

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment

Installation and Deployment

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

Table of Contents

About the Platform – Important	5
Quick Start Guide – Start Here!	5
Getting Help and Support	6
Installation	7
System Requirements.....	7
Web Server.....	7
PHP	7
MySQL.....	7
Cron Jobs / Scheduled Process / Scheduled Task.....	7
The Initial Installation	8
Database Creation	8
Automated Installer	8
Configuring Maintenance Schedule – Process Manager.....	8
Error Logging	9
Upgrading	10
Upgrading a 3.x or 4.x inClick Ad Server.....	10
inContext – Contextual Engine	11
The Indexing Process.....	11
URL Lookup Tool.....	11
Ad Server Administrator Area	13
Accounts	13
Available Actions	14
Switching Users.....	14
W9 Status (Pub)	14
Account Classification (Adv).....	15
Suspend Account.....	15
Approve Publisher (Pub)	15
Approve Publisher w/ Notice (Pub)	15
Decline Publisher (Pub)	15
Take a Credit Card Payment (Adv)	15
Clear Pending Transactions (Pub)	15
Pay Publisher (Pub)	15
Click Gateway (Pub)	15
Credit / Debit Account.....	16
View Advertisers	16
View Publishers.....	16
Campaigns	17
View Active.....	17
View Pending	17
Available Administrative Actions	17
Channels	18
Channel Configuration Options.....	19
Sample Channel Configurations	20
Promotions	20
Promotion Code	20
Description.....	20
Bonus Type.....	20
Increase Amount	20
Date Range.....	21

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

Applies To.....	21
Minimum Deposit	21
Maximum Deposit	21
Use Count.....	21
Countries.....	21
Reports.....	22
Server Status	22
Daily Performance.....	22
Channel Performance	23
Advertiser Performance.....	23
Publisher Performance.....	23
Advertiser Billing	23
Publisher Billing.....	23
Account Balance	23
Publisher Payment	23
Click Log.....	23
Configuration.....	23
System Setup.....	23
Campaign Settings - Character Limits.....	24
Publisher Settings.....	26
General Settings.....	27
Accepted Payment Methods	28
2Checkout	31
PayPal.....	32
Custom Parameters and Features.....	33
CAPTCHA Color Configuration	33
Default Ad Code Color Configuration	33
Using SMTP	33
Keyword Matching Thresholds	33
IAB "Ads by" Location.....	33
Click Target, Current Window or New Window.....	33
Ad Code Default Colors	34
Disable XML Feed Configuration.....	34
Disable Ad Code Generation.....	34
Adding Your Own Menu Links and Content.....	34
Region Targeting (Non-GeoIP)	34
Extra Filters	34
Hybrid Image and Text Ads (Beta).....	34
Terms of Use Location.....	35
Bypass URL Validation For Advertisers.....	35
Disable Admin Configuration.....	35
Using a Dedicated inContext Spider or Set of Spiders.....	35
Using Cache and Simple Queue Services (SQS)	35
Insertion of Third Party Conversion Tracking.....	36
inContext Word / Phrase Count.....	36
Adjusting Relevancy Boosts.....	37
General System Setup.....	38
User Modifiable Files	38
Using HTTPS.....	38
Home Page Files.....	38
Changing Header and Footer Files	38
Modifying System Colors	39

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

Available Session Variables.....	39
Custom Login Page	39
Custom Login Process	39
Links to New Advertiser, New Publisher, and Lost Password Workflow.....	40
Sample HTML Code Fragment	41
Sample Custom Login Page	41
Common Issues and Solutions.....	42
System Message: The files in: ... data/generated/ must be writable	42
White screen or error when an advertisement is clicked on.	42
“I don’t think inContext ad matching is working”	42
Not Seeing Ads.....	42
“All I see is a box where the ad should be”	42
Error at Line 0 Error	43
Blank Screen After Installation.....	43
Why Are Ads Being Delivered At No Cost?	43
“I need to change the currency format, how do I do that?”	43
High Performance Tuning.....	44
Change Log	45
Obtaining Support.....	56
Custom Modifications	56
LICENSE AGREEMENT	57

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

About the Platform – Important

The inClick Ad Server is a self-service ad management platform that optimizes the retrieval of advertising based on a number of filter criteria, delivering qualified results based on an adjusted proxy-bid auction model. While many platforms use the common model of ranking results based strictly on the bid value, the inClick Ad Server optimizes costs and placement (rank) by considering much more than just the bid value.

Using a proprietary algorithm, our Yield Optimized Delivery Engine considers factors such as keyword match type, region target match, geographical targeting, historical performance, and a number of additional factors for both positioning in the request (rank) in addition to the actual cost to the advertiser (adjusted bid).

If you have any questions regarding the inClick Ad Server, our Yield Optimized Delivery Engine, or any of our advanced features, please do not hesitate to ask.

Quick Start Guide – Start Here!

Are you in a hurry to get started? Here's a brief overview of what you will need to complete for a successful inClick Ad Server deployment.

Getting Started Checklist:

1. Unpack / Unzip the inClick Ad Server zip or gzip file locally maintaining the directory structure.
2. Upload ad server to web site in Binary mode maintaining directory structure. (Upload in Binary, not ASCII)
SHOWSTOPPER: Uploading in ASCII will yield invalid results!
3. Open your browser and go to the directory of your ad server installation. This will take you through the Installation Wizard.
4. Do not forget to set the Cron Tab / Cron Job / Scheduled Task for system maintenance.
SHOWSTOPPER: Failure to complete this step will yield your system non-functional! DO NOT SKIP THIS STEP
5. Login as the Administrator
6. Configure System Setup
7. Setup Channels (If needed)
8. Configure available Countries (If using Geographical targeting)
9. Setup house ads by logging into the House Advertiser account:
Accounts > View Advertisers > 1001 > Login As User
NOTE: When creating house ads, be sure to select All Keywords in the Keyword Step.

NOTE: Ads from the house account (1001) will be delivered at a rate of zero (0.00) cost per click regardless of what you entered. Should you wish to deliver advertising that has a value associated with it, you will need to create a separate advertiser account and post a credit to fund the account. This secondary account will be subject to the Performance Lease Fee.
10. Show ads by placing ad code from the house publisher account:
Accounts > View Publishers > 1002 > Login As User > Ad Code Wizard

If you run into any issues, be sure to review this entire document before requesting support.

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

Getting Help and Support

Every current inClick Ad Server account is entitled to courtesy support. To obtain support, you can use any of the following methods:

- **Frequently Asked Questions** – Your first source for answers is our Frequently Asked Questions. This FAQ system contains many of the most frequent issues we see. It is strongly recommended that you review the Frequently Asked Questions first before requesting support.
- **Support Ticket** – This is our preferred method of requesting support. By opening a support ticket, we will be able to track reports and provide a clear, concise, response. New tickets are assigned within one business day, however, are typically responded to within an hour.

The following methods are also available for inClick Standard users, however, will require a Support Ticket be opened first:

- **Online Chat** – Our support staff is available from 9AM to 5PM Eastern, Monday through Friday, for live online chat via our web site. To access a support representative, simply log into your inClick.net account and go to the Client Support tab and select Live Chat.
- **Phone Support** – Limited support by phone is also provided to inClick Lite and Standard users. Please be sure to open a support ticket before calling. Hours for phone support are from 9AM to 5PM Eastern, Monday through Friday.

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment

Installation

System Requirements

Before getting started with the inClick Ad Server, please make sure your web server has met following requirements.

Web Server

The inClick Ad Server should run on any web server that supports PHP 4 or PHP 5. The inClick Ad Server has been tested to run on Linux using Apache. Other web servers may work as long as PHP is fully supported. Installation of the inClick Ad Server on operating systems other than Linux have not been fully tested and may not be supported.

PHP

The inClick Ad Server is written in PHP and requires PHP to be installed on your web server. inClick will work with PHP 5 or higher.

NOTE: Some PHP installations will run as a CGI binary under Apache. CGI mode installations will be inherently slower and will not run as efficiently as PHP running as an Apache module. Therefore, CGI mode PHP is discouraged.

PHP should have `register_globals` and `magic_quotes_gpc` turned OFF. If either of these PHP settings is turned ON, please contact your server administrator for assistance on how to turn these to PHP settings off.

Other requirements for PHP:

- MCrypt Support – Encryption utility for data security
 - GD Graphics Support – Graphics need for CAPTCHA
 - `register_globals` turned off – For security
 - `magic_quotes_gpc` turned off – For security
 - Zend Optimizer 3 or Greater – To read the compiled inClick object code.
- The inClick Ad Server is provided in a compiled state. Access to source code is not provided without an Enterprise Source license.

MySQL

The inClick Ad Server requires a MySQL database. The database is used to store ad inventory, impressions, statistics, etc. inClick recommends MySQL 5.0 or greater.

Cron Jobs / Scheduled Process / Scheduled Task

The inClick Ad Server requires the setting of a single cron tab. This single process will execute every five (5) minutes to maintain reports, data integrity, moving advertisements in and out of rotation, and more.

SHOW STOPPER: If you do not set this single maintenance routine, your ad server will not function.

TIP: Not sure if your cron tab is running? Log into your admin account and go to the Reports > System Status screen. Note the last start and last completed time for the impressions process. This process executes every five minutes. If the last completed time has exceeded 30 minutes, your cron tabs may have stopped running.

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

The Initial Installation

The inClick Ad Server will walk you through an automated installation process. Before you can perform this automated installation process, you will need to perform some minimal preparation first.

First, you will need to extract the files from the inClick Ad Server package. Using your favorite extraction utility, extract the files (maintaining the directory structure) and place the files into a directory on your web server.

TIP: When creating your directory for your web server, use a name that is specific to you. Try to avoid using names like “inclick” or “ads”. Also avoid “ads” for sub domain names. These common names should be avoided as many personal firewall programs are known to block URL’s that contain these common words.

SHOW STOPPER: The inClick Ad Server is a compiled PHP script. If you FTP the files to your web server, be sure to FTP in BINARY mode! If you upload your files incorrectly, you may see “line 0” errors or nothing at all.

Once the inClick files are on your web server, you will need to adjust some file and directory permissions. These permission settings will be provided during the installation process.

Database Creation

You must create a database and user specifically for the inClick Ad Server. Create a database and user using your favorite MySQL utility. This information, the database name, user name, and password, will be required during the automated installation process.

Automated Installer

Now that you have completed the above preparation work, you are now ready to run the automated installation process. To start the installer, you will need a web browser and point to the directory where you copied the inClick Ad Server files. For example, if you copied your files to the directory “myadserver” in a subdirectory of the main web site, you would point your web browser to <http://www.yoursitename.com/myadserver/install>. If this does not start the installation process, your web server may not be configured to use PHP files as a directory index. You can also point your browser to: <http://www.yoursitename.com/myadserver/install/index.php>

The installer will test your web server environment to make sure minimum requirements are met.

Once the installation process has been completed, you will see the default inClick Ad Server Login Screen.

TIP: The inClick Ad Server includes an index.html and index.php file. These are placeholders and may be removed. The index.php file is a simple redirect to index_client.php, the ad servers default login screen.

Configuring Maintenance Schedule – Process Manager

The inClick Ad Server requires the use of a maintenance script to process clicks, impressions, billing, and other important processes. In order to maintain this essential data, the maintenance script, the Process Manager, must be run every five minutes.

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

For most Unix type systems, create a cron job similar to this:

```
* /5 * * * * cd "INCLICK_BASE_DIR"/core/background/; php -f process_manager.php
```

Replace "INCLICK_BASE_DIR" above with the full path to your ad server installation

TIP: The automated installation process will provide you with a suggested location / setting for the Process Manager. You can confirm that the process is running by logging into the administrator account and going to Reports > Server Status.

NOTE: Some environments require additional settings in order to work correctly. If you are having difficulty getting your maintenance routine set, visit our [Frequently Asked Questions](#) and use the keyword "crontab".

SHOW STOPPER: If you do not set the Maintenance Schedule, your installation will not function properly.

Error Logging

The inClick Ad Server is written to avoid returning error conditions to the screen by using Log4PHP, an Apache logging framework. By logging errors to an error log, you are able to determine system issues without involving additional interaction with your end users.

A new log file is created on a daily basis in the /logs directory of your ad server deployment, each log labeled by day. We encourage you to review this error log before opening a support ticket as this will provide insight to issues you may experience.

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment

Upgrading

Upgrading a 3.x or 4.x inClick Ad Server

To upgrade an inClick Ad Server from a 3.x or 4.x version to the current release is simple:

1. Download the **UPGRADE** package of the inClick Ad Server.
2. Unpack the inClick Ad Server (UPGRADE) locally.
3. Backup your existing deployment.
4. Backup the MySQL database for your ad server.
5. Upload (in BINARY) ALL files over the existing installation.
6. Login to your Administrator account to begin the update process. The update process begins automatically when you log into your admin account.

SHOW STOPPER: Your first login after an upgrade may take a few minutes. This is normal and should not be interrupted.

NOTE: If you have performed modifications to the CSS or layout per the instructions in this document, those modifications will not be changed or modified.

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment

inContext – Contextual Engine

The inClick Ad Server includes inContext, our exclusive contextual ad-matching engine. With inContext enabled, the ad server will attempt to match the currently available paid advertising to the content of the page in which the ads are to be delivered. Ads from the house account are not used as inContext indicators.

It is important to note that you must have a few paid ads that are keyword enabled in order for inContext to work effectively. Otherwise, Run of Channel ads will appear until a match is found.

The Indexing Process

The inContext engine processes pages based on certain requirements. Some important information regarding this process:

- Only pages where an ad code has been inserted will be indexed.
- A page that has ad coded inserted is added to a list of pages to be indexed by the inClick Ad Spider. The background process indexes the provided URL's later. We do not index pages in real-time when ads are delivered.
- If a Keyword or phrase is entered into the ad code, it will override inContext results.
- Pages are indexed in batches and not in real-time.
- Indexing of new pages typically occurs in five minutes from being discovered, but can take up to 72 hours depending on load.
- inContext uses a two stage approach to locate ad matches. At the first stage, a pre-scan occurs before the page has been indexed by the inClick Ad Spider. The second stage occurs after the inClick Ad Spider has indexed the page. Relevancy of the delivered ads improves after the second stage.
- A page will be re-indexed and re-optimized every 72 hours. If a page is indexed now, and new ads are added to the system with a new set of keywords and phrases after the page has been indexed, it may take up to 72 hours for those ads to appear with the new keyword set provided. This is part of the optimization routine.
- Advertisements created in the House Advertiser Account (1001) are NOT used in the inContext indexing process.

NOTE: inContext will not utilize House Account (1001) ads as part of the inContext indexing mechanism! Only ads that are created in accounts outside of the house account are used for the indexing process.

URL Lookup Tool

The inClick Ad Server provides a tool that returns information regarding the URL entered. This utility provides the date and time of the first index, the most recent index, the channel(s) for ads shown in on the URL, and the keywords associated to the content.

Accessing this tool can be performed one of two ways:

1. Manually: This can be performed by entering the URL into the inContext URL Lookup page in the administrator login.
2. Automatically: First, login to your inClick Ad Server as the administrator. Once logged in, visit the page you wish to review (the page must have the ads showing from your deployment). Click on the Ads By link on the ad panel to view data regarding the page.

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

inContext URL Lookup

This page allows you to lookup the inContext indexing results for a specific URL.

URL to Lookup

URL:

URL Status Results

Publisher ID	Channel ID	First Indexed	Last Indexed	Keyword Count												
1293	1	11/29/2009 01:00:08 pm	01/15/2010 09:45:01 am	3												
<table border="1"><thead><tr><th>Keyword</th><th>Match Type</th><th>Rank</th></tr></thead><tbody><tr><td>condimentum</td><td>Content</td><td>1381</td></tr><tr><td>nullam</td><td>Content</td><td>1371</td></tr><tr><td>lorem ipsum</td><td>Content</td><td>1366</td></tr></tbody></table>					Keyword	Match Type	Rank	condimentum	Content	1381	nullam	Content	1371	lorem ipsum	Content	1366
Keyword	Match Type	Rank														
condimentum	Content	1381														
nullam	Content	1371														
lorem ipsum	Content	1366														
1293	10	11/29/2009 01:00:08 pm	01/15/2010 09:45:01 am	0												

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment

Ad Server Administrator Area

The ad server administration area is where you will perform your day-to-day administrative tasks such as reviewing reports, paying publishers, etc. To log into this account, you will use the user name of “admin” and the password you provided during setup. For security reasons, the password cannot be reset from the control panel. If you require a password change, please open a support request.

Accounts

From the Accounts area, you will be able to view and manage all accounts on your inClick Ad Server installation.

In both views, Advertiser and Publisher, you can search for an account using the account holder’s first name, last name, first and last name, email address, or account number.

Accounts
[View Advertisers](#)
[View Publishers](#)

Campaigns
[View Active](#)
[View Pending](#)

Reports
[Server Status](#)
[Daily Performance](#)
[Channel Perf.](#)
[Advertiser Perf.](#)
[Publisher Perf.](#)
[Advertiser Billing](#)
[Publisher Billing](#)
[Account Balance](#)
[Publisher Payment](#)
[Click Log](#)

Channels
[Manage Channels](#)
[Add Channel](#)

Promotions
[Manage Promotions](#)
[Add Promotion](#)

Countries
[Manage Countries](#)

inContext
[Filtered Terms](#)

Configuration
[System Setup](#)
[System Messages](#)
[Stock Images](#)

Support
[inClick Support](#)

Publisher Account Detail

Account Summary

Account Number: 1002 [\[login as user\]](#)
Username: publisher
Account Status: **inactive (Live)**
Balance: \$0.10
Commission Rate:
Click Gateway:
W9 Status:
Payment Type: Check

Account Reports
[Click Log](#)
[Daily Performance](#)
[Performance Summary](#)
[View Billing Activity](#)

Account Actions
[Suspend Account](#)
[Credit Account](#)
[Debit Account](#)
[Pay Publisher](#)

Contact Information

Company: Pet Technologies, Inc.
Name: inMotion Group
Email Address: support@inmotiongroup.com
Phone Number: 248-616-1943
Address: 116 KENYON
Troy MI, 48083
USA

Site Information

Site URL: www.inclick.net
Site Description: The inClick Ad Server web site.

Comments

View Account Detail (Publisher)

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment

Available Actions

Below is a list of available actions. The listed actions are available for both the Advertiser view and Publisher View unless otherwise specified.

Switching Users

As a system administrator, you are able to log into individual user accounts. When you are logged into an account as an administrator, all User Interface behavior is the same as if you were logged in as the user. To log into a users account, view the Account Detail page and click on the "Login as User" link.

[View Advertisers](#)

Advertiser Search: View By Status:

ID	Name	Status	Auto Funding	Campaigns	Balance	Actions
1001	(House Advertiser)	Active	manual	7 of 7 active	\$10.00	---
1003	Pet Technologies, Inc.	Active	manual	1 of 1 active	\$9.90	---

2 of 2 Advertisers listed

View Advertisers List View

[Account Summary](#)

Account Number: 1002 [\[login as user\]](#)

Username: publisher

Account Status: **Inactive (Live)**

Balance: \$0.10

Commission Rate:

Click Gateway:

W9 Status:

Payment Type: Check

[Account Reports](#)

- [Click Log](#)
- [Daily Performance](#)
- [Performance Summary](#)
- [View Billing Activity](#)

[Account Actions](#)

- [Suspend Account](#)
- [Credit Account](#)
- [Debit Account](#)
- [Pay Publisher](#)

View Account (Advertiser or Publisher) Detail

NOTE: When you switch users to an Advertiser Account, behavior will be different that if you were logged in as the user. The following behavior changes will occur:

- 1. When logged into an Advertiser Account in Administrator Mode, edits to ads will go live immediately.**
- 2. Channels designated as Admin Only will become available.**
- 3. If your system is set for Keywords Required, the Run of Channel(s) option will become available.**

W9 Status (Pub)

If you require a W9 to be on file (US operators, please consult your accountant for more information regarding W9's), you can set this one of three settings:

W9 Not Required

W9 Requested From Publisher – Choose this state if you are waiting for the publishers W9 form. When the Publisher logs into their account, a message will appear stating a W9 is required.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

W9 Received and Processed – Choose this state if you have received a valid W9 from your publisher.

Account Classification (Adv)

This setting is used to determine what financial classification the advertisers account is. All accounts are set to Standard Pre-Paid by default. Options for this setting are:

- Standard Pre-Paid – The default account classification where users prepay their accounts using the available online processes.
- Check or Certified Funds – This setting flags the account as an account that is funded from funds that are mailed to you. Low funding notices are not set to accounts set to this setting.
- Finance Managed Account – This setting is used for accounts in which payment terms are extended (Net 30, Net 10, etc.). Low funding notices are not set to accounts set to this setting.

Suspend Account

This action will stop ads from delivering from an advertiser account, or stop ads from being delivered through a publishers account. Once suspended, the Suspended Account link will change to Re-Activate.

Approve Publisher (Pub)

This action will approve a Pending Review publisher account. In a Pending Review state, the publisher account behavior is identical to an approved account.

Approve Publisher w/ Notice (Pub)

This action will approve a Pending Review publisher account. In addition to approving the account, a system default welcome message is sent to the publisher informing them their account has been approved.

Decline Publisher (Pub)

This action will suspend a publisher account. Once in a Declined state, all ad feeds associated to the publisher will cease to function.

Take a Credit Card Payment (Adv)

This action is only available if you have an available Credit Card Gateway configured. When configured, this link will log you into the users account and place you into the Make a Payment page.

Clear Pending Transactions (Pub)

This is the first of two steps to pay a publisher. Transactions must be cleared for payment. Clearing a transaction signals the acceptance of the amount and will be placed in the queue for payment. To Clear Transactions for payment, select the entries to pay and click Clear. Follow the on screen instructions to complete the process.

Pay Publisher (Pub)

Once you have completed the Clear Pending Transactions process, transactions will be ready to be grouped for payment. When you begin the Pay Publisher process, the system will display the transactions you have cleared that have not been paid. Select the transactions you wish to pay, select the payment method, provide a check number or reference number, then Calculate. The subsequent screen confirms the amount. If the data looks correct, click on the Post Payment button. The listed transactions are now considered paid.

Click Gateway (Pub)

The click gateway is a dynamic click verification system connected to the Click Definition Service (CDS) feedback mechanism. When active, the click is reviewed for authenticity. Failed clicks are reported as Code 72 in your Click

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

Log report. This click verification mechanism is transparent to the viewer.

Possible settings are:

- Disabled – No dynamic click verification performed.
- Automatic (Default) – The click verification process is performed if certain behaviors and conditions have been met.
- Random Infrequent – Clicks are randomly verified at a low frequency.
- Random Frequent – Clicks are randomly verified at a higher frequency.
- Always On – Every click from this publisher is verified.

Credit / Debit Account

From time to time, you may need to add funds to an account (credit), or remove funds from account (debit). For example, you may need to add funds to an account because an advertiser mailed in a check for funding their account. To perform this task, go to the Advertiser Detail view and click on the "Credit or Debit Account" link. This will start the Credit / Debit workflow.

View Advertisers

View Advertisers

Advertiser Search: View By Status:

ID	Name	Status	Auto Funding	Campaigns	Balance	Actions
1003	(Firstname Lastname)	Active	manual	1 of 1 active	\$1.25	---
1004	(Firstname Lastname)	Active	\$20.00	1 of 1 active	\$120.00	---
1005	(Firstname Lastname)	Active	manual	1 of 1 active	\$4.35	---
1006	(Firstname Lastname)	Active	manual	1 of 1 active	\$5.00	---

This provides the list of advertisers in your system. From the list, you can filter by Account Status or search for an account using some contact information, account name, login ID, or account number.

View Publishers

View Publishers

Publisher Search: View By Status:

ID	Name	Status	Last Period	This Period	Balance	Rate	Actions
1002	(House Publisher)	Active	\$0.65	\$27.06	\$27.71	100%	---
1016	Company	Pending Review	\$0.00	\$0.00	\$0.00	50%	---
1017	Company	Inactive (Live)	\$0.00	\$0.25	\$0.25	50%	---

3 of 3 Publishers listed

Similar to View Advertisers, this provides a list of Publishers in your system. From this list, you can filter by Account Status or search for an account using contact, login, or account number.

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

Campaigns

Campaigns represent the advertisements within your ad server. From this section, you will be able to review details for each campaign.

Review Campaigns

Campaign Search: Advertiser Search: Channel: Status:

[View All Details](#)

Overview	Status	Campaign	Actions
<p>Campaign ID: 399 Advertiser ID: 1921 Account Bal: \$4.50</p> <p>Daily Budget: \$25.00 Default CPC: \$9.25</p>	<p>Status: Active Last Modified: 05/08/2009</p> <p>Campaign Start: 05/08/2009 Campaign End: 05/08/2019</p>	<p>Test ad with image</p>  <p>This is a test advertisement with an image. www.inclick.net</p>	<p><input type="text" value="---"/></p> <p>View Details</p>
<p>Campaign ID: 400 Advertiser ID: 1901 Account Bal: \$10.00</p> <p>Daily Budget: \$75.00 Default CPC: \$5.00</p>	<p>Status: Active Last Modified: 05/11/2009</p> <p>Campaign Start: 05/11/2009 Campaign End: 05/11/2019</p>	<p>This is a test ad.</p> <p>House Account Ad www.inclick.net</p>	<p><input type="text" value="---"/></p> <p>View Details</p>

2 Campaigns Listed

CC

ampaign Review / View Active and View Pending

View Active

From this view, you will be able to view all currently active campaigns within your ad server.

View Pending

If you have your ad server configured to hold all new and edited ads for administrative review, they will appear in this area. Additionally, if you have marked a Campaign as Hold (Administrative Hold), the revised campaign will be placed here regardless of the system configuration.

Available Administrative Actions

- View Advertiser – This action will take you to the advertisers Account Detail page.
- Approve Campaign – This action will approve the campaign and place it into the system for inclusion. Typically, approved ads will take 5-10 minutes to become live after being approved.
- Approve Campaign With Notice – Similar to Approve Campaign above with the exception being the system will send a message to the Advertiser that this specific campaign has been approved.
- Hold Campaign – This action will hold the campaign by placing it into a “Revision Required” state. When the advertiser logs into their account, this campaign will be marked as “Revision Required”.
- Hold Campaign With Notice – Similar to Hold Campaign above with the exception of being able to select a reason for placing the ad on hold.
- Login as Advertiser – This allows you to switch user to this account. When logged into an advertiser account in Administrator Mode, hidden advertiser channels are exposed. Additionally, any edits or modifications made to a campaign are changed immediately.

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

Channels

Channels represent a method to segment your ad server deployment.

[Manage Channels](#)

Channels (also referred to as Zones) are used to segment your service. For example, a content advertising network could segment its network into content classes. A search engine could segment its offerings to Featured Results (top), Sponsored Results (side), and Highlighted Results (bottom).
Using channels will help your advertisers better target their advertising efforts.

Channels [\[Add Channel\]](#)

ID	Name	Description	Options	Min. CPC	Actions
1	Name of Channel 1	Channel 1 Description	Exclusive Hidden from Advertisers Hidden from Publishers	\$0.25	edit delete
2	Name of Channel 2	Channel 2 Description		\$0.65	edit delete

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment

Channel Configuration Options

Modify Channel

Please specify the details of the channel below.

Fields marked with a * are required

Channel Details

* Channel Name

* Channel Description

* Minimum Cost-per-Click

Default Selection

Check this box if you want this channel to be selected by default when advertisers create a new campaign. The advertiser will still be able to deselect the channel if they choose unless the Hide from Advertisers is selected below.

Hide from Advertisers

Check this box if you do not want advertisers to be able to see this channel during campaign creation/modification or in reports.

Hide from Publishers

Check this box if you do not want publishers to be able to see this channel when generating ad code or in reports.

Channel Exclusivity

Check this box if you want to prevent the advertiser from selecting other channels in addition this one.

Cancel

Save Channel

Each channel contains the following configuration options:

- Channel Name – This is the name of the channel. This information is presented to both advertisers and publishers.
- Channel Description – A short description of the channel. This information is presented to both advertisers and publishers.
- Minimum Cost-per-Click – The minimum CPC permitted for this channel.
- Default Selection – This defines if this channel should be added at the Channel Selection step for new campaigns.
- Hide from Advertisers – Determines if this channel should not be presented to Advertisers for selection.
- Hide from Publishers – Determines if this channel should not be presented to Publishers.
- Channel Exclusivity – When selected, Advertisers cannot combine this channel with any other channel.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

Sample Channel Configurations

How you use the Channels is dependent on your particular business model. Common configurations include:

- Single large site deployment – The area at the top (above-the-fold), along the side (the rail), and at the bottom (the footer) could represent channels that advertisers can select from.
- Segmenting your network – A common usage for Channels is to divide your deployment into “Ads of Search” and “Ads for Content”. With this configuration, advertisers can select if they would like ads to show in either channel, or both.

Niche market segmentation – Dividing the network based on a niche market. For example, a pet-related advertising network configuration could use channels to segment their network based on animal types: dog, cat, birds, fish, small pets, etc.

Promotions

Using the included Promotions module allows you to create coupon codes to help you market your services to new advertisers. The system has been designed to allow you to create coupon codes with specific rules – funding limits, number of uses by an advertiser, new accounts or existing accounts, etc.

Manage Promotions

Promotions are used to provide a bonus to your advertisers when they create deposits

Active Promotions (Add Promotion)

ID	Code	Status	Description	Start	End	Restrictions	Min Deposit	Max Deposit	Value	Actions
1	TESTPROM	Running	TEST PROMOTION	05/01/2009	08/29/2009	Allowed Uses: 1	\$5.00	\$500.00	\$10.00	edit deactivate
2	x17434	Expired	Get \$100 with a \$1000.00 deposit or more.	05/01/2009	05/11/2009	First Deposit Only Allowed Uses: 1	\$1,000.00	\$10,000.00	\$100.00	edit deactivate

Promotion Code

This is the code the advertiser will enter during the payment step. The code is case insensitive and is alpha-numeric but may not contain a 0(zero).

Description

You, the admin, only view the description. Enter details of the promotion here for reference.

Bonus Type

The Bonus Type defines the type of bonus increase that should be applied. The promotion can be a fix amount or a percentage of the amount the advertiser has deposited.

Increase Amount

This is the amount or percentage increase you will add to the advertisers account when the promotion code is applied.

If you have selected “Amount to Add”, enter this value as a whole value. For example, if you are going to add \$20.00 to the advertisers account, enter 20.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

If you have selected “Percent of Deposit to Add”, enter the percentage value as a whole number. For example, if you are going to add 25% to an advertisers account, enter 25.

Date Range

Use the date range set the start and ending date of the promotion.

Applies To

This setting determines what type of advertiser, current or new, the promotion code applies to.

Minimum Deposit

This is the minimum amount required by the advertiser to deposit in order to take advantage of the promotion.

Maximum Deposit

This is the maximum amount allowed to qualify for this promotion.

Use Count

The Use Count determines how many times an advertiser is permitted to use this promotion code. This setting only affects existing advertisers. For example, if you set the Use Count to 3, any single existing advertiser can apply this coupon to three qualifying deposits. Setting this to one(1) will allow the promotion to be used once per existing advertiser account.

Countries

The Countries section determines which target countries your advertisers can select for their Geographic Targeting (if enabled). With Geographical Targeting enabled, your advertisers can target their advertising to viewers within the Active Countries list or from anywhere in the world.

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

Country Management

This allows you to specify what countries your advertisers are allowed to target for use with geotargeting. The Active Countries list contains countries available to your advertisers from which to select.

Active Countries

	Code	Country
<input type="checkbox"/>	 AU	Australia
<input type="checkbox"/>	 CA	Canada
<input type="checkbox"/>	 GB	United Kingdom
<input type="checkbox"/>	 US	United States

[check all](#) / [uncheck all](#)

Disable Selected Countries

Inactive Countries

	Code	Country
<input type="checkbox"/>	 AF	Afghanistan
<input type="checkbox"/>	 AL	Albania
<input type="checkbox"/>	 DZ	Algeria
<input type="checkbox"/>	 AS	American Samoa
<input type="checkbox"/>	 AD	Andorra
<input type="checkbox"/>	 AO	Angola

Reports

The inClick Ad Server includes a number of reports that assist you in managing your ad network.

It is important to note that each report (except Publisher Payment) can be exported into a CSV format. Due to space limitations when viewing reports in your web browser, CSV reports typically contain additional columns of information.

Server Status

This report provides summary information regarding Campaigns, Advertisers, and Publishers. This report also provides the status of your Geographical Targeting Database and Background Process Status.

If your Background Process Status report indicates an issue with the Process Manager, you will be shown an error to this regard.

Daily Performance

The Daily Performance report provides summary information by day. You can narrow this report to a specific Advertiser or Publisher, optionally filtered to a specific channel.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

Channel Performance

This report provides summary information for each channel for the given date range. . You can narrow this report to a specific Advertiser or Publisher, optionally filtered to a specific channel.

Advertiser Performance

This report provides summary information regarding your Advertisers performance.

Publisher Performance

This report provides summary information regarding your Publishers performance.

Advertiser Billing

This report details the debits and credits to all advertisers for the provided date range. This report is commonly used to determine the total amount of payments received from Advertisers for a given month by setting the date range for the month to review and setting the "View By Transaction Type" to "(Credit) – Pre-Payment".

Publisher Billing

This report details the debits and credits to all publishers for the provided date range.

Account Balance

This report details the account balance for advertiser accounts for the given date range.

Publisher Payment

This report details Publisher accounts that are ready for payment based on your Minimum Publisher Payment setting.

Click Log

This report details click activity, click status, and other relevant information regarding each click on your system.

Configuration

System Setup

The System Setup screen (Admin Menu > Configuration > System Setup) is where you will configure most of the ad server settings. It is important that you consider these settings carefully before going live.

SHOW STOPPER: Be sure you review each setting after you have installed the ad server for the first time!

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

Campaign Settings - Character Limits

Update System Setup

Campaign Settings

Please update any values that you wish to change, then click on 'Save System Setup'. If you would not like to make any changes, please click on the 'Return to Review' button.

Fields marked with a * are required

Campaign Character Limits

* **Headline/Title Length**

* **Total Description Length**

* **Display URL Length**

This is the maximum length allowed for the specified campaign fields. Choose maximum values that fit within the constraints of your ad display code.

Campaign Settings

* Use Proxy Bidding

- Proxy Bidding - The Cost per Click will be optimized. (SUGGESTED)
 Fixed CPC - The amount provided by the advertiser is fixed

By using the Proxy Bidding feature, CPC amounts are adjusted based on a combination of factors. These factors include: historical click-through-rate, historical yield, keyword relevancy, targeting matches, and a number of configurable boost options in addition to the bid amount set. It is possible for an advertisement with a maximum bid value of \$0.50 to appear more often than an advertisement with a bid value of \$1.00 (for the same criteria) due to these factors. It is also possible for the same advertisement to be delivered at a lesser bid value due to these factors.

* **Default Minimum Cost-per-Click**

NOTE: Changing this setting will NOT change the minimum CPC requirement, but changes the default CPC of newly created channels.

* Keyword Entries

- Required
 Optional
 Disabled

NOTE: This setting is ignored while logged into an advertiser account in administrator mode.

* Campaign Delivery Limitations

- Limit Advertiser Appearance - Only one ad from each advertiser
 Limit Consecutive Ads - Advertisers can have multiple, non-consecutive, ads
 No Limitations - Any ad can occupy any slot

This allows you to limit the number of ads from each advertiser in a given ad request, or to prevent the same advertiser from having consecutive ads. These settings do not effect the House advertiser account.

* Use Geographical Targeting

- Yes
 No

This allows your advertisers to target specific geographic areas for their campaigns.

[Return to Review](#)

[Save System Setup](#)

Campaign Settings Screen

The Character Limits are the number of characters allowed for each section of the text ad. The suggested default configuration works well with most installations:

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

Ad Headline / Ad Title Length

The headline text of the ad. Recommended value: 40

Total Ad Description Length

The total number of characters permitted for the ad. This value will be divided in half. The system will use two fields for the ad description input from the user. For example, an entry of 80 will yield two ad description entry fields of 40 characters each. Recommended value: 80

Ad URL Display Length

This is the URL to be displayed where ads space permits. Recommended value: 40

Proxy Bidding

The Proxy Bidding Model dynamically changes bid amounts up to the maximum bid amount provided by the advertiser. The Proxy Bidding environment considers a number of factors to determine the Cost-per-Click for the advertisement. These factors include: historical click-through-rate, historical yield, keyword relevancy, targeting matches, and a number of configurable boost options in addition to the bid amount set. It is possible for an advertisement with a maximum bid value of \$0.50 to appear more often than an advertisement with a bid value of \$1.00 (for the same criteria) due to these factors. It is also possible for the same advertisement to be delivered at a lesser bid value due to these factors.

Fixed CPC

The Fixed CPC model does not utilize the real-time auction mechanism as what the advertiser enters is what they pay. For example, four ads are pulled from the server with a bid of \$0.50, \$0.40, and \$0.35, \$0.10. The resulting values are not changed.

Minimum Cost-per-Click

This is the default minimum cost-per-click for the deployment. This value is overridden by the Channel CPC minimum.

Require Keyword Entries

This option allows you to require keywords to be associated with an advertisement, make it optional, or not use the keyword system at all. NOTE: Advertisements that do not provide keywords are delivered at a lower priority than those that do have keywords by default.

Campaign Delivery Limitations

This allows you to limit the number of ads from each advertiser in a given ad request, or to prevent the same advertiser from having consecutive ads. These settings do not effect the House advertiser account.

Use Geographical Targeting

This setting determines if the ad server will filter results based on geographic targets set by the advertiser or not.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

Publisher Settings

Update System Setup

Publisher Settings

Please update any values that you wish to change, then click on 'Save System Setup'. If you would not like to make any changes, please click on the 'Return to Review' button.

Fields marked with a * are required

Publisher Settings

*** Network Type**

Open Network - Allow Publishers
 Closed Network - No Publishers

The Closed Network option will allow only the house publisher account to display advertising. Select the Closed Network option if you will be the only site showing ads. The Open Network option will allow other web site owners to apply for and serve ads from this system creating an affiliate type program.

*** Site Demographic Info**

Required
 Optional

This controls whether the site demographic fields on the publisher signup and publisher profile pages are required or optional.

*** Default Commission Rate** %

*** Minimum Publisher Payment**

This is the minimum amount a publisher has to earn before being flagged for payment

*** Show Commission Rate**

Show Rate to Publisher
 Hide Rate from Publisher

*** Publisher Payment Methods**

Check
 Paypal
 Other

These are the methods your publishers can choose in which to be paid. 'Other' is a catch-all for unsupported payment methods.

*** Use inContext for Ad Delivery**

Yes
 No

What is inContext? inContext automatically scans the page where ads are delivered to provide content-related advertisements.

Return to Review

Save System Setup

Publisher Settings View

Network Type

Open Network – Allows Publishers to create their own accounts

Closed Network – Closes the system to only your publisher accounts.

Site Demographic Information

This captures demographic information as provided by the new publisher.

Setting for this field can be Required or Optional.

Default Commission Rate

The starting rate for a new Publisher. If this rate is changed, only accounts created from that point forward will be effected by this change. This setting does not bulk-edit or edit existing accounts.

Minimum Publisher Payment

This is the minimum value when a Publisher is qualified for a payment.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

Show Commission Rate

This setting allows you to hide the commission rate from the Publisher interface.

Publisher Payment Methods

This determines what method you will allow a Publisher to select to be paid.

NOTE: The inClick Ad Server does not automatically generate payments

Use inContext for Ad Delivery

This configuration option allows you to enable / disable the inContext engine. When enabled, the ad server will index pages where ads are delivered and attempt to deliver ads based on the content of the page.

General Settings

Update System Setup

General Settings

Please update any values that you wish to change, then click on 'Save System Setup'. If you would not like to make any changes, please click on the 'Return to Review' button.

Fields marked with a * are required

General Settings

* Network Name	<input type="text" value="Testing Network"/>
* Short Network Name	<input type="text" value="Test Net"/>
* Ads By Text	<input type="text" value="Ads By Testing"/>
* Ads By Destination URL	<input type="text" value="http://intranet.inmotiongroup.net/inclick/index_c"/>
Hold Ads for Review	<input checked="" type="radio"/> Yes - Ads are held for review <input type="radio"/> No - Ads go live immediately
* Admin Notification Email	<input type="text" value="support@inmotiongroup.com"/>
* Network Email Address	<input type="text" value="support@inmotiongroup.com"/>
* Logout Landing URL	<input type="text" value="http://intranet.inmotiongroup.net/inclick/index_c"/>
* Ad Delivery URL	<input type="text" value="http://intranet.inmotiongroup.net/inclick/"/>

[Return to Review](#)

[Save System Setup](#)

Ge

General Settings View

Network Name

This is the name of your ad network or server. This will appear in the Title of the page.

Short Network Name

This is an abbreviated version of your Network Name. This text is used on select ad codes.

Ads By Text

This is the text shown with every advertisement block (IAB Ad Codes).

Hold Ads for Review

This configuration option allows you to let new / edited campaigns go live immediately, or hold them for administrator approval. In the event that your

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

configuration is set to allow ads to go live immediately, ads that have been placed into a hold condition by you will require review regardless of this setting.

Admin Notification Email

The email address where new ad notifications and system messages are sent.

Network Email Address

The email address that system notices are sent from.

Logout Landing URL

When a user logs out of your ad server, this is the page where they will be sent. This setting is ignored when using the Custom Login Process

Ad Delivery URL

In most cases, this setting does not need to be changed. This setting is useful if you are using a separate URL and server for ad delivery, perhaps to a server farm or load balancer.

Accepted Payment Methods

The inClick Ad Server has been designed to handle the most popular payment providers. If you have a payment gateway provider that's not listed below, it may still be supported. Open a Support Request Ticket and we'll take a look into the request.

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

Credit Card Gateway – Authorize.net (US Only)

Update System Setup
Payment Settings

Please update any values that you wish to change, then click on "Save System Setup". If you would not like to make any changes, please click on the "Return to Review" button.

Fields marked with a * are required

Credit Card Payments

If you are equipped to accept credit cards using one of the supported gateways below, please select it as well as what credit card types your merchant account allows. If you do not currently have a merchant account, please choose "None". Using a supported credit card gateway is ideal as it allows your users to make credit card payments WITHOUT leaving the ad server interface. If you are using the Credit Card Gateway option, you must have an SSL certificate on the inClick Ad Server since payment information is collected here.

Credit Card Gateway Use Authorize Net

If you already have an Authorize.net gateway account or a gateway account which emulates the Authorize.net payment gateway, please select this option and fill in your account details. If you have an existing merchant account, but do not have an Authorize.net Gateway Account we suggest contacting your merchant account provider FIRST as they may be able to offer you an Authorize.net Gateway account at a lower cost. Compare the cost to our discounted Authorize.net offering for inClick users [here](#).

Use Paypal (Web Payments Pro)

If you already have a Paypal Web Payments Pro enabled Gateway Account, please select this option and enter your API details. To enable the API, please login to Paypal and go to Profile -> API Access and then click on Request API Credentials. This is the screen that will provide you with the details required below.

None

If you do not have a merchant account or would prefer not to accept credit cards, select this option.

* Authorize.net User ID:

* Authorize.net Transaction Key:

* Authorize.net Gateway URL:

Changing the Gateway URL from the default allows you to configure the server to connect to another gateway that emulates the Authorize.net transaction model.

Allowed Credit Card Types:

Visa
 Mastercard
 American Express
 Discover

Please select all of the credit card type your credit card gateway supports and you would like to accept.

Allow Autofunding:

This gives the advertiser the option to have the system automatically re-bill their credit card when funds are low.

2Checkout Payments

When a standard merchant account isn't available or possible, 2Checkout (2CO) is a great alternative. For a one time setup fee of \$49.00 (as of Feb 1, 2008), you can begin accepting credit cards and checks as online payment methods. 2CO also has no minimum monthly fees, no statement fees. You will be charged 5.5% plus \$0.45 off the total amount per order by 2CO. To get started, or for more information, please visit [2checkout.com](#).

To use the automated update capabilities, posting funds into an advertisers account automatically after payment is made, you must update your 2CO account. For detailed instructions, visit our [Frequently Asked Questions](#).

Your return URL is: http://intranet.inmotiongroup.net/inclick/services/2checkout_service.php

Use 2Checkout:

Paypal Payments

Quite likely the most common third-party method of collecting funds through the internet, inClick is designed to handle PayPal payments using the IPN feature. The IPN feature is NOT available on personal accounts! To use IPN, your PayPal account must be Business or Premier account.

What is IPN? IPN is a communication method used with PayPal to notify your inClick Ad Server installation that a payment was made without intervention by you. If you don't have a PayPal account, you can create one free by visiting [PayPal.com](#).

Use Paypal:

Authorize.net is a gateway provider that connects online transaction handling to your existing merchant account. In order to use Authorize.net, you must

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

already have a merchant account that handles your credit card processing. If you have a merchant account, but do not have an Authorize.net account, give us a call! We can get you started with some significant discounts as an inClick.net client. Additionally, you'll be able to use your Authorize.net account for other transaction processing beyond the inClick Ad Server. Call us for more information at 800-863-1943 or 248-616-1943 for more details. (Authorize.net is available for US based customers only)

Authorize.net User ID

This is the login ID provided by Authorize.net

Authorize.net Transaction Key

This key is generated in your Authorize.net account. To generate your Transaction Key, log into your Authorize.net account and go to: Account > Settings > Security Settings > Transaction Key

Authorize.net Gateway Address

If you are using a provider other than Authorize.net, and it supports the Authorize.net AIM format, you can change the address here to support your provider.

Credit Card Gateway – CyberSource

CyberSource is a credit card gateway provider that provides support for medium to large business with transaction volume over \$3M annually.

To activate this gateway (CyberSource Account not included), your web server must have the CyberSource Simple API already installed and tested.

CyberSource Merchant ID

This is the Merchant ID provided to you by CyberSource and is located in the upper right corner of the CyberSource Business Center.

CyberSource Transaction Key

This is the as provided by CyberSource. To obtain your key, log into your CyberSource Business Center and go to Account Management > Transaction Security Keys and select "Security Keys for the Soap Toolkit API". Click on Generate Key to produce a Security Key. Copy the contents of the Security Key provided into the CyberSource Transaction Key field in the inClick Ad Server

NOTE: In order to use CyberSource, you must be using PHP5 or higher AND have SOAP support built into PHP

Credit Card Gateway – PayPal Website Payments Pro (US Only)

If you have a PayPal account and are based in the US, you can process credit card transactions in your inClick Ad Server WITHOUT sending your user to PayPal. This method allows you to accept credit cards directly from your ad server thus increasing consumer confidence.

To activate the feature:

1. Log into PayPal US Account
2. Click on Merchant Services tab.
3. Under Merchant Services, click the Website Payments Pro link (upper left box)
4. On the right hand side, you will find the Getting Started box to start the service.

Once approved by PayPal, you will need to Request API Credentials

1. Log into PayPal US Account

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

2. Click on Merchant Services tab.
3. Under Merchant Services, click the Website Payments Pro link (upper left box)
4. On the right hand side, you will find the Getting Started box. Click on Download API certificate link, this will take you to the API Set-up page.
5. Click on Request API Credentials.
6. On the Request API Credentials page, select API Signature, and then continue (Submit).
7. The View or Remove API Signature page will appear. This information will match the information needed on your inClick Ad Server.

PayPal API Username

This information will be found on the API Credentials provided by PayPal

PayPal API Password

This information will be found on the API Credentials provided by PayPal

PayPal API Signature

This information will be found on the API Credentials provided by PayPal

Credit Card Gateway – None

You will not be using a gateway provider to process payments.

Credit Card Gateway Testing Notes

To place the credit card gateways listed above, enter the following line into the /globals/globals_custom.php file:

```
define("INCLICK_CREDIT_CARD_TEST", true);
```

When this define is present, it will place all payment gateways into test mode posting payments to the corresponding locations.

2Checkout

When a standard merchant account is not an option, 2CO makes a great alternative.

Setting Up 2Checkout

1. Log into your 2CO Version 2 account.
2. Go to Helpful Links > Look & Feel – Settings
3. Change the setting for "Return URL" to Yes. If you set this to No, the end user will need to click a button to update their account.
4. Change the Approved and Pending URL to:
http://www.yourdomain.com/installdir/services/2checkout_service.php
5. Update your Secret Word and make a note of it. The Secret Word will be needed in your inClick Ad Server installation.
6. In you inClick Ad Server installation, add your SID (Vendor ID) and Secret Word to your Admin Login > Configuration > System Setup > Accepted Payment Methods > 2CO User ID

2Checkout User ID (SID)

This is the User ID provided by 2Checkout

2Checkout Secret Word

This is the Secret Word you provide to 2Checkout

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

PayPal

This is the easiest payment processing method to setup. To use the PayPal payment method, you will need a PayPal account. Using IPN, your advertisers account will be automatically updated when their payment is completed.

NOTE: Payments made using eCheck will not be updated until the payment has cleared!

PayPal Email Address

This is the email address associated with your PayPal account.

Paypal Page Style

This is the style identifier for the PayPal Payment Page. For more information on this feature, please refer to your PayPal account.

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment

Custom Parameters and Features

The inClick Ad Server has a few parameters that can be modified via direct entry to the /globals/globals_custom.php file.

CAPTCHA Color Configuration

```
$action_vars["captcha_text_color"] = "#CC56A5";  
$action_vars["captcha_background_color"] = "#000000";
```

Default Ad Code Color Configuration

```
$action_vars["ad_code_default_border_color"] = "#6699AA";  
$action_vars["ad_code_default_background_color"] = "#DDFFFF";  
$action_vars["ad_code_default_title_color"] = "#3366AA";  
$action_vars["ad_code_default_description_color"] = "#77AA77";  
$action_vars["ad_code_default_url_color"] = "#778877";
```

Using SMTP

SMTP settings allows your inClick Ad Server to send email through an existing email account through the local system or a remote email server.

```
define('INCLICK_EMAIL_SMTP_USE_SSL', true); //When set to true, will use SSL  
define('INCLICK_EMAIL_SMTP_USE_TSL', false); //When set to true, will use TSL  
define('INCLICK_EMAIL_SMTP_PORT', 465); //When set will override default of 25  
define('INCLICK_EMAIL_SMTP', TRUE);  
define('INCLICK_EMAIL_SMTP_HOST', 'hostname.of.mailserver');  
define('INCLICK_EMAIL_SMTP_AUTH', FALSE); // TRUE or FALSE – password required?  
define('INCLICK_EMAIL_SMTP_USERNAME', 'SMTP username');  
define('INCLICK_EMAIL_SMTP_PASSWORD', 'SMTP password');
```

Keyword Matching Thresholds

The inClick Ad Server utilizes an advanced algorithm for matching the provided keyword from the advertiser to the keyword provided by the search / contextual match system. This algorithm can be further adjusted based on your requirements by adjusting the values for two variables:

```
$action_vars["percent_of_phrase_search_term"] = .45;
```

This is the percent of the words in the search term that must be contained by the campaign's broad match keyword to trigger a match can be from 0-1, i.e. 50% = .5 and would mean that half (rounded up) of the words in the search phrase must be in the broad match keyword for a match. 0 (zero) means percent of phrase is ignored in this situation.

```
$action_vars["percent_of_phrase_campaign_keyword"] = 1.0;
```

This is the percent of the words of the campaign's broad match keyword that must be contained in the search term to trigger a match can be from 0-1, i.e. 50% = .5 and would mean that half (no rounding) of the words in the broad match keyword must be in the provided search phrase. 0 (zero) means percent of phrase is ignored in this situation.

IAB “Ads by” Location

By default, the “Ads by” text in the IAB ad size panels is on the bottom. This can be changed to the top by adding the following line:

```
$action_vars["inclick_adsby_text_location_top"] = "yes";
```

Click Target, Current Window or New Window

By default, when a user clicks on an advertisement, the advertisers site will open in the main window. In some instances, you may wish to allow a publisher to modify this such that the click

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

event opens a new window (not recommended). To do this, your system must first allow a new window event to occur by adding:

```
$action_vars["allow_iab_target_window"] = TRUE;
```

Once added, your publishers will need to add the following parameter to their IAB ad codes:

```
var server_target = "1";
```

Ad Code Default Colors

For those that wish to change the system default colors used during the ad code generation process, you can do so using the following parameters changing values as needed:

```
$action_vars["ad_code_default_border_color"] = "#6699AA";  
$action_vars["ad_code_default_background_color"] = "#DDFFFF";  
$action_vars["ad_code_default_title_color"] = "#3366AA";  
$action_vars["ad_code_default_description_color"] = "#77AA77";  
$action_vars["ad_code_default_url_color"] = "#778877";
```

Disable XML Feed Configuration

This option allows you to hide the XML Feed from your publishers. This can be set to on/off or yes/no:

```
$action_vars["publisher_xml_guide"] = "off";
```

Disable Ad Code Generation

This option allows you to hide the Ad Code Wizard, the HTML code generation:

```
$action_vars["extended_ad_codes"] = "off";
```

Adding Your Own Menu Links and Content

The inClick Ad Server supports a Pluggable Content model that allows you to create your own content and workflow pages within the inClick Ad Server User Interface. In conjunction with the API, you can create your own workflow options, features, or reports.

Region Targeting (Non-GeoIP)

This targeting method is based on two parameters, a parent and a child. In the default active state, this filter parameter is based on US Metro Codes and the corresponding two-character State Code. You can review the preloaded parameters in the `inclick_countries_dma` table.

To activate the Region Targeting system, add the following line:

```
$action_vars["system_use_regions"] = "yes";
```

Extra Filters

The inClick Ad Server contains three additional customizable targeting criteria. These filter options allow you to create your own filter options. With custom filters, you can add filters for your advertisers to target specific targets based on information provided on the advertisement request. For example, a social networking site operator can allow advertisers to target the sex of the viewer provided that the ad request identifies this information.

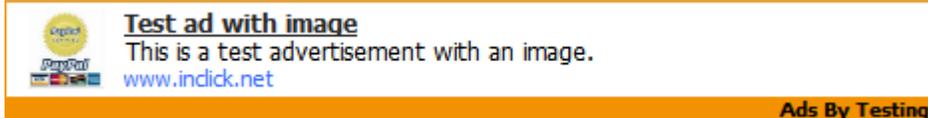
To activate the extend filters, please open as Support Ticket with your configuration requirements.

Hybrid Image and Text Ads (Beta)

The inClick Ad Server contains an option for you to deliver text based advertisements that can contain a thumbnail image that the advertiser can upload or select from a list of images you have provided.

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment



When this feature is active, your advertisers will be required to either upload an image, or select one from a list of images you provide. To enable the features, add:

```
$action_vars["system_allow_text_ads_with_images"] = "required";
```

NOTE: The beta of this feature only allows the setting for "required" at this time. The following IAB sizes do not support the hybrid text ad and will be delivered without the associated image:

120x240

125x125

234x60

180x150

300x250

Terms of Use Location

The default configuration of your inClick Ad Server points the links to the Terms of Service to the HTML directory of your inClick Ad Server. The filenames are:

adtos.html

pubtos.html

If you wish to point to a different directory, you can modify the URL to the files by adding:

```
$action_vars["base_tos_url"] = http://www.newlocation.com/somedirectory;
```

Bypass URL Validation For Advertisers

The inClick Ad Server validates the destination URL provided by advertisers by default.

However, if you wish to bypass this validation step, you can add:

```
$action_vars["bypass_url_check"] = "yes";
```

Disable Admin Configuration

If your deployment will be accessed by multiple administrators, or if you wish to secure your deployment, you can disable the System Configuration Screen by adding:

```
$action_vars["configuration_via_interface"] = "off";
```

Using a Dedicated inContext Spider or Set of Spiders

This configuration option allows you to define a dedicated, or set of dedicated, inContext Spider(s).

```
$action_vars["incontext_base_url"] = array("http://host1/", "http://host2/");
```

Using Cache and Simple Queue Services (SQS)

The inClick Ad Server can take advantage of an advanced caching model using memory, memcached, and efficient impression processing using a Simple Queue Service (SQS). By using this caching model, deployments can see a 50-100% improvement in delivery capacity. To take advantage of this service, you must have access to a Memcache service (for both advertisement delivery and SQS). To utilize SQS, you must also have access to MemcacheQ.

Using Memcache:

```
$action_vars["system_use_memcache"] = "yes";
```

```
$action_vars["memcache_host"] = "localhost";
```

```
$action_vars["memcache_port"] = 11211;
```

Using MemcacheQ:

```
$action_vars["system_use_memcache"] = "yes";
```

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

```
$action_vars["memcacheq_host"] = "localhost";  
$action_vars["memcacheq_port"] = 22201;
```

Insertion of Third Party Conversion Tracking

When advertising your service, sometimes you want to track how well your efforts are working. While the ad server provides conversion tracking for your advertisers, you also need to track conversions of your advertising efforts as well. The following parameters are designed to allow you to insert conversion tracking codes to track new advertiser and publisher account creation.

Tracking Advertisers:

```
$action_vars["advertiser_signup_conversion_code"] = ("conversion_code");
```

Available variables for your code:

[amount] – The amount of the deposit made.

[account_number] – The account number of the newly created account.

[account_type] – The type of account just created. (adv or pub)

[email] – The email address of the account holder.

Tracking Publishers:

```
$action_vars["publisher_signup_conversion_code"] = ("conversion code");
```

Available variables for your code:

[account_number] – The account number of the newly created account.

[account_type] – The type of account just created. (adv or pub)

[email] – The email address of the account holder.

inContext Word / Phrase Count

The inContext Word/Phrase count is a setting that determines how many keywords / phrases will be stored for each page that is contextually matched. The system default is 10 words/phrases per URL. This can be increased or decreased as needed by setting the following parameter:

```
$action_vars["incontext_max_keywords_per_url"] = 25;
```

In the above example, the inContext engine will store 25 keyword / phrases for each inContext page.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

Adjusting Relevancy Boosts

The inClick Ad Server allows you to tune the scoring mechanism for advertisement delivery. For example, you could configure advertisements that have an exact match keyword matched on a request receive a boost to improve positioning. For example, if two advertisers were bidding the same value on the keyword “web hosting”, but one placed brackets around the word to make it an exact match, the advertiser that used the brackets would appear before the other. With the Proxy Bidding process enabled, historical data may even suggest that the exact match advertisement be delivered at a lower cost – the bid optimization process.

To modify the Relevancy Boosts, add the following code:

```
$delivery_relevance_boosts = array(
    "default" => array( "region" => .2, "geo" => ".2", "filter1" => .2, "filter2" => .2, "filter3" => .2),
    "none" => array("base" => .2, "region" => .2, "geo" => ".1", "filter1" => .2, "filter2" => .2, "filter3" => .2),
    "broad" => array("base" => .1, "region" => .2, "geo" => ".3", "filter1" => .4, "filter2" => .5, "filter3" => .6),
    "phrase" => array("base" => .2, "region" => .2, "geo" => ".1", "filter1" => .2, "filter2" => .2, "filter3" => .2),
    "exact" => array("base" => .2, "region" => .2, "geo" => ".1", "filter1" => .2, "filter2" => .2, "filter3" => .2)
);
```

The above array represents the request keyword match type with the boost parameters for that given match type. For example, if the ad request is a broad match keyword match, ads that also match the region would have a 20% boost, country match another 30% boost, a filter 1 match another 40% boost, a filter 2 match another 50% boost, and a filter 3 match another 60% boost to their delivery score.

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment

General System Setup

The inClick Ad Server and its associated files should never be modified or replaced unless you have been instructed via the documentation or by a member of our support staff. Unsupported modifications may cause unexpected behavior, or worse, a system that does not function. Please do not attempt to modify system, configuration, or other files unless you have been instructed to do so. If you are not sure if you can modify a file, open a support ticket.

User Modifiable Files

The inClick Ad Server system files are compiled and may not be edited. The following files, however, can be edited:

- /adserverroot/customlogin.php – Sample custom login page. The source code for this file is archived in /adserverroot/docs/customlogin.zip
- /adserverroot/index.html – Placeholder page that can be safely removed or modified.
- /adserverroot/index.php – Placeholder page that redirect the user to the default login page of the ad server. This file can be replaced or removed.
- /adserverroot/html
 - adtos.html – The advertiser terms and conditions (Sample)
 - footer.html – The footer of every page within the ad server.
 - header.html – The header of every page within the ad server. Care should be taken when editing this file as it contains critical references required for the ad server to function correctly.
 - pubtos.html – The publisher terms and conditions (Sample)

SHOWSTOPPER: No other files should be edited or replaced unless you have been instructed to do so from our staff or by this document. Support requests due to modified files may not be processed.

All files except the ones listed above will be overwritten with each upgrade or service update release. For example, if you replace the default system logo (logo_ad_sys_beta.gif), it will be replaced again when you upgrade!

Using HTTPS

If you intend on using https (recommended) for the user interface, you will need to follow the following steps:

1. In the directory /globals, open the globals.php file.
2. Modify the line that looks like this with the https domain:

```
define('INCLICK_WEB_URL','http://yourdomain.com.');
```

NOTE: If the https URL is different than the http version of the domain name, you may need to request to add the new URL to your account. Please open a support request if the http and https domains are different.

Home Page Files

Your inClick Ad Server includes an index.php and index.html file. Both of these files can be safely removed from the system as they are not used. Both files will simply redirect to the ad servers default login screen, index_client.php.

Changing Header and Footer Files

The system header and footer files are located in the /html directory and are named header.html and footer.html. You are permitted to modify the header and footer as needed

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

while maintaining CSS and JS references. When using your own logo, use a unique filename as the images we provide will be replaced during upgrades. Do not replace the factory image with another image of the same name!

Inside the footer.html file is the link to inClick.net. Our licensing does not require you to link or refer to us. You may remove the references to inClick.

Modifying System Colors

Color modifications should never be performed at the source code level. To change colors (where available) you will first need to do the following:

1. Copy inclick_style.css and place it in the root of your installation. Name the new copy of this file as user_common.css
2. In the directory /html, edit the file named header.html by removing the comment HTML tags around the style sheet reference (look around line 11-13):

Before:

```
<!--PLEASE REFER TO DOCUMENTATION FOR INSTRUCTIONS ON HOW TO UPDATE THE CSS OF YOUR INSTALLATION -->
<!--
<link rel="stylesheet" type="text/css" href="<? echo INCLICK_WEB_URL; ?>user_common.css" />
-->
```

After:

```
<!--PLEASE REFER TO DOCUMENTATION FOR INSTRUCTIONS ON HOW TO UPDATE THE CSS OF YOUR INSTALLATION -->
<link rel="stylesheet" type="text/css" href="<? echo INCLICK_WEB_URL; ?>user_common.css" />
```

Once you have done the above, you can edit the CSS information contained inside the new user_common.css file.

SHOWSTOPPER: Do not edit the inclick_style.css file as this file is overwritten on each upgrade.

We will be expanding documentation on what can be edited via CSS. If you have specific questions, please feel free to open a support request.

Available Session Variables

The inClick Ad Server makes certain session variables available for you to utilize. Through these session variables, you can change the header and footer based on the type of login made.

Parameter name	Use	Value's
<code>\$_SESSION['inclick_user_level']</code>	Determines account type	adv, pub, adm
<code>\$_SESSION['valid_user_id']</code>	User Account Number	Numeric value, an account number
<code>\$_SESSION['valid_username']</code>	Username of account	The users login name.

SHOWSTOPPER: Do not change the value of the session variables as unexpected results can occur.

Custom Login Page

The Custom Login Page is a way for you to use your own login page based on your own design or page layout. Using the information provided below, you can create a login box for any page within your site. A sample Custom Login Page is provided in the /docs directory as customlogin.zip.

Custom Login Process

The login page can be customized in that you would create your own form post to the inClick Ad Server. This custom login page could be a page you create or a part of your existing content pages outside of the ad server. When creating your custom login page, you must use a standard form POST to the client.php file with the following form post parameters:

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

Parameter name	Form Type	Value
<code>login_id</code>	Text	[User Login ID]
<code>login_password</code>	Text - Password	[User Password]
<code>action</code>	Hidden	login
<code>login_base_url</code>	Hidden	[Failed URL] This is typically the page the user is currently on.

The parameter `login_base_url` is the redirect location for failed logins AND the Logout URL when the user clicks on the Logout links. The `login_base_url` can also be passed as a GET parameter when linking to the lost password, new advertiser, and new publisher workflow (See Section "Links to New Advertiser, New Publisher, and Lost Password Workflow below).

On a failed login attempt, the ad server will redirect the browser to this URL and append parameters for you to use to respond to the end user. These parameters are:

Parameter Name	Possible Values	Explanation
<code>result_code</code>	<code>authentication_failed</code> <code>logout</code> <code>account_locked</code> <code>account_suspended</code>	This value is returned when the login failed. This value is returned only on a logout action from the ad server. The account has been locked due to too many failed login attempts. To unlock an account, a password reset Request must be made. The account has been suspended by the administrator.
<code>login_id</code>	<code>provided username</code>	This value returns what was provided by the end user. You could echo this in the field on failure.

Links to New Advertiser, New Publisher, and Lost Password Workflow

In addition to the Custom Login parameters above, you can also pass the `login_base_url` parameter in the URL link to the New Advertiser, New Publisher, or Lost Password workflow.

Sample Links:

New Advertiser

`http://[YOURADSERVER]/signup.php?login_base_url=http://somepage/page.php`

New Publisher

`http://[YOURADSERVER]/signup.php?user_type=pub&login_base_url=http://somepage/page.php`

Lost Password

`http://[YOURADSERVER]/index_client.php?lostpass=1&login_base_url=http://somepage/page.php`

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

Sample HTML Code Fragment

```
<form method="POST" action="http://[URL.TO.INCLICK.INSTALLATION]/client.php">
<table border="0" cellpadding="0" cellspacing="0" style="border-collapse: collapse" bordercolor="#111111" width="100%">
  <tr>
    <td width="100%"><b><font size="4">Sample Custom Log-In</font></b></td>
  </tr>
  <tr>
    <td width="100%"><hr color="#C0C0C0" size="1"></td>
  </tr>
  <tr>
    <td width="100%"><font size="2">Registered Advertisers and Publisher log in here.<br>
    &nbsp;</font><table border="0" cellpadding="4" cellspacing="0" style="border-collapse: collapse" bordercolor="#111111" width="750">
      <tr>
        <td width="245" valign="top">
          <p align="right"><font size="2">Username:</font></td>
          <td width="502" valign="top"><input type="text" name="login_id" size="20" value=""></td>
        </tr>
        <tr>
          <td width="245" valign="top">
          <p align="right"><font size="2">Password:</font></td>
          <td width="502" valign="top"><input type="password" name="login_password" size="20"><font size="2"><br>
          <a href="http://[URL.TO.INCLICK.INSTALLATION]/index_client.php?lostpass=1&login_base_url=http://[LOCATION.OF.CUSTOM.LOGIN.PAGE]/customlogin.php">Forgot your password?</a></font></td>
        </tr>
        <tr>
          <td width="245">&nbsp;</td>
          <td width="502">
          <input type="hidden" name="action" value="login">
          <input type="hidden" name="login_base_url" value="http://[LOCATION.OF.CUSTOM.LOGIN.PAGE]/customlogin.php">
          <input type="submit" value="Log In" name="Bl" style="float: left;"></td>
        </tr>
      </table>
    <p>
    <font size="2">New advertisers <a href="http://[URL.TO.INCLICK.INSTALLATION]/signup.php?user_type=adv&login_base_url=http://[LOCATION.OF.CUSTOM.LOGIN.PAGE]/customlogin.php">sign up here</a>.&nbsp;   
    New publishers, <a href="http://[URL.TO.INCLICK.INSTALLATION]/signup.php?user_type=pub&login_base_url=http://[LOCATION.OF.CUSTOM.LOGIN.PAGE]/customlogin.php">sign up here</a>!</font></p>
  </td>
</tr>
</table>
</form>
```

In addition to the parameters above, you will likely need to link to the New User Ad Creation workflow as well as the New Publisher signup screen. These links can be found on your footer.html file located in the /html directory.

Sample Custom Login Page

A sample page exists in the root directory of your ad server. The file name is customlogin.php and is located in the root directory of your installation. To see it in action, go to <http://THEADSERVERURL/customlogin.php>

This file is also available in source code in the customlogin.zip file located in the docs directory.

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment

Common Issues and Solutions

Below are some common issues and their solutions. If the issue you are experiencing is not listed below, please have a look at the Frequently Asked Questions area of our website. There you'll find many additional pieces of information that can help you resolve any questions you may have. If you are still unable to resolve an issue, feel free to contact us.

System Message: The files in: ... data/generated/ must be writable

In some instances, deployments will report an error after updating for this error similar to:

The files in: /data/generated/ must be writeable by the web server as well as the background process. Please ensure that each file has 777 permissions to resolve this issue.

To resolve this issue, update the /data directory to CHMOD 777 also.

White screen or error when an advertisement is clicked on.

This is a behavior associated with PHP environments that have Suhosin installed. To correct this error, you will need to edit the php.ini file and increase the suhosin.get_max_value_length to 1024:

```
[Suhosin]
suhosin.get.max_value_length=1024
```

“I don't think inContext ad matching is working”

inContext will perform its initial scan of the page within the first hour of the first IAB ad delivered on the page. This scan will match advertisers to the page based on the keywords and phrases provided by your advertisers. If no matches are available, run of channel ads will appear and the page will be re-scanned and re-optimized in 34 hours.

It is important to note that inContext is not a real-time process. If you create ads now, they may not appear on the page you expect for up to 34 hours, the time of the next scan and optimize process. Additionally, advertisements in the House Advertiser account (1001) are not used as inContext seed data. Only advertisements from accounts other than the house account are used with inContext.

If the above has not resolved the issue, review the ad server error logs. By default, the error logs are located in the /logs directory of your ad server deployment.

Not Seeing Ads

Be sure your cron job for maintenance is set correctly. To confirm your maintenance is running correctly, log into your ad server's Admin account and go to Reports > Server Status > Background Process Status. Process Impressions, Process Clicks, and Process Campaign Rotation should have started in the last 5 minutes. If not, your cron job has not been set correctly.

If the cron jobs are running, verify your ad request:

Are you providing a keyword, does the keyword exist on an ad? If a keyword match is not found, the system will try to deliver Run of Channel ads if any exist.

Are you requesting ads from a channel and not providing a keyword? Check to make sure you have ads that are set for Any Keyword (Run of Channel) as ads with keywords will not appear in this type of request.

“All I see is a box where the ad should be”

This issue is likely due to the cron job not being set correctly. To confirm your maintenance is running correctly, log into your ad server's Admin account and go to Reports > Server Status > Background Process Status. Process Impressions, Process Clicks, and Process Campaign Rotation should have started in the last 5 minutes. If not, your cron job has not been set correctly.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

If the cron jobs are running, verify your ad request:

Are you providing a keyword, does the keyword exist on an ad? If a keyword match is not found, the system will try to deliver Run of Channel ads if any exist.

Are you requesting ads from a channel and not providing a keyword? Check to make sure you have ads that are set for Any Keyword (Run of Channel) as ads with keywords will not appear in this type of request.

Error at Line 0 Error

The inClick Ad Server is a compiled program and not a standard PHP script. Because it is a compiled program, it needs to be uploaded to your web server in BINARY instead of ASCII. If you upload the inClick Ad Server in ASCII format, you will receive fatal error messages referring to line 0. To fix this issue, you must upload the ENTIRE ad server program in BINARY.

SHOWSTOPPER: Many FTP programs will not overwrite the files on the server due to identical timestamps. If you encounter line 0 errors after uploading the files in BINARY mode, you will need to delete all files on the web server then upload again.

Blank Screen After Installation

The inClick Ad Server is a compiled program and not a standard PHP script. Because it is a compiled program, it needs to be uploaded to your web server in BINARY instead of ASCII. If you upload the inClick Ad Server in ASCII format, you can see fatal error messages referring to line 0 or a blank screen. To fix this issue, you must upload the ENTIRE ad server program in BINARY.

SHOWSTOPPER: Many FTP programs will not overwrite the files on the server due to identical timestamps. If you encounter line 0 errors after uploading the files in BINARY mode, you will need to delete all files on the web server then upload again.

Why Are Ads Being Delivered At No Cost?

If the ads you are seeing are from the house account (account 1001), then this is the expected behavior. House ads are designed to be filler ads in the event no other ads are available for a given request for ads. When a paid ad matches the same request, the paid ad has priority.

“I need to change the currency format, how do I do that?”

inClick Lite and Standard only supports USD at this time. Enterprise License holders may change the system currency as needed.

Still have a question? Take a look at our Frequently Asked Questions located on our web site. Our FAQ's are constantly updated. If you still can't find the answers, open a support ticket. We'll get answers to your questions quickly.

inClick Ad Server

Lite, Standard, and Enterprise Lite
Installation and Deployment

High Performance Tuning

The inClick Ad Server is typically ready-to-run just after completing the installation process. However, there are a few tweaks that can significantly improve overall performance and reliability for some installations. These modifications are not included or active in the base configuration due to fact that not all web servers are configured the same. Not all enhancements can apply to your installation.

- Install eAccelerator on the web server. This caching system will not only improve performance of the inClick Ad Server, but any other PHP application or script you have running. eAccelerator can be found here:
<http://www.eaccelerator.net/>
NOTE: This caching system will not work for CGI mode deployments.
- Enable INNODB for the following MySQL inClick tables:
inclick_ads_clicks_temp
inclick_ads_impressions_temp
inclick_contextual_urls
inclick_contextual_url_keywords
inclick_publisher_channels_clicks_temp
inclick_publisher_channels_impressions_temp
- Execution of the maintenance routine from the command line instead of from wget or similar. Using the PHP command line for your maintenance routine is far more reliable than using wget or similar methods. If you are experiencing issues with your process_manager not completing, this single change could eliminate that issue.
- Avoid running the ad server where PHP is configured as a CGI. The CGI version of PHP is known to utilize more resources than the Apache module counterpart. This may not be noticeable during the early stages of your installation and deployment, however, as traffic begins to increase, you may notice performance issues at peak traffic times.
- Increasing system memory will improve overall performance.
- Allow HEAP usage for MySQL
- Turn on Query Caching for MySQL 4 and higher.
- Configure PHP to utilize the GeolIP PECL extension for increased efficiency.
<http://us3.php.net/manual/en/install.pecl.php>
<http://pecl.php.net/package/geoip>
- Utilize memcache support in PHP (required ad server configuration update)
- Use a dedicated / separate server to run the inContext spider services (if using the contextual ad matching system).

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

Change Log

inClick Ad Server - 4.0.005-4 Release 2/22/2010

=====

- 0004180: [Bug] inContext Indexer: Redirects not handled properly.
- 0004179: [To-Do] inContext Indexer: Stemming does not handle prefix stems for languages like Arabic.
- 0004178: [Other] Add "Filler URL" to Ad Code Wizard workflow.
- 0004161: [Feature] Add dynamic custom filter insertion into the destination URL.
- 0004165: [Bug] Firefox 3.6 renders HTML "fieldsets" incorrectly.
- 0004164: [Bug] xml_javascript.php ad requester does not represent the ad_count parameter correctly.

inClick Ad Server - 4.0.005-3 Release 2/10/2010

=====

- 0004182: [Feature] inContext Indexer: Ability to specify the percentage of time the top ranked keywords should be used.
- 0004181: [Feature] inContext Indexer: Ability to increase number of keywords recorded per URL.

inClick Ad Server - 4.0.005-2 Release 2/1/2010

=====

- 0004120: [Feature] Add dynamic keyword insertion into the destination URL.
- 0004101: [Bug] API: Click Through does not work - getAdvertisements.
- 0004126: [Feature] Add URL lookup status message for 'index failed' if the last index was unsuccessful.

inClick Ad Server - 4.0.005-1 Released 1/18/2010

=====

- 0004044: [Feature] The ability to insert a third-party conversion tracking code.
- 0004095: [Feature] Enhance advertisement delivery to utilize a caching mechanism.
- 0004096: [Feature] Improve processing of queued impressions for deployments with over 20M daily impressions.
- 0004098: [Feature] Allow inContext to be configured for multiple indexing servers.
- 0004094: [Feature] Provide a tool to view the status of a URL.
- 0004050: [Feature] Create the ability to obtain the parent URL when the ad code resides in an IFRAME.
- 0004058: [Feature] Update the Ads By click through to set a tracking cookie (future referral program) and provide additional page data on landing
- 0003987: [Feature] Arabic contextual matching support
- 0004087: [Bug] Server Status report indicates the incorrect Active Campaigns count
- 0004029: [Bug] Improve use case for Hybrid ads for non-supported sizes
- 0003986: [Bug] inContext URL prioritization does not consider parent / child relationships for weight
- 0004049: [Bug] API: clearRegionCodeList does not work.
- 0004101: [Bug] API: API: Click Through does not work - getAdvertisements.

inClick Ad Server - 4.0.003-1 Released 10/28/2009

=====

- 0003835: [Feature] API: Added user authentication service request.
- 0002532: [Feature] Added support for non-standard SMTP ports (SSL).
- 0002891: [Feature] Ability to modify the outbound email text
- 0003182: [Feature] Option to utilize GeoIP PECL version if available for efficiency
- 0003062: [Feature] Publisher Payment step 3 should include address information

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

- 0003014: [Other] When uploading image, use the animated "Processing" or moving circles for a visual indication.
- 0003887: [Bug] Updated inResults class to accomodate updated XML data.
- 0003848: [Bug] Ad rotation does not remove some ads from service on some deployments.
- 0003704: [Feature] Enhanced inContext feedback loop to prioritize URLs based qualifiers.
- 0003841: [Bug] Promotional Bonus of partial dollar amount returns "Invalid value, please enter a number" error.
- 0003843: [Bug] API: processAdvertiserCreditCardPayment completes payment with invalid promotion code.
- 0003842: [Bug] API: processAdvertiserCreditCardPayment error "JSON-RPC call failed" with valid promotional code.
- 0003850: [Bug] API: modifyCampaign() Modification of a campaign without a Campaign ID does not return error.
- 0003838: [Bug] Password reset workflow throws error if account is not found.
- 0003839: [Bug] API: Advertisement Request returns zero results (getAdvertisements).
- 0003889: [Bug] Image upload for new user ad creation does not work on all deployments.
- 0003859: [Bug] Current header references CSS and JS files that do not exist.
- 0003824: [Bug] The login error message does not indicate if an account is locked correctly.
- 0003641: [Bug] Updating or creating a house ad with the use of regions sets the delivery weight to zero(0). Paid ads not effected.
- 0003777: [Bug] Conversion Code URL does not use the INCLICK_WEB_URL (SSL)
- 0003701: [Bug] Click Through URL storage truncates long click-through URLs (255 char limit)
- 0003670: [Bug] CyberSource gateway post does not include the CVV data.
- 0003754: [Bug] New Advertiser creation does not include custom campaign filters when active.
- 0003688: [Bug] Review Campaign view w/ image causes campaign view to overlap actions column in narrow screens.

inClick Ad Server - 4.0.002-5 Released 9/22/2009

=====

- 0003752: [Other] Add test to installer to check PHP Version and Zend Version to ensure compatibility.

inClick Ad Server - 4.0.002-2 Released 7/29/2009

=====

- 0003616: [Bug] Some environments will not complete installation past step 2.

inClick Ad Server - 4.0.002-1 Released 7/28/2009

=====

- 0003605: [Bug] sem_url parameter throws error to screen for all requests when set.
- 0003603: [Feature - Client Requested] Ability to specify custom content block and page templates.
- 0003575: [Bug] In some deployments, some campaigns are set with a 0.0000 projected yield causing them to rank low.
- 0003592: [Bug] Update Campaign: Campaign performance not retained.
- 0003591: [Bug] Campaign Performance: Only updates first 1000 campaigns
- 0003576: [Bug] Request for 5 ads returns zero results when thousands of matches exist, request for 15 returns 5.
- 0003586: [Bug] System Keyword Index: When the keyword index generation cron triggers it uses up excessive resources.
- 0003481: [Other] Click Definition Service Update.
- 0003568: [Bug] System message "Campaign State Change" indicates ads going in and out of rotation in the same message.
- 0003578: [Other] High traffic sites can deadlock on the DB, create failover to recover deadlocked transactions.
- 0003557: [Bug] Advertiser accounts with thousands of campaigns load slowly.
- 0003531: [Bug] Advertisers with thousands of campaigns cannot log in.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

- 0003545: [Feature] Create memory profiling system for debugging large accounts.
- 0003564: [Bug] System notice messages for campaign status changes is no longer sent.

inClick Ad Server - 4.0.001-3 Released 7/9/2009

=====

- 0003524: [Bug] FlexTile format does not report impressions.
- 0003525: [Bug] Indexing large HTML pages fails due to the body tag place "too far" into the document.
- 0003520: [Bug] Easy Feed display URL HREF property set incorrectly.

inClick Ad Server - 4.1.001-1 Released 6/18/2009

=====

- 0001801: [Feature] Deliver ads based on past performance and bid value. Yield optimization.
- 0003424: [Feature] Add three additional filter criteria, user configurable and optional.
- 0003425: [Feature] Add ability to boost specific filter criteria in the delivery ranking.
- 0001850: [Feature] Option to bypass keyword entry on ad creation.
- 0003426: [Feature - Required] Integrate CyberSource payment gateway.
- 0000575: [Refactor] Rewrite Ad / Campaign delivery system for future feature set extension.
- 0001463: [Refactor] Refactor Campaign Storage Mechanism for future feature set extension.
- 0002851: [Other] Click Log does not indicate the impression IP.
- 0003262: [Other] Installer does not provide enough detail for "Unable to Open XML" failure.
- 0002123: [Other] Keyword report does not identify negative keywords.
- 0002570: [Other] Payment Page: A pop-up alert or similar should be shown when Automatic Funding is selected AND a promotion code is entered.
- 0003261: [Bug] PayPal punch-out method does not set "return" parameter.
- 0003388: [Bug] Region Targeting is not available in the IAB codes.

inClick Ad Server - 3.2.003-4 Released 12/29/2008

=====

- 0001808: [Feature] Conversion Tracking added.
- 0002445: [Investigate] Statistics process manager fails to complete publisher updates step with large data set.
- 0003058: [Bug] Rail for Search does not render in IE.
- 0003026: [Bug] Easy Feed does not render in IE.
- 0003004: [Bug] Easyfeed does not permit a different target for the ad click.

inClick Ad Server - 3.2.002-2 Released 10/10/2008

=====

- 0002941: [Bug] Rendering issue in IE during new advertiser signup process.
- 0002935: [Bug] Page rendered incorrectly on Costs and Budget step for NEW accounts.
- 0002923: [Bug] Unended href in Publisher Menu when XML disabled.

inClick Ad Server - 3.2.002-1 Released 10/3/2008

=====

- 0002902: [Other] Server Status report should indicate if the cron job is not running
- 0002893: [Other] When an advertiser edits a campaign, the Review Selections should include the Back and Save buttons on top
- 0002773: [Bug] Review Campaigns displays expired ads as Active
- 0002894: [Other] Clarification text for the last step of ad code creation
- 0002487: [Administrator Panel] Publisher Report should highlight accounts that have met the payment threshold.
- 0002859: [Bug] Typo on Step 6 of Installer
- 0002355: [Feature - Would be Nice] Format IAB stacked codes (cubes, towers) to center ad when only 1 ad is shown.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

- 0002889: [Feature - Client Requested] Ad Summary Report utilizes hardcoded row colors, should use CSS
- 0002886: [Feature - Client Requested] IAB Ad Code Size of 234x60
- 0002867: [Bug] Advertiser email links to the default login page and should like to the ad server root
- 0002860: [Bug] Invalid channel causes inContext to spin out of control
- 0002853: [Feature - Client Requested] Allow different number formatting options
- 0002840: [Other] Publisher ad code generation workflow displays one channel when publisher channels available - should be hidden
- 0002790: [Feature - Client Requested] Allow a previous date for manual transactions.
- 0002850: [Feature - Would be Nice] Ability for the network operator to set the default colors for Ad Code Generation
- 0002835: [Feature - Would be Nice] Ability for system owner to change the default setting of the Ads By link
- 0002824: [Feature - Client Requested] Monthly Campaign Budget
- 0002825: [Feature - Client Requested] Add report extender functionality to the advertiser daily report
- 0002833: [Feature - Client Requested] Add 120x240 Vertical creative
- 0002145: [Other] Admin Report - Channel Performance Report - display performance per channel in one view by date range.
- 0002190: [Feature - Would be Nice] Ability to select what channels are available to the publisher.
- 0002698: [Feature - Missing] CSV of Publisher Billing Report is needs a Publisher ID column, Transaction ID is blank
- 0002552: [Bug] Server Status email is sent as a one-line document (view source)
- 0002795: [Bug] Easy Feed does not render UTF-8 correctly.
- 0002340: [Feature - Would be Nice] Add CSS values to Easy Feed
- 0002785: [Bug] View of "Inactive" publisher Publisher Perf. Report link does not show activity
- 0002762: [Bug] Suggested CPC CSS issue with modified background color
- 0002760: [Bug] The login_base_url parameter does not set for the lost password workflow
- 0002747: [Feature - Client Requested] Update Lost Password Text
- 0002733: [Feature - Client Requested] Update IAB codes such that the Title is underlined (best practice)

inClick Ad Server - 3.2.001-5 Released 7/22/2008

=====

- 0002655: [Bug] Sum amount during publisher payment process Step 1 and 2 are not displayed accurate.
- 0002652: [Bug] Debits / Credits posted to publisher accounts are marked as completed and not posted.
- 0002573: [Feature - Would be Nice] Sorting list of promotions by expiration.
- 0002664: [Feature - Client Requested] Channel description is limited to 100 characters, should be longer.
- 0002654: [Bug] System setting of Fixed CPC does not change the text on the bid page of ad creation.

inClick Ad Server - 3.2.001-4 Released 7/8/2008

=====

- 0002149: [To-Do] Some deployments are unable to update .inclick_status file - fix automatically.
- 0002533: [Other] inContext sometimes does not have permission to write its index files.
- 0002596: [Feature - Missing] PayPal payment button for publisher payments is missing.
- 0002619: [Bug] Publishers PayPal address is missing from the profile.
- 0002083: [To-Do] Some servers are missing the /data/generated directory without notice.
- 0002454: [Bug] Foreign keywords cannot retrieve ads (UTF-8)

inClick Ad Server - 3.2.001-2 Released 6/26/2008

=====

- 0000930: [Feature] Coupon Codes / Promotions

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

- 0002574: [Administrator Panel] Improve the publisher payment workflow
- 0002560: [Other] Deployments that have Apache mod_security enabled experience issues with ad delivery
- 0002450: [Other] Lost Password with an invalid email address does not give any indication to the end user.
- 0000702: [To-Do] Remove unused files
- 0001113: [Administrator Panel] Admin able to credit advertiser account with less than 1 cent.
- 0001793: [Refactor] Refactor the Administrator Interface to use Content Blocks
- 0000911: [Installer] Refactor: Improve the Installer UI
- 0001794: [Refactor] Refactor Externally Facing Pages to use Content Blocks
- 0001806: [To-Do] Removal of files no longer in use by the ad server.
- 0001502: [Administrator Panel] Extend Daily Performance Report with extra filter - by publisher
- 0002125: [To-Do] Right justify currency / statistic fields in reports
- 0002543: [Bug] Approving publisher should set the rate to the system default setting.
- 0002475: [Administrator Panel] Review Campaigns list does not filter out ads from suspended advertisers
- 0002522: [Other] Password change does not send email notice
- 0002459: [Administrator Panel] Add a check on admin login (and possibly Server Status) that checks the permission of the controller file.
- 0002520: [Installer] Installer should check if MySQL libraries are installed.
- 0002514: [Bug] Configuration of Description with an odd value (35) causes the ad creation character count to show x.5 chars left.
- 0002476: [Bug] Setting filter on Review Campaigns causes form POST warnings from browser on refresh
- 0002301: [Administrator Panel] Admin Publisher Performance Report: CSV not generated when a channel is selected
- 0002482: [Other] Remove AP and EU from Country Management - not used in Country Based Targeting
- 0002473: [Bug] CSS formatting issue for Advertiser / Publisher Account Detail with Internet Explorer
- 0002479: [Administrator Panel] Search for Publisher using domain name does not match on the Site URL
- 0002405: [Bug] Rendering of some reports displays "broken" tables (FireFox Bug).
- 0002435: [Feature - Missing] When configured to not accept publishers, the system should not allow publisher account creation
- 0002455: [Bug] Rendering UTF-8 characters in non-IAB ad codes displays incorrect text in IE, ok in FF.

inClick Ad Server - 3.1.018-3 Released 5/5/2008

=====

- 0002358: [Administrator Panel] Allow configurable option to permit IAB panels to open _blank.
- 0002356: [Feature - Would be Nice] Format IAB Banner and Leaderboard to center ad when only 1 ad is shown..
- 0002399: [Bug] Ability for user to view other users advertisement (non-editing).
- 0002353: [Bug] SEM URL parameter for IAB ad codes is not being utilized.
- 0002354: [Administrator Panel] IAB Ad Panels "blink" on delivery.

inClick Ad Server - 3.1.018-2 Released 4/2/2008

=====

- 0002305: [Bug] Custom login parameter from the custom login process link to create an ad does not change Existing Users link.
- 0002016: [Bug] Publisher Channel - URL based channel does not track impressions or clicks.

inClick Ad Server - 3.1.018-1 (17-2 through 17-5 included) Released 3/25/2008

=====

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

- 0002275: [Bug] Click Log Report: Browser data not populated
- 0002185: [To-Do] inContext leaves a signature of inClick and should leave a signature of the deployment.
- 0002274: [Administrator Panel] Add the ability to filter the daily report by advertiser and/or publisher IDs.
- 0002273: [Administrator Panel] Add a Publisher Performance Report like the existing Advertiser Performance Report
- 0002272: [Impression Processing] Impression validation with CDS necessary
- 0002210: [To-Do] Remove the admin setting for URL Passed and Failed for PayPay payments
- 0002189: [Click Processing] Update click rules for additional invalid click detection.
- 0002208: [Bug] Possible SQL issue for background process manager with URL Processing of URL's with apostrophe
- 0002252: [Bug] Easy Feed and Rail do not utilize the correct URL location (nonssl_url)
- 0002163: [Bug] Publisher Performance Report: CTR% not set correctly
- 0002147: [Bug] View Suggested Bid returns error when visited from summary.
- 0002122: [Other] Add notice to report stating reports are delayed
- 0002018: [Bug] Update Revenue Summary > Publisher Channel Data report with CPM data
- 0002124: [Bug] XML Guide clarification as to users account number
- 0002118: [Bug] Impression/Click counts on the Publisher Revenue report are not being formatted correctly
- 0002115: [Bug] Account Transaction Report Total Line Incorrect
- 0001571: [Bug] Editing Admin Hold ads does not change status.
- 0002105: [Advertiser Panel] Negative match: Should trim space(s) between the dash and keywords
- 0002106: [Administrator Panel] Revenue Summary Report - CSV version shows Impr. instead of Impression
- 0002107: [Administrator Panel] View recommended CPC - Failed to find the campaign in the session
- 0002108: [Advertiser Panel] Sponsored Link Summary - Campaign name link has wrong navigation
- 0002109: [Other] User account is locked after forgot username/password work flow
- 0002101: [Bug] URL Contextualizer does not prioritize URLs to process
- 0002100: [Bug] CSV Reports with Unicode characters are handled incorrectly
- 0002098: [Bug] inResults Class Does Not Obey Offset

inClick Ad Server - 3.1.017-1

=====

- 0002059: [Administrator Panel] Add an account notes field in admin area
- 0002050: [Bug] New advertiser can select a rebill amount below the standard minimum amount.
- 0002049: [Administrator Panel] Publisher creation UI does not display Wire Transfer / Other as available option.
- 0002005: [Other] Add globals_custom parameter to limit inContext indexer batch size.
- 0002042: [Bug] Missing Description Line 2 during ad creation returns error when it is not required.
- 0000849: [Feature - Would be Nice] New ad creation - Have default selected channels
- 0002038: [Feature - Client Requested] Addition of Publisher Channels
- 0002039: [To-Do] Indexing of high-traffic networks takes a long time. Threading needed.
- 0002040: [Other] inContext matching algorithm changes
- 0002034: [Feature - Would be Nice] Include current time on the Background Process Status screen
- 0002030: [Feature - Would be Nice] Ability to set the search GET parameter in IAB codes
- 0001908: [Feature - Required] Channel Configuration - Visibility control

- 0002057: [Bug] Password reset workflow does not require user to change password on reset.
- 0002058: [Bug] Publisher or Advertiser unable to change a reset password
- 0002035: [Bug] IAB ad codes truncate UTF8 characters
- 0002022: [Bug] Payment workflow with PayPal is incorrect and confusing
- 0002019: [Bug] Suggested CPC suggesting CPC's that are too high during ad creation

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

inClick Ad Server - 3.1.016-2 Released 12/10/2007

=====

- 0001882: [Administrator Panel] Ad example runs off end of field for long text
- 0001881: [Bug] Ad example cuts off characters.
- 0000959: [Administrator Panel] Admin Notification Email Address entered does not get correct notices
- 0001003: [Other] Captcha use without Freetype or bypass
- 0001818: [Bug] BUG: Issue with Report Generation when using Rollup Tables - Incorrect query date range
- 0001869: [Publisher Panel] Publisher account creation requires a company name. Should be optional.
- 0001138: [Feature - Would be Nice] Ability to use Wildcard in the IP address search for the click-log report
- 0001849: [Advertiser Panel] Error in ad creation, apostrophe counted as more than one character
- 0001883: [Advertiser Panel] Special character handling during ad creation.
- 0001874: [To-Do] Improve publisher "Getting Started" text
- 0001821: [Bug] Creating new channel with an apostrophe in the description does not save entry
- 0001707: [To-Do] Update Advertiser Welcome Screen
- 0000915: [Administrator Panel] Reversing Charges on Advertiser w/ Autofunding enabled re-bills account.
- 0001458: [To-Do] Add a page that displays the ad code when rendered, size example.
- 0001803: [Administrator Panel] Storage of provided term matched for the click.
- 0001800: [Feature - Would be Nice] Add ability to enable / disable inContext for Flex Tile and Easy Feed
- 0001811: [Publisher Panel] Generating ad code does not populate the server_ad_channel variable
- 0001804: [Discussion Required] Broad Match method improvement. User configurable % of match, bi-directional.
- 0000715: [To-Do] Do not bill clicks from suspended / declined publishers
- 0001659: [Click Processing] Click Fraud : Update duplicate click hash rule to allow the first click to be valid
- 0001459: [Administrator Panel] PHP safe_mode Testing at installation
- 0001299: [Feature - Would be Nice] Foreign Character Support - Ad Codes and Ad Creation
- 0001443: [Publisher Panel] Publisher profile update
- 0001762: [Administrator Panel] Firefox issue when using two browser windows.
- 0001792: [Refactor] Refactor the Publisher Interface to use Content Blocks
- 0001791: [Refactor] Refactor the Advertiser Interface to use Content Blocks
- 0001267: [Administrator Panel] CSS the navigation menu
- 0001736: [Bug] IE Javascript Error on Keywords step when Keywords are required
- 0001873: [Bug Report - General] Reporting Error - Campaign Report Date Range produces incorrect values.
- 0001871: [Bug] Missing country flags for some countries for the country selection step.
- 0001569: [To-Do] User Agent truncated on reports
- 0001651: [Bug] Ad Example in ad creation wraps incorrectly.

inClick Ad Server - 3.1.015-4 Released 11/13/2007

=====

- 0001797: [Bug] Some deployments not obeying Geographical Targeting filter. Non-Billed click.

inClick Ad Server - 3.1.015-3 Released 10/9/2007

=====

- 0001666: [Bug] Updating the email address on an account modifies the email address.
- 0001667: [Other] Logging ad request error should include publisher ID.

inClick Ad Server - 3.1.015-2 Released 10/8/2007

=====

- 0001656: [Feature - Client Requested] Foreign character support during ad creation process

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

- 0001536: [Bug] Automatic Billing option displays as available for PayPal standard payments - only gateway allows for Automatic Billing
- 0001368: [Administrator Panel] Slow reporting with large datasets (+2M impressions/day over six months)
- 0001556: [Feature - Client Requested] Ad comment header and footer to generated ad code.
- 0001534: [Bug] Disabled credit card payment types appear on add funds page (gateway mode)
- 0001594: [Bug] inContext spawns multiple processes on busy sites stalling the web server.
- 0001140: [Feature - Would be Nice] Add a session variable for network operator to know if user is logged in and type of login made.
- 0001630: [Feature - Missing] Check for Register Globals looks to be missing on the installer
- 0001597: [Bug] Negative keywords not working
- 0001580: [Bug] Email to new advertisers and publishres has typo - missing apostrophe's
- 0001586: [Publisher Panel] Generation of IAB ad codes hint's to inClick as producer of code.
- 0001577: [Bug] IP Address for IAB Panels may not pass user IP correctly
- 0001566: [Bug] API: IMG_UserManagerClient::updatePublisher mishandles the password field
- 0001565: [Bug] API: The IMG_UserManagerClient::getPublisher method does not populate the email address field
- 0001563: [Bug] Gateway Type Toggle Not Obeyed
- 0001403: [Update] Deliver of single ad has CPC of system or channel minimum, not proxy to network.
- 0001525: [Advertiser Panel] Selecting All Countries for Geotargetting is not clear to what countries.
- 0001519: [Administrator Panel] Failed installer routine with certain PHP configurations
- 0001530: [Other] Add ability to use SMTP for outbound emails
- 0000744: [Advertiser Panel] Automatic Billing checked should not charge on submit.
- 0000822: [Installation Instructions (Enterprise)] Permissions issue with license file after upgrade
- 0001199: [Feature - Would be Nice] Detection of click fraud - anon. proxy (cheryl)
- 0000747: [Publisher Panel] Make Captcha Colors Configurable
- 0000749: [Administrator Panel] When downloading CSV Advertiser Performance Report, Include Email
- 0001235: [Feature - Would be Nice] Publisher view in admin mode - update if W9 is on file.
- 0001498: [Other] Auto-detect if cURL is available for CC processing
- 0000579: [To-Do] Confirmation of form action
- 0001476: [Installer] Converting 2.x server fails
- 0001439: [Bug] General Settings option "Require Hold of New/Edited Ads" does not work
- 0001461: [Refactor] Refactor Campaign Management UI
- 0001464: [Refactor] Refactor Suggested CPC
- 0001462: [Refactor] Refactor Signup UI for Advertisers and Publishers
- 0001268: [Advertiser Panel] Advertiser View Ad does not show channels selected.
- 0001325: [Other] Setting ads to go live immediately does not work.
- 0000983: [Administrator Panel] Report - Server Status : Active Advertiser Count Incorrect
- 0001423: [Bug] Expiration date for campaign setting says ad is expired on ending date
- 0001127: [Advertiser Panel] Customer Suggestion - Choosing Country While Creating a New Ad
- 0001236: [Feature - Would be Nice] Make channel selection an onclick event in Keywords and Phrases step
- 0001457: [Administrator Panel] Typo in XML Feed instruction page (admin)

inClick Ad Server - 3.1.014-7 Released 8/14/2007

=====

- 0001398: [Bug] Bid step with error returns user to Keyword Step

inClick Ad Server - 3.1.014-6 Released 8/9/2007

=====

- 0001399: [Feature - Would be Nice] Make IAB Ad codes interact to offset number of ads.

inClick Ad Server - 3.1.014-5 Released 7/29/2007

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

=====

- 0001003: [Other] Captcha use without Freetype or bypass
- 0001367: [Bug] Delivering certain ad panels in IE renders incorrectly.
- 0001366: [Bug] IAB Ad Panel "Ads By" text not using correct colors

inClick Ad Server - 3.1.014-3 Released 7/27/2007

=====

- 0001358: [Publisher Panel] JS Error for new publisher account creation
- 0001359: [Installer] Installer fails when a password contains \$

inClick Ad Server - 3.1.014-2 Released 7/27/2007

=====

- 0001354: [Bug] Emails are duplicated to admin and/or user
- 0001351: [Administrator Panel] System Setup / Advertiser Settings / Require Keywords setting not obeyed
- 0001349: [Advertiser Panel] Account Creation rule of username 3 or more chacters is not obeyed.
- 0001233: [Feature - Would be Nice] Add ability to disable the Destination URL validation

inClick Ad Server - 3.1.014-1 Released 7/25/2007

=====

- 0001165: [Administrator Panel] Approving Publishers With Notice Fails
- 0001333: [Advertiser Panel] [Production] - URLs with spaces as a destination URL fail
- 0001217: [To-Do] Update inContext word cloud methods - improve efficeincy
- 0000694: [Feature - Missing] inContext Reimplementation
- 0000699: [Administrator Panel] inContext Reimplementation Part 1 - URL
- 0000700: [Feature - Missing] inContext Reimplementation Part 2 - Page Parse
- 0001317: [Administrator Panel] Improve Channel Management - Allow sorting
- 0001260: [Advertiser Panel] During ad creation, sort channels in alpha order
- 0001315: [Administrator Panel] Provide a method to sort Channels on display to the end user
- 0001218: [Feature - Would be Nice] IAB Ads - Allow alternate URL for no available ad event.
- 0001307: [Installer] Improve installer messaging for failed tests.
- 0001292: [Publisher Panel] Ad codes need to be updated for inContext
- 0001291: [Advertiser Panel] Advertiser cycles from CPC page to Keywords when Daily Budget is too low
- 0001266: [Other] Loading lost password page should put cursor focus on email
- 0001264: [Other] Loading default login page should put cursor focus on username
- 0001265: [Administrator Panel] Improve Click Log - Add country flag to HTML display
- 0001263: [To-Do] Improve error handling message display for login screen.
- 0000776: [Publisher Panel] Publisher accounting transactions such as manual credit/debit and publisher payment creation need to be refactored
- 0001243: [Administrator Panel] Publisher Transaction History - Transaction type options not matching with admin entered transactions.
- 0001201: [Click Processing] DB Schema for _temp tables may not work for all systems - double
- 0001239: [Feature - Would be Nice] Email system admin the Server Status page on a schedule.
- 0001204: [Bug] Advertiser can start an ad that is in an admin review state..
- 0001178: [Other] Update workflow around custom login page
- 0001164: [Administrator Panel] Approving Ads With Notice Fails
- 0001232: [Administrator Panel] Not selecting a channel causes the browser to redirect endlessly.
- 0001212: [To-Do] XML parameter "sem_url" issues with "&" symbol - clarification of use.
- 0000801: [Advertiser Panel] Keyword verification of mutiple words separated by comma
- 0001176: [Documentation] Add a "Performance Enhancements" section to documentation.
- 0001166: [Administrator Panel] Unable to suspend advertisers

inClick Ad Server - 3.1.013-3 - Released 7/12/2007

=====

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

- 0001319: [Advertiser Panel] Posting a CC payment that fails displays debug information

inClick Ad Server - 3.1.013-2 - Released on 6/5/2007

=====

- 0000472: [To-Do] Capture information regarding the Click
- 0001157: [Administrator Panel] Add check for register_globals and magic_quotes_gpc on admin login
- 0001167: [Administrator Panel] Unable to change the character length of the display URL
- 0001154: [Bug] .htaccess files not behaving as expected

inClick Ad Server - 3.1.013-1 - Released on 6/4/2007

=====

- 0001149: [Other] Updated GeolP Database (June 1)
- 0001139: [To-Do] Remove the index.php file from the upgrade package.
- 0001136: [Administrator Panel] Admin link to "Take Credit Card Payment" invalid
- 0001106: [Installer] Update Contact Data on errors / warnings
- 0001134: [Bug] Certain Destination URLs report as unavailable when available
- 0000456: [Feature - Would be Nice] Use Paypal Gateway
- 0001118: [Other] index.html in root causes issues
- 0001129: [Other] Customer Suggestion - Display inClick Version in Admin Area
- 0001124: [Installer] Step 2 of installation process not clear regarding Client ID
- 0001119: [Publisher Panel] Earning Rate displayed when it should be hidden
- 0000941: [Administrator Panel] Add Click Log Download
- 0001036: [Feature - Missing] Region Support Missing from Ad Code Wizard Feeds
- 0001114: [Installer] The Installer does not check if Heap tables are supported preventing ad delivery on 3.23 MySQL instances
- 0001027: [Bug] Consecutive Ads Setting Not Obeyed - Possible Expansion of Feature
- 0001105: [Installer] Clarify New Installation Text on Step 2 - Log Permissions Check
- 0000751: [To-Do] Click Tracking of both Reported Referrer and Captured referrer

inClick Ad Server - 3.1.012-5

=====

- 0001084: [Bug] Ad Creation Keyword entries accepts extra newlines causing issues.

inClick Ad Server - 3.1.012-4

=====

- 0001068: [Installer] Slashes on some PHP Configs cause issues, magic_quotes_gpc set to on
- 0001070: [Bug] Rail HTML code fragment has two "var server_ad_offset" settings, should be just one
- 0001074: [Administrator Panel] Easyfeed changes the '&' to '&,' in title
- 0001072: [Administrator Panel] Flex-tile and rail feeds do not display any when keyword provided

inClick Ad Server - 3.1.012-3

=====

- 0000591: [Bug] Ad Codes except XML do not support regions
- 0001057: [Advertiser Panel] Remove duplicate provided keywords
- 0000801: [Advertiser Panel] Keyword verification of multiple words separated by comma
- 0001039: [Advertiser Panel] Error when selecting Country settings
- 0001058: [Feature - Would be Nice] Viewing keywords during ad creation / edit process should be alphabetical.
- 0001037: [Bug] Easy Feed Does Not Obey Offset
- 0001035: [Bug] You do not have GeolP data installed message confusing
- 0001036: [Feature - Missing] Region Support Missing from Ad Code Wizard Feeds
- 0001038: [To-Do] Update Rail for Search, Flex Tile, and Easy Feed
- 0001056: [To-Do] Update Easy Feed to use Class method w/ region support
- 0001054: [To-Do] Update Rail for Search to use Class method w/ region support

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

- 0001055: [To-Do] Update Flex Tile to use class method w/ region support
- 0001051: [Bug] Rail for search link "Advertise Here" does not follow correct destination URL.
- 0001053: [Bug] XML Request does not obey limited parameter.

inClick Ad Server - 3.1.012-2

=====

- 0001050: [Bug] Unable to process credit card transactions
- 0001041: [Feature - Missing] Region Support Missing from Ad Code Wizard Feeds - Flex Tile

inClick Ad Server - 3.1.012-1

=====

Official Release of inClick3

- 0000419: [Feature - Missing] 2Checkout Payment Method Missing
- 0000984: [Other] One Line Description Does Not Work
- 0001032: [Administrator Panel] View Recommended CPC link is placed incorrectly.
- 0001016: [Administrator Panel] Fixed CPC non functional
- 0001018: [Bug] Unable to set PayPal or Other for Accepted Publisher Payment Methods
- 0000798: [Bug] Locking account after 10 tries, process confusing.
- 0000690: [Feature - Required] No limit to number of failed login attempts
- 0001013: [Bug] Conversion for 2.x series not working correctly (too many rows entered)

inClick Ad Server - 3.1.011-3

=====

inClick3, Release Candidate 3

- 0000985: [Administrator Panel] Redirect client_signup.php to index_client.php
- 0000823: [Other] GeoIP Information Status - Add to Server Status
- 0000949: [Bug] Admin Server Status Report indicates incorrect Pending Review count
- 0000959: [Administrator Panel] Admin Notification Email Address entered does not get correct notices
- 0000953: [Installer] Default System Setup Settings > Character Limits Defaults
- 0000961: [Other] Ad Click on IAB Panels should open in _top
- 0000885: [Administrator Panel] Banner Ad "Ads By" link opens inside its iframe.

inClick Ad Server - 3.1.011-1

=====

inClick3, Release Candidate 1

- 0000933: [Bug] [Production Issue] Rank of ads rendered not correct based on CPC
- 0000900: [Administrator Panel] Ad Rendering Issue
- 0000906: [Bug] IAB Standard Sizes Ad Rendering Issue - Change Method
- 0000936: [Other] Change System Logo

inClick Ad Server

Lite, Standard, and Enterprise Lite Installation and Deployment

Obtaining Support

When requesting support, we strongly suggest using the Client Support area located in the Client Area of the inClick web site. To access our advanced support tracking system, visit our web site and log into your account by going to:

1. <http://www.inclick.net>
2. Click on the Client Area tab.
3. Once logged in, click on the Client Support tab and open a New Support Request.
4. Once submitted, we'll assign a tracking number to your issue. This will allow us to reference and address your request quickly and efficiently.

Technical support is provided at no additional charge. If your support request requires hands-on service beyond logging into your ad server, a nominal fee may apply.

Custom Modifications

If you have a specific feature or requirement, let us know. We may already have the feature on our roadmap. Please contact our Sales Department to find out what we can do for you.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

LICENSE AGREEMENT

PET TECHNOLOGIES, INC. d/b/a INMOTION GROUP ("IMG") INCLICK AD SERVER LICENSE AGREEMENT ("AGREEMENT")

IMPORTANT: READ THESE TERMS CAREFULLY BEFORE INSTALLING THE SOFTWARE KNOWN AS THE "INCLICK AD SERVER," AS INSTALLED BY THE INSTALLATION PROCESS, IN MACHINE-EXECUTABLE FORM ONLY, AND ANY RELATED DOCUMENTATION (COLLECTIVELY, THE "SOFTWARE") BY INSTALLING, OR OTHERWISE USING THIS SOFTWARE, YOU (THE "LICENSEE") ACKNOWLEDGE THAT YOU HAVE READ THIS AGREEMENT, AND THAT YOU AGREE TO BE BOUND BY ITS TERMS AND CONDITIONS. IF YOU DO NOT AGREE TO ALL OF THE TERMS AND CONDITIONS OF THIS AGREEMENT, YOU ARE NOT AN AUTHORIZED USER OF THE SOFTWARE AND IT IS YOUR RESPONSIBILITY TO EXIT THE INSTALLATION PROGRAM WITHOUT INSTALLING THE SOFTWARE, OR TO DELETE THE SOFTWARE FROM YOUR COMPUTER.

1. License. Subject to the terms and conditions of this Agreement, including, without limitation, Section 2 hereof, IMG hereby grants to Licensee, during the Term (as defined below), a limited, a non-exclusive license (the "License") to: (i) install and operate the Software on a computer or a computer network owned or operated by Licensee; (ii) make copies of the Software for backup purposes only.

2. Installation and use. Each installation of the inClick Ad Server is assigned an Installation Identity (an "Instance").

3. Mandatory Activation. THERE ARE TECHNOLOGICAL MEASURES IN THIS SOFTWARE THAT ARE DESIGNED TO PREVENT UNLICENSED USE OF THE SOFTWARE. You will not be able to exercise your rights to the Software under this agreement after a finite number of days unless you activate your copy of the Software in the manner described during the Installation Process. IMG will use those measures to confirm you have a legally licensed copy of the Software. If you are not using a licensed copy of the Software, you are not allowed to install the Software or future Software updates.

4. Termination. This Agreement and the License hereunder shall be in effect from and after the date Licensee installs the Software on a computer in accordance with the terms and conditions hereof and shall continue perpetually unless terminated in accordance with this Section 4. This Agreement shall be automatically terminated upon any breach by Licensee of any term or condition of this Agreement. Such period shall be referred to herein as the "Term". Within five (5) business days of any such termination, Licensee shall return the Software to IMG (or, at IMG's sole discretion and only at IMG's direction, destroy the Software and certify in writing to IMG that said Software has been destroyed). Upon return of the Software or upon receipt of notice of the destruction of the Software, as appropriate, this Agreement shall terminate and IMG shall have no further obligations to Licensee. Articles 5, 6, 7, 8, 9, 11, 12, 13 and 15 hereof shall survive the expiration or termination of this Agreement for any reason.

5. Intellectual Property Rights. Licensee hereby acknowledges and agrees that IMG or its licensors own and retain all rights, title, and interest in and to the Software, regardless of the form or media in or on which the original or other copies may subsequently exist including, without limitation, all copyrights, trademarks, patents and trade secret rights inherent therein or appurtenant thereto. This Agreement shall not constitute a sale of the Software and no title or proprietary rights to the Software are transferred to the Licensee hereby. Licensee acknowledges that the Software is a unique, confidential and valuable asset and trade secret of IMG or its licensors, and IMG or its licensors shall have the right to obtain all equitable and legal redress which may be available to it for the breach or threatened breach of this Agreement including, without limitation, injunctive relief.

6. Warranty; Disclaimer. THE SOFTWARE IS BEING LICENSED HEREUNDER WITH NO WARRANTY WHATSOEVER. LICENSEE ACKNOWLEDGES THAT ITS USE OF THE SOFTWARE IS AT ITS OWN RISK. THE SOFTWARE IS PROVIDED SOLELY ON AN "AS-IS" BASIS. IMG AND ITS LICENSORS MAKE, AND LICENSEE RECEIVES, NO WARRANTIES, EXPRESS, IMPLIED, OR OTHERWISE. IMG EXPRESSLY DISCLAIMS ANY IMPLIED WARRANTIES OF MERCHANTABILITY, SATISFACTORY QUALITY, FITNESS FOR A PARTICULAR PURPOSE, AND/OR NONINFRINGEMENT. IMG DOES NOT WARRANT THAT THE OPERATION OF THE SOFTWARE SHALL BE OPERABLE, UNINTERRUPTED OR ERROR FREE OR THAT IT WILL FUNCTION OR OPERATE IN CONJUNCTION WITH ANY OTHER PRODUCT.

7. No Liability. IN NO EVENT SHALL IMG OR ITS LICENSORS BE LIABLE FOR ANY DIRECT, CONSEQUENTIAL, EXEMPLARY, SPECIAL, INDIRECT, INCIDENTAL OR PUNITIVE DAMAGES OR LOST PROFITS (EVEN IF THEY HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES) ARISING FROM OR RELATING TO THIS AGREEMENT OR THE SUBJECT MATTER HEREOF, INCLUDING WITHOUT LIMITATION, DAMAGES ARISING FROM LOSS OF DATA, OR ANY OTHER DAMAGES, HOWEVER CAUSED, AND UNDER ANY THEORY OF LIABILITY. SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OR LIMITATION OF IMPLIED WARRANTIES OR LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, AND IN SUCH CASE AND ONLY TO THE EXTENT PROHIBITED BY APPLICABLE LAW, THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO LICENSEE. WITHOUT LIMITATION OF THE FOREGOING, UNDER NO CIRCUMSTANCES SHALL LICENSOR'S TOTAL AGGREGATE LIABILITY TO LICENSEE AND ANY OF ITS SUB-LICENSEES (REGARDLESS OF THE LENGTH OF THE TRAIL OF SUBLICENSES) FOR ANY AND ALL CLAIMS ARISING HEREUNDER, INCLUDING WITHOUT LIMITATION ARISING OUT OF YOUR USE OF THE SOFTWARE, EXCEED THE SUM OF \$100.

8. Indemnity. Licensee will, at its own expense, defend any action brought by a third party against IMG to the extent that such

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

action is based on a claim arising from or relating to: (a) Licensee's use of the Software, (ii) any distribution of the Software by Licensee or by any of or by any sub-licensee, regardless of privacy of contract and regardless of the length of the trail of sublicenses, (iii) any claims based upon warranties, guarantees or representations made by Licensee or any of its employees, agents or sub-licensees; or (iv) any use of the Software by any of the foregoing sub-licensees. IMG shall have the exclusive right to control such defense. In no event shall Licensee settle any such claim, lawsuit or proceeding without IMG's prior written approval.

9. U.S. Government restricted rights. The Software provided hereunder is a "commercial item," as that term is defined in 48 C.F.R. 2.101, consisting of "commercial computer software" and "commercial computer software documentation" as such terms are used in 48 C.F.R. 12.212. Consistent with 48 C.F.R. 12.212 and 48 C.F.R. 227.7202-1 through 227.7202-4, the Software made available to the United States of America, its agencies and/or instrumentalities, is provided with only those rights set forth in this Agreement. Use, duplication or disclosure of the Software by the government is subject to the restrictions as set forth in subparagraph (c)(1) and (2) of the Commercial Computer Software-Restricted Rights clause at 48 C.F.R. 52.227-19, as amended, or any successor regulations thereto.

10. Export and Import Restrictions. Licensee shall be solely responsible for obtaining any required regulatory approvals for exportation, importation and/or distribution of the Software.

11. Lite License. You may run any number of instances of the inClick Ad Server Lite License. Each instance is assigned an Installation Identity assigned during the installation process.

11.1. Licensing fee's. The Lite License is provisioned per account. Lite licensing is provided at no cost with no time-based expiration. An Allowance Restriction of \$500.00 USD in total Posted Advertiser Credits is provided for the duration of the Lite License. Exceeding this Allowance Restriction will result in a required conversion to a Standard License, a conversion to an Enterprise License, or a termination of this agreement as defined in Article 4.

11.2. Conversion to Standard License: Licensee may, at any time, convert all Lite Licensed ad servers (all Installation ID's) to a Standard License or Enterprise License, at the then current corresponding License cost.

11.3. Restrictions - Lite License. You shall not copy, reverse engineer, decompile, disassemble, modify or make derivative works of the Software, geographical information, screen outputs or prints in whole or in part. Further, you shall not rent, disclose, publish, sell, assign, lease, rent, sublicense, market, or transfer the Software, geographical information, prints or screen outputs or any part thereof or use it in any manner not expressly authorized by this Agreement. Any attempt to transfer any of the rights, duties or obligations hereunder except as expressly provided for in this Agreement is void. The Software contains confidential and trade secret information of IMG, and you shall at all times take reasonable steps to protect the confidentiality of such information.

11.5.1. No Rental/Commercial Hosting. You may not rent, lease, lend or provide commercial hosting services with the Software.

11.5.2. No Separation of Components. The Software is licensed as a single product. Its component parts may not be separated for use beyond that of the Software.

12. Standard License. You may run any number of instances of the inClick Ad Server Standard License. Each instance must be assigned an Installation Identity as assigned during the installation process.

12.1. Licensing fee's. All Standard License instances are subject to the Performance Lease fees set forth in the Fee Schedule as set forth on Exhibit A. All fees will be assessed in US Dollars. Your account and all transactions are made and displayed in U.S. dollars. If your account becomes delinquent, your account will be subject to a five(5) percent late penalty fee calculated on your Transaction Volume for a minimum period of 12 months per occurrence. Fee's are calculated monthly on the sum of all posted credits to advertiser accounts associated to your inClick account. Fee's are invoiced on the first(1) day of each month and are due on the seventh(7) of the same month.

12.2. Conversion to Enterprise License: Licensee may, at any time, convert any single Standard Licensed ad server (an Installation ID) to an Enterprise License, Source Edition or Lite Edition, at the then current corresponding Enterprise License cost.

12.3. Conversion Cost Reduction: Should Licensee upgrade to an Enterprise License, the License Cost shall be reduced by the API Activation Fee (if activated previously) and the sum of the most recent six (6) months lease payments prior to the date of Conversion but not to exceed the License Cost.

12.4. Conversion of Multiple Installation IDs: Licensee may convert or add additional Installation IDs on a single inClick.net account at 20% of the existing Enterprise License cost.

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

12.5. Restrictions - Standard License. You shall not copy, reverse engineer, decompile, disassemble, modify or make derivative works of the Software, geographical information, screen outputs or prints in whole or in part. Further, you shall not rent, disclose, publish, sell, assign, lease, rent, sublicense, market, or transfer the Software, geographical information, prints or screen outputs or any part thereof or use it in any manner not expressly authorized by this Agreement. Any attempt to transfer any of the rights, duties or obligations hereunder except as expressly provided for in this Agreement is void. The Software contains confidential and trade secret information of IMG, and you shall at all times take reasonable steps to protect the confidentiality of such information.

12.5.1. No Rental/Commercial Hosting. You may not rent, lease, lend or provide commercial hosting services with the Software.

12.5.2. No Separation of Components. The Software is licensed as a single product. Its component parts may not be separated for use beyond that of the Software.

13. Enterprise License. You may run, at any one time, one instance of an Enterprise License server Software.

13.1. Each Enterprise License includes one year of Support as outlined in Article 13.

13.2. Each additional instance may be licensed for 20% of the original Enterprise License cost.

13.3. Support services are provided for a period of one(1) year for each Enterprise License.

13.3.1. Renewal of Support for the first Enterprise instance is 20% of the original Enterprise License.

13.3.2. Renewal of Support for each subsequent qualified Enterprise Instance is 20% of 12.3.1.

13.4. Restrictions - Enterprise License. You shall not you shall not copy, rent, disclose, publish, sell, assign, lease, rent, sublicense, market, distribute, or transfer the Software, geographical information, prints or screen outputs or any part thereof or use it in any manner not expressly authorized by this Agreement. Any attempt to transfer any of the rights, duties or obligations hereunder except as expressly provided for in this Agreement is void. The Software contains confidential and trade secret information of IMG, and you shall at all times take reasonable steps to protect the confidentiality of such information.

13.4.1. No Rental/Commercial Hosting. You may not rent, lease, lend or provide commercial hosting services with the Software.

13.4.2. No Separation of Components. The Software is licensed as a single product. Its component parts may not be separated for use beyond that of the Software.

14. Standard Support. inClick agrees to provide reasonable technical support through a public medium free of charge for the duration of the active License Agreement. For purposes of this Agreement, "public medium" refers to a suitable online forum, news group, or reporting system to be monitored by inClick staff. inClick may, at its sole discretion, provide personal technical support free of charge, but specifically reserves the right to charge for such personal technical support. For purposes of this Agreement, "personal technical support" refers to telephone support, electronic mail, or other online methods. You agree that any offer or actual provision of technical support by inClick does not constitute any warranty regarding the Program and/or Documentation except as otherwise provided in this Agreement.

15. Miscellaneous. Any controversy or dispute arising between the parties under this agreement shall be resolved in accordance with MCL 600.5001-600.5035 by a 3-person arbitration panel. Each party shall select an arbitrator and the arbitrators chosen by the parties shall select a third arbitrator. If the parties and/or the arbitrators selected by each of them cannot agree upon the selection of a third arbitration, the third arbitrator shall be chosen by a court of competent jurisdiction. Each party shall pay for the arbitrator they select and one-half of the cost of the third arbitrator. The arbitration hearing shall be conducted in the office of the neutral arbitrator unless the parties agree otherwise. Judgment on the award rendered by the arbitrators may be entered in any court having jurisdiction. There is no relationship of agency, partnership, joint venture, employment or franchise between the parties. Licensee or its sub-licensees do not have the authority to bind IMG or to incur any obligation its behalf or to represent itself as IMG's agent or in any way that might result in confusion as to the fact that the parties are separate and distinct entities. The section headings herein are provided for convenience only and have no substantive effect on the construction of this Agreement. If any provision of this Agreement is held to be unenforceable, this Agreement shall be construed without such provision. The failure by IMG to exercise any right hereunder shall not operate as a waiver of IMG's right to exercise such right or any other right in the future. This Agreement may be amended only by a written document executed by a duly authorized representative of each of the parties. This Agreement constitutes the complete and exclusive statement of the terms and agreement between IMG and Licensee and supersedes all prior representations, understandings and communications, oral or written, between the parties with respect thereto, including memoranda of agreement. In the event legal action is taken by IMG or its licensors to enforce any provision of this Agreement, all costs and expenses, including reasonable attorneys' fees and expenses, incurred by IMG or its licensors shall be paid by Licensee, in addition to other damages to which IMG or its licensors may be lawfully entitled. Licensee agrees that it will not refer to the Software or to the existence of this Agreement nor will it use IMG's name in any press releases, advertising, marketing or other materials without IMG's advanced written consent in each

inClick Ad Server

Lite, Standard, and Enterprise Lite

Installation and Deployment

instance. Any notice provided by Licensee to IMG pursuant to this Agreement shall be in writing to inMotion Group, Inc. at 116 Kenyon, Troy Michigan, 48083, USA, and shall be deemed given (i) if by hand delivery, upon receipt thereof; (ii) if mailed, three (3) days after deposit in the U.S. mail, postage prepaid, certified mail, return receipt requested; or (iii) if by next day delivery service, upon such delivery. Any notice provided by IMG to Licensee pursuant to this Agreement shall be sent to the e-mail or mailing address provided by Licensee upon registering on IMG's Web site, and shall be deemed given (i) if by hand delivery, upon receipt thereof; (ii) if mailed, three (3) days after deposit in the U.S. mail, postage prepaid, certified mail, return receipt requested; or (iii) if by next day delivery service, upon such delivery. Either party may change its address by giving written notice to the other party.