

Welcome to your onsite ad platform

OIO Ad Manager Instructions

OIO Ad Manager is a Troy Media Digital Solutions' Service Provider. Its ad platform has been tested across Troy Media's network and has passed all of our tests for reliability, security and ease-of use

Ad sizes currently available on your site

Leaderboard (728x90) Active



The Leaderboard sits at the top of every page of your site. It currently shows a default ad supplied by Troy Media but is ready for ad purchases.

A quick note on 'default' ads

If you scroll down to the bottom of each banner ad zone page, you'll see a section called "default ads". This is where you can place ads that will fill in the gaps until you've received some purchases.

Main Banner (728x90) Active



The Main Banner currently shows ads from Google but is ready for ad purchases.

Medium rectangle (300x250) and Large Rectangle (336x280) Active

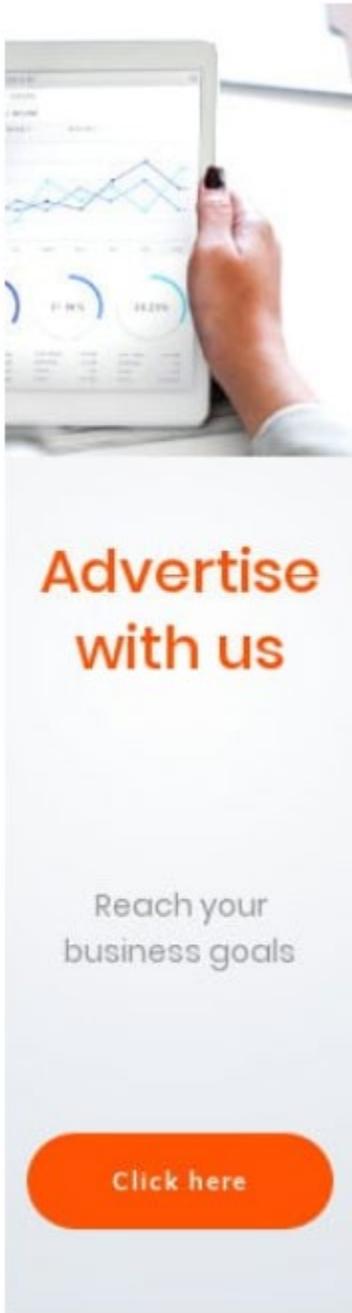
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A business card for Shelly Qualtieri, a counsellor and coach. The card has a light grey background. On the left is a circular logo with a teal border containing a stylized 'SQ' monogram. To the right of the logo, the name 'shelly qualtieri' is written in a dark teal, lowercase, cursive font. Below the name, the text 'COUNSELLING & COACHING' is written in a smaller, dark teal, uppercase, sans-serif font. Further down, the website 'www.shellyqualtieri.ca' is listed in a dark teal, lowercase, sans-serif font. At the bottom, the email 'e: hellosellyqualtieri@gmail.com' and phone number 'c: 587.229.8529' are provided in a dark teal, lowercase, sans-serif font. The address 'Suite 340, 600 Crowfoot Crescent N.W.' is at the very bottom in a dark teal, uppercase, sans-serif font.

Both of these ad sizes are ready for ad purchases.

Wide Skyscraper (160x600) Active



The Wide Skyscraper is visible on your site's home page and/or on all Category home pages. It currently shows a default ad throwing to your ad purchase page.

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with us**

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business goals

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Talk to us if you wish to include additional ads sizes and zones on your page.

Setting up your own ad zone

What is an ad zone?

Quite simply, an ad zone is a group or grid of ads, all of the same size. A common example would be the 125x125 ads you often see on a blog's sidebar. Imagine the sidebar contains a group of 6 ads, in a grid of 2 columns and 3 rows - that's an ad zone!

How to create an ad zone

Let's use the blog sidebar example and create a 2x3 grid of ads, with a 125x125 size. Sign in to the admin area of your web site, go to OIO Ad Manager in the right sidebar and click on the "Ad zones" section, followed by the "Banner Ads" menu option. You'll be presented with a screen to let you create and modify the ad zone. We have set up the first five for you to give you a head start.

All the options on the screen contain inline descriptions, but the ones we want to focus on for now are "columns", "rows", "width" and "height". Let's input the correct numbers into those options - 2 columns, 3 rows, 125 width, 125 height. That's all you need to prepare a basic zone for your site.

If you want to put spacing between ads, there is also an option for that. Don't include spacing between ads in the ad width/height settings.

Need help? Contact us.

Displaying the ad zone on your website

WordPress sidebar widgets

OIO provides an ad zone widget that allows you to configure and display ads in the sidebar. You can also copy and paste OIO's javascript ad code directly into a text widget, if you need more control.

A quick note on empty ad slots

If you're looking at your site and wondering why you can only see one ad slot on the page, that's because OIO shows only one empty slot by default. Don't worry though, as we'll go through how to change this when we talk about customisation (in step #5).

Need help? Contact us.

Allowing advertisers to buy ads

Setting a price for your ads

While Troy Media has set up your ad purchase page to appear on your site, you can customize the prices you charge for each ad. Go back to the ad zone page in the admin area (OIO Ad Manager>Ad zones -> Banner Ads) to set a price for the zone. You can actually specify any number of price / duration combinations (eg. \$30 for 7 days, \$80 for 30 days).

Setting up payment methods

The final thing you'll need to do is setup a payment processor, otherwise you won't be receiving any of your hard earned cash! To do that, click on the OIO Ad Manager>Settings' menu in the admin area and scroll down to 'payments'.

You can choose as many payment methods as you'd like from the list - click on the link next to each and you'll be asked to enter your payment details. Remember to tick the 'enable' checkbox as well. Paypal is the recommended option, since it offers complete payment automation for OIO.

If you now go back to the ad zone on your site, you'll be able to click the "advertise here" link and make your first purchase. Each purchase will include stats tracking for the advertiser, and a weekly notification email to update them.

Creating ads via the admin area

You can create a new purchase directly from the admin area. Go to the "Purchases" section of the admin area and click on one of the 'create new' links. Fill in all the details, and the ad will be placed in the zone you choose as a purchase (no payment required).

Alternatively, you can place "default ads" in a zone, which can be used to fill unpurchased ad slots (or rotate with them). Go to the "Ad zones" section of the admin area and find the banner / text ad zone you want to place ads in.

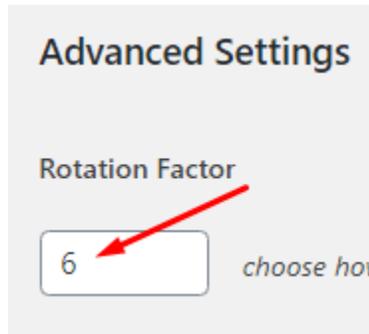
Need help? Contact us.

Q&A

Q. How many ads can I sell for each ad zone?

A. It is totally up to you.

Go to OIO Ad Manager>Ad Zones and select the Ad Zone you want to change and scroll down to Advanced Settings.



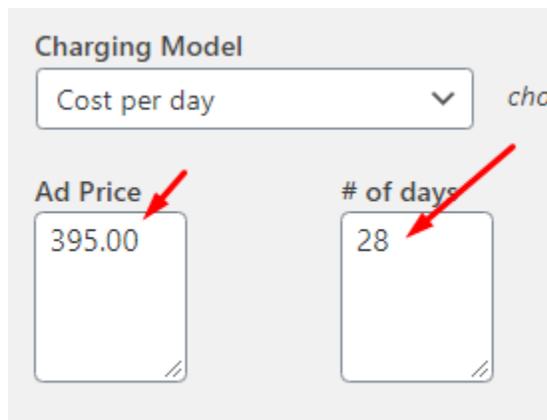
Change the rotation factor to the number of ads you want to sell.

Don't forget to Update Settings.

As an ad is sold, the number of available slots will decrease.

Q. How do I change the price for the ads.

A. Go to OIO Ad Manager>Ad Zones and select the Ad Zone you want to change.



Scroll down to Charging Model. We suggest you charge Cost per day, but you can also charge per click and per impression.

Change the Ad Price and # of days to whatever you want. 28 days reflect 1 month.

Don't forget to Update Settings.