



AdQuick 2.x

Last Revision: October 2010

www.phplemon.com

Demo: www.adquick.co.uk

AdQuick Features

What is AdQuick?

AdQuick is an ad network script, just like www.adbrite.com - The script allows publishers and advertisers to buy different ads on each others websites. The script supports, text, flash, images, video, inline, invideo, popunder, popup, full page, splash, pop, peel and PicText ads.

The website has 3 separate areas,

- 1) The main website, where people can view the ad products and buy them.
- 2) Control Panels – Both buyers and sellers will have access to all features for buyers and sellers even if they only plan to buy or sell ads.
- 3) Admin area for script owner.

View the next page for the first set of features.

The Control Panel for Advertisers and Publishers.

There are two kinds of accounts that can be registered. An advertiser account, and an Advertiser+Publisher account. A user with an advertiser account can upgrade to an Advertiser+Publisher account at any time.

(Publisher Feature) “My Earnings” Page

This page is where the publishers who have sold their ads can view how much money they have made, and also whether the money has been sent to them in the way they chose (Paypal Or Cheque) or not and how much.

When they go to this page it will always show the current month first. But there is a drop down menu where they can view previous months. They can also choose to click the link ‘**View Unsettled Ads Only**’ this just means it will only show ads they have sold that haven’t been included in a payment run yet. If they click “View All” this will show every ad they have sold and also how much they made from that sale.

This page also shows the publisher how many clicks they have received from “Targeted Ads”, that were clicked whilst on their website.

The earnings on this page will already have had the admins fee taken off.

(Publisher Feature) “Set Ad Rates and Settings” Page

This is the page where the publisher chooses what ad products to have and how long the ads are for and how much. For example, they may choose to have an ad product called ‘ 2 Day Text Ad’ and obviously that’s for 2 days and then they can choose however much they want for that.

They can also edit and delete ad products here.

Any ad products added on this page will then show up on the websites page on the main website.

All ad formats are controlled from this same page. Pay Per Click Ads Can Also Be Added Here, and the publisher can choose to receive offers from advertisers or not.

Pay Per Impression Ads are also added here.

A publishers website wont appear on the “Browse Ads” page until they add at least 1 ad product.

When adding image ads, publishers can choose to accept flash ads or not.

(Publisher Feature) “Approve / Reject New Advertisers”

When an advertiser buys a publisher’s ad, before it can go live the publisher needs to approve it. The publisher can choose to accept it or reject it.

This also applies if an ad has been accepted and then the advertiser tries to edit their ad. Once the advertiser edits their ad the publisher needs to approve their ad, and while they are waiting for their ad to be approved their current ad will remain online.

If the publisher rejects an ad, once they hit the reject button they will be taken to a second page, where they can leave a reason why they rejected the ad.

When an ad is rejected, the advertiser will have the funds refunded back to their account balance.

(Publisher and Advertiser Feature) “Live Ad Stats”

This is a place where the publisher can view the ads that are currently live on their website.

The ad code that the publisher places onto their website, is how these stats are tracked, such as impressions, and click throughs. This data is updated when the admins run the CronStats.php cronjob file.

Advertisers are also able to track their targeted ad campaign stats from their “Live Ad Stats’ page.

(Publisher Feature) “My Websites” Page

Publishers are able to add more than 1 website to their account, this is the area where they do it. Their websites can also be deleted and edited from this area.

Publishers can choose to show targeted ad campaigns on their websites from this area and also set the minimum amount they will accept to be paid for each click of a targeted ad whilst on their website. If the publisher sets their click through rate at \$0.05 for example, that means only advertisers who are willing to pay that amount or more, will have their targeted ad campaigns shown on that publishers website.

Other options such as, Categories, tags, descriptions, website language, user geographic location, adult content, website name and URL can be edited from this area.

Every time the publishers updates their website on the “My Websites” page, stats such as Google Pagerank, Alexa Ranking and Their Screenshot Will be Updated.

(Publisher Feature) Ad Code Page

For any ads to show up on publishers websites, they need to copy a bit of code onto their website. Each website on a publishers account will have their own unique bit of code. Also, each ad format has their on unique piece of code.

If a publishers adds more than 1 image or video ad that are different size, then each sized image or video ad will get their own ad code. This make it easy for the publisher to place more than 1 sized image or video ad onto the same page.

This page is also a place where the publisher can edit the way their ads looks. They can choose to have their ads vertical or horizontal, and also how many ads in the row. The publisher can choose the colors of their ads, and change options such as,

1. Border Color
2. Background Color
3. Headline Text Color
4. Description Text Color
5. Font
6. Font Size
7. Headline Text Characters Limit
8. Description Text Characters Limit

(Publisher Feature) Further Promotion

The further promotion feature allows publishers to pay to have their website featured on the homepage of the website.

The publisher can choose to pay for upto 3 months.

The publisher will need to add their own details, and then the admin need to approve their offer before it shows on the homepage.

That is the end of the publishers control panel features. The advertisers features are on the next page.

Advertisers Control Panel features

(Advertiser Feature) “Current Ads Running” Page

This page shows the ads that the advertiser has bought. It shows a list of ads that are approved ads and up and running, and also the ads that are yet to be approved.

The buyer can also edit ads from here. If they click the edit ad link they are taken to a page which allow them to change their ads. If an advertiser edits a live ad, then those changes must be approved by the publisher. While the changes are being approved, the ad wont change on the publishers website, but as soon as its approved, then changes will show up.

This page also shows any ads that have been rejected. The buyer can also see the reason why the publisher rejected the ad. If they click on the ‘View Reason’ link they are taken to a page which shows the publishers reasons for rejecting their ad.

When a buyer buys an ad, they will go through the checkout process and actually pay for the ad with their credit card or through paypal. There is still a chance that their ad will be rejected, so if it is rejected, however much they paid for their ad that amount will be added to their adquick account balance, so they can then spend the money on something else.

The stats on this page is updated when the admins run the CronStats.php cronjob file.

(Advertiser Feature) Live Ad Stats

The “Live Ad Stats’ page for advertisers is just like the publisher “Live Ad Stats’ where they can track live impressions and click throughs.

Advertisers are also able to track “Conversions”. After an advertiser buys an ad, on the order confirmation page there will a small snippet of code that the advertiser can place onto their own order confirmation page on their own website. When this order confirmation page is viewed, this will be seen as a sale being made, so the conversions stats on the ‘Live Ad Stats’ page will be updated.

Advertisers can also view, pause and delete their targeted ad campaigns from this page.

The stats on this page is updated when the admins run the CronStats.php cronjob file.

(Advertiser Feature) Detailed Ad Stats

The “Detailed Ad Stats” feature for advertisers is very similar to the “Live Ad Stats” page, except the advertiser can view stats for ads from the past that have already ended.

The stats on this page is updated when the admins run the CronStats.php cronjob file.

(Advertiser Feature) Update Account Details

Advertisers and Publishers will both have access to this page. From here they can update account details, such as their email address and password aswell as their address.

(Advertiser Feature) Account Balance

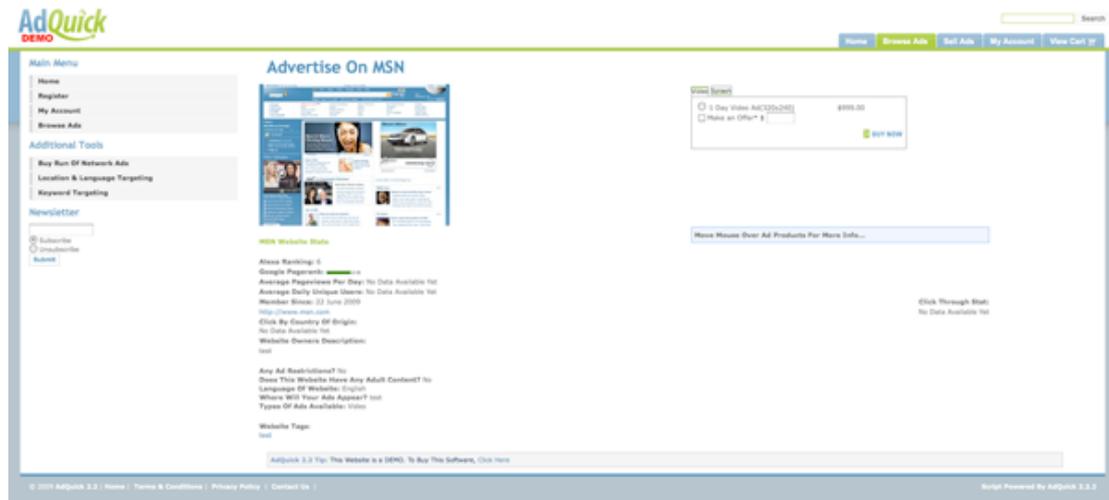
The account balance for both advertisers and publishers is shown on every page on the right hand side of the page. This data is live and is updated instantly.

That’s the end of the control panel features. The next page has the features required for the main website pages.

Main Website Features

Website Page

This is the page where the publishers advertising their ad products are shown, and also a few important stats about the website.



This page also shows you when the next ad is available to start. This is important, because if the publisher has chosen to only show 3 text ads for example at on their website, and more than 3 people have bought ads then there will be a queue which you will need to get in before your ad will show on their site.

On this page, there is a small screenshot for that websites homepage. This screenshot is updated when the publishers updates the website details from within their account.

Stats include, Google Pagerank, Alexa Ranking and Data such as Daily Pageviews, and Impressions.

The Daily website impressions and unique users is something that needs to be calculated by using the ad code that the publisher has put on their website. These 2 stats are .

The Click Through Stat shows how many users were sent to one advertisers ad from that publishers website. This stat will update every time the amount is surpassed by a higher amount of users.

The system looks at a random day in the last month, and then looks at a random ad campaign and sees how many click throughs there were.

The publishers description, is what the publisher writes about themselves in their own control panel or when they sign up.

The “Click By Country Of Origin:” stat shows where in the world the users are who are clicking the ads on this publishers website.

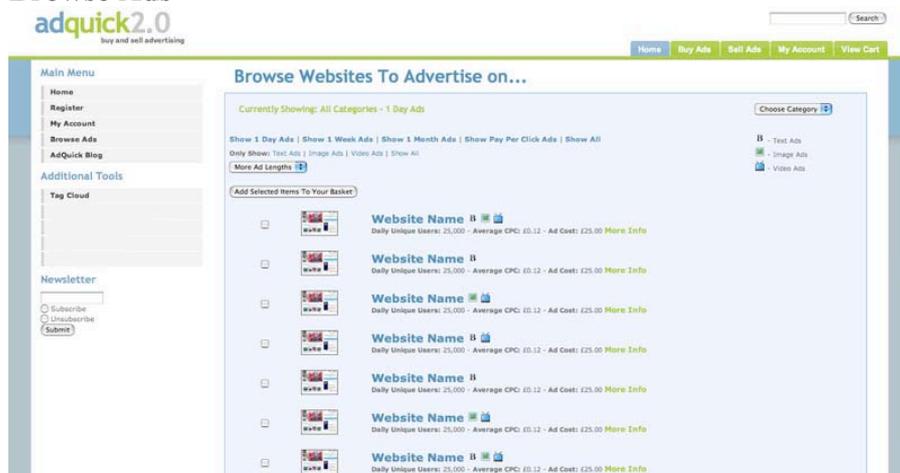
When someone is looking to buy an ad from this publisher, they will choose which ad they want, and check the box, and then click the ‘Buy Now’ button. When they do this, they will be taken to a page where they can create their ad. At this point it could be either a text, video or image ad. There will be live ad preview, so the advertiser can see what their ad will look like.

For text ads, The Ad Headline and description will have maximum amount of characters, and this will vary depending on how much the publisher chose in their control panel.

They will then choose an ad start date, but the system needs to check that there is room for their ad to appear. The main publishers ad page will have already said when the first ad space is available, but just in case they try and get the ad on earlier anyway, the system needs to check this.

Advertisers will only be allowed to upload flash banner ads, if the publishers has said they will allow them.

Browse Ads



This is the page when buyers can browse through all the websites who have advertising products for sale.

The table has some quick stats about that website, they are,

Website

Product Category

Daily Users

Ad Cost

Website: The name of the website

Product Category: The category the publisher chose that they will go in.

Daily Users: This is the same as the feature on the website page

Ad Cost: This shows that websites cheapest ad products cost.

All ads are shown, and the ad prices shown are for their 1 day ads. The buyer may choose to click the links towards the top of the page that says, View 1 Day Ads | View 1 Week Ads | View 1 Month Ads Then the ad costs would change to show the prices for these products.

The AdQuick homepage



The AdQuick homepage will show the featured publishers, who have paid to have their websites listed on this page. The amount of publishers is set by the script owner in their control panel.

The homepage, as well as all other pages has a search box at the top of the page.

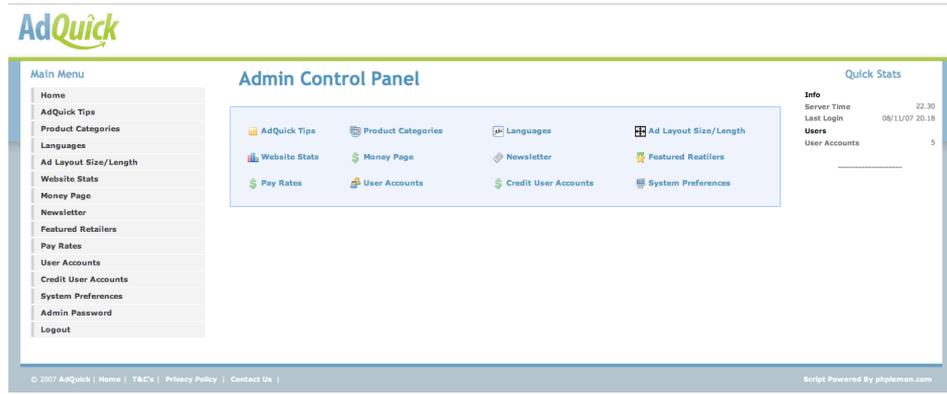
On the right of the page, there are some quick “Best Buys” websites, who have the highest google pagerank and lowest alexa ranking.

Search Results

The search results page is very similar to the “Browse Ads” page, but instead of showing all websites, it only shows websites that are related to the search term.

When searching, the search functions, searches all the tags that the publishers have added to their website, and also the websites name and description is searched.

Admin Area Features



The admin area is where the script owner can have total control over their website.

The admin area has several features including,

Tips

Approvals / Fraud

Product Categories

Languages

Website Stats

Ad Layout Size/Length

Money Page

Network Status

Newsletter

Featured Retailers

User Accounts

Pay Rates

System Preferences

Payment Gateways

I will now run through each feature,

Tips

The tips feature is a way for the script owner to give people using their website more info and help.

The tips will show up on all the pages on the website.

You can add as many tips as you like, and you can also edit and delete them

The tips are rotated randomly on the website

The tips support HTML.

Product Categories

This is where the product categories can be added.

Sub Categories are also added from this area.

Publishers will then be able to put their own websites into suitable categories.

Categories and Sub Categories can be edited and deleted also from this area.

Website Stats

This is a place where you can get lots of info about whats going on with your website. There are several different stats and they are,

Ads Sold Today:

Registered Members:

Ads Sold Today Value:

Newsletter Users:

Ads Sold This Week:

Website Unique Users Today:

Ads Sold This Week Value:

Earnings Today

Total Ads Running:

Earnings This Week

Click Throughs Today :

Earnings This Month:

I will now explain each stat and what I want from it,

Ads Sold Today:

This is just how many ads were sold by every single publisher today. Today is classed as 00.00 until 23.59 for that day.

Registered Members:

This is how many people have signed up to your website. Both publishers and advertisers.

Ads Sold Today Value:

How much were all the ads sold today worth.

Newsletter Users:

How many people have opted to sign up to your newsletter.

Ads Sold This Week:

Just like the ads sold today stat, but this is for a week.

Website Unique Users Today:

This will show a rough estimate of unique users who have used your website today.

Ads Sold This Week Value:

Just like the 'ads sold today value' stat but this time its for the current week we are in.

Earnings Today

This will take into account your default pay rate and also and different pay rates that different publishers have, and then it will look at the sales made today and then calculate how much money you have earned from those sales.

Total Ads Running:

This will look at all the publishers accounts and calculate how many ads are running across all the different accounts.

Earnings This Week

This is the same as 'Earnings Today' but for the current week we are in.

Click Throughs Today :

This will look at the currents ads running today, and then will see how many clicks have been made on those ads.

Earnings This Month:

This is the same as 'Earnings Today' and 'Earnings This Week' but this time its for the month.

Money Page

The money page, is where you can sort out payments that need to be sent to publishers.

You will get info such as who needs to be paid, how they want to be paid and also how much you need to send them.

From the System Preferences area of the admin control panel, you can chose what the minimum payout amount is.

Newsletter

This is a place where you can send newsletters, view previous newsletters that have been sent, and also view email address' of people that have signed up.

The main newsletter page has 3 options,

View Members

View Sent Newsletters

Send Newsletter

View Members:

If you go to the view member page, you can add new email address' and also delete current ones.

View Sent Newsletters

On this page you will get a list of newsletters that have been sent and also the date they were sent. You can view these newsletters and see what was written in the newsletter and also see how many people it was sent to.

Send Newsletter

On this page, this is where you write the newsletter, and also the subject. When you send the newsletter, after you choose to send it, you will be given the option to review the newsletter you have just written before it is sent.

When advertisers and publishers create a new account, they can choose to receive the newsletter or not. They can always subscribe easily from within their control panel. Non member can also subscribe to the newsletter.

Featured Retailers

Once a publisher pays to have their website featured on the homepage, they will be listed in this area as 'Pending'. You will need to go in and view the logo URL that they specified and download the logo manually. You may want to edit the logo, by resizing it so that it fits into the 75x75 pixels that the logo has on the homepage.

Once you have done that, you need to upload the logo and approve the new featured website.

You can also add free featured publishers from this area.

Approvals

You can choose to have all new accounts approved before they can start to use your website. You can also choose to have new websites added by publishers approved aswell.

You will be sent an email when the options are turned on, and a new account signs up.
These options can be turned off.

Languages

PLEASE NOTE: THIS SECTION ISN'T WHERE YOU TRANSLATE YOUR ENTIRE WEBSITE

This section allows you to add new languages, so that publishers have the option to select which languages their websites are translated in.

Ad Layout Size/Length

This section allows you to add any size format to your website, so that publishers can offer those sized ad for sale.

For example you could create a 250x250 pixel text ad box.

You can also add what ad lengths you would like on your website, so you could add a 1 Day Text Ad, or an obscure number like 146 Day Text Ad. This applies to, text ads, image ads and video ads.

Payment Gateways

This section allows the admins to select with payment gateway they would like to use on their website, and they can also enter their account information for that payment gateway to work correctly.

User Accounts

You can view all the registered users accounts from this one area.

You can delete and suspend accounts. Once an account is deleted, it is gone forever and cant be retrieved.

You can view account details, and see when the account was created and when it was last used.

Pay Rates

You can set your website default pay rate from this area.

For example, if you set the rate at 80%, that means, for every ad sold, the publisher will earn 80% from the sale, and you will earn 20%.

You can set the rate at anything you like. You can also set different accounts at different rates.

System Preferences

This section allows you to set different options. They include,

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- 1) Websites Name (Wherever you see the name, AdQuick on the demo, this will be replaced with your websites name.
 - 2) Root URL – This is where your script is installed.
 - 3) Admins email address
 - 4) Currencies
 - 5) Featured Retailers Cost - This is how much you will charge publisher to have their websites published on the homepage.
 - 6) Number of featured Publishers
 - 7) Minimum Payout Amount
 - 8) Websites Language
 - 9) Website Template
 - 10) Video Ad On or Off?
 - 11) Pop-Under Ad On or Off?
 - 12) License Number
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More Admin Info

AdQuick uses a template system based on the Smarty system. Please see <http://www.smarty.net> for more info. This is what is used to create new templates for the AdQuick design.

To create a new language pack, you must first look for the English.php file found in this folder, include/lang – Copy it and then rename it to another language. Make sure you keep the original English.php file for backup. You then need to go through your new language file, and replace all the English words and phrases with your own language. The language file is made up of lines like this,

```
$_lang['Publisher'] = 'Publisher';
```

You need to change the word on the right hand side. Do not change the text inside the []
