

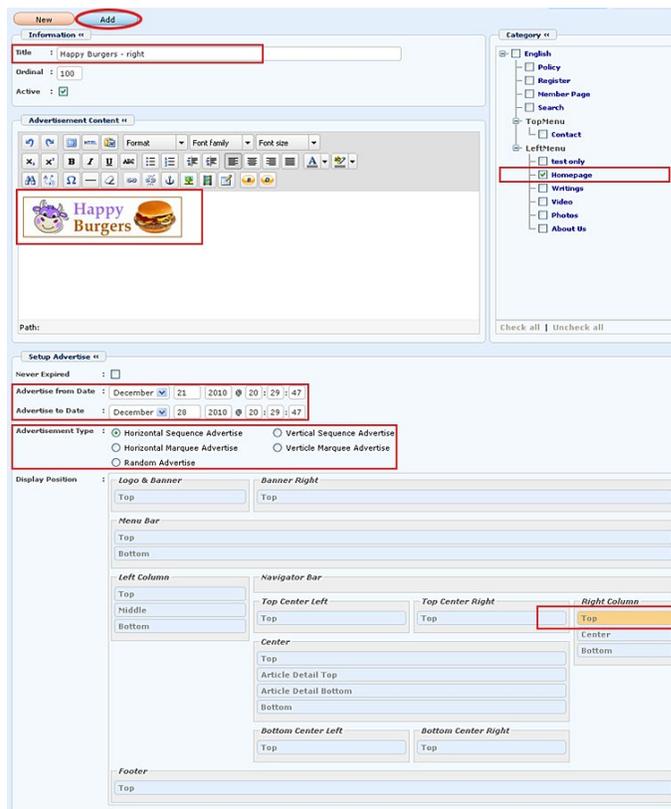
18. Display Types for Advertisements

You've already known that several ads can be placed at one specific position. You've also known briefly about available display types for advertisements. In this article, you will explore these display types in details. You will also practice using display types when you place several ads at one specific position.

In this example, you will add one more advertisement to the same position as we did for the previous ad. Suppose we have added the second ad which is Happy Burgers.



The record for this advertisement looks like this. Please note that we selected "Vertical Sequence" as the Display type and selected the TOP position of the right column for this ad.

A screenshot of a website administration interface. At the top, there are buttons for "New" and "Add". Below is the "Information" section with fields for "Title" (Happy Burgers - right), "Ordinal" (100), and "Active" (checked). The "Advertisement Content" section shows a rich text editor with the "Happy Burgers" banner image. The "Setup Advertise" section includes "Never Expired" (unchecked), "Advertise from Date" (December 21, 2010), and "Advertise to Date" (December 20, 2010). Under "Advertisement Type", "Vertical Sequence Advertise" is selected. The "Display Position" section has a grid of options; "Right Column" is selected, and within it, "Top" is highlighted in orange. A "Category" sidebar on the right shows a tree structure with "Homepage" selected.

The website will now have two advertisements at the top position of the right column.

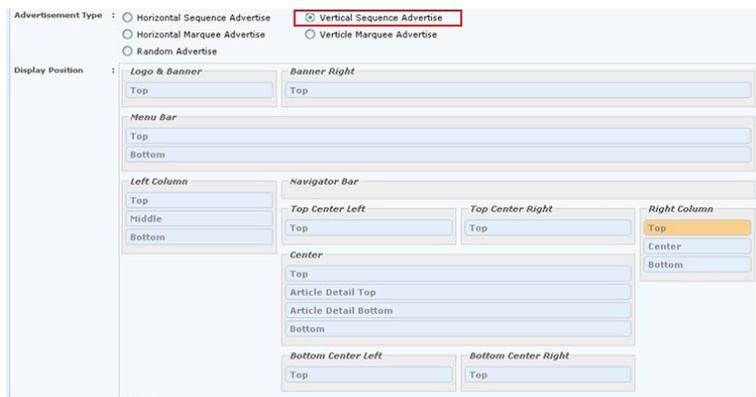
Display types for advertisements

We will now explore the different display types for the advertisements.

A. Vertical Sequence

B.

The Homepage with 2 advertisements just added will look similar to this because you selected “Vertical sequence” as the display type for both of them.

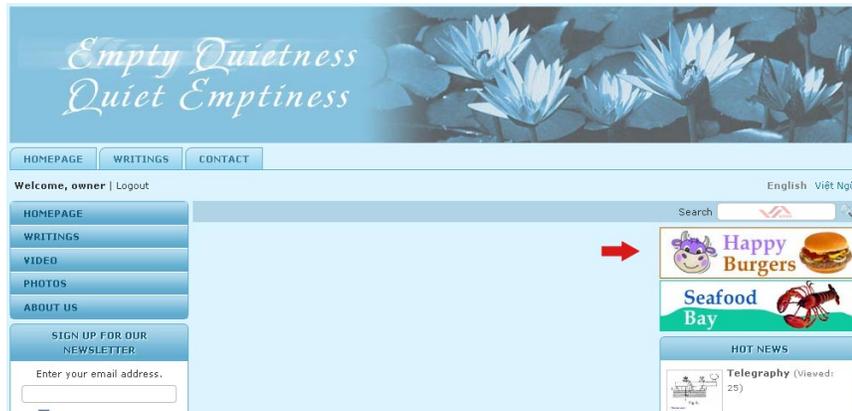


This display type is suitable for a narrow position. The ads should be of the same width.

The order of appearance will follow the date you post these advertisements. That means: the newest ad will appear at the bottom. However, you can manually change this order by editing the number in the “Ordinal” box.



When you add a new advertisement, the default number in the Ordinal box is “100”. An ad with the smaller Ordinal number will appear before the other ads. In this example, if you change this number to “99” for “Happy Burgers”, it will appear above “Seafood Bay”.



C. Horizontal Sequence

D.

Now, let’s place both advertisements to the top position of the center column and select “Horizontal Sequence” as the display type for both of them. The web page will look like this.



Advertisement Type : Horizontal Sequence Advertise Vertical Sequence Advertise
 Horizontal Marquee Advertise Vertical Marquee Advertise
 Random Advertise

Display Position :

Logo & Banner
 Top
 Bottom

Menu Bar
 Top
 Bottom

Left Column
 Top
 Middle
 Bottom

Navigator Bar

Top Center Left
 Top

Top Center Right
 Top

Center
 Top
 Article Detail Top
 Article Detail Bottom
 Bottom

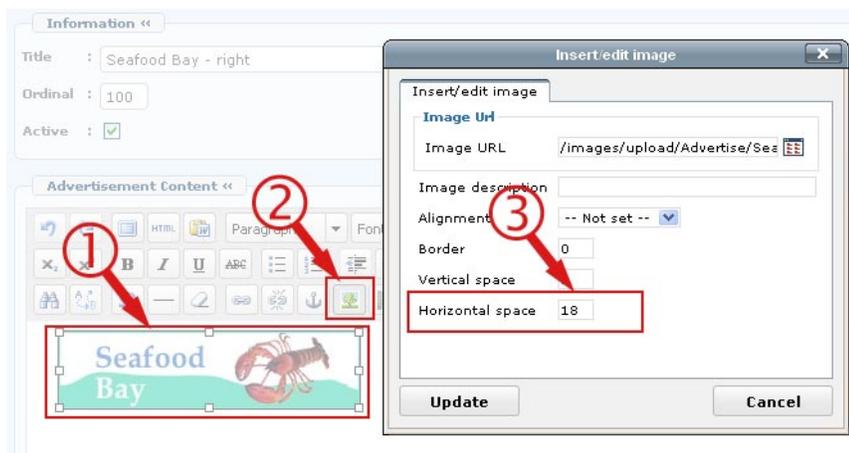
Bottom Center Left
 Top

Bottom Center Right
 Top

Right Column
 Top
 Center
 Bottom

This display type is suitable for a wide position. But the ads should be of the same height.

The ads do not look nice on the web page at this moment because they do not fit the whole width of this position. We should make these ads wider or use the horizontal space to arrange them.



Let's change the horizontal spaces of these 2 ads.

1. Click the ad image.
2. Then, click the "Insert/edit Image" icon.

3. Enter “18” into the “Horizontal space” box.
 4. Click “Update” on this screen.
 5. Then, click the “Update” button of the record.
- Repeat these steps for the second advertisement.

After the horizontal spaces are changed, the web page will look like this.



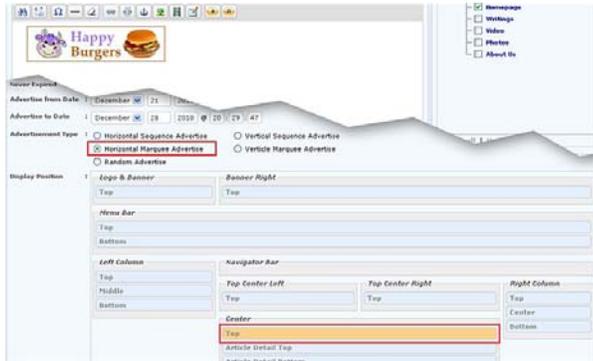
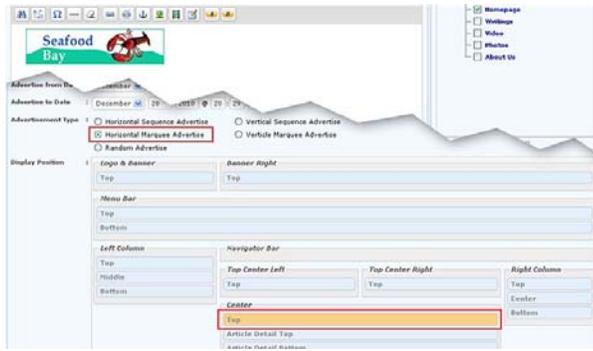
E. Horizontal marquee (i.e.: crawling)



Suppose your website already has 2 advertisements at the top center column position. You may apply “Horizontal marquee” as the display type for these ads. These ads will be crawling (or moving horizontally) from left to right.

To make it possible, you will need to select “Horizontal Marquee” as the display type for both of these advertisement records. Remember to click the “Update” button after making changes.

These records will look like these.



Next, go to your website to check if these ads have been moving horizontally.



With this display type, you can place as many ads as you want at this position, but the ads should be of the same height.

F. Vertical marquee (i.e.: pulling up)

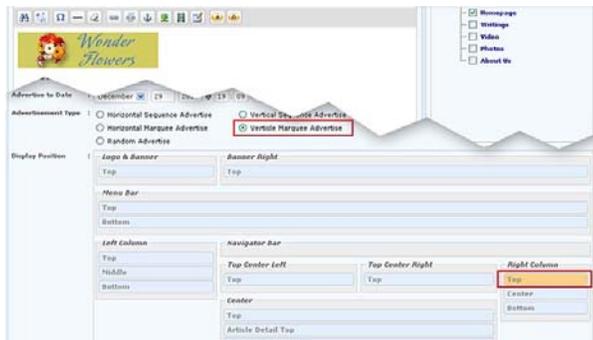
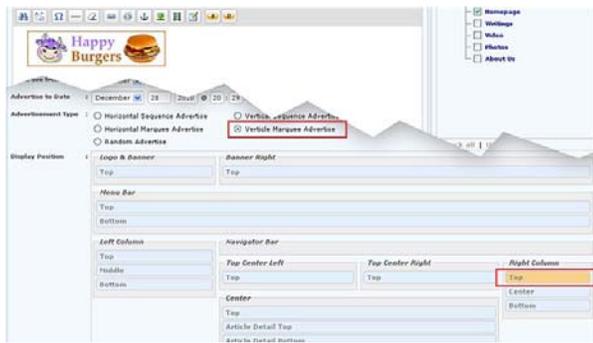
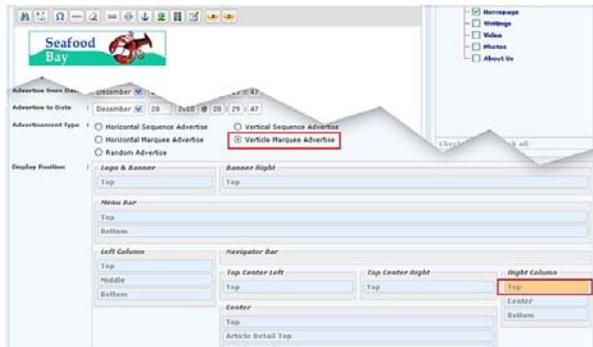


This display type requires at least 3 ads at the same position.

Suppose your website already has 3 advertisements at the top right column position. You may apply “Vertical marquee” as the display type for these ads. These ads will be pulling up after a delay time of few seconds.

To make it possible, you will need to select “Vertical Marquee” as the display type for all these advertisement records. Remember to click the “Update” button after making changes.

These records will look like these.



Next, go to your website to check if these ads have been moving vertically.



With this display type, you can place as many ads as you want at this position, but the ads should be of the same width.

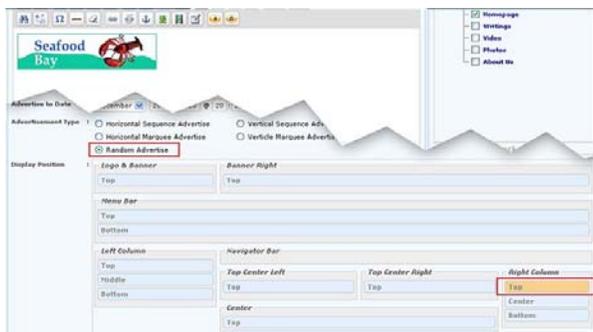
G. Random Timeshare

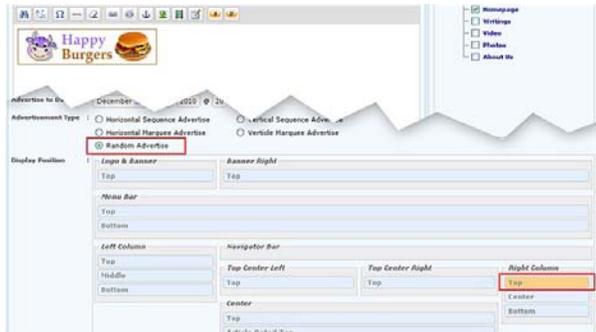
This display type uses the same space to display any number of ads, one after another (i.e.: timeshare). Each ad will appear for a few seconds. You can place as many ads as you want at the same position, but the ads should be of the same size.

In this example, you will apply this style for the 2 ads at the top right column position.

To make it possible, you will need to select “Random Timeshare” as the display type for both advertisement records. Remember to click the “Update” button after making changes.

These records will look like these.





Next, go to your website to check if these ads have been displayed correctly. The first ad will appear for a few seconds.



Then, the second ad will appear.

