

## Banners Guide Table of Contents

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## Adserver: Banners

**Banners** is the SOCS term for placing Advertisements on your site.


You can place these banners on the front page or on any section or sub-section of your site. The Rotating Banners feature allows more than one advertisement in a banner location. Each banner can be a website, a static page or a graphic. The banner will rotate to a different item each time the front page/section/sub-section is accessed.

Utilizing banners is a great way to make your SOCS site user-friendly and visually pleasing, plus it's a simple way to individualize sections or sub-sections. The location of the banners depends on your SOCS template.

*Note: First you must set the Banner Type to adserver.*

### Setting the Banner Type

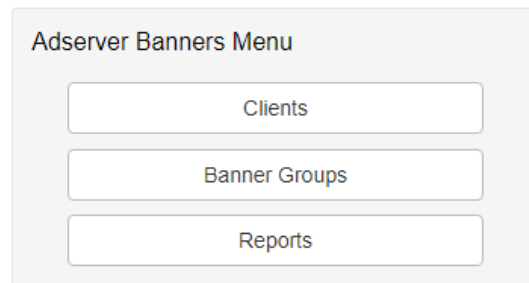
1. Select **Extras, Banners** from the SOCS Toolbar.
2. Select the **Section or Page** for you banner to appear on.
3. From the **Banner Information** screen, choose the **Location** of:
  - Front Page – leaderboard
  - Front Page – Top
  - Front Page – Bottom
4. Select the **Banner Type** of Adserver from the drop-down box.



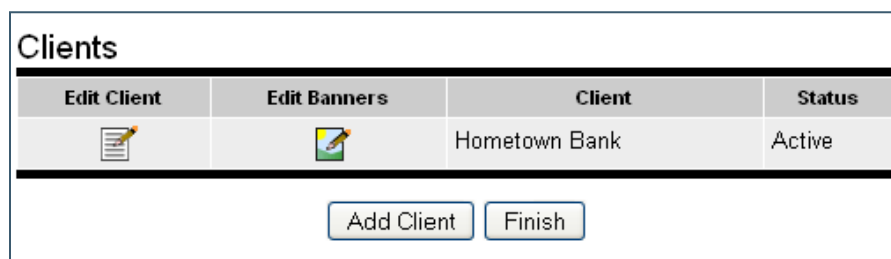
The screenshot shows a form titled "Banner Information". At the top, it says "Location: Front Page - leaderBoard". Below that, "Banner Type:" is followed by a dropdown menu with "adserver" selected. To the right of the dropdown, there is a text box with the instruction: "Use the text box only if the Banner Type selected is 'other'." and "If 'other' is selected, enter the banner html below." A red arrow points to the "Banner Type" dropdown.

## To Add a Banner (Adding a Client)

1. Select **Extras, Banners** from the SOCS Toolbar.



2. Select **Clients** from the Banners Menu.



3. Select **Add Client** from the Clients screen.

On the **Add Client** screen enter the following:

1. **Username:** Username must be different for each client.
2. **Password** and **Password (again).**
3. **Client Name** We suggest using the same name or theme for each Client, Banner and Banner Group to make managing easier.
4. **Contact Info** Can be left blank.
5. **E-mail** Separate multiple e-mail addresses with a return.
6. **Report Frequency** Choose from Never, Daily, Weekly, or Monthly.
7. **Status** should be Active for the banner to appear.
8. **Notes** Can be left blank.

1. Select **Add Client**.

**Add Client**

Username: Cola

Password: ●●●●

Password (again): ●●●●

Client Name: ABC Vending Company

Contact Info: FES LLC  
1300 O Street  
Lincoln, NE 68506  
SOCSSupport@fes.org  
800.850.8397 ext. 3

E-mail: (separate multiple e-mail addresses with a return)  
socssupport@fes.org  
socs@fes.org

Report Frequency: Monthly

Status: Active





Notes: Client has requested Monthly reports

Cancel Add Client

## Add a Banner (Creating the Banner)

1. On the Clients screen, select **Edit Banners** for the client just added.

**Clients**

Edit Client	Edit Banners	Client	Status
		ABC Vending Company	Active
		Hometown Bank	Active

Add Client Finish

2. Select **Add Banner**.

On the **Add Banner** screen, enter the following:

1. **Banner Name**
2. **Status** should be Active.
3. **Comments** can be left blank.
4. **Upload New Image** Image must be a GIF or JPEG.
  - Select **Upload Image** and then **Browse** to select the image.
    - *Note: You must have either an image or fill in the **Image Alt Text** field.*
  - Select **“Continue”** to go back to the Edit Banner screen.

**Upload New Image**

If you choose **“Image Path,”** click on **“Browse”** to select an image from your local or network drive. If you select **“Image URL,”** enter the full URL to the image in the text area. Include the **“http://”** in the URL. Click **“Continue”** to upload the image.

**Client Name:** Bakery

**Local Image**

**Upload Image From**

**Drive:** \_\_\_\_\_

**Image File Path:** \_\_\_\_\_ **Browse...**

**Network Image**

**Fetch an image from URL:**

**Image URL:** http:// \_\_\_\_\_

**Cancel** **Continue**

5. **Click-Through URL** Input the URL for the site link or leave blank if you’re displaying an image but not linking to a site.

6. **Image Width and Image Height**

- Banners for right-hand side: standard is 120 x 40; maximum is no more than 150 x 60.
- Banners for top and bottom: 468 x 60.

7. **Image Alt Tag** Must be completed if you do not have an image, otherwise can be left blank.
8. **Horizontal Align** Can be left at None.
9. **Vertical Align** Can be left at None.
10. **Banner Link Target** Choose open in a new window from the drop down box.
11. **Image Border** Select from the drop down box.
12. **Optional Text** Can be left blank or appears centered under the image.
13. **HTML Block** Leave as is or call Customer Support if using HTML.
14. Select **Preview**, to preview the banner or Update Banner to save the information.

**Edit Banner**

Client Name: ABC Vending Company

Banner Name:

Status: Active

Comments: *Comments are for internal use only.*

**Banner Image** *No image uploaded.*

**Click-Thru URL:** *This is where you go when you click the image.*  
  
 Absolute or relative paths allowed.  
 (Absolute example: http://socs.fes.org/ )  
 (Relative example: /calendar/ )

**Image Width:**  *calculated automatically*

**Image Height:**  *calculated automatically*

**Image Alt Text:** *This text will replace the banner if images are unavailable.*

**Horizontal Alignment:** none

**Vertical Alignment:** none

**Banner's Link Target:** none

**Image Border:** none

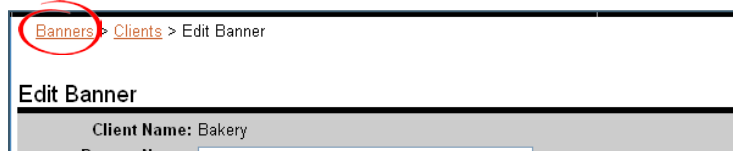
**Optional Text:** *This text appears centered under your banner.*

To include HTML with the uploaded image, place it around the <banner> tag in the "HTML Block" below (use only HTML that would appear between the <body> and </body> tags of an HTML document). If you did not upload a banner image above, remove the tag.

**HTML Block:** *Use the <banner> tag to embed your banner.*

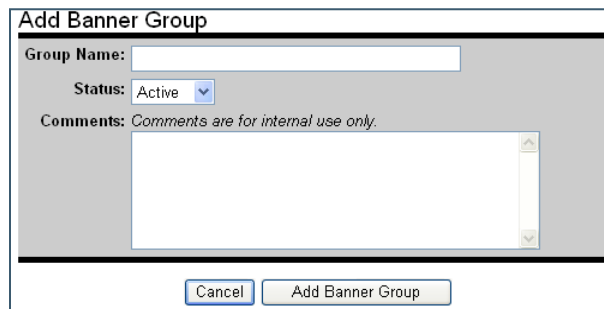
**Note:** If you are using Rotating Banners (more than one banner), add your next banner using the same procedure. When you have added all banners, return to the Main Menu.

## To Add a Banner (Setting the Banner)



Select **Banner** from top:

1. Select Banner Groups.
2. Select Add Banner Group.
3. Input Group (client name).
4. Status should be Active.
5. Comments can be left blank.
6. Add Banner Group.



Select **Manage Attached Banners** for the group you just added.

Banner Groups						
Edit Group	Edit Group Locations	Preview Attached Banners	Manage Attached Banners	Reorder Banners	Group Name	Status
					calendar	Active
					Elementary School Calendar	Active
					fafsfa	Active
					High School Calendar	Active
					lkfdj	Active
					menus	Active
					Middle School Calendar	Active
					SOCS Email	Active

Select **Attach Banners**.

Manage Attached Banners								
Group Name: Sample								
Edit Delivery	Select Banner	Banner Type	Banner	Client	Start Date	End Date	Status	Size
<i>There are currently no banners attached.</i>								

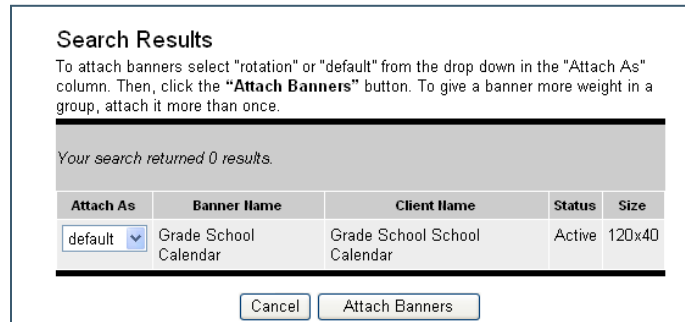
1. Select the client from the drop-down box.
2. Select **Search**.

Attach Banners	
To add new banners to this group, search for available banners by entering a keyword and/or selecting a client name, client status, or banner status. The search results will be displayed below.	
Group Name: High School Calendar	
Keyword:	<input type="text"/>
Client:	<input type="text" value="— any client —"/>
Client Status:	<input type="text" value="— any status —"/>
Banner Status:	<input type="text" value="— any status —"/>

Your selection will appear.




1. Change **Attach As** from **None** to either **Default** or **Rotation** (for more than one banner).
2. Attach banners.



3. Click on **Edit Delivery** to access the Edit Banner Delivery (Repeat for each banner if using Rotating Banners).

### Manage Attached Banners

Group Name: Cola1

Edit Delivery	Select Banner	Banner Type	Banner	Client	Start Date	End Date	Status	Size
	<input type="checkbox"/>	default	FAFSA	ABC Vending Company	Sep 12, 2019	Sep 30, 2019	Active	250x250

Select **Start/End Dates**. If this banner will appear indefinitely, select 2027 as end date.

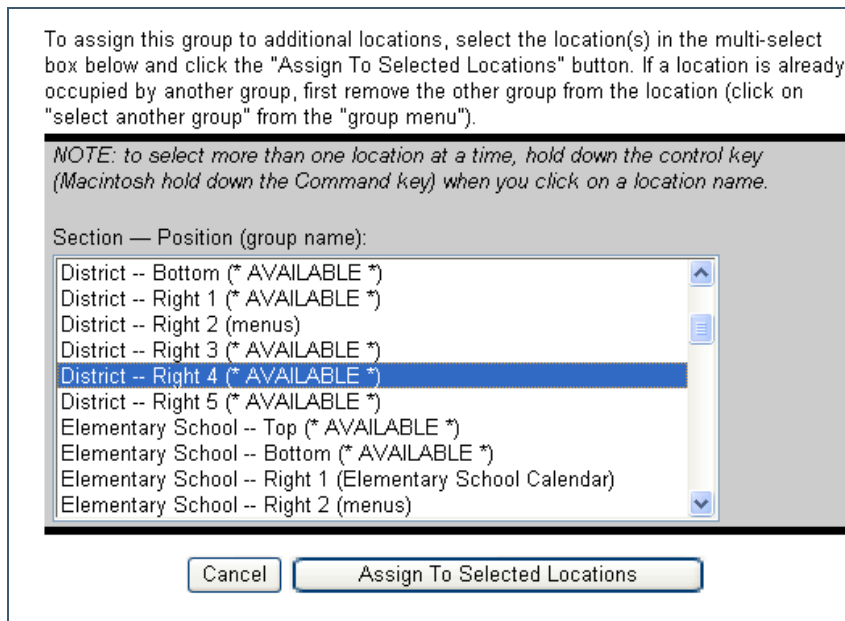
4. Accept the default values for the remaining fields on this page.
5. Comments are optional.
6. Update Banner Delivery.

**Note:** Banner position has to be assigned by the Manager before the next step can be completed.

1. Select **Banner Groups** from the top of the screen.



2. Select **Edit Group Locations** for the banner you added.
3. Scroll down to choose the Section and the location for your banner.



4. Select **Assign To Selected Locations**.
5. Wait several minutes for caching (processing time), and your banner will appear.

**Note:** If you want the banner to appear on the section and all the sub-sections, select the location for every sub-section within the section.

**Note:** If new sub-sections are added later, you will need to notify the manager to assign the new banner position. You will also need to assign the banner to the new location.