

Banner Management Functionality Overview and FAQ

This functionality provides the possibility for the administrator to define multiple banner areas on his website. Every banner area could have a maximum number of banners specified by the administrator. The administrator can also set the number of columns and rows of banners in this area as well as the banner size, the price for a banner to be listed in this area and how long (in days) it will stay online. From their personal admin space, the employers can choose the banner area where they would like to upload their banner (if the maximum number of banners allowed by the administrator for this area is reached, a SOLD OUT message will be displayed for the banner area and the employer won't be able to select it). For every banner, the employer can upload the banner image as well as specify the banner link. There are two types of banner links supported - links leading to the job ads posted by the employer uploading the banner or links to external websites (such as the employer website etc.)

Frequently asked questions related to the banner management functionality:

1. As administrator, I would like to know more about the banner areas, what settings are available?

The banner areas can be managed from the back office, the Settings->Banner areas page.

DELETE	MODIFY	ID	NAME	DESCRIPTION	ROWS	COLUMNS	WIDTH	HEIGHT	PRICE	DAYS
<input type="checkbox"/>	<input type="checkbox"/>	1	Right	6 banners to the right	2	6	50	50	1565	90
<input type="checkbox"/>	<input type="checkbox"/>	2	Right modified	6 banners to the right	2	6	50	50	1565	90

When creating a new banner area, the administrator is required to fill the following fields:

- **Name** - the name of the banner area
- **Description** - the description of the banner area, this description is visible for the employers
- **Rows** - the number of rows of banners in this area
- **Columns** - the number of columns of banners in this area, for example if you enter 3 rows X 4 columns, the banners will appear in a table having 4 rows and 4 columns
- **Banner Width** - the width in pixels of a banner placed in this area
- **Banner Height** - the height in pixels of a banner placed in this area
- **Banner Price** - the price paid by the employers for placing a banner in this area
- **Days Valid** - the number of days for which the banner will appear on the website

The administrator can also modify the settings of a banner area from this page however the new settings (such as how many days the banners from this area will stay online) won't affect the existing banners, just the new ones added by the employers.

2. How many banner areas can be added and how to insert them in the front site template?

The number of banner areas isn't limited, this means that the administrator can create as many banner areas as he wishes. For every banner area there is a correspondent tag which should be inserted in the template html code. The format of the tag is `<wsa banners_[BANNER_AREA_ID]/>`. For example for the banner area with id #1 , it will be `<wsa banners_1/>`, for id #2 `<wsa banners_2/>`, etc. These tags should be inserted in the templates code (from the Templates->Modify page) at the place where the banners will appear. When the website content is rendered, the tag `<wsa banners_1/>` will be replaced with the html code of the banner area #1

3. How the employer can upload a new banner, what fields he will be supposed to fill?

The employer can upload new banners from his admin space, the Jobs Ads->Banners page.

JobsPORTAL

logout

HOME PROFILE JOB ADS APPLICATIONS JOBSEEDERS

Packages New Job Ad My Job Ads Expired Ads Banners

Manage your banners

Select the area where you would like to place your banner:

[area #1] Right [\[SELECT\]](#)

6 banners to the right

Total banners in this area: 12 [2 rows X 6 columns] Banner size: 50px X 50px Price: \$15.65 Days: 90

List of your current banners:

Page size: 20 1

DELETE	MODIFY	NAME	ACTIVE	AREA	DATE	IMAGE
<input type="checkbox"/>		NETARTMEDIA	YES	1	20/07/2006	

[Details](#)

When adding a new banner, as a first step the employer needs to select the banner area where he would like to place his banner (the list of the available banner area appears at the top of the page). After that, on the new form that will open, the employer will be required to fill the following fields for the banner:

- **Name** - the name of the banner, this name doesn't appear on the website, it's supposed to help the employer to easily identify its banner
- **Image** - the banner image
- **Link Type** - the type of the link, the employer has a choice between "Jobs Ads" and "External Link". If "Jobs Ads" is selected, then when clicking on the banner the jobseekers will see the list of job ads of this employer. When "Job Ads" link type is selected, there is no need to fill the last "Link" field in this form. The "External Link" should be used when the employer would like that when clicking on the banner, the jobseekers are redirected to an external website such as the employer website etc. If the employer selects the "External Link" option, he has to enter the link in the next field "Link"
- **Link** - the link/url of the website (if the "External Field" option is selected). The urls should be in the following format: `http://www.website.com`

4. What payment options are available for the banners?

There are two basic options:

1. The banners to be activated instantly and an email having the payment information to be sent to the employers (for example explaining them that they have to make a payment to a specified paypal account for the amount of the banner within 5 days or their banner will be suspended)
2. The banners to be activated when the payment is received- in such case when an employer wants to add a banner at the last step he sees the available payment options (as defined by the administrator in the jobs_config.php file) As soon as the employer payment for the banner is received (paypal, 2checkout, cheques or bank wire) is received, the administrator will have to manually activate the employer banner.

If the administrator would like to use option (1), he has to set `JOB_PACKAGES_AND_BANNERS_ACTIVATED_BY_DEFAULT` to true in jobs_config.php. Additionally for (1), he may set `SEND_PAYMENT_EMAILS` to true (which will send emails having payment information).

The payment emails subject and text will also have to be set in jobs_config.php

```
//THE PAYMENT EMAIL SUBJECT
$PAYMENT_EMAIL_SUBJECT="Payment for domain.com";
//THE PAYMENT EMAIL TEXT
$PAYMENT_EMAIL_TEXT="Please make a payment for the amount of [AMOUNT] to
paypal account: paypal@paypal.com within 5 days";
```

Please note that [AMOUNT] will be replaced with the amount to be paid.

For configuring option (2), the administrator will have to use the following options in jobs_config.php:

```
//IF PAYPAL IS ACCEPTED - POSSIBLE VALUES true OR false
$ACCEPT_PAYPAL = true;
//THE CURRENCY CODE WHICH WILL BE USED FOR PAYPAL PAYMENTS
//SOME OF THE AVAILABLE OPTIONS ARE: USD EUR GBP ...
$PAYPAL_CURRENCY_CODE="USD";

//THE PRIMARY PAYPAL ACCOUNT USED FOR ACCEPTING PAYMENTS FROM PAYPAL
$PAYPAL_ACCOUNT="paypal@paypal.com";

//IF PAYPAL IS ACCEPTED - POSSIBLE VALUES true OR false
$ACCEPT_2CHECKOUT = false;

//2CHECKOUT SID
$_2CHECKOUT_SID = "111111";

//IF CHECKS ARE ACCEPTED - POSSIBLE VALUES true OR false
$ACCEPT_CHECK = false;
```

```
//ADDRESS TO WHICH THE CHEQUES SHOULD BE SENT
$CHEQUE_ADDRESS="[cheques address goes here]";

//IF BANK WIRE TRANSFERS ARE ACCEPTED OR NOT - POSSIBLE VALUES true OR false
$ACCEPT_BANK_WIRE_TRANSFER = false;

//IF BANK WIRE TRANSFERS ARE ACCEPTED YOU SHOULD PLACE THE BANK
//ACCOUNT DETAILS HERE, IN THE FORMAT YOU WOULD LIKE THE USERS TO SEE IT
$BANK_WIRE_TRANSFER_INFO="[BANK ACCOUNT INFO]";
```

5. Does the administrator have also the ability to add banners or it's restricted only to the employers?

Yes, the administrator can also add banners to a selected banner area using the Settings->Banners page. When adding a banner, the administrator will have to specify additionally the username of the employer for whom he is adding the banner.