

Banner Exchange

Tue May 07 19:52:53 2002.



Banner Exchange Resources

[Free Banner Design](#)

[Banner](#)

[Placement hints](#)

[Banner Sizes](#)

[Banner Design Tips](#)

[Advertising](#)

[Dictionary Of Terms](#)

[Banner Makers](#)

[Links](#)

[Guided Tour](#)

[Top banner sites](#)

Member Login

Account #:

Password:

Login

Banner Exchange Services

[Credits](#)

[Site map](#)

[Rate Card](#)

[Privacy statement](#)

[Search Engines List](#)

[Free Screensaver](#)

[Contact Us](#)

Most

Often

Asked

Question

How to [install](#) the banner?



search this site for advertising related

AdEndum.com: The Definitive Guide, 1st Edition search engine optimization:

Directory and Topics:

Banner server and ad management software:

▶ Thruport AdJuggler : : Features

<http://www.adjuggler.com/product/features.htm>

keywords: advertisers, reports.

Summary:

The Web's most profitable portals use Thruport AdJuggler? - the leader in productivity, efficiency, and economy.

AdJuggler? offers industry-leading functionality in inventory management, ad targeting delivery, campaign reporting and analysis.

No bundled features that you don't need or want; no third-party fees.

You can give advertising and publishing clients access to financial settings and reports within their specific services.

Generate reports on advertisers, campaigns, banner types, inventory management, forecasting, and more.

With PCT enabled, advertisers can track where a user goes on their site after clicking on a banner.

Make immediate, cost-effective corrections and see the results instantly.

▶ ad-rotator.com ~- Start Managing Your Ads Wisely

<http://www.ad-rotator.com/features.html>

keywords: ads, detailed statistics.

Summary:

Our observations showed that fresh banners attract higher click-thru rate (CTR) and therefore, avoid "burn-out" effect.

Amazing detailed statistic reports show how well your ads perform and therefore, make any necessary changes before they wastes too many impressions.

Detailed statistics for up to 7 days are kept in our database.

For other general information, we also keep weekly, monthly stats, and data since the day you reset/joined.

We use latest technologies: all the scripts are well-written in PHP4, 50-fold faster than PHP3, and MySQL as our database system.

If you're currently a member, please tell us what do you like/dislike about the service, we love to hear it.

Special banner service

Search engine optimization section

Account Planning

Ad, Banners and Text Boxes Sponsors

Advertising Bureau or Agency

Anonymous Mailers

In-Flight and Aerial Advertising

Art Direction & Design

Professional Associations

Awards

Books and Manuals on Advertising

Brands, Trade Name and Branding

TV, Radio, Broadcast, Cable & Print Media

B2B

Banner Designers

Banner Software

[Banner Servers](#)

Banner Networks

Children's And Teens Advertising

Classified Ads Advertising

Collectible Advertising

Communications and Public Relation

Relation

Consumer Awareness and Interest

Consumer Psychology

Copy Writers

Coupon and Scratch

Creative the "Big Idea" Services

Criticism and Censure

Culture Civilization and Tradition

Digital Video Production

One To One or Direct Marketing

Directors And Reel shows

Directory, Yellow Pages Advertising

Electronic Postcards or e-cards

Email Advertising

Email Software

Email Servers

Email managemnet

email

Email to Fax

Encryption

Ethics & Self-Regulation

Ethnic Specific Marketing

Event Planning

Film & Video Production

Illustrations

History

Internet Marketing Web Site

Promotion and Advertising

Industry Specific

[Job in Advertising](#)

Law & Regulation Code

Licensing & Syndication

Market Research

Media Planning & Buying

News & Principles

News Letters

Online Discussions and Forums

▶ ADPUSH - Banner Rotation Service FAQ

<http://www.adpush.net/faq.htm>

keywords: banners, ADPUSH.

Summary:

A: With ADPUSH you are in complete control of the banners rotated on your site.

Unlike other banner exchanges, ADPUSH can rotate your advertisers' banners, friends' banners, or reciprocal links/banners with other Web sites.

ADPUSH is NOT like other banner rotation services like Link Exchange or SmartClicks.

Instead, it allows you to rotate your own sponsors' banners across your OWN Web site (and not across other people's Web sites).

If you join using the online form, your account number, advertising files, and statistical reports will be created IMMEDIATELY.

Sign up for as many as you want, and when you're sent your HTML and banner information just add it to your ADPUSH campaign account.

They may have already provided you with the necessary HTML to rotate banners from their servers.

You can see total impressions, click-through rates, and other useful information on the ADPUSH Statistics and Utilities pages to help manage your advertising rotations.

▶ BannerPower.com: Frequently Asked Questions

<http://www.bannerpower.com/faq.html>

keywords: banner, HTML code.

Summary:

A. BannerPower.com is a FREE advertisement rotation program for webmasters.

If the member is referred by you, we will share it 50/50, so you take 2.5% and we take 2.5%.

You will only place single HTML Code on your pages in place where you want to have a rotating banner.

Q. Will adult banners appear at non-adult sites?

Q. Why banner No. 1 must be a picture banner (NOT HTML Code banner)?

It will be displayed by members of BannerPower.com you have referred.

It is also used to display on browsers that don't support javascript.

A. No, only adult banners are blocked from appearing on non-adult sites.

Q. What is raw view and raw click?

- Outdoor Bulletins and Signs
- Outsourcing
- Package & Logo Design
- Print Production
- Privacy Online
- Political Advertising
- Professionals and Consultants
- Promotional Items
- Publications
- Public Relations
- [Real Time Search](#)
- Recruitment Advertising
- Research Sources & Tools
- Search Engines Promotion
- Sales Promotions
- Software for Advertising
- Spam
- Surfer Rewards
- Sweepstakes and Contests
- Targeting and Segmentation
- Trademark and Copyright
- University and Colleges in Advertising
- Unconventional Media
- Vital Statistic, Economic
- Web Interactive Agencies
- Web Ad Placement
- Web Site Promotion
- Word Of Mouth

Our Banner Exchange Program Main Features

Description

How exactly does our banner exchange operate?



Reports

Detailed information about your banner account activity.



Targeting

You can target when, where and how your banner is displayed.



Rules

What you can and can not do - rather important for every users.



FAQ

The never asked questions and some from our customers.



Join Our Banner Exchange Now – It's Free!

▶ **Renegade Internet (www.renegadeinternet.com)**

<http://www.advertserve.com/features.shtml>

keywords: advertisements, campaigns.

Summary:

The features of AdvertSERVE are not only the fast network behind it, but all of the features of AdvertPRO too.

AdvertPRO has been recognized as an industry-leading Internet advertising delivery and management system since for several years.

The credit for this recognition is largely due to the extensive feature set employed by AdvertPRO.

The majority of the key features present in AdvertPRO are listed below for your review.

Please do take note that this is not a complete list, AdvertPRO is capable of much more than is listed here!

▶ **Pegaz.com - Features**

<http://en.pegaz.com/features/>

keywords: campaigns, advertising.

Summary:

Developed using a hybrid interface which allows to do follow-ups on statistics, manage advertising campaigns coming from other ad networks and manage publisher accounts in your ad network.

Pegaz becomes your unique solution for efficient management of all your online advertising inventory.

By targeting the IP address of a visitor directly, you will have a real guarantee of where the visitor comes from.

Control CPA Campaigns (Cost per action) Remunerate your partners and charge your advertisers in function of a particular action or event in your site instead of per Click or per Impression!

▶ **Link X Pro Features**

<http://www.linkxpro.com/features.htm>

keywords: members, banners.

Summary:

Members define whether or not clicks on banners launch a new browser window (does not apply to "paid" banners).

Administrator defines banner sizes and placement requirements.

Paid advertisement portion of exchange supports Rich Media ads including Flash, HTML, and JavaScript ads.

All categories are defined by the administrator allowing exchange to be generic or target a specific audience.

Credits can be transferred from one account to another.

Supports multiple size banners and multiple placements.

Includes a tool to send mass email messages to some or all members.

Includes cheating protection to prevent users from illegally accumulating impressions.

Violators are logged to database on a daily basis including the number of impressions that were excluded.

▶ **Ban Man Pro Feature List**

<http://www.banmanpro.com/features.asp>

keywords: campaigns, banner.

Summary:

SQL Version highly recommended for sites exceeding 10,000 impressions/day.

Banners can be weighted within a campaign, and campaigns can be weighted in each zone.

Empty zones can be setup to immediately begin tracking impressions on pages where you anticipate selling ad space (SSI Mode Only).

For example, if an advertiser purchases 30,000 impressions to be delivered over 30 days, Ban Man Pro will deliver 1000 impressions/day.

▶ **Banner Plus - Banner Exchange / Link Exchange software**

<http://www.gadnet.com/bplus/features.htm>

keywords: banner, members.

Summary:

Foreign language translation facility to make it easy to run an exchange in a language other than English.

Members can automatically earn extra credits for referring new members to the exchange.

BannerPlus Gold has identical features to BannerPlus Pro except that the core script is written in C. Perl is an interpreted language and that means that every time a perl script is run (ie every time you display a banner or someone clicks on a banner) your server needs to load the Perl interpreter.

This results in a substantial CPU and memory overhead and can lead to server crashes.

▶ **DynAds: Perl cgi script for dynamic content delivery, banner ad rotation and link tracking.**

<http://www.robusthost.com/>

keywords: DynAds, reports.

Summary:

DynAds is a Perl cgi script for dynamic ad delivery, interactive ad display, link tracking, and comprehensive reporting.

DynAds combines the convenience of server side perl scripts to store and manage contents, with the convenience of

browser side interactive JavaScript to display contents.

TDB variant proprietary plain text database system is platform independent.

Banners have many problems associated with their technology, design and performance.

Because banners are bitmap files, they consume much higher bandwidth and disk space resources than corresponding text based ads.

Progress reports (linear time) for the time resolution of hours, days, weeks, months or for the selected time range.

► **Open AdStream FAQ for Publishers**

http://www.247realmedia.com/publishers/oas_faq.html

keywords: Open AdStream, campaigns.

Summary:

Open AdStream is an in-house ad management solution that allows you to control and manage your advertising business.

Designed for Web publishers wanting high scalability and reliability, Open AdStream is easy to use, requires no additional hardware and operates on today's most widely accepted platforms.

Open AdStream allows you to precisely control and manage your Web site advertising campaigns, including summarizing a site visitor's unique characteristics, delivering the right ad at the right time all the way to reporting on your latest campaign.

Because Open AdStream is installed on your servers the ad delivery is coordinated with the delivery of your website content providing the best user experience possible.

Further customizing of the targeting process can be achieved by adding specific modules, such as the Cookie Targeting, Keyword Targeting and or Geo-targeting Modules.

The 24/7 Real Media Service Center is the user's resource for technical support, account services and product and services information.

Open AdStream provides 43 reports, which can be made available to sites and advertisers, or can be exported to spreadsheets or other databases.

► **SpinBox**

<http://www.spinbox.com/features/shortlist.html>

keywords: reports, targeting.

Summary:

Single server upgrade capability; serve up to 35 million impressions/day with a SpinBox Pro!

Targeting based on state, metro area, area code, and connection speed with our GeoTargeting module.

SpinBox's dynamic graphs let you interact with your reports to give you a better view of your data instead of just cold, hard numbers.

Display of reports by content/ad, content/ad location, or customer/advertiser.

Determine what what your visitors are using to view your site with summary reports for browser, operating system and browser compatibility.

Other reports: Advertiser synopsis, creative synopsis, SpinSpot synopsis and full domain report.

Support for CSV format, allowing users to incorporate reports into spreadsheets such as Microsoft Excel.

Remote access for customers, web sites, or employees to control advertising or content campaigns.

Multiple serving options: Static HTML, JavaScript serving or Server-side Include (SSI).

Enhanced user access capabilities allows advertisers, ad account representatives, and designated users the ability to manage their own campaigns and see real time reports.

▶ **Roatating Banner Ads Management Program.**

<http://www.ahg.com/adgenie/index.htm>

keywords: display, banner.

Summary:

The program allows you to manage advertising on your site: display ad banners based on various criteria you can set, manage (add/delete/update/review) ads via html forms, review detailed ad display/click-through statistics in both graphical and text formats.

If you are using ad in conjunction with our search engine, you will be able to specify the keywords "linked" to the ad (in other words, if user searches for "beer" he will see one ad, if he searches for "orange juice" he will see another ad).

If you are planning to display rotating banner ads on the pages that are produced on the fly by CGI program(s), please, note: You can use AdGenie with any/all CGI program(s) we offer - no modifications are required on your part.

Package includes the program that checks all ads currently in rotation and deletes ads that are expired.

▶ **Engage, Inc. - Solutions - Find A Product - AdManager**

<http://www.engage.com/solutions/products/AdManager/>

keywords: campaign, targeting.

Summary:

With Engage AdManager, sites have access to the most robust and flexible online ad management system available.

With its advanced technological underpinning and powerful feature set, Engage AdManager gives interactive publishers the most comprehensive technology for creating, assigning, targeting, and delivering effective and measurable ad campaigns across numerous media channels.

AdManager ProfileServer Module lets sites combine observed behavior with declared information - and even offline information, allowing for a better understanding of online audience and even richer one-to-one targeting opportunities for advertisers.

▶ **Engage, Inc. - Solutions - Find A Product - AdBureau**

<http://www.engage.com/solutions/products/AdBureau/>

keywords: AdBureau, targeting.

Summary:

Ideal alternative for organizations wanting to outsource ad management, yet maintain control over advertising sales.

Engage AdBureau uses the proven technology of Engage AdManager, the powerful ad management software Internet leaders have relied on for years.

Whether you're a large network of sites or just getting started, you can take advantage of Engage AdBureau's scalable architecture designed to serve billions of objects per day, so you don't have to worry about size when making the decision to outsource ad management.

Extensive targeting capabilities designed to help you increase revenue potential AdBureau offers the most flexible targeting available, giving online publishers the ability to target ads using a wide range of criteria, including area of content, declared data, domain type, browser, custom tags, time of day, day of week, and more.

Move from Engage AdBureau to Engage AdManager at any time, with no lost productivity or retraining.

To request a product demonstration, receive more information, or speak to an Engage Representative please complete the online info request form.

▶ **L90 | Media Kit - US - Advertisers - L90|ProfiTools: Banners**

<http://www.l90.com/mediakit/us/advertisers/profitools/banners.html>

keywords: brand awareness, audience.

Summary:

L90|Banners build brand awareness, drive traffic, and generate leads by running advertisements on Web sites that relate to their product or service.

▶ **Solbright**

http://www.solbright.com/products/index_products.html

keywords: ManagerTM, campaigns.

Summary:

Advertisers, direct marketers and online publishers are able to grow revenue and profitability through improved productivity and customer service with the use of Solbright's business systems.

▶ **Ad Management Solutions for Marketers**

http://www.247realmedia.com/marketers/ad_man.html

keywords: advertiser, campaigns.

Summary:

Open Advertiser?, now available in Europe, is the new ad management system from 24/7 Real Media that is designed for advertisers, media buyers and advertising agencies that want to control their online campaigns --- from purchase to delivery and beyond.

Open Advertiser features the industry-leading delivery engine of Open AdStream?, trusted by more than 2000 Web sites and agencies around the world and long considered the best in the business.

And since Open Advertiser is from 24/7 Real Media, it is also the only tool that provides full control of all the data associated with each campaign, utilizing the "unique cookie" solution protecting the vital unique user data.

Reports may be exported into external reporting and financial applications for agencies and advertisers that employ existing workflow tools.

Create advertisers and sites, build product campaigns, add creatives, construct scenarios, email tags and instructions to sites and monitor and optimize campaigns.

▶ DART Enterprise Software

http://www.doubleclick.com/us/publishers/advertising/adserver/default.asp?asp_object_1=&

keywords: management, inventory management.

Summary:

DART Enterprise 5 uses the insight and experience of more than 500 online businesses worldwide and 5 years of proven success in high volume, high revenue, digital marketing-driven companies.

Through its sophisticated targeting and inventory management tools, DART Enterprise 5 gives you the power to maximize revenue, streamline processes and lower operating costs.

It also provides unprecedented flexibility in managing and reporting on complex campaigns for a wide array of both internet and non-internet related environments.

· New Ad Management APIs - Save time and costs by integrating with existing or industry best-of-breed business process management tools, reporting tools, billing systems and other applications.

▶ Digital Advertising

http://www.mediaplex.com/products_and_services/digital_advertising.html

keywords: MOJO, campaigns.

Summary:

Ad Serving MOJO Adserver is a comprehensive management system for execution and performance measurement of digital campaigns.

CRM Email MOJO Mail was developed as an extension of the MOJO platform for the execution of permission-based CRM email campaigns.

Mediaplex is the only company in the industry to provide near real-time access to all performance data, including correlation of post impression and click events for ROI measurement within a two-hour window.

Real-time Content eBusiness Messaging uses the MOJO backbone to create dynamic creative content based on real-time conditions.

▶ **USWW State of the Art: Banner Exchange Program Data and Information**

<http://usww.com/exchange/banner-data.htm>

keywords: banner, webpages.

Summary:

Our banner delivery system IS NOT PERL/CGI, Cold Fusion or MySql based.

Only the support programs (i.e. system webpages) which are NOT called frequently are written in the Perl/CGI/HTML languages.

Support programs are written in HTML, Perl and CTM*.

You (the admin) can change an individuals single account record at any time to override the global defaults.

The system keeps a track in calendar form as to how many banners you display per day.

If you allow adult material this filter is not used on the adult category.

If you request automated updates and maintain an ftp login for our system, we will automatically update your system when bug fixes, new or enhanced functions are available.

▶ **Untitled**

<http://www.phpwizard.net/projects/phpAds/>

keywords: banners, phpAds.

Summary:

phpAds is a banner management and tracking system written in PHP.

Viewing a banner involves a maximum of 3 database queries.

This is a major update, introducing a wide range of new features and bug fixes.

Among the most important new capabilities is support for filters, multiple remote banners, and day-expiring banners.

If you're a user of phpAds 1.3.0, you're encouraged to upgrade after careful compatibility evaluation.

▶ **Ad Eagle Suite - Advertising System.**

<http://www.ad-eagle.com/suite/index.htm>

keywords: banners, ads.

Summary:

Now with text and Rich Media / HTML ads, and several enhancements that make managing your ads even easier, Ad Eagle Suite has what you need if you want to keep your advertising management in house.

This system can be used with or without SSI (Server Side Includes) Requires Perl 5+ Designed on and for Unix.

Their ads are turned off and will not run until you reactivate the client.

Expire on a specific date for ads that expire by date, instead of in 'N' days.

Set a "default rotation" for each rotation you create and edit these at any time.

A complete browser-based installation program making installation quick and easy.

Multiple Rotations can be called from the same script.

So you set each of Mr. Smith's banners to expire after One Thousand views.

When he logs into his stats area he will see the individual views for each banner, as well as the total views for all three.

► **Cgiware's Free Scripts**

<http://www.cgiware.com/bannerdemo/>

keywords: bannermeister, install.

Summary:

Bannermeister is an inexpensive, very easy to install and use software package that allows you to implement a rotating ad banner system across your web site.

► **FTLS.org: Scripts CGI - WWWAdverts (Version 1.5)**

<http://www.ftls.org/en/examples/cgi/WWWAdverts.shtml#s1>

keywords: adverts, display.

Summary:

WWWAdverts is a system for maintaining a set of random banner ads display on your site.

Banners're displayed on your pages with SSI or PHP calls.

WWWAdverts keeps track of exposures / clicks for each banner, as well as of the average total number of exposures / clicks.

Copy *.cgi and *.pl in your /cgi-bin/ directory.

Options: lg=fr: Langue (De/En/Es/Fr) force Adverts to be in this language.

Guest Account: Login and password for guest Adverts

Displayer: Running (Run/Stop): if adverts is displayed or not.

- Correct a minor bug about guest account stats.

Join Our Banner Exchange Now – It's Free!

[Sign up](#)



Adendum Advertising



Run With Us And Finish First