Harlan Ad Server

This document explains how to install and use Harlan Ad Server. Harlan Ad Server enables you to serve and track the effectiveness of advertising on your website. For recent updates and changes, including the license, please see the readme.txt file.

Installation

To install Harlan Ad Server, follow these steps:

1. After extracting the zip, you will see two folders, install and adserver. The install folder contains this document as well as the database scripts. The adserver folder contains the files necessary for the application.
2. Create a folder called adserver on your web server and copy the application files to that folder. You can name it something else, but this document assumes you use the same name.
3. Navigate to the adserver folder on your web server, locate the file defaults.cfm, and open it in an editor. This file specifies the following settings for Harlan Ad Server:
   adminemail : This is the e-mail address used for error reports.
   dsn : This is the datasource for Harlan Ad Server.
   dbtype : This is the database type for Harlan Ad Server. It is currently unused but reserved for future use. You can leave it blank for now.
   title : This is the name of the application. You don't need to change this.
   skin : This is used for the Flash Forms on the site. You do not need to change this.
   lockname : The name of the lock used to secure certain operations. As before, you do not need to change this.
4. In case you are curious, I used a CFM file instead of an XML file so I could easily protect it from unauthorized access. Normally I'd place this XML file outside of the web root, but as an application, the entirety of Harlan is under web root. By using a CFM file, and wrapping the XML data in comments, I have a simple way to protect the document.
5. Next, you will need to determine which database you want to use. Harlan supports Microsoft Access, SQL Server, and MySQL 4.1. Log on to your ColdFusion Administrator and create a new datasource. The name should match the dsn value in defaults.cfm.

To initialize the database, you can either use the sqlserver.sql file, the mysql.sql file, or adserver.mdb. The sqlserver.sql file is for SQL Server. The mysql.sql file is for MySQL. The adserver.mdb file is for Microsoft Access.

Note that settings in the default.cfm file are cached. To refresh the cache, you can either restart your ColdFusion server, or simply append ?reinit=1 to the URL.

Running Harlan Ad Server

The main purpose of Harlan Ad Server is to help you serve and track the effectiveness of advertising on your website. With Harlan you can create graphical banner ads and text-based ads, clients that relate to ads, and campaigns that serve groups of ads. To begin working with Harlan, point your web browser to:

http://<your web server>/adserver

As soon as the application loads, you will be prompted to log in. Use the user name **admin** and the password **password** . You will want to change this as soon as possible using the Users tool. THe following sections provide an overview of Harlan Ad Server.

Clients

Clients represent the owners of your ads. Before you create any ads, you must create at least one client. A client is simply a name, an e-mail address, and a set of notes. (For example, you can use the Notes text box to remember that a client needs to be sent an invoice if you want to collect money for the ad space.)

Ads

Advertisements, or ads, are the main reason for the existence of Harlan Ad Server, and it is in this section where you will spend most of your time. In general, all ads can be considered either graphical or text-based ads. All ads have a name, an active flag, a client, a URL, a target, and a dimension or size:

- The active flag simply is a way to mark an ad as being useable or not. If an ad isn't being used, it is better to mark it inactive than to delete it.
- The Client pop-up menu simply associates the ad with the client. This is required.
- The URL is simply the place to send the visitor when he or she clicks on the link.
- The target is simply the target to use for the link. If left blank, the ad will work like a normal link. If _new is used, a new window will be created.
- The dimensions are used in two different ways. For a graphic ad, the dimensions specify the height and width of the graphic. If you leave these text boxes blank, Harlan will attempt to detect these values automatically. For a text-based ad, they determine the height and width of the table used to generate the ad.

For graphical ads, you can either select an image, or upload a new one. The image selector picks files from the adserver/images/ads subfolder. You can upload files directly into the images/ads subfolder if you want.

Text-based ads take both a title and a body. The title will be turned into a link to the URL. The body cannot be more than 255 characters. Text-based ads are rendered in a table. The title is a row by itself, and the body is in a row below it. You can customize how the ad is displayed by specifying CSS style elements for your site. Harlan Ad Server uses the class name listed in the following paragraph. You do not need to specify them in your style sheet, but it is a good idea to do it anyway.

HTML based ads are special. They are ads that have no formatted applied. What you type is what you will get when the ad is rendered. Because of this, click through tracking is not yet supported for them.

The table itself uses the class adserver_table . The table row with the title uses adserver_title_td , and the text is wrapped in a span with class adserver_title . The body row uses adserver_body_td and the text uses adserver_body .

Lastly, all ads have link code. You can place this code on your web page to serve the ad. As mentioned above, you probably do not want to do this. Most likely you will want to serve all ads through a campaign. However, you have the option if you want to place just an ad on your web page.

Campaigns

Campaigns are where ad groups can be created. All campaigns have a name and an active flag. The meat of the campaign is the scheduled ads. You can schedule any active ad to a campaign. Each ad has properties for weight and time restrictions.

An ad can have both a starting date and time filter, as well as an ending date and time. You can specify

any of the values. An ad with a start date filter will obviously only show up after that date. An ad with a starting and ending time will only show up during those times. Basically, you can have ads that start and stop at certain times. You can even schedule the same ad twice. You may want it to show up both in the morning (8–10 AM) and in the afternoon (4–6 PM).

Weight signifies how often an ad should show up in a campaign. You can almost think of weight as *turns* . Imagine you have two ads in your campaign, Ad One and Ad Two. Ad One has a weight of 2, and Ad Two has a weight of 1. When serving the ads, Ad One will have two turns. That means the first two impressions will be of Ad One. Then Ad Two will have a turn. After Ad Two is shown once, Ad One will be displayed twice again. Figure 1 shows an example of the Campaign Editor.

Reports

This section enables you to generate reports for your ads. You can generate reports on campaigns, ads, or clients. Harlan Ad Server supports both an HTML and Excel option for reports. If you have any ideas for additional reports, please let me know. Figure 2 shows a sample report.

Users

Last and actually least – the Users tool lets you edit users. This application is really intended for just one main administrator. You will most likely only come in here once—to change the default password.

Contact and Support

If you have questions about Harlan Ad Server, want to report a bug, or make a suggestion, contact Raymond Camden at raymondcamden@gmail.com . For general support issues, visit the project site at http://harlan.riaforge.org.