in**Click**3 – Pluggable Content
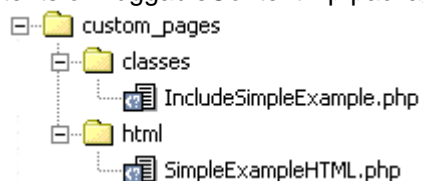
Pluggable Content System

The Pluggable Content system allows you to provide pages and integrate their corresponding menu items into the factory User Interface. These pages can contain PHP code (executed), form processors, JavaScript, etc. Assuming API access availability, you can also create your own custom workflow processes inserting and extracting data from the ad server as needed.

Example Pluggable Content

The configuration of a Pluggable Content Page is accomplished by extending on the class HTMLPage(), the ad servers factory HTML generation class. The example below utilizes sample files that can be found in the PluggableContent.zip package located in the /docs directory of your ad server deployment.

1. Upload Files
    The contents of PuggableContent.zip package:

    - custom_pages
        - classes
            - IncludeSimpleExample.php
        - html
            - SimpleExampleHTML.php

    Upload the files into the ad server root directory maintaining the directory structure as outlined above.

    a. IncludeSimpleExample.php – This file contains the class SimpleIncludePage which extends on the HTMLPage() factory class. The page title, the title box inside the content body of the page, is contained in the class function getPageTitle(). Rename the value as you see fit.

    The class function renderWithoutTemplate() will reference a the content file you wish to include. This reference utilizes a full path. For this example, the path is defined as a PHP define, CUSTOM_HTML_DIR, created in Step 2 below.

    b. SimpleExampleHTML.php – This is the HTML file to be shown to the user. This page may contain PHP code, JavaScript, etc.

2. Initializing Pluggable Content Services
    To initialize the Pluggable Content system, you will need to edit the /globals/globals_custom.php file and add the following lines of code inside the PHP tags:

    ```
    define(CUSTOM_HTML_DIR, INCLICK_BASE_DIR. "/custom_pages/html");
    $admin_custom_pages = array(); //INITIALIZE ADMIN PLUGGABLE CONTENT
    $advertiser_custom_pages = array();//INITIALIZE ADVERTISER PLUGGABLE CONTENT
    $publisher_custom_pages = array();//INITIALIZE PUBLISHER PLUGGABLE CONTENT
    ```

3. Configuring Pluggable Content
    Each account type has its own Pluggable Content, the arrays initialized in Step 2., which contain the following keys:
    - menu_title – The name of the menu item for this plug in.
    - menu_category – The category in which the name will appear.
    - subpage_id – This is the value of the URL parameter that will cause this plug in to be used.
    - class_file – The full path to the custom class, the class extend, for this plug in.
    - class_name – The name of the class that extends the factory class.

    For example, to add a Pluggable Content Page named "Sample Item" to the Publishers "Integration Tools" menu section, we would add the following code below what we added in Step 2:

```
array_push($publisher_custom_pages, array(
        "menu_category" => "integration_tools",
        "menu_title" => "Sample Item",
        "subpage_id" => "my_integration",
        "class_file" => INCLICK_BASE_DIR."/custom_pages/classes/IncludeSimpleExample.php",
        "class_name" => "SimpleIncludePage")
);
```

Adding another Pluggable Content item is as simple as repeating the above procedure, changing the value for each key as needed.

Available Session Parameters

The following PHP session parameters are available:

- $_SESSION['valid_user_id'] – The users account number
- $_SESSION['inclick_username'] – The users username (login ID)
- $_SESSION['inclick_user_level'] – The user type: adv, pub, adm

Global Variable Availability

The standard global PHP variables, $_REQUEST, $_GET, $_POST, are available from within your custom page / process. When performing a form processing method, be sure to include the form parameter "subpage_id" with the value you assigned to it. You will also need to provide the form parameter "pageid" with a value of "custom".

Pulling it All Together

Using the sample files provided, you will be able to quickly and easily deploy your own content from within the inClick Ad Server user interface. Using this Pluggable Content system, you are not only able to include static content, but also include forms and other PHP code. You can, for example, create your own page that interacts with an API to another application. You can even create your own custom ad code generator to include filter options that are outside the scope of the standard product.

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Appendix

Publisher Menu Categories

Category Title	Category Code	Description
Reports	reports	The reports section
Integration Tools	integration_tools	Tools for integrating network ads within publisher sites
Publisher Channels	publisher_channels	Publisher Channel management
My Account	account	Account Profile management

Administrator Menu Categories

Category Title	Category Code	Description
Accounts	accounts	Account management options
Campaigns	campaigns	Campaign management
Reports	reports	The reports section
Channels	channels	Channel management
Promotions	promotions	Promotional code management
Countries	countries	Country management
inContext	incontext	inContext indexing options
Configuration	configuration	System Configuration options
Support	support	Network support options

Advertiser Menu Categories

Category Title	Category Code	Description
Ad Management	campaigns	Campaign management options
Reports	reports	The reports section
My Account	account	Account profile management
Funding	funding	Account funding options