

## Webmaster Overview for Publishers

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### Introduction

The system is comprised of three participants: the Top Level Network Ad Service, Advertisers and Publishers. As a Publisher, running ads on your web site from the Top Level Advertising Network is simple. It involves placing a single JavaScript INCLUDE in each position where the ads are to appear on the website. The advertiser, quantity and type of ad to display is determined by the Publisher Interface on the Top Level Network Ad Server.

The INCLUDE will usually look something like the following (intended to be all on one line but word wrapped below to fit this document):

```
<script type="text/javascript"  
src="http://www.toplevel.com/adnet/js/11111111-2222-3333-4444-  
555555555555/ad.js"></script>
```

When the browser of the visitor to your website loads the page with the INCLUDE, the script in the INCLUDE requests an additional JavaScript from the Top Level Ad Network Services. That script will draw the Ads on your website where you placed it.

### Ad Content

You will notice a long number in the middle of the INCLUDE that looks similar to the following:

11111111-2222-3333-4444-555555555555

This is a Zone ID. Every publisher website on the Ad Network can be made up of one or more Zones. Zones make sure that the right kind of Ads show up in the right place on your site. The Zones contain the information for what kind of ads to display, how many of them to display where the INCLUDE is placed and what type and size of ad to display (text, graphical, etc.) By passing the correct Zone ID to the Ad Network Services, the Network will send the right content for display.

If you have a real estate section, for example, you'd probably rather run Ads for movers than for sports equipment there. Or you might like "skyscraper" Ads on your home page but don't want them in your message boards. These are the kinds of things Zones let you control. Each Zone has an ID, and that ID is part of the include line you paste in your website.

Don't worry about figuring out your ID or putting together the include line yourself. All of this is done for you, and all you'll have to do is cut and paste from the email message you will receive from the .

### JavaScript

The JavaScript retrieved by the initial INCLUDE does only one thing: write out Ads. That's it. The Ads may be graphical, or they may be textual (again, something the Zone's configuration controls). The JavaScript simply takes their content and writes it out to your visitor's browsers. It also writes out tiny, invisible images that we use to keep track of impression counts.

### **Impact of the JavaScript on the site**

The JavaScript we use will have no impact on your website other than to draw the Ads. Of course, they'll take up space, so they'll push anything below them down, and so on. But you'll have control over how many Ads show up in one space, as well as how big those Ads can be.

### **How does it work?**

The back-end of the Top Level Ad Network is always busy writing out the JavaScript includes that you use on your site. Each time it writes out the JavaScript for your Zone, it will show different Ads. This helps ensure that Ads are rotated fairly. Of course, you have so much control over your Zones' configuration that you'll only see the Ads you want to see. (**Note:** *Initially, the INCLUDE file will be sent to you until the direct access interface is available.*)