

# How to create a Site network and Content units

Quick Guide | EmediateAd 3.8



Grow the profit of your online advertising space!

### What is a Site network?

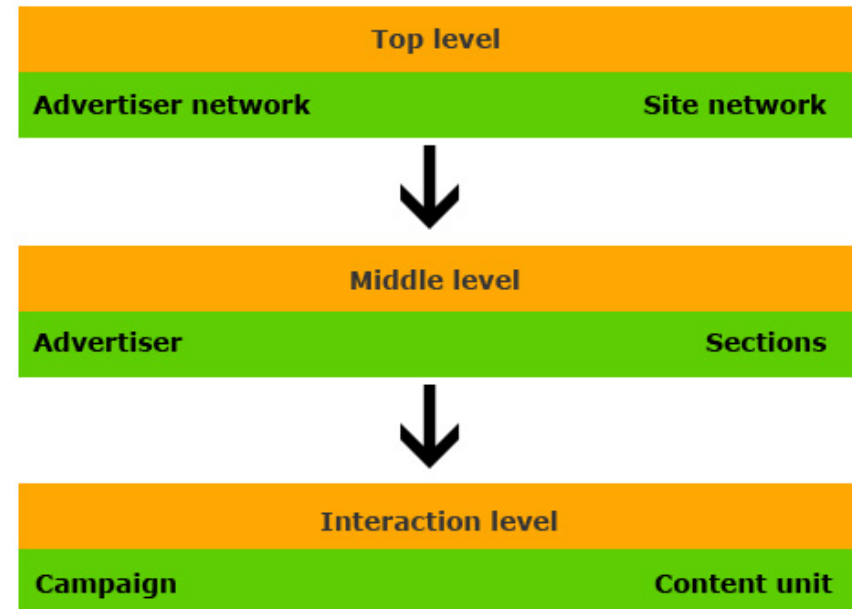
A Site network most often represents a single website. But a Site network can also represent several websites belonging to the same company. However, in this quick guide we will only deal with the Site network being a single website.

### What is a Section?

A Section is a subgroup of a Site network. For instance, a news website has several sections such as culture, sport, financial etc.

### What is a Content unit?

Content units are advertising placements (banner holders). A section usually carries several Content units. Each Content unit should have a certain dimension, and the material you want to show on your website should match the dimensions of your Content units.



## Step 1: Add a Site network

The screenshot shows the emediateAd 3.8 user interface. At the top, there is a navigation bar with icons for ADVERTISING, CONTENT, REPORTING, AVAILABILITY, ADMIN, ALARMS, and HELP. The 'CONTENT' icon is highlighted, and a drop-down menu is open over it, listing the following options: View content unit, Add content unit, Site networks (highlighted with a mouse cursor), Content unit package, and Content unit status. Below the navigation bar, there is a search box with a dropdown menu set to 'Campaigns' and a 'Go' button. To the left, there are sections for 'Navigator', 'Release notes', 'Time: 2009-05-20 11:10:58', 'User: Emediate Test Ronny', and 'Language' options (English, German, Swedish). In the center, there is a 'Menu' section with a table showing 'Active campaign' and 'Underdelivered' counts, both at 0. To the right, there is a 'Recent campaigns:' section. A teal text box in the center of the page provides instructions: 'From the top row of icons, move the mouse pointer over the "Content" icon. Click on "Site networks" in the drop-down menu.'

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ADVERTISING CONTENT REPORTING AVAILABILITY ADMIN ALARMS HELP

**Search** (Advanced)  
Campaigns  
Go

**Navigator**  
[Menu]

**Release notes**  
New features in version 3.8

**Time:** 2009-05-20 11:21:07  
**User:** Emediate Test Ronny  
[Change password]  
[Log out]

**Language**  
English  
German  
Swedish

**Site network: New network**

Name of site network:

**Hints**  
**Site network:**  
A Site network is divided into multiple Sections. A Section has one or more Content units.

Click on "Add Site network" and enter the name of the Site network.  
Click "Update".



## Step 2: Add a Section to a Site network

The screenshot displays the emediateAd 3.8 user interface. At the top, there is a navigation bar with icons for ADVERTISING, CONTENT, REPORTING, AVAILABILITY, ADMIN, ALARMS, and HELP. The 'CONTENT' icon is highlighted, and a drop-down menu is open, listing options: View content unit, Add content unit, Site networks, Content unit package, and Content unit status. A mouse cursor is positioned over the 'Site networks' option. A callout box with a teal background contains the following text:

From the top row of icons, move the mouse pointer over the "Content" icon again.

Click on the option "Site networks" in the drop-down menu.

The main content area shows a table with the following data:

Name
Test Network

Below the table is a button labeled "[Add site network]". On the left side of the interface, there are several utility boxes: a search box with "Campaigns" selected, a "Navigator" menu, "Release notes" for version 3.8, system information (Time: 2009-05-20 11:26:22, User: Emediate Test Ronny), and a language selection menu with options for English, German, and Swedish.

The screenshot displays the emediateAd 3.8 user interface. At the top, there is a navigation bar with icons for Advertising, Content, Reporting, Availability, Admin, Alarms, and Help. The main content area is titled "Site networks" and contains a table with one entry: "Test Network 1". A mouse cursor is hovering over this entry. A callout box with a teal background and black text says "Click on the Site network where the Section should appear." The left sidebar contains a search box, a navigator menu, release notes for version 3.8, user information (Time: 2009-05-20 11:30:14, User: Emediate Test Ronny), and language options (English, German, Swedish).

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ADVERTISING CONTENT REPORTING AVAILABILITY ADMIN ALARMS HELP

Search (Advanced)  
Campaigns  
Go

Navigator  
[Menu]

Release notes  
New features in version 3.8

Time: 2009-05-20 11:30:14  
User: Emediate Test Ronny  
[Change password]  
[Log out]

Language  
English  
German  
Swedish

Site networks

[Add site network]

Name  
Test Network 1

Click on the Site network where the Section should appear.



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ADVERTISING CONTENT REPORTING AVAILABILITY ADMIN ALARMS HELP

Search (Advanced)  
Campaigns  
Go

Navigator  
[Menu]  
Test Network 1

Release notes  
New features in version 3.8

Time: 2009-05-20 11:32:27  
User: Emediate Test Ronny  
[Change password]  
[Log out]

Language  
English  
German  
Swedish

Site network: Test Network 1

General [Edit]  
Name Test Network 1  
[Content unit status]

Sections [Add section]

Hints  
**Site network:**  
A Site network is divided into multiple Sections. A Section has one or more Content units.

Click "Add Section".



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ADVERTISING CONTENT REPORTING AVAILABILITY ADMIN ALARMS HELP

**Search** (Advanced)  
Campaigns  
Go

**Navigator**  
[Menu]

**Release notes**  
New features in version 3.8

**Time:** 2009-05-20 11:35:59  
**User:** Emediate Test Ronny  
[Change password]  
[Log out]

**Language**  
English  
German  
Swedish

**Add section**

**Section specifications**

Site network: Test Network 1  
Name of section: Test Section1  
External section id:  
Add

**Hints**

**Site network:**  
A Site network is divided into multiple Sections. Choose in which Site network you would like to add a Section.

**Name:**  
Can be up to 40 characters

Enter a name for the section, and leave the "External section id" blank. Click "Add".

If you want to create more Sections, just repeat the procedure.

## Step 3: Add a Content unit to a Section

The screenshot shows the emediateAd 3.8 user interface. At the top, there is a navigation bar with icons for ADVERTISING, CONTENT, REPORTING, AVAILABILITY, ADMIN, ALARMS, and HELP. The 'CONTENT' icon is highlighted, and a dropdown menu is open over it, listing options: View content unit, Add content unit (with a mouse cursor), Site networks, Content unit package, and Content unit status. Below the navigation bar, the main content area shows a 'Section: Test' header. Underneath, there are two tabs: 'General' and 'Content units'. The 'Content units' tab is active, displaying the text 'No content units in this section yet' and an '[Add content unit]' button. To the right of the 'Content units' tab, there is a 'Hints' section with the text: 'Section: A Site network is divided into multiple Sections. A Section has one or more Content Units.' On the left side of the interface, there are several utility boxes: 'Search (Advanced)' with a dropdown menu set to 'Campaigns' and a 'Go' button; 'Navigator' with a '[Menu]' button and a list containing 'Test Network 1' and '+- Test Section1'; 'Release notes' with the text 'New features in version 3.8'; a user information box showing 'Time: 2009-05-20 11:36:22', 'User: Emediate Test Ronny', and links for '[Change password]' and '[Log out]'; and a 'Language' box with options for English (UK flag), German (German flag), and Swedish (Swedish flag).

From the top row of icons, move the mouse pointer over the "Content" icon and click on the option "Add Content unit" in the drop-down menu.



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ADVERTISING CONTENT REPORTING AVAILABILITY ADMIN ALARMS HELP

**Search (Advanced)**  
 Campaigns  
 Go

**Navigator**  
 [Menu]

**Release notes**  
 New features in version 3.8

**Time:** 2009-05-20 11:52:53  
**User:** Emediate Test Ronny  
 [Change password]  
 [Log out]

**Language**  
 English  
 German  
 Swedish

**Add content unit**

**Content unit specifications**

Section: +-- Test Section1  
 If your section is not in the list, [Add section]

Name: Toppbanner Test 728x90

Type: Banner

Width: 728 pixels

Height: 90 pixels

De-duplication time: 3 seconds

Add

**Hints**  
 Section:  
 If you need to add a section before adding the content, click on "Add section" you created.  
 Type:  
 Select which type of Content unit you want to add (almost always a banner).  
 to run

- Start by selecting which Section the Content unit should belong to.
- Give the new Content unit a name. A good name includes placement and dimensions.
- Select which type of Content unit you want to add (almost always a banner).
- Enter the width and height of the Content unit. The dimensions must correspond to the material that you want to show in it.
- Leave the duplication time to its default setting 3.
- Click "Add".

## Step 4: Generate Content unit tags for implementation on your website

### **What is a Content unit tag?**

In EmediateAd it is possible to generate different Content unit tags; Iframe, JavaScript and Composed JavaScript. You need to use one of these tags for the implementation of the Content unit on your website.

The tag is basically a piece of code that defines the placement of the Content unit on your website, and creates a link between your website and the EmediateAd system. The implementation of the tags on your website is usually done by your webmaster.

### **The Javascript tag**

The JavaScript tag is powerful, as it delivers the advertising campaign directly on the publisher's web pages. It is also the most flexible tag as it can hold any size and it simply will not show if there is no campaign booked to the Content unit.

We recommend that you use this tag, but if you have certain needs for your website, feel free to explore the alternatives. However, in this quick guide we will only deal with the JavaScript tag.



**Search** (Advanced)  
Campaigns  
Go

**Navigator**  
[Menu]  
Test Network 1  
+- Test Section1  
+- Toppbanner Test 728x90

**Release notes**  
New features in version 3.8

**Time:** 2009-05-20 15:28:20  
**User:** Emediate Test Ronny  
[Change password]  
[Log out]

**Language**  
English  
German  
Swedish

**Content unit: Toppbanner Test 728x90**

**Content unit info** [Edit]  
[Content unit status]  
Type: Banner  
Dimension: 728 x 90 pixels  
De-duplication time: 3 seconds

**Last week** [Edit forecast values]  
Impressions: 0  
Clicks: 0

**Active campaigns** [More details] Prio Traffic share ?  
No campaigns running here at the moment

**Approved campaigns** Prio Traffic share ?  
No approved campaigns

**Reserved campaigns** Prio Traffic share ?  
No reserved campaigns

+ Content unit packages

**Hints**  
Name can be up to 40 characters  
Type determines which type of campaigns are allowed to run on this content unit.

**Tasks**  
Tag: [Generate tag] [Generate post-click tag]  
[Delete content unit]  
[Forecast]

+ Report [Customize report]

First you select which Content unit to extract the tag for (if you just added the Content unit, you are already there).

You can always find your Content unit by using the steps used earlier: Content > Site network > Choose network > Choose Section > Choose Content unit.

From the Content unit page, click on the link "Generate tag" on the right.

**Search** (Advanced)

Campaigns

---

**Navigator**

[Menu]

Test Network 1

+ Test Section1

+ Toppbanner Test 728x90

---

**Release notes**

New features in version 3.8

---

**Time:** 2009-05-20 15:31:28  
**User:** Emediate Test Ronny  
[\[Change password\]](#)

[\[Log out\]](#)

---

**Language**

English

German

Swedish

### Generate tag for content unit: Toppbanner Test 728x90

**Tag options**

Display:  Include tag on this page

Tag destination:

Open clicks:

Tag parts:  JavaScript tag  Composed JavaScript tag  Iframe tag  Gif tag

**Hints**

You can select which type of tag to extract by ticking the boxes. Make sure that only the Javascript tag is selected. Then press the drop-down menu in "Open Clicks" and select the "in new window (\_blank)" option. Click "Show tag".

**Tag Parts:**  
 Select one or a combination of tag parts to include. We recommend the Iframe and Gif combination.

**Email tag**

Email tag to:

**Tag below**

Place this in the <head>..</head> section of the web page.

```
<script type="text/javascript" language="JavaScript" src="http://eas4.emediate.eu/EAS_tag.1.0.js">
</script>
```

Place this where you want the ad to appear.

```
<!-- "Toppbanner Test 728x90" (section "Test Section1") -->
<script type="text/javascript" language="JavaScript" src="http://eas4.emediate.eu/eas?cu=3985;
cre=mu;js=y;target=_blank"></script>
```

Two tags are generated and the "Head tag" should be placed in the head section of the site (you only need one of these tags on one site, even if you choose to implement several Content units). The second tag is the tag that is specific for this unique Content unit. This tag should be implemented on the website where you want your Content unit to appear.

If you want several Content units on your site, you create more Content units and generate tags for these as well.



## Tips

We recommend that you create Content units for each section of your website as you can get more detailed statistical reports and also create more exact forecast reports for each section.

It is better to use some extra time creating a site map and comparing it to the setup of your Site network in the beginning, rather than having to rearrange your Site network later on.

## Example of a Head tag

```
<script type="text/javascript" language="JavaScript" src="http://eas4.emediate.eu/EAS_tag.1.0.js">
</script>
```

## Example of a Content unit tag

```
<!-- "Toppbanner Test 728x90" (section "Test Section1") -->
<script type="text/javascript" language="JavaScript" src="http://eas4.emediate.eu/
eas?cu=3985;cre=mu;js=y;target=_blank"></script>
```



**You can always get support by sending an e-mail to:**

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 [se.support@emediate.dk](mailto:se.support@emediate.dk)

 [no.support@emediate.dk](mailto:no.support@emediate.dk)

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