



Help Documentation

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

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 configuration to which this advertisement placeholder definition will be applied.

By default, all configurations (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


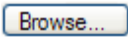
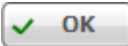

Note that only the following file types can be uploaded:

- 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 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.

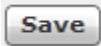
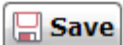
The maximum width of the advertisement in the **Below query advertisement placeholder** is 350 pixels.

There is no height limit.

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

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

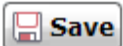
http://docs.fckeditor.net/FCKeditor_2.x/Users_Guide for instructions on how to use the text editor's functions.

- 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.



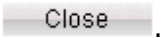



- e. Click .
- f. Click **Save as promotion** to save **all** the results as the promotion.

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.






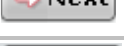

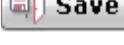
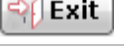
- i. Copy the deep link using **Ctrl + C**.
- j. Click .
- k. In Administration Tools, go to **Setup – Advertisement Placeholder Definitions**.
- l. Locate the advertisement placeholder definition created in steps a - f above.
- m. In the **Define content** section, click . Text or an image will be displayed.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

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