

**Ad Eagle Suite
Advertising Management Made
Easy**

Home	Overview	FAQ	Installation	- Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

**Full
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Information
Contact Us
News
Support
Other Software

Users Guide

Last Updated:

Thursday, 01-Apr-2004 09:38:03 AST

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Version 2.25 allows for timed refresh!
Now, more than ever, you should keep the ads in
each

rotation the same size, unless you are using SSI calls.

- | | |
|---|--|
| 1) Customize the Clients Login Area | 8) Add a new rotation |
| 2) Send email to a client | 9) Remove a rotation |
| 3) Edit an ad | 10) Copy a rotation |
| 4) Remove an ad | 11) Have automatic backups |
| 5) Adding new ads | 12) Managing default Rotations |
| 6) Add a new client | 13) Display specific banners |
| 7) Remove a client | 14) Show ads in other scripts |

Options
Licensing Options
Hosted Solutions
Free Version
Resellers
Free Trial

15) [Use third party \[timestamp\] code](#)

17) [Running Text ads](#)

19) [Suspending ads](#)

21) [Setting run times for ads](#)

23) [mod_perl and Ad Eagle Suite](#)

25) [Using detailed_stats](#)

16) [Show banners without SSI](#)

18) [Running HTML ads](#)

20) [Suspending Clients](#)

22) [Using Ratios](#)

24) [Running Flash Ads](#)

26) [Using multiple administrators feature](#)

Home	Overview	FAQ	Installation	- Users Guide -	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

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the system when a client logs in. They look like this:

Tag	Replaced With
%%user_name%%	The clients user name
%%version%%	Banner System Version
%%ban_data%%	The clients formatted banner data
%%total_views%%	Total Views for all banners
%%total_clicks%%	Total Clicks for all banners
%%the_ratio%%	Total ratio views to clicks
%%admin_address%	Administrators email address
%%saved_email%%	Clients email address

The tags that MUST be in the customer_stats.htm file are:

```
%%ban_data%% %%total_views%% %%
total_clicks%% %%the_ratio%%
```

The others are optional but useful.

This file can be edited in any html editor, such as front page. This allows you to add some of the tags right from the front end, but you have to be careful that FrontPage (or whatever editor you use) doesn't add "25" between the percent signs. If it does they look like so :

```
%25%%ban_data%25%
```

This will not work. If it happens, remove the numbers, and after the first time your editor should leave it alone. If not, just create you page, put in the tags, and then fix them in the raw html

when you are finished,
opening the page in notepad.

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
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Ad Eagle Suite Advertising Management Made Easy

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to know Ad Eagle Suite



Let Ad Eagle Suite serve your ads!

Information
Contact Us
News
Support
Other Software

**Users Guide
Adding A Rotation**

To add a new rotation, just enter the name you wish to use for the new rotation where it says "Add a new Rotation -->" , select the rotation you want to have used as the default for this rotation, and click the "Make This Rotation" button. That's it!

Be sure to use only letters, numbers and underscores in the rotation name.

If you are just starting to set up your system, the only selection available in the default rotation options will be "Global Default". Later when you have more rotations in the system you can change the defaults for any / all your rotations in the admin.

When you create rotations, the system creates a new directory by the name you enter, and creates a few files that it needs to keep track of banners within that rotation. If there are any problems encountered while trying to create these files and directories, the system will tell you. In most cases any problems encountered are due to files or directories having the wrong permissions. All necessary permissions for the system are listed on the [installation page](#).

The default rotation you set when creating a new

Options
Licensing Options
Hosted Solutions
Free Version
Resellers
Free Trial

rotation is the safty net for the new rotation. (How many times can you say "rotation" in one sentence?). If a rotation is called but has no ads in it to run, or does not even exist, the default for this rotation will be used instead. If the default is also empty, or doesn't exist, then the system will fall back on the "Global Default" that you set when installing your system. You should make sure that any rotations that are being used as defaults always have at least one ad in them that is set to never expire.

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Sending Email To An Advertising Client

You can send email to any client very easily. From the main menu of the administration area, select the user you wish to email and click "View". You will be shown all of the banners for that client, along with the data for each. At the top of the page you will see a button that says "Send Mail to (Client Name)". Click it.

Then you will be brought to a form that contains three fields. The "To:" field will contain the customers email address as entered in the system. The "From:" field will contain whatever address you have entered previously as the administrators email address, and there will be a large text area that contains the banner information for each banner that this client has in the system.

These fields are completely editable. The \$billing_notification_head and \$billing_notification_foot from the main configuration file will appear above and below the clients banner information, but again, this is all editable in the form field. These settings, like all the system settings in Ad Eagle Suite, can be changed from the administration area.

Once you have the message body the way you want

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Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

it, click "Send Message" and that's it. Everything is mailed to the client just as you see it in the form. If you decide not to send it, click "Return To Main Menu" instead.

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Removing A Rotation

To remove a rotation, go to the "Select Rotation to **REMOVE**" section in the main menu, and select the rotation you want to remove.

When you click the "Remove Rotation" button you will come to a confirmation page. Here you are asked if you are sure you want to remove this rotation, and if so, click the confirm button. If you do not want to remove it, click the "Return To Main Menu" button, and the rotation will not be touched.

This confirmation page was added to prevent the accidental removal of rotations.

When you remove a rotation, all banners and files associated with that rotation are removed completely from the database. There is no way to recover a rotation once it has been removed.

Please note that when you remove a rotation you should make sure that there are no calls to that rotation in html pages on your site. If there is, they will now be showing ads from the Global Default rotation.

Let Ad Eagle
Suite serve
your ads!

Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
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Ad Eagle Suite Advertising Management Made Easy

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to know Ad Eagle Suite



Let Ad Eagle Suite serve your ads!

Information
Contact Us
News
Support
Other Software

Users Guide Editing Ads

Options
Licensing Options
Hosted Solutions
Free Version
Resellers
Free Trial

There are two options for viewing banners. You can select a rotation to work with, and then select the client from there, or you can select a client to work with and view all of their banners this way. Each banner has buttons below it to remove, edit or suspend that banner. If you click remove, the banner is history. If the ad has been suspended, your options are to restore the ad, or remove it. You cannot edit a suspended banner. You must restore it first.

If you click "Edit Banner" you will be brought to a form where you can edit the expire method, expire time, image url, image width, image height, the url the image is linked to, the alt text, image border, target, ratio, views and clicks for that banner. Any changes you make to these fields take affect as soon as you click the "Save Changes" button.

You can also reset the run times for this ad. There is a button reading "Edit Run Times" on the edit page. If you click here you can change the times that this as is set to run on. Example:

If you select 1am, 2am, 3am, 9am, 10am as the run hours, and Monday, Wednesday, and Friday for the run days, that ad will run from 1 am to 4 am, then be

turned off until 9am and will run again until 11 am on Monday Wednesday and Friday only.

Again, run times should not be used unnecessarily. If an ad can be run at all hours and days, it should be set to do so. Only banners that require to run on specific times or days should be set this way. Otherwise you are causing the system to consume more resources than is necessary, at least once an hour when the system checks the queue for ads that should be turned on or off. If there are thousands of ads all in the queue this would amount to a fair amount of work for a few seconds.

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Copying A Rotation

To copy a rotation, go to the lower section of the main menu where it says "Copy Rotation", and select the rotation that you wish to copy. Then, in the field below this enter the name you want to save the copied rotation as, and click the "Copy Rotation" button. That's it ! You now have a mirror of the original rotation.

Names for rotations should contain only letter, numbers and underscores (_)
Any other characters may cause problems. DO NOT use spaces in rotation names.

Another item to note is that when you copy a rotation all the banners in new rotation become reset to 0 views and 0 clicks. This may be an option (reset or not) in the next release, but for now, they are all reset as soon as you make the copy. The new rotation also is assigned the same default rotation as the original. Of course you can change this at any time.

Of course the original rotation that you made the copy from maintains it's stats.

Let Ad Eagle
Suite serve
your ads!

Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Inserting New Ads For Existing Clients

To add banners for a client who already exists, simply select the clients name from the list provided on the upper section of the main menu, and click "Add Banner" (or text ad, or HTML ad).

To insert ads for a new client, you must first [Add a new client](#).

You will then be taken to a form that is pre-populated with all of the items that should remain the same for each of a client's banners. The only items remaining to be filled in are the banner id, image width and height. Of course you will likely want to change the alt text, etc. All fields are completely editable.

For information on HTML ads please see the [Running HTML ads](#) section.

Important: Be sure to select the correct rotation at the top of the page if you are inserting new ads. Always double check this.

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Suite serve
your ads!

Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Adding A New Client

Unlike the old version of Ad Eagle, with Ad Eagle Suite you must add a client to the system before you can insert ads for that client.

From the main menu, click "Add New Client". You will be brought to a form where you will enter the clients username, their email, and password. Once this has been done you will be able to select them from the list of clients in the main menu and insert ads for them, being brought to a form that is pre-populated as stated in the [adding banners section](#).

Be sure to use unique names for each client. Do not use spaces or strange characters in the client name. Instead of spaces use underscores (_).

[Back to the Users Guide](#)

Let Ad Eagle
Suite serve
your ads!

Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements
<p>This site is a © production of Veinotte.com International, Inc. Contact the Webmaster with questions or comments regarding this site.</p>					

Ad Eagle Suite Advertising Management Made Easy

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Running Rich Media / HTML Ads

When you insert a new HTML ad the form you fill out differs slightly from the regular banner ads, but it is still straight forward and calling html ads uses the exact same calls as regular banner ads. Whether calling text, HTML, or banner ads with SSI the call does not change. The system recognizes the banner type and acts appropriately.

The only additional step required when inserting HTML ads is that you must replace the URL in your html with %URL% and then use the actual URL in the URL form field. The system cannot track clicks for HTML ads unless you add them correctly, replacing the URL in your HTML code with %URL% and adding the actual URL in the URL field.

Again, that is URL with a percent sign on either side.

If you are running Flash ads, [please visit this page](#).

[Back to the Users Guide](#)

Let Ad Eagle
Suite serve
your ads!

Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)



Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to know Ad Eagle Suite



Let Ad Eagle Suite serve your ads!

Information
Contact Us
News
Support
Other Software

Users Guide Automatic Backups

Options
Licensing Options
Hosted Solutions
Free Version
Resellers
Free Trial

Within the administration area there is a button that reads "Backup Configurations".

When you click this button you will be brought to the Backup Menu where you can set the frequency that the system completely backs up your banner data files. You can also do a backup whenever you wish simply by clicking the "Back Up Files Now" button. When you click this button you will be returned to the main menu, and see a message stating that the backup script has been executed and that you should receive an email in a few moments.

Although you can set backups to every "N" hours, we recommend that you set this to "24" unless your site has extremely high traffic, especially if you have a lot of ads in your system.

The email that you receive each time a backup is executed gives you details on the backup, such as how many files were backed-up, a listing of the files in each rotation, and if there were any files that were bad. If there were bad files, they will be listed in the email under the heading "File Errors Fixed:". The

email will also tell you if there were any errors found that could not be corrected.

Normally the error sections will be empty.

In the Backup Configuration area you can also turn on and off your automatic backups. Having it on makes the system perform a little extra work, and so if you are satisfied with doing the backups yourself, or if you have the ability to use **cron** on your system, you should leave it off.

When daily backups are turned on, as long as a banner is called within the hour that you have set as the hour to do the backups, it will be executed. So if you have it set to midnight (12am) and a visitor hits a page with a banner on it between 12am and 1am the backup will be done. It will only be executed once.

If you have auto backups set and your site goes through a period of no traffic during the hour that the backup was supposed to be execute, your data will not be backed up until the following day. If you believe this has happened, enter the backup config area and click the "Backup Files Now" button. This will get things running properly again.

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Displaying Specific Ads

To display a specific ad in a particular page or spot, you have to add an extra item to your SSI call. This item is "**id=bannerid**". For example, if you had a rotation called "tech" and there was a banner within tech called "intel01" to call the banner intel01 you would use this:

```
<!--#include virtual="/cgi-bin/ad-eagle/ads.cgi?
rtn=tech&id=intel01" -->
```

So for the two calls below, the first just uses the rotation "tech" in the normal fashion, while the second will always show the banner "intel01".

```
<!--#include virtual="/cgi-bin/ad-eagle/ads.cgi?
rtn=tech" -->
```

```
<!--#include virtual="/cgi-bin/ad-eagle/ads.cgi?
rtn=tech&id=intel01" -->
```

That's all there is to it! When you specify a banner id, that is the only banner that will show up in that spot.

For non-SSI ads you can also specify the banner id. Examples are provided in the package when you purchase.

Let Ad Eagle
Suite serve
your ads!

Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Removing A Client

Remove a client by selecting the client in the lower section of the main menu where it says, what else -> "Remove a Client".

When you click the "Remove This Client" button you will be brought to a confirmation page where you will be asked to continue if you are sure you wish to remove this client, or return to the main menu and forget about it.

If you click the confirmation button here, the client is gone. All banners for this client, and all references to them will be totally removed from the system.

The confirmation is a safe guard against accidentally deleting the wrong customer.

You can also [suspend a client](#) which stops their ads from running, but allows the client to still log in and view their stats, and they can be reinstated but "reactivating" them.

[Back to the Users Guide](#)

Let Ad Eagle
Suite serve
your ads!

Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements
<p>This site is a © production of Veinotte.com International, Inc. Contact the Webmaster with questions or comments regarding this site.</p>					

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to know Ad Eagle Suite



Let Ad Eagle Suite serve your ads!

Information
Contact Us
News
Support
Other Software

Users Guide Suspending Clients

From the main menu you can suspend a client with the click of a button. Doing so turns off all the banners that client has in the system. They are not removed: they are simply suspended and will not run until either the client is reinstated, or one of their ads is reinstated. Suspended clients have an "S" by their name in the main menu.

If a banner for a client is reinstated, that client is no longer marked as suspended. Then turning all of their ads back on must be done one at a time.

Stats are still available to suspended clients.

You can reinstate a client at any time from the main menu.

[Back to the Users Guide](#)

Options
Licensing Options
Hosted Solutions
Free Version
Resellers
Free Trial

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements
<p>This site is a © production of Veinotte.com International, Inc. Contact the Webmaster with questions or comments regarding this site.</p>					

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to know Ad Eagle Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other Software](#)



Users Guide Displaying Ads Within Other Scripts

There is a file included in the Ad Eagle Suite package called "include_ads.cgi". This is used for displaying ads within other programs. **Please note:** If you are using the JavaScript/IFrame code (recommended) to serve your ads none of this is necessary. You can simply place the Ad Eagle code in your templates or have it printed in the appropriate place in your scripts.

There are some differences in the include_ads.cgi file and the ads.cgi script, so trying to use the ads.cgi file for this purpose will likely cause you nothing but trouble (unless you are using IFrames in which case you do use ads.cgi).

The first thing you have to do to implement this feature is to add the following two lines somewhere within the script that you want to call banners in.

```
$location_of_ads = "/home/user/cgi-bin/ad-eagle/include_ads.cgi";
```

This must be the correct system path to the file. Then we tell the script to "require" it like so:

```
require "$location_of_ads";
```

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Options

[Licensing Options](#)

[Hosted Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

Now, we have all we need to get the banners. The next step is tricky and we will use a fairly popular script as an example: Matt Wright's [WWWBOARD](#) script. This script has a routine called "**return_html**" that is the page a user views after they post a message. We can put banners in this generated page fairly easily. First, in the beginning of the routine we must indicate which rotation we want to use. So right after the line that begins the subroutine -->

```
sub return_html {
```

We put the following two lines:

```
my $rtn = "main";  
my $bann = select_banner($rtn);
```

The line specifying the rotation is of course:

```
my $rtn="main";
```

And is set to whatever rotation you want to use.

The next line:

```
my $bann = select_banner($rtn);
```

actually grabs the banner info and places it in the variable \$bann so that we can now have this print out into the generated page wherever we chose. So if your script looked something like this:

```
print "Content-type: text/html\n\n";  
print "<html><head><title>Message Added: $subject</title></head>\n";  
print "<body bgcolor=\"#FCEED6\" TEXT=\"#000000\" LINK=\"  
\"#A44B0F\" VLINK=\"#B88527\">\n";
```

adding the following line would make the banner appear at the top of the page, centered:

```
print "<center>$bann</center>";
```

The main thing here is that wherever you place the variable \$bann is where your banner is going to appear.

Of course you can also just use the Non-SSI calls to display banners within generated pages.

For more complicated implementations please contact

support and we will assist you.

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to know Ad Eagle Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other Software](#)



Users Guide Using [timestamp] cache busters

Many banner serving companies use a timestamp or other method of cache busting. If you are serving banners from a third party, and they include a tag at the end of their IMG and A HREF tags like so:
ord=[timestamp]

or

n=[timestamp]

You can past their code into Ad-Eagle and the IMG and HREF tags will have the [timestamp] replaced with a different number each time.

This does require one configuration in the main configuration module. In the administration area go to "Edit System Configurations". The first item reads "Cachebusters (separated by commas).

This is an array of cachebusters that you may need to use. So, if you are having ads served from DoubleClick Inc. you would want **ord** to be in this array. Then when you past their code into the system, the banners will have the **ord=[timestamp]** replaced with **ord=983746463** when they are served.

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Options

[Licensing Options](#)

[Hosted Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

Add whatever cachebusters you need to this form field, with a comma between each one. If you don't have any ads that are being served in this way, simply leave the array empty by deleting the existing items in the form field. This way the system will not have to check for items in this array if you are not using them.

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

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Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to know Ad Eagle Suite



Let Ad Eagle Suite serve your ads!

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other Software](#)

Options

[Licensing Options](#)

[Hosted Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

**Users Guide
Displaying Banners Without SSI**

When using Ad-Eagle Suite without SSI we recommend that you use the JavaScript/IFrame code that comes with the package. If not, you can simply use the code below, but make sure that you have different numbers in the cb=001 section for each page that you are running banners on. Also, if you are placing multiple banners on a page, make sure the number in the cb= tag is different for each banner on that page.

Here is all you need to run non-SSI banners:

```
<A HREF="http://YOURDOMAIN.com/cgi-bin/ad-eagle/jump.cgi?rtn=perl;cb=001" target="_top">
<IMG BORDER=0 ALT="Click here to visit our sponsor"
SRC="http://YOURDOMAIN.com/cgi-bin/ad-eagle/remote.cgi?rtn=perl;cb=001" WIDTH="468" HEIGHT="60"></A>
```

Of course you may change the target, and if you wish to add text beneath the banners you can do so like this:

```
<A HREF="http://YOURDOMAIN.com/cgi-bin/ad-eagle/jump.cgi?rtn=perl;cb=004" target="_blank">
<IMG BORDER=0 ALT="Click here to visit our sponsor"
SRC="http://YOURDOMAIN.com/cgi-bin/ad-eagle/remote.cgi?rtn=perl;cb=004" WIDTH="468" HEIGHT="60"><br>
<font face="Verdana,Arial" size="2">Click here to visit our sponsor!</font></A>
```

Example ad

Reliable Web Hosting	Affordable Web Design
Click here to visit our sponsor!	

NOTE: You set your rotations with the rtn= tag. If you leave the rtn section out the default rotation will be used. If you are wondering

what the cb means, it stand for cache buster. Each banner must have cb=SOME-NUMBER in order for clicks to be properly directed and logged.

We **strongly** recommend that the JavaScript distributed with the package be used for showing non-SSI banners.

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Running Text Only Ads

When you insert a new text ad the form you fill out differs slightly from the regular banner ads, but it is still straight forward and calling text ads uses the exact same calls as regular banner ads. Whether calling text, HTML, or banner ads with SSI the call does not change. The system recognizes the banner type and acts appropriately.

[Adding HTML ads](#) however, does have one additional step. You must replace the URL in your html with % URL% and then use the actual URL in the URL field. The system cannot track clicks for HTML ads unless you add them correctly, replacing the url in your HTML code with %URL% and adding the actual URL in the URL field.

Text only ads are shown using the font that you have specified in your system configurations as the **text_ad_font**

[Back to the Users Guide](#)

Let Ad Eagle
Suite serve
your ads!

Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements
<p>This site is a © production of Veinotte.com International, Inc. Contact the Webmaster with questions or comments regarding this site.</p>					

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Running Flash File Ads

Running Flash files as banners takes some extra work. You can display them easily as HTML (rich media) ads, but in order to track click-throughs you will have to edit the Flash file to redirect to ad-eagle, building the URL into the file. The URL would read something like this:

`http://www.yoursite.com/cgi-bin/ad-eagle/go.cgi?rotation=RotationName&id=BannerID`

So, you will have to decide on the banner's id before adding it to the system, and use that id in the URL above.

If you have more questions on this please let us know.

[Back to the Users Guide](#)

Let Ad Eagle
Suite serve
your ads!

Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to know Ad Eagle Suite



Let Ad Eagle Suite serve your ads!

Information
Contact Us
News
Support
Other Software

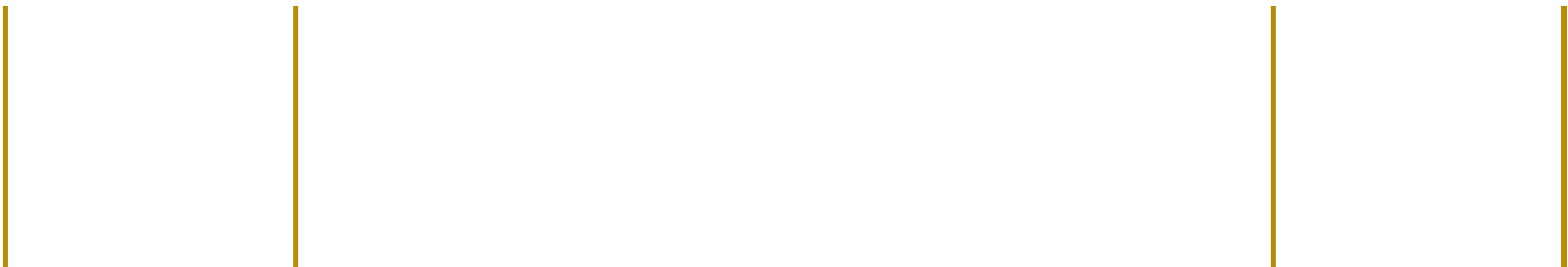
Users Guide Suspending Ads

Options
Licensing Options
Hosted Solutions
Free Version
Resellers
Free Trial

When you view ads they will have a "suspend" button below them. If you use this feature that particular ad will be turned off, no longer running in the system. It does not remove the ad -> Just suspends it. If a client logs in to view their stats while one or all of their ads have been suspended they will still have access to the stats for those ads.

You can reinstate an ad at any time. When viewing ads, if there are any that are suspended there will be a reactivate button below it. One click and that ad is back in circulation. If you [suspend a client](#) then all ads for that client are turned off.

[Back to the Users Guide](#)



Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to know Ad Eagle Suite



Let Ad Eagle Suite serve your ads!

Information
Contact Us
News
Support
Other Software

Users Guide
Running ads on specific hours and / or days

You can set run times for ads when you first insert them, and you can edit these runtimes on any ad in the system. However, we do suggest that you use this feature when needed, and do not needlessly set hours and days for ads that can be shown constantly. If you have hundreds of ads in the system that are running ad different times and hours the program will have to work harder once an hour to sort them out and turn them on and off. So, if an ad has no reason to be turned on and off, leave all run hours and run days selected when you insert the ad.

However, when used here is how it works:

If you do not "select all" in the run hours and run days when inserting a new ad, the ad will run only on the hours and days that you have selected. So if you select 9am, 10am, 11am, 12pm, 1pm, 2pm, 3pm, 4pm in the run hours, and Monday, Tuesday, Wednesday, Thursday, Friday for the run days, this ad will be shown from 9 to 5, Monday thru Friday.

If you have any other questions about run times, please contact support.

Options
Licensing Options
Hosted Solutions
Free Version
Resellers
Free Trial

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Ratios

You can set ratios for ads when you insert them, and can change the ratio on any ad at any time. This feature will not appeal to low traffic sites however, and should not be used for ads in rotations that are used more than once per page. On low traffic sites ads will be duplicated in this case.

However, when rotations are not used more than once per page, setting ratios will work as expected: if an ad is set to 3:1 that ad will be shown three times before the system goes on to show the next one in that rotation.

Again, if you have questions please contact support.

[Back to the Users Guide](#)

Let Ad Eagle
Suite serve
your ads!

Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

--	--	--	--	--	--

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to know Ad Eagle Suite



Let Ad Eagle Suite serve your ads!

Information
Contact Us
News
Support
Other Software

Users Guide Running under mod_perl

Options
Licensing Options
Hosted Solutions
Free Version
Resellers
Free Trial

Although we cannot offer mod_perl specific support, Ad Eagle Suite is able to run under mod_perl. In fact, for very high traffic sites we recommend that the ads.cgi, include_ads.pl and go.cgi scripts are run under it. If you are using non-SSI ads the remote.cgi and jump.cgi scripts should also be run under mod_perl.

The most common method of using mod_perl with Ad Eagle Suite is through the use of Apache::Registry. There are several variations on how to configure this, and we suggest you read the mod_perl documentation at <http://perl.apache.org> before attempting to use mod_perl if you are not familiar with it.

One example could be as follows:

Copy the ads.cgi, go.cgi, remote.cgi and jump.cgi scripts to a directory above your web root. Let's say your mod_perl scripts live in a directory called "perl". Then, assuming mod_perl is compiled and properly running, adding something like this to your server configs will work (this is assuming you are running Apache on Unix):

First set up an alias so that you can use a directory

above your web root to keep your mod_perl scripts. In your apache configs (in the correct location) this will work:

Alias /perl/ "/usr/local/apache/perl/"

Of course you have to change this to the correct path on your system.

Then use the following to make all the scripts in this directory run under Apache::Registry:

```
PerlModule Apache::Registry
<Location /perl>
SetHandler perl-script
PerlHandler Apache::Registry
Options ExecCGI
allow from all
PerlSendHeader On
</Location>
```

This is just one example and not necessarily the correct or best method for your server. You **MUST** check with your web host or system administrator if you are not familiar with using mod_perl.

mod_perl is **strongly** recommended for high traffic sites who want to run multiple ads per page. Be sure to read the mod_perl docs at <http://perl.apache.org>

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to know Ad Eagle Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other Software](#)



Users Guide Running with detailed_stats on

As of version 1.43 Ad Eagle Suite offers the ability to log and display daily breakdowns of views and clicks for your clients. For an example of how this data is displayed, log in here: http://cgi.veinotte.com/ads/customer_stats/

Username: demo
Password: banners

Because this feature consumes extra resources, the administration area allows you to turn detailed stats on or off, and has a setting for the length of time (in days) to keep this extra data.

For sites with very high traffic who are not running under mod_perl you may feel the extra weight if you are running multiple ads per page. However, if you are running under [mod_perl](#) the extra consumption of resources will not likely affect you.

This feature is off by default. When you install the program you will have to log into the admin area and go to "Edit System Configurations" and turn detailed_stats to "on". In the next field you will see "detailed_stats_life" and this is where you enter the max number of days to keep the extra data for each ad. We recommend a fairly low number to keep too

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Options

[Licensing Options](#)

[Hosted Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

much data from being saved, as the data files will grow about 145 bytes for each view or click logged. This adds up if you are running a lot of ads.

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

This site is a © production of [Veinotte.com International, Inc.](#)
Contact the [Webmaster](#) with questions or comments regarding this site.

Ad Eagle Suite Advertising Management Made Easy					
Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

Getting to
know
Ad Eagle
Suite

Information

[Contact Us](#)

[News](#)

[Support](#)

[Other
Software](#)



Users Guide Multiple Administrators Feature

As of version 2.0 Ad Eagle Suite offers the ability to add multiple administrators to the administration area. This allows you to assign separate user names and passwords to an unlimited number of sub-administrators. This can be used to delegate different advertising areas of your website, or (for web hosts) the ability to offer an advertising management package to your web hosting clients.

Each administrator added to the system can create their own rotations, add their own clients and ads. When they log in they will be shown only clients and rotations that are owned (have been added by) them. They also will not have access to the system configurations, except the default rotation settings for their rotations. They will not have access to rotations or clients owned by the super-user or other sub-administrators.

When the super-user logs into the system, they will have the option of logging in as a different user (if they have added sub-administrators already) or to continue to the main menu, where they will have full access to all clients and rotations in the system. If you have sub administrators, it would be wise to create a sub-admin account for yourself and

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Suite serve
your ads!

Options

[Licensing
Options](#)

[Hosted
Solutions](#)

[Free Version](#)

[Resellers](#)

[Free Trial](#)

managing your own ads from there. This way you will not be faced with all of the systems rotations and clients each time you log into the system. To edit the system configurations however, you will have to use the super-user account.

A Note To Web Hosting Companies

If you plan to offer Ad Eagle Suite as an advertising management solution for your hosting clients, we ***strongly*** recommend that you run the ad serving scripts under mod_perl and create an alias that can be called from any of your clients domains. We can assist with setting this up for you at no cost. Please note however, that we are unable to give mod_perl specific support. Please see the mod_perl documentation at <http://perl.apache.org>

If you would like more information on how Ad Eagle Suite can be used as a management solution for your clients, please [contact us](#).

[Back to the Users Guide](#)

Home	Overview	FAQ	Installation	Users Guide	Purchase
Free Version	Free Trial	Features	Pricing	Live Demo	Requirements

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Contact the [Webmaster](#) with questions or comments regarding this site.