

CellarWebAds Screen Shots

These are screen shots from the ads used on CellarWebAds.com.

Administrative User Login screen

CellarWebAds User Login

Administrative Login

Username	
Password	
<input type="button" value="Login"/>	

Wrong Username or Password

Menu List Box

CellarWebAds Databases

Campaigns	Clients	Graphics
Rates	Tracking	Ad Templates
Login	Logout	Help
Reports	<input type="button" value="Donate"/>	

CellarWebAds Databases

The menu box is shown on all screens on the right side of the page.

Ad Campaign List

Campaign Data with Client Information

ID	Name	AdGraphic ID	Ad Height	Ad Width	Pr	Start Date	End Date	Max Display Count	Current Click Count	Ad Rate ID	Client ID	Client Name	Adt. Rep.
7	BBQ 250-250-04a	6	250	250	3	2010-01-30	2013-11-30	1555555	808	2	2	BBQ Grail Media Group	Edit Delete
5	BBQ Grail - 125-125- 01	9	125	125	3	2010-01-30	2010-11-30	122222222	868	2	2	BBQ Grail Media Group	Edit Delete
6	BBQ Grail 125 125 - 2	7	250	250	1	2010-01-30	2012-11-30	1	1	2	2	BBQ Grail Media Group	Edit Delete
9	BBQ Grail 125x125-03	10	123	123	3	2010-01-25	2011-11-30	10000	616	3	2	BBQ Grail Media Group	Edit Delete
8	BBQ Grail 250x250	7	250	250	3	2010-02-25	2010-11-30	10000	833	2	2	BBQ Grail Media Group	Edit Delete
3	Cellarweb 1004	9	125	125	99	2010-02-05	2010-03-30	111	111	2	3	CellarWeb	Edit Delete
19	CellarWeb 125 125 01	26	125	125	3	2010-03-12	2010-11-12	0	869	3	3	CellarWeb	Edit Delete
1	CellarWeb	1	125	125	3	2010-03-12	2010-11-12	0	869	3	3	CellarWeb	Edit Delete

CellarWebAds Databases

Campaigns	Clients	Graphics
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CellarWebAds Databases

Ad Campaign Companies

ID	Ad Campaign	Company
5	BBQ Grail - 125-125-01	BBQ Grail Media Group
2	cellarweb 125x125-4001	CellarWeb

A list of all ad campaigns. The box on the lower right allows you to filter the list by Company name.

Ad Campaign Edit Screen

Ad Campaign Database

Campaign Id	7		
Name	BBQ 250-250-04a		
Adgraphic Id	ID #6	BBQ Grail 250-250 - 02	▼
Ad Height	250	250	(no input, automatically determined)
Ad Width	250	250	(no input, automatically determined)
Startdate	Jan	30	2010
Select date or use calendar button			
Enddate	Nov	30	2013
Select date or use calendar button			
Max Click Count	1555555		
Current Click Count	808		
Priority	1 = priority, 3 = normal, 5 = filler, 90 = maxed views, 99 = inactive 3 = normal ▼		
Adrate Id	Adrate ID #2	Basic Free Rate	▼
Client	Client ID #2	BBQ Grail Media Group	▼
Notes	BBQ notes here 		
<input type="button" value="Save Data"/>			

An ad campaign is the information regarding the display of a particular ad graphic. There are drop-down lists that allow you to select the ad graphic file, calendar buttons for the start/end date, priority selections, the ad rate for this ad, and the client name, along with an area for notes.

Client List

Clients Database

ID	Company	Contact	Address	City	State	Zip	Email	Phone	Notes	Add New
2	BBQ Grail Media Group	Larry Gaian		Rocklin	CA	95765	larry@here.com		hello there	Edit Delete
3	CellarWeb	Rick Hellewell	4384 W 1425 South	Syracuse	UT	84075	rhellewell@gmail.com		more notes	Edit Delete
4	Farkle Company	Fred Farkle	123 main	syracuse	ut	88484	fred@farkel.com	999-123-1234	notes are here	Edit Delete

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CellarWebAds Databases		

Ad Clients

ID	Company Name	Contact
2	BBQ Grail Media Group	Larry Gaian
3	CellarWeb	Rick Hellewell
4	Farkle Company	Fred Farkle

A list of clients; with the lower-right box as a summary list. Note that this page, as in all others, has a 'Print This Page' button if you want a printed copy of the displayed information. The printed page will not have the menu or grouping box on the right side.

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Client Edit Screen

Ad Clients

Client ID	3
Company	CellarWeb
Contact	Rick Hellewell
Address	
City	Syrcause
State	UT
Zip	84075
Email	rhellewell@gmail.com
Phone	
Notes	more notes

Contains the contact information for your advertising clients.

Ad Graphics List

Graphics Data with Client Information

ID #	Description	Graphic	Target	Client ID	idadclient	Company	Notes	Add View
26	CellarWeb 125 x 125 01	cellarweb-125-125-04.png	http://cellarweb.com	3	3	CellarWeb	more notes	Edit Delete
2	CellarWeb 125x125 - b	cellarweb-125-125-02.png	http://cellarweb.com	3	3	CellarWeb	more notes	Edit Delete
3	BBQ Grail - 250x250	bbqgrail-250-250-03.png	http://thebbqgrail.com	2	2	BBQ Grail Media Group	hello there	Edit Delete
4	Stickyfingerprints	cellarweb-125-125-01.png	http://stickyfingerprints.com	3	3	CellarWeb	more notes	Edit Delete
6	BBQ Grail 250-250 - 02	bbqgrail-250-250-02.png	http://thebbqgrail.com	2	2	BBQ Grail Media Group	hello there	Edit Delete
7	BBQ Grail - 250-250 - 03	bbqgrail-250-250-03.png	http://thebbqgrail.com	2	2	BBQ Grail Media Group	hello there	Edit Delete
8	CellarWeb - 125x125 - 03	cellarweb-125-125-03.png	http://cellarweb.com	3	3	CellarWeb	more notes	Edit Delete
9	CellarWeb 125x125 04	cellarweb-125-125-04.png	http://cellarweb.com	3	3	CellarWeb	more notes	Edit Delete
10	BBQ Grail - 125-125-01	ad-125-125-04.png	http://thebbqgrail.com	2	2	BBQ Grail Media Group	hello there	Edit Delete
11	BBQ Grail - 125-125 - 02	ad-125-125-02.png	http://thebbqgrail.com	2	2	BBQ Grail Media Group	hello there	Edit Delete
14	BBQ Grail 125x125 3	ad-125-125-03.png	http://thebbqgrail.com	2	2	BBQ Grail Media Group	hello there	Edit Delete

CellarWebAds Databases

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[Rates](#) [Tracking](#) [Ad Templates](#)
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[Reports](#)

CellarWebAds Databases

Ad Graphics

ID	Description	Client
26	CellarWeb 125 x 125 01	CellarWeb
2	CellarWeb 125x125 - b	CellarWeb
3	BBQ Grail - 250x250	BBQ Grail Media Group
4	Stickyfingerprints	CellarWeb
6	BBQ Grail 250-250 - 02	BBQ Grail Media Group
7	BBQ Grail - 250-250 - 03	BBQ Grail Media Group
8	CellarWeb - 125x125 - 03	CellarWeb
CellarWeb 125x125 ...		

The list of advertising graphics. The grouping box at the bottom-right allows you to select just the ads belonging to a particular client.

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Ad Graphics Edit Screen

Graphics Database

idadvert	2
Description	CellarWeb 125x125 - b
Height	125
Width	125
Graphic	Choose graphics file (previously uploaded) Choose a file - cellarweb-125-125-02.png
Clicktarget	http://cellarweb.com Full URL - example: http://www.foodiefeeds.com
Idclient	Client ID #3 CellarWeb
<input type="button" value="Save Data"/>	

The information relating to an ad graphics file – the ad graphic that will be displayed on your site. A drop-down list allows you to select the graphics file you have previously uploaded. The Clicktarget field is the client’s page that will be displayed when the visitor clicks the ad graphic.

Ad Rates List

Ad Rates Database

Idadrates	Ad Rate Name	Cost/1000 views	Cost/click	Notes	Add New
7	another new rate	0.30000000	0.40000000		Edit Delete
2	Basic Free Rate	0.55555555	0.44000000	notes	Edit Delete
10	basic rate number 2	0.80000000	1.88000000	here are notes	Edit Delete
3	Priority Rate 01	0.34510000	0.50000000	notes are here	Edit Delete

The list of available advertising rates, showing the cost per 1000 displays (CPM) and cost per click (CPC).

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Ad Rates Edit Screen

Ad Rates

ID	3	
Rate Name	Priority Rate 01	
Cost per 1000 views	0.34510000	(include the decimal value)
Cost per click	0.50000000	(include the decimal value)
Notes	notes are here	
<input type="button" value="Save Data"/>		

Details of the ad rate, cost per view, cost per click, and notes area.

Ad Track List

Ad Tracking Database
1 2 3 4 5 6 7 8 9

Idadtrack	Ad Campaign	Client Name	Graphic Name	Graphic ID	Viewdate	Pageviews	Clicks
177	2	CellarWeb	CellarWeb - 125x125 - 03	8	2010-05-10	27	
178	7	BBQ Grail Media Group	BBQ Grail 250-250 - 02	6	2010-05-10	58	
179	8	BBQ Grail Media Group	BBQ Grail - 250-250 - 03	7	2010-05-10	58	
180	19	CellarWeb	CellarWeb 125 x 125 01	26	2010-05-10	86	
181	5	BBQ Grail Media Group	CellarWeb 125x125 04	9	2010-05-10	86	
172	2	CellarWeb	CellarWeb - 125x125 - 03	8	2010-05-09	17	
173	8	BBQ Grail Media Group	BBQ Grail - 250-250 - 03	7	2010-05-09	28	
174	7	BBQ Grail Media Group	BBQ Grail 250-250 - 02	6	2010-05-09	28	
175	5	BBQ Grail Media Group	CellarWeb 125x125 04	9	2010-05-09	38	
176	19	CellarWeb	CellarWeb 125 x 125 01	26	2010-05-09	38	
167	2	CellarWeb	CellarWeb - 125x125 - 03	8	2010-05-08	4	
168	7	BBQ Grail Media Group	BBQ Grail 250-250 - 02	6	2010-05-08	10	
169	8	BBQ Grail Media Group	BBQ Grail - 250-250 - 03	7	2010-05-08	10	
170	5	BBQ Grail Media Group	CellarWeb 125x125 04	9	2010-05-08	13	
171	19	CellarWeb	CellarWeb 125 x 125 01	26	2010-05-08	13	
162	8	BBQ Grail Media Group	BBQ Grail - 250-250 - 03	7	2010-05-07	49	
163	7	BBQ Grail Media Group	BBQ Grail 250-250 - 02	6	2010-05-07	49	
164	5	BBQ Grail Media Group	CellarWeb 125x125 04	9	2010-05-07	68	

CellarWebAds Databases			
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Reports	<input type="button" value="Donate"/>		
CellarWebAds Databases			

Ad Tracking		
ID	View Date	Page Views
177	2010-05-10	315
172	2010-05-09	149
167	2010-05-08	50
162	2010-05-07	261
156	2010-05-06	361
150	2010-05-05	202
144	2010-05-04	100
137	2010-05-02	70
130	2010-05-01	222
123	2010-04-30	1516

As an ad is displayed, or clicked, the view/click is stored in the tracking database for later billing. Note that 20 records are displayed at a time. The grouping box in the lower-right of the screen allows you to select a specific date, as in this next screen shot, which shows the filtered list for a specific date.

Ad Tracking Database (filtered)

Idadtrack	Ad Campaign	Client Name	Graphic Name	Graphic ID	Viewdate	Pageviews	Clicks
177	2	CellarWeb	CellarWeb - 125x125 - 03	8	2010-05-10	27	
178	7	BBQ Grail Media Group	BBQ Grail 250-250 - 02	6	2010-05-10	58	
179	8	BBQ Grail Media Group	BBQ Grail - 250-250 - 03	7	2010-05-10	58	
180	19	CellarWeb	CellarWeb 125 x 125 01	26	2010-05-10	86	
181	5	BBQ Grail Media Group	CellarWeb 125x125 04	9	2010-05-10	86	

This data is not editable, so there is no edit screen for ad tracking.

CellarWebAds Screen Shots

Ad Templates List

Ad Template Database

Ad Template ID#	Template Group	Style Class	Slot Height	Slot Width	Slot Priority	Ad Slots	Slot Status	Notes	Add New
6	0.00	CWad_125_125_normal	125	125	3	2	10		Edit Delete
12	0.22	CWad_125_125_priority	125	125	3	4	10	notes are here	Edit Delete
1	1.10	CWad_250_250_priority	250	250	1	1	10	priority 250x250, one only now.	Edit Delete
2	1.20	CWad_125_125_priority	125	125	1	2	10	125x125 priority slots, 2 ads, misc.	Edit Delete
3	1.30	CWad_250_250_normal	250	250	3	1	10	250x250 normal, one ad	Edit Delete
4	1.40	CWad_125_125_normal	125	125	3	2	10	125x125 normal slots, 6 total.	Edit Delete
5	2.10	CWad_250_250_normal	250	250	3	1	10		Edit Delete
7	2.20	CWad_125_125_normal	125	125	3	4	10		Edit Delete



Ad Template Database

ID	Template Group
6	0
1	1
5	2

A list of available ad templates, which are used to display a grouping of ads, according to the template group value.

Ad Templates Edit Screen

Ad Templates

Template ID	<input type="text" value="1"/>
Template Group	<input type="text" value="1.10"/> [ad grouping value] . [order of items in the group]
Style Class Name	<input type="text" value="250 x 250 - Priority"/> ▼
Slot Height	<input type="text" value="250"/> ▼
Slot Width	<input type="text" value="250"/> ▼
Slot Priority	<input type="text" value="1 (High Priority display)"/> ▼
Ad Slots	<input type="text" value="1"/> Number of ads to display in this group
Slot Status	<input type="text" value="10 = Active"/> ▼
Notes	<input type="text" value="priority 250x250, one only now."/>
<input type="button" value="Save Data"/>	

The Ad Template Edit screen allows you to specify the information used to display this template group.

CellarWebAds Screen Shots

Reports Menu

CellarWebAds Reports

Clients	Campaigns	Graphics	Tracking	Rates	Templates
Client List		Graphics List		Rates List	Template List
			Last x Days		
Customer Billing					

The available reports. Since all screens (lists and edit screens) can be printed, there are just a few reports, but room for more. The most important report, is the Customer Billing report.

Customer Billing Report Selection

CellarWebAds Customer Billing

CellarWeb

4

2010

Run Report

This allows you to select a specify customer, and month/year value, to get a report similar to the following report screen shot.

Customer Billing Report

CellarWebAds Customer Billing for 4 / 2010

05-10-2010 5:41 pm

Idadtrack	Ad Campaign	Client Name	Graphic Name	Graphic ID	Viewdate	Pageviews	Clicks	Adrate	CPM	CPC	View Cost	Click Cost
125	10	CellarWeb	CellarWeb 125x125 - b	2	2010-04-30	218	1	10	0.80000000	1.88000000	174.40	1.88
129	2	CellarWeb	CellarWeb - 125x125 - 03	8	2010-04-30	90	5	2	0.55555555	0.44000000	50.00	2.20
122	2	CellarWeb	CellarWeb - 125x125 - 03	8	2010-04-29	11		2	0.55555555	0.44000000	6.11	0.00
119	10	CellarWeb	CellarWeb 125x125 - b	2	2010-04-29	29		10	0.80000000	1.88000000	23.20	0.00

Total CPM Cost = \$ *****253.71
Total CPC Cost = \$ *****4.08

Total Ad Cost = \$ *****257.79

This shows the ad billing report for a specific client (CellarWeb), and the pageviews, clicks, and costs. The total due for this customer for this time period is \$257.79. You can print this report to send as an invoice to your client.

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