



## Help Documentation

### How to Display an Advertisement or Promotion on your Reservation System's Website

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#### Setup – Advertisement Placeholder Definitions – New Item

This screen is used to create new advertisement placeholder definitions for displaying advertisements and promotions in the Reservation System.

↗ You will also access this screen to edit an existing advertisement placeholder definition.

#### » To create a new advertisement placeholder definition

1. Go to **Setup – Advertisement Placeholder Definitions**
2. Click [< Click here to add a new Advertisement Placeholder >](#). The **New item** screen will be displayed.
3. In the **Placeholder Type** section:
  - Select **Right advertisement placeholder** to display the advertisement or promotion to the right of the query pane.
  - Select **Below query advertisement placeholder** to display the advertisement or promotion below the query pane.
4. In the **Effective** section, define the date range during which the advertisement placeholder definition will be displayed:
  - In the **From** field, select the beginning date.
  - In the **Until** field, select the last date.
  - Select **Always Valid** to display the advertisement placeholder definition permanently.
5. In the **Applicable services** section, select the service (or services) on whose query page the advertisement placeholder definition will be displayed.



6. In the **Applicable configurations** section, select the selling channel to which this advertisement placeholder definition will be applied.

By default, all selling channels (B2E, B2B, B2C) will be selected.

- From the **Selected** multi-selection list, click the selling channel to include in the **Not Selected** list and in which the advertisement placeholder definition **will not be displayed**.
7. In the **Define content** section, define the content that will be displayed in the advertisement placeholder. The advertisement placeholder can display either an advertisement or a promotion for your product.

To display an advertisement, use one of the following two methods:

- **Upload an existing advertisement**
- **Create a new advertisement**

To display a promotion, use the following method:

- **Create a promotion for your product**

If content is not defined for the advertisement placeholder, an image of a compass will be displayed.

» **To upload an existing advertisement**

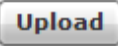
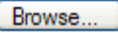
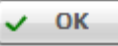
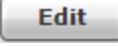
Note that only the following file types can be uploaded:

- HTML
- an archived directory (with extension .zip) containing both HTML and associated files (image, flash, etc.) Ensure that all associated files are on the same level (not in sub-directories) and that all URLs in the HTML source are relative.

The maximum width of the advertisement in the **Right advertisement placeholder** is 584 pixels.

The maximum width of the advertisement in the **Below query advertisement placeholder** is 350 pixels.

There is no height limit.

- Click .
- Click .
- Select the file or archived directory.
- Click .
- If required, click  to edit the uploaded file/s.

Refer to the **FCKeditor User's Guide** at

[http://docs.fckeditor.net/FCKeditor\\_2.x/Users\\_Guide](http://docs.fckeditor.net/FCKeditor_2.x/Users_Guide) for instructions on how to use the text editor's functions.


- Click .

- If required, click  to delete an existing advertisement.

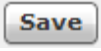
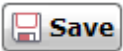




» **To create a new advertisement**

The maximum width of the advertisement in the **Right advertisement placeholder** is 584 pixels.  
The maximum width of the advertisement in the **Below query advertisement placeholder** is 350 pixels.  
There is no height limit.

- a. Click .
- b. Create the advertisement using the text editor.


Refer to the **FCKeditor User's Guide** at [http://docs.fckeditor.net/FCKeditor\\_2.x/Users\\_Guide](http://docs.fckeditor.net/FCKeditor_2.x/Users_Guide) for instructions on how to use the text editor's functions.

- c. Click  in the text editor.
- d. Click .

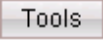
 If required, click  to delete an existing advertisement.

» **To create a promotion for your product**

In order to be able to create a promotion, a user (in B2E mode only) must have the **Create and Update Promotions** permit (included in the **Product Management Permits** expander).

- a. Perform steps 1 - 6 as described above.
- b. Upload or create an image to advertise your promotion as described in **To upload an existing advertisement** or **To create a new advertisement**.
- c. Click .






- d. In the Reservation System, perform a query that will display results representing your promotion.
- e. Click  .
- f. Click **Save as promotion** to save **all** the results as the promotion.

You can also select only **one** of the results as your promotion by clicking the product name and then clicking **Save as promotion**. This result must be an internal product.

- g. The deep link representing the query will be displayed in the **Details** dialog box.
- h. Select **Use product in specific date** to link the promotion to a product query according to the date included in the original query (step d)

**OR**








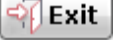
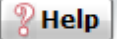
Select **Set product offset to [ ] days** and enter the relevant number of days, to link the promotion to a product query for the following date range: date of original query + number of days entered into this parameter.

- i. Copy the deep link using **Ctrl + C**.
- j. Click  .
- k. In Administration Tools, go to **Setup – Advertisement Placeholder Definitions**.
- l. Locate the advertisement placeholder definition created in steps a - f above.
- m. In the **Define content** section, click  . Text or an image will be displayed.
- n. Click  .
- o. Select the **Link Info** tab.
- p. Paste the deep link into the **URL** field using **Ctrl + V**.



- q. Select the **Target** tab.
- r. In the **Target** field, select **Parent Window** from the drop-down list.
- s. Click **OK**.
- t. Click  .
- u. Select the **Image Info** tab.
- v. In the **Border** field, enter **0** (zero).
- w. Click **OK**.
- x. Click  in the text editor.
- y. Click .

➔ **On-Screen Buttons**

 <b>New</b>	Save or discard changes to current advertisement placeholder definition and display blank screen for new advertisement placeholder definition
 <b>Copy</b>	Copy advertisement placeholder definition displayed on screen
 <b>Delete</b>	Delete advertisement placeholder definition displayed on screen
 <b>Prev</b>	Save or discard changes to current advertisement placeholder definition and display previous advertisement placeholder definition (from search results)
 <b>Next</b>	Save or discard changes to current advertisement placeholder definition and display next advertisement placeholder definition (from search results)
 <b>Save</b>	Save the current advertisement placeholder definition
 <b>Save &amp; Exit</b>	Save the current advertisement placeholder definition and return to main advertisement placeholder definition screen
 <b>Exit</b>	Exit to main advertisement placeholder definition screen
 <b>Help</b>	Open the relevant Help topic