# **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 advetisement 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.

			Category	"
Be : Happy Bu	irgers - right		8- 🗌 Engli	sh
rdinal : 100			- 🗆 P	olicy
ctive : 🗹				egister Iember Page
			- 🗆 s	earch
Advertisement Co	ontent «		G- Top	Menu
м) (N 🛄 нта.	🔯 Format 💌 Font far	mily 👻 Font size 💌	B- Left	_] Contact Menu
X <sub>i</sub> X <sup>i</sup> B I	및 A¥ 등 등 한 한	■ = = <b>▲</b> • <u>*</u> •	+c	test only
A 🕼 Ω —	2 == 👙 🕹 🗷 📘	2 😐 😐	-6	Homepage
<i>A</i>				_ Writings Video
Bu	rgers			Photos About Us
Path:			Check all	I Uncheck all
aun:				I Uncheck an
ever Expired	:			
Idvertise from Date	: December 💌 21 20	10 @ 20 : 29 : 47		
Idvertise from Date	: December 💌 21 20 : December 💌 28 20	10 @ 20 : 29 : 47 10 @ 20 : 29 : 47		
Idvertise from Date Idvertise to Date Idvertisement Type	December      21     20     20     20     20     20	10 @ 20 : 29 : 47 10 @ 20 : 29 : 47 vertise O Vertical Sequence Adver	tice	
idvertise from Date idvertise to Date idvertisement Type	21 20     21 20     20 20     20 20     40rizontal Sequence Adv     0 Horizontal Marguee Adv	10 @ 20 : 29 : 47 10 @ 20 : 29 : 47 vertise O Vertical Sequence Adverti ertise O Verticle Marquee Adverti	tise se	
dvertise from Date dvertise to Date dvertisement Type	December      21     20     20     20     20     0 Horizontal Sequence Adv     Horizontal Marquee Adv     Randem Advertise	10 • 20 : 29 : 47 10 • 20 : 29 : 47 10 • 20 : 29 : 47 vertise O Vertical Sequence Advert O Verticle Marquee Adverti	tise Se	
dvertise from Date dvertise to Date dvertisement Type splay Position	2 December      21 20     20     20 20     20 20     40rizontal Sequence Ad     Horizontal Marquee Adv     Randem Advertise     Logo & Banner	10 © 20 ; 29 ; 47 10 © 20 ; 29 ; 47 vertise O Vertical Sequence Adverti Banner Right	tise Se	
dvertise from Date dvertise to Date dvertisement Type isplay Position	December      21 20     December      28 20     December      20 20     Ohrizontal Sequence Adv     Ohrizontal Marquee Adv     O Randem Advertise     Logo & Banner     Top	10 @ 20 ; 29 ; 47 10 @ 20 ; 29 ; 47 vertise O Vertical Sequence Advert O Vertical Marquee Adverti Banner Right Top	tise 30	
dvertise from Date dvertise to Date dvertisement Type isplay Position	December      21 20     December      28 20     December      20 20     December      20 20     Dotate Sequence Ad     O Horizontal Marquee Advective     Randem Advertive     Logo & Banner     Top     Monu Bar	10 @ 20 ; 29 ; 47 10 @ 20 ; 29 ; 47 C Vertical Sequence Adverti C Vertical Marquee Adverti Danner Right Top	1950 59	
dvertise from Date dvertise to Date dvertisement Type isplay Position	December 2     21 20     20     December 2     28 20     0 Horizontal Sequence Adv     O Horizontal Marquee Adv     O Randem Advertise     Logo & Banner     Top     Menu Bar     Top	10         0         20         29         47           10         20         20         9         47           O Vertical Sequence Advert           0         Vertical Marques Advert           Banner Right           Top         Top	tise	
dvertise from Date (dvertise to Date (dvertisement Type isplay Position	1         December @ 21         20           2         December @ 28         20           2         O Horizontal Sequence Add         Hardwardse           4         Marken Advertise         1           7         Top         1           8         Top         1           Bottern         Top         1	20 0 (20 ; 20 ; 42 ) 30 0 (20 ; 20 ; 42 ) 47 (20 ; 20 ; 12 ) ○ Vertical Sequence Advert ○ Vertical Sequence Advert 0 Vertical Sequence Advert 0 Vertical Sequence Advert 0 Top	15e 39	
dvertise from Date dvertise to Date dvertisement Type isplay Position	1         December @ 21         20           2         December @ 28         20           2         ® Hericontal Sequence Ad- Hericontal Narcues Adv         Random Adventise           1         Logo & Banner Top         Top           1         Bottom         Left Column	10 0 (20); (25) (47) 10 0 (20); (25) (47) 10 0 (20); (25) (47) ○ Vertical Sequence Advert 0 Vertical Keruce Advert Banner Right Top Navigator Bar	85e 99	
idvertise from Date Idvertise to Date Idvertisement Type Hsplay Position	1         December @ 21         20           2         December @ 28         20           2         O Harizental Sequence Advectise           1         Dogo & Banner           Top           Motion           Data           Top           Bottom           Left Column           Top           Top	10 0 20 ; 25 ; 47 10 0 20 ; 25 ; 47 10 0 20 ; 28 ; 47 0 Verbal Sequence Advert 0 Verbal Sequence Advert 0 Top Top Navigator Bar Top		
dvertise from Date	1         December @ 21         20           2         December @ 20         20           3         2         O Harizontal Sequence Ad- harizontal Marques Adv           0         Harizontal Sequence Ad- harizontal Sequence Ad- harizontal Marques Adv           1         Logo & Banner           Top         Bottom           Left Column         Top           Tride         Hiddle	10 0 20 : 29 : 47 10 0 20 : 29 : 47 O Vertical Sequence Advert Danner Right Tup Navigator Bar Typ Conter Left Typ Conter Left	Top Center Right	Right Column
dvertise from Date dvertise to Date dvertisement Type isplay Position	1         December @ 21         20           2         December @ 28         20           3         O Horizontal Sequence Ad- Horizontal Narquee Adv         Random Advertise           1         Ogo & Banner         Top           Top         Bottom         Left Column           Top         Horizontal Bottom           Left Column         Top           Hiddle         Bottom	10 0 (20); 25   47 10 0 (20); 29   47 Vertical Sequence Advert 0 Vertical Naruse Advert 0 Anner Right Top Navigator Bar Top Center Left Top	tise se Top Center Blyht Top	Bight Column Top Conter
Idvertise from Date	?         December @ 21         20           ?         December @ 28         20           ?         December @ 28         20           ?         Othorisonal Sequence Advectise           Observation         Mardom Advectise           ?         Top           ?         Top           Bottom         Top           Extern         CfC Opm           Top         Privide           Bottom         Extern	10 0 20 ; 25 ; 47 10 0 20 ; 28 ; 47 0 Vertical Sequence Advect Vertical Comparison of the sequence Advect 0 Vertical Sequence Advect 1 Top 1 Top	Top Center Right	Right Column Top Center Enform
dvertise from Date dvertise to Date dvertisement Type isplay Position	1         December 20         21         20           2         December 20         20         20           2         0         Marizontal Sequence Ad- brarcontal Arcures Adv         December 20           2         0         Marizontal Sequence Ad- brarcontal Arcures Adv         December 20           2         0         Bandom Advertise         December 20           1         Logo & Banner         Top Bottom         December 20           1         Logo & Column         Left Column         December 20           1         Logo & Column         December 20         December 20	10 0 20 ; 20 ; 42 ] 10 0 20 ; 20 ; 42 ] O Vertical Sequence Advert O Vertical Sequence Advert Danner Right Top Navigator Bar Top Center Left Top Center Top	tise 3 Γορ Center Right Τορ	- Bight Column Top Center Bottom
idvortise from Data Idvortise to Data Idvortisenent Type Nisplay Position	1         December @ 21         20           2         December @ 28         20           2         ® Horizontal Sequence Ad- herizontal Narquee Adv         Random Advertise           1         Logo & Banner         Top           10         Bottom         Entrophysical Narquee Advertise           1         Logo & Banner         Top           1         Determine         Entrophysical Narquee Advertise           1         Logo & Banner         Top           1         Determine         Entrophysical Narquee Advertise           1         Logo & Banner         Top           1         Bottom         Entrophysical Narquee Advertise	10         0         20         12         14           10         0         20         12         14           10         0         20         12         14           10         0         20         12         14           10         0         20         12         14           10         0         20         12         14           10         0         20         12         14           10         0         20         12         14           10         0         20         12         14           10         0         20         12         14           10         0         20         12         14           11         0         20         12         14           11         0         20         12         12           11         0         20         12         12         12           11         11         12         12         12         12         12           11         12         12         12         12         12         12         12         12         12	tise 59 Top Center Right Top	Bight Column Top Coster Bottom
Idvertise From Date	1         December @ 21         20           2         December @ 28         20           3         Othersbard Sequence Advectise         Othersbard Sequence Advectise           4         December @ 28         20           5         Othersbard Margues Advectise         Othersbard Margues Advectise           6         Logo & Banner         Top           7         Top         December @ 28           8         December @ 28         December @ 28           7         Top         December @ 28           8         December @ 28         December @ 28           16         December @ 28         December @ 28           17         December @ 28         December @ 28           16         December @ 28         December @ 28           17         December @ 28         December @ 28           16         December @ 28         December @ 28           16         December @ 28         December @ 28           16         December @ 28         December @ 28           17         December @ 28         December @ 28           16         December @ 28         December @ 28           16         December @ 28         December @ 28           16	10 0 20 ; 25 ; 47 10 0 20 ; 28 ; 47 0 Vertical Sequence Advert 0 Vertical Sequence Advert 1 Top 1 Top 1 Top 1 Top 1 Conter Fort 1 C	Top Center Blyht Top	Bight Column Top Coster Bottem
udvortise from Data udvortise to Data udvortisement Type Hoplay Pesitien	1         December @ 21         20           2         December @ 20         20           3         0         Marizonial Sequence Advectise           4         Optimizational Marquee Advectise           1         Optimizational Marquee Advectise	10 0 20 ; 20 ; 20 ; 47 30 0 20 ; 20 ; 47 O Vertical Sequence Advert Danner Right Top Navigator Bar Top Center Top Center Top Article Detail Top Article Detail Top Battom	tise 3 Γορ Center Hight Τορ	- Right Column Top Center Bottom
dvartise from Data dvartise to Data dvartisement Type toplay Position	2         December w 21         20         20           1         December w 28         28         20           2         0         Mericotal Requeet Adv         0           0         Random Advertise         0         0         0           1         Operative Advertise         0         0         0         0           1         Operative Advertise         0 <td>10       0       20       120       147         10       0       20       120       147         10       0       20       120       147         10       0       20       120       147         10       0       0       Vertical Sequence Advert         11       0       0       Vertical Sequence Advert         11       0       0       Vertical Sequence Advert         12       0       0       Vertical Sequence Advert         13       0       0       Vertical Sequence Advert         14       0       0       Vertical Sequence Advert         15       0       Vertical Sequence Advert       10         14       0       0       Vertical Sequence Advert         15       0       0       Vertical Sequence Advert         16       0       0       Vertical Sequence Advert         17       0       0       Vertical Sequence Advert         16       0&lt;</td> <td>tise 9 Top Center Right Top</td> <td>Right Column Top Conter Bottem</td>	10       0       20       120       147         10       0       20       120       147         10       0       20       120       147         10       0       20       120       147         10       0       0       Vertical Sequence Advert         11       0       0       Vertical Sequence Advert         11       0       0       Vertical Sequence Advert         12       0       0       Vertical Sequence Advert         13       0       0       Vertical Sequence Advert         14       0       0       Vertical Sequence Advert         15       0       Vertical Sequence Advert       10         14       0       0       Vertical Sequence Advert         15       0       0       Vertical Sequence Advert         16       0       0       Vertical Sequence Advert         17       0       0       Vertical Sequence Advert         16       0<	tise 9 Top Center Right Top	Right Column Top Conter Bottem
dvertise from Data dvertise to Data dvertisensent Type toplay Position	1         December @ 21         20           2         December @ 28         20           2         Othersbard Sequence Advectise         Othersbard Sequence Advectise           0         Marizontal Marques Advectise         December @ 28           1         Docember @ 28         December @ 28           1         Top         December @ 28           1         December @ 28         December @ 28	10 0 20 ; 25 ; 47 10 0 20 ; 25 ; 47 10 0 20 ; 28 ) ; 47 0 Vertical Sequence Advert 0 Vertical Sequence Advert 1 Top 1 Top 1 Top 1 Conter Fort 1 Top 2 Conter Fort 1 Co	Top Center Bight Top Center Right Top	Bight Column Top Coster Bottem
dvartise from Data dvartise to Data dvartisement Type toplay Peatien	?         December @ 21         20           ?         December @ 20         20           ?         December @ 20         20           ?         Morizontal Sequence Advectise            Marken divertise           ?         Opo & Bamer           Top           Bottom           CAR Column           Top           Priddle           Bottom	10     20     120     141       10     20     120     141       10     20     120     141       11     120     120     141       12     120     120     141       130     0     20     120       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     141       140     120     120     120       140     120     120     120       140     120     120 <td>tise Top Center Hight Τοp Bottom Center Right Τοp</td> <td>Bight Colume Top Center Bottom</td>	tise Top Center Hight Τοp Bottom Center Right Τοp	Bight Colume Top Center Bottom

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

Β.

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.

wanare are	warmine	FONTAFE			
Waterseament	wallends	CUNTACT		forded with test	
weitonie, waner ;	ration			English Prices	
HUNTPALE	_			Sector With a	
VIDEO		-		Seafood	
PHOTOS	_			Bay	
ABOUT US				Happy See	
NUN UF FO	IR DUN ->			Burgers 🖝	
NEWHERT	TER			HILT NEWS	
Enter your entail	i address.			A A H Telegraphy (viscodi	
D Laures to a	dauther's			The second secon	
agreement and te	rema of uns.			Con tringraphe (Vacuali 14)	
Submit Br	nut.				
WEBSTIE STA	TINUES			matory of radio	
Visitor				e.	
73					
Online					
Guest	10				
Advertisement	:Type :	Best viewed with fivefex, Chrome, 5	afari, Coara, IE 8 at resolution of 1024x768	Choose theme 1 Default 10	
Advertisement	:Type :	Best viewed with Fireflax, Chrome, 5     Horizontal Sequence Advertise     Horizontal Marquee Advertise     Bandom Advertise	alari, Oaera, III 8 at resolution of 1024x748 ② Vertical Sequence Advert ○ Verticle Marquee Adverti	Choose Bane ( Default ) (	
Advertisement Display Positio	:Type :	Best veend with firster, Cheene, 3 Horizontal Sequence Advertise Horizontal Marquee Advertise Random Advertise Loga & Banger	Sours, III & st resolution of 1024-246     Ourrical Sequence Advert     O Vertical Marquee Adverti     Banner Blaht	Choise Bane ( Default 🕷 🖋	
Advertisement Display Positio	:Type : n :	Best viewed with Fireful, Channe, 3     Horizontal Sequence Advertise     Horizontal Marquee Advertise     Random Advertise     Logo & Banner     Ton	Vertical Sequence Advert     Vertical Marquee Adverti     Verticle Marquee Adverti	Conses Bener ( Dotyali ini 🗶	
Advertisement Display Positio	:Type : n :	Best viewed with First Chrome, 5 Horizontal Sequence Advertise Horizontal Marquee Advertise Cogo & Bandem Advertise Top	der, Geers, II is in resolution of 1204-198 Vertical Sequence Adverti Varticle Marquee Adverti Banner Right Top	Choose theme ( Debut . M ) +	
Advertisement Display Positio	tType : n I	Best vewed with firefst: Chrome, 5     Horizontal Sequence Advertise     Horizontal Marquee Advertise     Random Advertise     Logo & Banner     Top     Nenu Bar	vier, Caera, il è si resoldan d'1124-146 ② Vertical Sequence Advert ③ Verticle Marquee Adverti <i>Banner Right</i> Top	Closes Beng ( Debut N )	
Advertisement Display Positio	tType : n t	Best Need with Finds, Chrome, S Horizontal Sequence Advertise Horizontal Marquee Advertise Rendom Advertise Logo & Banner Top Menu Bar Top	den, Gern, H & et rendelen of 13104/96 Vertical Sequence Advert Verticle Marquee Adverti Banner Right Top	Conge Tenne ( Delya) in ,	
Advertisement Display Position	tType : n t	Best veered with finds: Chreen, 5     Horizontal Sequence Advertise     Horizontal Marque Advertise     Logo & Banner     Top     Meau Bar     Top     Bottom	den, Garen, ill 6 at renolden of 12104/96 Vertical Sequence Adverti Verticle Marquee Adverti Banner Right Top	Choose theme ( Debut ) w	
Advertisement Display Positio	:Type : n I	Bet verse with firsts: Chreme, 5     Horizontal Sequence Advertise     Horizontal Marquee Advertise     Goo & Banner     Top     Menu Bar     Top     Bottom	den, Caera, il è si renaldan d'1124-146 Vertical Sequence Adverti Vertica Marquee Adverti Banner Right Top	Closes Beng ( Debyli M ) (	
Advertisement Display Positio	:Type : n i	Best veerd with Find'ss, Chrome, S ( Horizontal Bequence Advertise Horizontal Marquee Advertise Random Advertise Logo & Banner Top Menu Bar Top Bottom Left Column	dan, Carra, H & at rendelane of 12124/161 Vertical Sequence Adverti Durticle Marquee Adverti Banner Right Top Navigator Bar	Chease Here ( Debut ) a	
Advertisement Display Positio	:Type : n I	Best veerd with finds: Chreen, 5     Horizontal Sequence Advertise     Horizontal Marque Advertise     Logo & Banner     Top     Meau Bar     Top     Bottom     Left Column     Top	dun, Carra, II & ar rendolan of 12124/161                • Vartical Sequence Adverti                 • Vartice Marquee Adverti                 Banner Right                 Top                 Navigator Bar                 Top Center Left	Cheese Beers ( Delya) V v	Right Colum
Advertisement Display Positio	:Type : n I	best viewed with five1ss, Chrome, S ( Horizontal Sequence Advertise ( Horizontal Marquee Advertise ( Dogo & Banner Top ( Nenus Bar Top Bottom Left Column Top Hoidle	den Gere, if 8 er rendeten of 1204/94	Course News ( Debut ) ( )	Right Colum
Advertisement Display Position	:Type : n :	Best veerd with finds, Chreen, S     Horizontal Bequence Advertise     Horizontal Marquee Advertise     Logo & Banner     Top     Bottom     Left Column     Top     Hiddle     Bottom	dan, Caren, il è ai renoldano d' 1210-198 Vertical Sequence Adverti D'Uerticle Marquee Adverti Banner Right Top Navigator Bar Top Center Left Top	Chease Heres ( Deluit ) +	Right Colum Top
Advertisement Display Positio	Type :	Best veerd with finds: Chreen, 5     Horizontal Sequence Advertise     Horizontal Marque Advertise     Logo & Banner     Top     Neau Bar     Top     Bottom     Left Column     Top     Hiddle     Bottom	dus, Cares, II & at rendotes of 12124/161  Vertical Sequence Advert  Vertical Marquee Advert  Banner Right  Top  Navigator Bar  Top Center Left  Top  Center	Cheese Beers ( Delya) V v	Right Colum Top Center
Advertisement Display Position	Type :	best veerd with findts, Chrome, S      Horizontal Sequence Advertise     Horizontal Marquee Advertise     logo & Banner     Top     Nenu Bar     Top     Bottom     Left Column     Top     Hiddle     Bottom	dan, Garen, II & at renelation of 1210-1761                Wertical Sequence Adverti                Wertical Sequence Adverti                Banner Right                 Top                 Registry and the sequence Adverti                Banner Right                 Top                 Center Left                Top	Conservation of the second sec	Right Colum Top Tonter Bottom
Advertisement Display Positie	:Type :	best veerd with findts, Chreen, 3  Horizontal Bequence Advertise  Horizontal Marquee Advertise  Logo & Banner  Top  Nenu Bar  Top  Bottom  Left Column  Top  Hiddle  Bottom	dan, Caren, il è si renoldano d' 1210-196 Vertical Sequence Adverti Dertical Marquee Adverti Banner Right Top Navigator Bar Top Center Left Top Center Top Article Detail Top	Consert Here ( Deluit ) +	Right Colum Top Center Bottom
Advertisement	Type :	bezt veerd eith Fridrix, Chrone, S  Horizontal Sequence Advertise Horizontal Marquee Advertise Random Advertise Royce & Banner Top Roeus Bar Top Bottom Left Column Log Column Hiddle Bottom	den Geres, il è si rendeles el 1924/94   Vertical Sequence Advert  Vertical Sequence Advert  Banner Right  Top  Navigator Bar  Top Center Left  Top  Center  Top Article Detail Top Article Detail Botom	Consess Heres ( Delya) I a	Right Colum Top Center Bottom
Advertisement Display Position	Type :	best veerd with findts, Chrome, S      Horizontal Sequence Advertise     Random Advertise     logo & Banner     Top     Nenu Bar     Top     Bottom     Left Column     Top     Iniddle     Bottom	den, Gere, II & at rendeles of 1004/98 Vertical Sequence Adverti Danner Right Top Navigator Bar Top Center Left Top Center Top Article Detail Top Article Detail Bottom Bottom	Concert Rene ( Detail ) a	Right Column Conter Bottom
Adværtisement	n :	best veerd with findts, Chreme, S  horizontal Sequence Advertise harizontal Marquee Advertise kopo & Banner Top Nenu Bar Top Bottom Left Column Top Hiddle Bottom	den, Caren, il è si renelation of 1210-1761  Vertical Sequence Advert  Vertical Marquee Advert  Banner Right  Top  Navigator Bar  Top Center Left  Top  Article Detail Bottom  Bottom Center Left	Conserve Heres ( Detail ) (	Right Colum Top Center Bottom
Advertisement Display Position	n í	bezt veerd eith Netts, Chrone, S      Horizontal Sequence Advertise     Horizontal Marquee Advertise     Random Advertise     Top     Top     Bottom     Ieft Column     Top     Hiddle     Bottom	den Cares, il è s' rendelan el 1924/94   Vertical Sequence Advert  Vertical Sequence Advert  Banner Right  Top  Navigator Bar  Top Center Left  Top  Center  Top  Article Detail Bottom  Bottom  Bottom Center Left	Conserts Heres ( Delya) ( )	Right Colum Top Center Bottom

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.

Title	:[	Нарр	y Bur	rgers	- rigt	ıt					
Ordina Active Ad	al : ( 2 : ( Ivertis	99 I	D nt Cor	ntent	: **						
2	6		HTML		For	nat		•	Fo	ont fa	mily
×	×	B	I	U	ABC	IΞ	ŧΞ			-	
an a	<b>≜</b> ,≩	Ω		2	නෙ	с. Š	ů		Ł		
	a.		-	_			-	1			

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.

				and the second
HEPAGE	RETDIGS CONTACT			
ame, awner   L	ogout		Engli	whi viet NoD
EFAGE			Search 📈	
TINGS	Seafood	A Hanny	HOT NEWS	
0	Bay	Burgers	Telegraphy	(Verent)
105			( State of the sta	
UTUS	10		Con E-mail displ	aces
STGN UP FOR NEWSLETT	OUR ER		a telegraphy	Neved: 14)
ter your email-	address.		History of re	otho
			(Vievedi 6)	
I agree to sub	iscriber's Malof use		land and a set	
Submit Em	4			
FRATE STAT	ISTUS			
usesite stat	ISTICS	vertice O Vertical Sequence &due	tice	×
isement Type	ISTICS	vertise O Vertical Sequence Adve O Verticle Marquee Advert	tise Se	×
rtéstitt STAT	ISTICS	vertise O Vertical Sequence Adve ortise O Vertice Marquee Advert Banner Right	tise Se	×
ressitie stat	C Horizontal Sequence Ad     Norizontal Marquee Adv     Random Advertise     Logo & Banner     Top	Vertise O Vertical Sequence Adver ertise O Vertical Marquee Advert Banner Right Top	tise Se	×
isement Type	ISTILS	Vertical Sequence Advert O Vertical Marquee Advert O Verticale Marquee Advert Banner Right Top	tise ise	
isement Type	ISTICS	Vertical Sequence Advert Vertical Marquee Advert Verticle Marquee Advert Banner Right Tep	tise Se	×
rebuille stat	ISTILS	Vertical Sequence Adve O Vertical Bequence Advert O Verticle Marquee Advert Banner Right Top	tiso Se	ÿ
restife stat	ISTICS	Vertical Sequence Adve ortica Vertical Sequence Advert Banner Right Top Navigator Bar	tise Se	×
rebstre star	ISTILS	Vertical Sequence Advert O Vertical Marquee Advert Banner Right Top Navigator Bar	tise ise	s
rebstre star	ISTICS	Vertise O Vertical Sequence Advert Verticle Marquee Advert Banner Right Tep Navigator Bar Top Center Left	tise Se Top Center Right	Right Column
ressifie stat	ISTILS	Vertical Sequence Adve ertise Vertical Marquee Advert Banner Right Top Navigator Bar Top Center Left Top	tise ise Top Center Right Top	Right Column Top
rEBSITE STAT	ISTICS	Vertical Sequence Advert O Vertical Marquee Advert Describe Banner Right Top Natrigator Bar Top Center Left Top Center	tise ise Top Center Right Top	Right Column Top Center
reporte stat	ISTILS	Vertical Sequence Advert Verticale Marquee Advert Banner Right Top Navigator Bar Top Center Left Top Conter Top	tise ise Top Center Right Top	Right Column Top Center Bottom
restrict stat	ISTICS	Vertise Overtical Sequence Advert Verticle Marquee Advert Banner Right Top Navigator Bar Top Center Left Top Center Top Article Detail Top	tise ie <i>Top Center Right</i> Top	Right Column Top Center Sottom
reporte Stat	ISTILS	Vertical Sequence Advert  Vertical Marquee Advert  Banner Right Top  Navigator Bar Top Center Left Top  Center Top Article Detail Botom	tise ise Top 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.

tle : Seafood Bay - right	Insert/edit image
dinal : 100 tive : 🗸	Insert/edit image Image Url Image URL /images/upload/Advertise/Sea
Paragrouph ▼ For ×. B Z U AR II II II AR 44 0 - 2 ∞ ∞ 0 U II	Alignment Border Vertical space Horizontal space 18
Seafood Bay	Update Cancel

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)

HOMEPAGE WRITINGS	CONTACT			
Welcome, owner   Logout				English Việt Ngữ
HOMEPAGE			Search	
WRITINGS	Seafood	Happy		HOT NEWS
VIDEO	Bay	Burgers S	4.39	Telegraphy (Viewed:
PHOTOS			"hitting"	25)
ABOUT US	←	<>	0	E-mail displaces
SIGN UP FOR OUR NEWSLETTER		1	w	telegraphy (Vieved: 14)

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.

Bay	d Gr			Wvilinge Wolee Flatte About Us
werten from Da	dembar b			
vertion to Date	December M 20 2010	0 (21) (22)		
wertservent Type	O Horizontal Sequence Advert     O Horizontal Margues Advert	tise O Vertical Sequence Adve	intise Nov	-
	O Random Advertise			
play Position	1 Logo & Banner	Danner Right		
	Tep	Tep		
	Menu bar			
	Top			
	eettem			
	Left Column	Navigator Bar		
	Тир	Too Center Left	Top Capter Right	Right Column
	Pliddle	Tap Contro Lett	Top Conter regin	Tan
	Battam	( tele	1 Contra	Evelor
		Center		Ballans
		Tep		( and a second s
		Article Detail Tep		
6 12 Ω -	2	{		2 Barragaga
Hand Hand	appy S	(		Burragalge     Weitings     Vedex     Photoe     Abaot the
Hand Hand	2 = 6 4 2 H			V Barrapaga Wetkaga Video Photo Adawit Ba
ar Lapret writes from Date	2 == 6 U 2 H 2 appy argers 1 December 2 21 Data 1 December 2 21 Data	f ( ( ( ( ( ( ( ( ( ( ( ( ( ( ( ( ( ( (		Y Beenegage Wittings Video Photos Adawd Ba
er Expert writing from Sale ertimeter to Date ertimeter to Date	2 w 00 L L L L L L L L L L L L L L L L L	( 10) (1)	Ap.	Borningsige     Workuga     Workug     Phatee     Absort the
a C H Bi or Fayeret ordina from Bale ordina for Bale ordina for Bale	2 w 67 U 2 H 2 Appy Solution of 21 Channel 1 December of 21 Channel 1 December of 21 Channel 2 Microsoft Stepper Advert C Responder Margues Advert C Andrea Advertise 1 Copp & Banner	() (d) (d) (() (	rtia tot	Beningsage     Wettings     Wettings     Wettings     Photon     Advent Str
ar Feyeret ertias from Bala ertissen to Data ertissen to Data	2 == 0 U R I 2 Appy Solution Advector Constant of the second structure of th	(a) (b) (b) (c) (c) (c) (c) (c) (c) (c) (c) (c) (c	rise	S Burnapage Mittinga Velace Federa About By
α το ματά αν δοματά αντίαση δομία αντίαση δομία αντίαση δομία αντίαση δομία αντίαση δομία αντίαση δομία αντίαση δομία αντίαση δομά αντίαση δομά αντία δια δια δια δια δια δια δια δια δια δι	we do by the first of the second	(a) (a) (c)	All and a second s	S Bernessey Winthage Within Market Photos Alevel Br
A C A	we de la la la constante de la constante	() (10) (17) (47) Ster O Versidel Stepanos An- O Versidel Stepanos An- Descer Algebr Teo	Apa	Bornepage     Bornepage     Workings     Work     Work     Preview     Associate
A Contract of the second secon	w 0 0 0 0 1 1 0	( a) a)     (2) (2) (4)     (4)     (2) (2) (4)     (4)	rise to	Bornespage     Workings     Workings     Webs     Photos     Asout 6s
ar Paper	Original States     O	() (a) (a) () (2) (2) (4) Ster O verdel Segures Aren O verdel Segures Aren Doroth Narohe Advert Top	75ja	Bornepage     Wethings     Wethings     Wethings     Mark     Mark     Mark     Assyst Bs
er tapart within from Data writer to Data writer to Data	A we do to a H at a many of the analysis			Borngage     Writingp     Wolce     Wolce     Berlete     Berlete
ar typet write from Date writes to Date ertssensel Type day Pasthon	w      w    w	() (a) (a) () (2) (2) (2) See () (1) (2) (2) () Verdel Sequence Area () Verdel Sequence Area		Burnapaga     Wentunga     Wattunga     Wattunga     Make     Preferen     Advect Bis
h in Parka	A m 0 0 0 0 1 1 1		nice to be a first fight	Bunnpage Bu
H C C C C C C C C C C C C C C C C C C C	A we do to a the action of the action o	( de) de      ( () () () () () ()      ( () () () () () () () () () () () (	rtie tota Top Center AgAt Top	Burngaget     Wettings     Wettings     Wettings     Wettings     Marcel     Produce      Produce      True
In the second se	Original and the second s		Tag Center Right	Bornpage     Weintage     Weintage     Water     Mayorit Bit      Mayorit Bit      Trav      Constant

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

				the state of the second se
HOMEPAGE WRITINGS	CONTACT			
Welcome, owner   Logout				English Việt Ngữ
HOMEPAGE			Search	
WRITINGS	Seafood	Happy		HOT NEWS
VIDEO	Bay	Burgers Service	. 4, 3.9	Telegraphy (Viewed:
PHOTOS			Tank Start	25)
ABOUT US			$\sim$	E-mail displaces
SIGN UP FOR OUR			(a)	telegraphy (Viewed: 14)
NEWSLETTER				uistem of malie
Enter your email address.			55.	

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)

HOMEPAGE WRITINGS CONTACT	
Welcome, owner   Logout	English Việt Ngữ
HOMEPAGE	Search 🛛 🔨 🔧
WRITINGS	Seafood
VIDEO	Bay
PHOTOS	dat Hanny
ABOUT US	Burgers S
SIGN UP FOR OUR	
NEWSLETTER	HOT NEWS
Enter your email address	

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.

A 2 Ω - 2 = 6 4 2 H 3 ..... Seafood Advertise to Date 20 12-40 0 20 1 29 1 47 O Horizontal Sequence Ad topo & Tep. Tep A 5 Ω - 2 = 6 4 2 H 3 • • Video Happy Burgers O Herizontal Seq O Herizontal Mar O Random Advertis 000 8.0. Wonder Kember 🗶 🕬 Horizontal Segue
 Harizontal Margu 0 O Random Advertis 1000 6 8 Top ( Tep Artisle Detail Tes

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.



Ha 12 10 -	2 = 0 ± 2 H rgers	3 • •		Koncepage     Wintlings     Vrdee     Folce     About Be
deartheanant Type	O Horizontal Sequence Adv     O Horizontal Marquee Adve     Random Advertise	ertise O vertical Sequence Adv ortise O Verticle Harques Adve		~
isplay Fosilion	Logo & Ranner	Banner Right		
	Төр	Tep		
	Monu Bar			
	Төр			
	Bottom			
	Left Column	Nevigator Bar		
	Tup	Tan Center Left	Ton Grater Binht	Right Column
	Hiddle	Test	Tes	1 States and a state of the sta
	Bottam	1.100	1.1.95	1.
				- Tanker
		Center		Center

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.

