, make it 1 ad across and 1 ad down. If you want a 2x2 zone, make it 2 across and 2 down.

When setting zone dimensions, keep the ad type you've chosen in mind. The type 120 x 90 IMU, for example, is 120 pixels across. If you have a 2x1 zone, or two ads across and one down, it will take up at least 240 pixels across and 90 pixels down.

5.2.5 - Zone Type

This pull-down allows you to select the type of zone this should be. There are three options: Specific, Generic and Normal. Which type you select determines how ads get into your zone.

Normal zones are what we've been talking about all along. These zones run ads that match their categories and their publisher's categories.

Generic zones don't care about categories. These run any ad they can. In other words, they'll run any ad as long as it matches their ad type.

Specific zones won't run any ads unless you specifically choose them. We'll discuss how this is done later when we cover opt-in ads.

No matter what zone type you choose, a zone will only ever run ads that match its ad type. You wouldn't want huge ads just showing up anywhere, or tiny ads showing up where huge ads are desired, and so forth. If there are no ads on the network that match your zones' ad types, the zones will be empty, and they won't take up any space on your site.

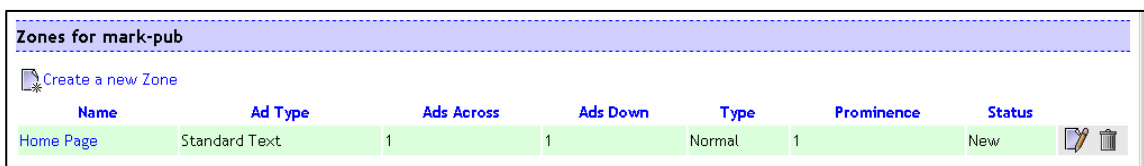
5.3 - Step 3: Saving

Once you are ready to save the zone, click the **Save** button. If there are any problems, the Network will tell you, highlight the problem fields in red, and give you a chance to fix them.

Creating a Zone

1. Click the link
2. Provide info
- 3. Save**

Once you've saved the zone, you'll be back at your home page and you'll see the zone listed. Here, I've created a zone called "Home Page" that I intend to use just for my website's home page:



Name	Ad Type	Ads Across	Ads Down	Type	Prominence	Status
Home Page	Standard Text	1	1	Normal	1	New

You'll notice that this zone has a status code of "New". This is the status code that any new zone you create will have. It means that the Ad Network has not processed the item yet.

After a very short while, the zone will automatically move into "Active" status, meaning it is ready to run ads.

You'll see tables like this zone list in various places on the Network. They present lists of different types, and they all work the same. They have a list of items, such as the zone listed here, with some information in any number of columns. Here, the columns include the zone's name, its ad type (in this case, Standard Text), etc. You can click on any of these column names to sort by that column, and click it again to reverse the sort order. If there are too many items to list on one page, you'll see links to move from page to page at the top of the table.

There are also some icons to the right of the zone that allow you to perform certain functions:



The edit icon allows you to modify this zone. If you click this, you'll see the same screen you got when you created the zone, and you can change anything you set there.



The delete icon allows you to delete this zone. If you click this, you'll be sent to a confirmation page to make sure you really want to delete. As soon as you delete a zone, or anything else for that matter, it moves into "Deleted" status. After the Network processes it, it will be in "Archived" status. Zones that are archived are no longer active, and once they are completely removed ads will not show up in them anymore.

You can also see that the zone's name is a link. If you click on the zone's name, you'll view the zone, as described in the next section.

6 - Viewing a Zone

When you click on a zone's name in your zone list on your home page, you open it and are taken to the following screen:

The screenshot shows the 'View Zone' interface for a zone named 'Home Page'. At the top, a breadcrumb trail reads 'Your Publishers • Publisher: mark-pub'. Below this, the zone name 'Zone: Home Page' is displayed in a blue header. Underneath are edit and delete icons. The 'Description' section lists the following details: Ad Type: Standard Text; Number of ads across: 1; Number of ads down: 1; Zone Type: Normal; Prominence: 1; Status: Active. Below the description are two links: 'Manage Ads that have been opted out of' and 'Make opt in Ad selections'. The 'JavaScript include line for Home Page' section shows a code snippet: `<script type="text/javascript" src="http://adnet.sandiego.com/js/e99e01a9-ec7c-43b4-ae14-6da9a61186c5/ad.js"></script>`. A yellow hint box below the code states: 'Hint: Cut and paste this line into a website's files, and Ads will appear there.' The 'Categories for Home Page' section features two columns: 'Available' and 'Selected', each with a list box. Between the columns are 'select' and 'deselect' arrows. A yellow hint box to the right explains: 'Hint: Categories determine what Ads will show up where. They make sure that content is targeted to the proper demographic. In other words, Ads will not appear in a Zone unless either the Zone or its Publisher shares at least one category with it. You can set Categories here, and this Zone will use them. This Zone will also use any categories that have been set by its publisher. This only applies to Normal Zones. Specific Zones only show specific ads, and Generic Zones show all Ads that match their Ad Type.' At the bottom left are 'Save' and 'Cancel' buttons.

Notice how your breadcrumb trail got a little longer when you drilled down into this zone. Simply click the last crumb on the trail to go back to where you just were.



The zone view page looks very much like your home page, except instead of having publisher information it has zone information. You'll see all the data you entered when you created the zone at the top of the page. You'll also see the edit and delete icons that were in the zone list. They have the same function here.

At the bottom of the page you'll see the category selector, and in the middle you'll see some code for putting the zone on your website. This is what you paste into your web pages to make ads appear. We'll be discussing this in more detail later in this document.

There are three links under the zone information that allow you to opt-in and opt-out of ads, and this is what we'll discuss in the next section:

- View running Ads and make opt-out selections
- Manage Ads that have been opted-out of
- Make opt-in Ad selections

7 - Zone Opt-In and Opt-Out

The Ad Network is all about giving you, the publisher, complete control over what content appears on your site. In addition to specifying the type of ads you'll run (textual, graphical, etc.) and the categories you'd like to see ads from, you can explicitly choose to run some ads and not others, on an ad-by-ad basis.

7.1 - Opting Out

When viewing your zone, you can click "View running Ads and make opt-out selections". This will take you to a page that looks something like this:

Ads in this Zone				
Opt Out	Name	Scheduled	Start Date	End Date
<input type="checkbox"/>	Grand Pacific Resort & Hotel	false	02-01-2005	02-01-2005
<input type="checkbox"/>	Vacation Rentals / Extended Stays	false	02-10-2005	02-10-2005
<input type="checkbox"/>	Holland America Cruises	false	01-14-2005	01-14-2006

Save Opt Out Selections

Here you'll see all the ads that are currently running in this zone. To see what an ad looks like, click its name and it will open in a new browser window. To opt-out of any ad, simply click the checkbox next to it. Once you have made your opt-out selections, click **Save Opt-Out Selections** to save. If you change your mind and don't want to save, just use the breadcrumb navigation to get back to where you were.

Once you opt-out of an ad, it will no longer show up in the zone. Keep in mind that ads are assigned to and removed from zones in batch at scheduled intervals. In other words, your changes will not be instantaneous. Until the ad really has been removed, it will be on this list. Once it's not on this list, if you want to remove its opt-out status you'll have to do so using the "Manage Ads that have been opted-out of" link on the zone view page, which will be explained shortly.

7.2 - Opting In

When viewing a zone, click "Make opt-in Ad selections" to be greeted with the following screen:

Ads available to this Zone				
Opt In	Name	Scheduled	Start Date	End Date
<input type="checkbox"/>	San Diego Relocation	false	03-08-2005	03-08-2006
<input type="checkbox"/>	Casino Pauma	false	03-04-2005	03-04-2006
<input type="checkbox"/>	CareerBuilder.com	false	03-07-2005	03-07-2006
<input type="checkbox"/>	Are you looking at selling something?	false	03-16-2005	03-16-2006
<input type="checkbox"/>	Nethere, Inc.	false	03-03-2005	03-03-2006
<input type="checkbox"/>	Wyndham San Diego at Emerald Plaza	false	03-07-2005	03-07-2006
<input type="checkbox"/>	Help Build the San Diego Children's Museum	true	03-22-2005	04-30-2005
<input type="checkbox"/>	Dara Thai Cuisine	false	03-03-2005	03-03-2006
<input type="checkbox"/>	Build your Ecommerce	false	03-03-2005	03-03-2006
<input type="checkbox"/>	Realty Generator	false	01-28-2005	01-28-2005

Pages: 1 2 3 4 [Next Page] [Last Page]

Save Opt In Selections

This page shows you all the ads that this zone *can* run, regardless of whether they are running in the zone or not. The ads a zone can run is determined by ad type. Only ads that match a zone's ad type may run in that zone.

This screen is very similar to the opt-out screen. Click on an ad name to see it, click is checkbox to mark it for opt-in status, and click **Save Opt-In Selections** to save. If you later decide you no longer want to opt-in to an ad, come back to this screen, remove the checkbox, and save. Remember that your changes will not be immediate, but will take a minute or two to propagate through the system.

7.2.1 - Specific Zones and Opting In

Remember zone types? One of them was called "Specific". Specific zones are zones that will not run any ads unless you *specify* them. This allows you very tight control over exactly which ads run in your zone. Use this opt-in screen to specify which ads should run in your specific zone.

7.3 - Removing Opt-Out Status

Once you opt-out of an ad and it has been removed from your zone, you won't see it when you click "View running Ads and make opt-out selections" in the zone view. This is, of course, because the ad is no longer running in your zone.

These ads show up when you click "Manage Ads that have been opted-out of" from the zone view. Opening this page will give you a list very similar to the ones used to opt-in and opt-out, and it works exactly the same way. Each ad has a checkbox next to it. Remove the check, hit save, and the ad will no longer be on this zone's opt-out list. In a short while, it will be eligible for running in the zone again.

7.4 - Opt-In, Opt-Out, and Zone Types

Opting in is useful because it allows you to run ads that might not otherwise show up in your zones. For example, you may have a normal zone (that is, a zone that runs ads based on ad type and category matches) that doesn't run an ad you'd like because there's no shared categories between your zone and the ad. You can't change the ad's categories, and you may not be interested in running all ads from the missing categories. To get this ad to show up, you simply opt-in.

And, as mentioned before, opting in is the only way to make ads show up in a specific zone.

Of course, you *can* opt-in to ads in a generic zone. This is redundant, however, since generic zones run all the ads they can. The only reason you might want to opt-in to ads in a generic zone is if you plan on changing the zone to normal or specific at a later date.

There is also nothing to stop you from opting into an ad that is already running in your zone. Doing so just makes sure that that ad stays in your zone as long as the zone and the ad continue to share the same ad type.

Opting out will remove an ad from a zone, no matter which type of zone it is. And you can only ever opt-out of ads that are already running in the zone.

You can always opt-out of any ad that you are running, even if you've opted-in to it. Once you've opted-out of an ad, however, you can't opt-in to it unless you first remove its opt-out status. Section 7.3 explains how to do this.

Note that once you remove opt-out status from an ad, it's treated just like any other ad. It won't show up in your normal zones unless there's a category and ad type match, it won't show up in your generic zones unless there's an ad type match, and it won't show up in your specific zones until you opt-in to it. Of course, it'll show up in any zone where you opt-in.

8 - Publisher Opt-Out

You can customize zones to opt-out and opt-in to ads. Publishers have the exact same opt-out functionality as zones. They do not, however, have opt-in functionality. If you want to opt-in to an ad, you must do so at the zone level.

When a publisher opts out of an ad, it will not be run in any of that publisher's zones until its opt-out status is removed.

To opt-out of ads, click the "View running Ads and make opt-out selections" link when viewing your publisher on your home page. This list will show you every ad running in all of your zones. To opt-out, select the ad by clicking on its checkbox and click the save button.

To remove opt-out status from ads that have previously been opted-out of, click "Manage Ads that have been opted-out of" when viewing your publisher. Deselect the ads you'd like to remove opt-out status for and click save.

For further explanation on opting in and out, read the previous section, Zone Opt-In and Opt-Out. The manner in which you opt-out is exactly the same, except that here you're doing it at the publisher level, which impacts all your zones.

9 - Getting the Ad Network on Your Website

Now that you've got your zones set up, you're ready to start monetizing your pages by running ads on your site!

You may recall that when viewing a zone we show you a little snippet of code called JavaScript:

JavaScript include line for Home Page

```
<script type="text/javascript" src="http://adnet.sandiego.com/js/e99e01a9-ec7c-43b4-ae14-6da9a61186c5/ad.js"></script>
```

Simply give that line of code to the person who manages your web site. All you have to do is paste it where you want ads to show up, they'll start appearing, and you'll start making money.

That's really all there is to it!

Appendix A: Status Codes

There are a number of status codes you might see when working with the Ad Network. Here they all are:

A.1 - Active

These are items that are active, running, published, working and ready to go.

A.2 - Inactive

These are items that are no longer active, but they have not been deleted.

A.3 - Deleted

These are items that have been marked for archiving. Once they're deleted and archived, they will move to Archived status.

A.4 - New

This is a fresh item that has not been processed by the Ad Network just yet.

A.5 - Modified

This is an item that has been modified in a very significant way. It will be re-processed by the Ad Network and will most likely move back into Active status. For example, a zone will become Modified if you change its zone type, say if you moved it from being a generic zone to being a specific zone.

A.6 - Archived

These are items that are all but removed completely from the Ad Network. Eventually they will be backed up and then they will disappear from the system.

A.7 - Expired

For anything that is time and date specific, this indicates that it has gone past its end date and is expired.

A.8 - Processing

An item the system is processing.

A.9 - Reactivate

An item that was inactive and should now be made active again. When the system processes this, it will move to Active status.

A.10 - Deactivate

An item that was Active but should now be made Inactive. The system will move it to Inactive.

A.11 - Pending Deployment

An item that is waiting to be deployed, such as an ad that is not yet available on the servers.

A.12 - Exceeded Cost

An item that has exceeded its cost ceiling, such as a campaign that has run over budget.