

## BanManPro™, Version 11.0

### Ad Serving Software for .NET/Windows Servers



**BanManPro™** is ad serving software which is also called banner management software or banner rotation software. BanManPro™ greatly simplifies the process of managing and rotating advertising media on your web site(s). Many advertisers are reluctant to purchase advertising space unless you can provide them with a means of tracking their impressions and click-through rates. BanManPro™ does all this and much more to help you monetize your website traffic efficiently. If you are looking to send traffic to your website (instead of an advertiser's website), please view our affiliate program software called Affiliate Wiz™ ([www.affiliatewiz.com](http://www.affiliatewiz.com)).

### Editions

BanManPro™, Version 11 is available in Full Featured and "Lite" Editions, as outlined below.



## BanManPro NET Version 11

- ✓ Support for Mobile Ad Serving
- ✓ New Billing/Invoicing
- ✓ Real-Time Credit Card Processing
- ✓ Professional Charting

Overall Features	Lite Edition US\$398	Full Edition US\$698
Browser recognition of mobile devices such as iPad, iPhone and Android.	✓	✓
Billing and invoicing system with real-time credit card processing through numerous 3rd party payment gateways.		✓
Multilingual support for English, French, Italian, German, Portuguese, Spanish, Dutch and Norwegian, Swedish, Arabic, Turkish and Hebrew to name a few. Language files can also be converted to other languages.	✓	✓
Optimization feature for high-traffic sites.		✓
Easy-to-use web-based interface for administration and reporting.	✓	✓
Supports an unlimited number of Advertisers, Banners, Campaigns, and Zones.	✓	✓
FREE Installation.	✓	✓
FREE Technical Support.	✓	✓
Built for the Microsoft Windows .Net Platform.	ASP.NET 4.0+	ASP.NET 4.0+

Records Impressions (Views) and Clicks on each banner for each Advertiser, Banner, Campaign, Zone, Site and Day.	✓	✓
Option to specify the number of hours in which a click must be unique. This eliminates the artificial clicks from spiders which may click the same ad over and over.	✓	✓
Supports several different types of ad tags for ASP, ASPX, and non-ASP pages such as html, etc. Also capable of serving ads to remote servers using the JavaScript ad tags.	✓	✓
Supports multiple web sites through a single installation. Base license supports 1 site; each additional site is \$200.	Max of 6	✓

Option to create user or publisher accounts. User access can be limited to Advertisers, Banners, Campaigns, Zones or Reports and Sites. Specific tasks can be defined such as view only, edit/update, etc.		✓
Uses stored procedures and indices for optimized speed.	✓	✓
Spider, Robot and Search Engine detection.		✓

Advertiser Features	Lite	Full
Advertisers have web access to real-time reports for their specific campaigns.	✓	✓
Includes an option for advertisers to signup online and to purchase advertising. This feature can automatically create a campaign that goes live immediately after purchase. PayPal is supported.		✓
Enhanced advertiser login area. Advertiser can display their company logo on all reports. Advertisers can also edit their email delivery options for email reports as well as view all their current banners.	✓	✓

Banner Features	Lite	Full
Supports companion ads or buddy ads in order to force ads from the same advertiser to serve in different spots on the same page at the same time.		✓
Supports competitor exclusions to prevent competitive ads from showing at the same time on a given page or within a zone.		✓
Option to launch a new browser when user clicks an ad, making it simple to return to your site.	✓	✓
Support for display of text underneath banner ad and when mouse is hovered over ad.	✓	✓
Ad serving support for 3rd party code, Rich Media Ads, FLASH banners, and third-party ad agency code such as Double Click, FlyCast, BurstMedia, PointRoll, etc. Please note that third-party code that uses the ILAYER cannot be served without removing the ILAYER portion.	✓	✓

Includes advanced file upload feature. Simply browse an image on your local computer and upload the banner at the click of a button.	✓	✓
Includes option to manage and serve Floating Ads and Transition Ads also known as Interstitial Ads.	✓	✓
Includes Flash code generator for adding flash banners. Also includes the ability to track clicks in flash banners. Includes support for adding flash movies containing multiple links.	✓	✓
Support for serving Tooltip Type Ads.	✓	✓
Includes wizard for adding Popup/Pop Under advertisements.	✓	✓
Supports Text Sponsorship Ads similar to Google AdWords. These ads can be controlled through a template.	✓	✓
Supports templates for defining flash ads, floating ads, and transition ads.	✓	✓
Option to hide Target URL's for banner ads.	✓	✓

Campaign Features	Lite	Full
Geo-Targeting by Country, US State, Canadian Province, and US Metropolitan Areas for targeted banner advertising.	Country Only	✓
Browser and Operating System Campaign Targeting.	✓	✓
Targeting by Primary Browser language.	✓	✓
Demographic/Profile targeting.		✓
Campaigns can be set to expire based on the number of impressions, click-through or date.	✓	✓
Individual banners can be displayed on any day of the week, and during any period of time. For example, you might show a specific banner Monday-Friday between 9AM-5PM.	✓	✓

Supports a frequency cap option to limit the number of times a banner is displayed to the same visitor. The session length can be varied for each campaign.		✓
Daily, Weekly and Monthly impression and click capping to cap the total number of impressions or clicks served during the period.		✓
ROI/CPA tracking feature. ROI (return on investment)/CPA (Cost Per Acquisition) is "the bottom line" on how successful an ad or campaign was in terms of what the returns (generally sales revenue) were for the money expended (invested).		✓
Includes support for an unlimited number of default campaigns. 1 default campaign can be assigned to each zone. Default campaigns can be of any size.	✓	Unlimited per zone
Includes a smoothing algorithm to equally distribute impressions by day over the campaign flight dates. For example, if an advertiser purchases 30,000 impressions to be delivered over 30 days, Ban Man Pro will deliver 1000 impressions/day.		✓
Includes option to evenly spread remaining impressions over remaining time. This uses a more normalized distribution so days with higher traffic serve a higher number of impressions for the campaign.		✓
Includes Keyword option to call campaigns by keyword. This is useful for search engines which sell advertising based on search words. Keywords can be fuzzy matches or exact match keywords. Click here for more details on keyword campaign selection.		✓
Automated removal of expired campaigns: Includes an option to automatically removed expired campaigns from all zones.	✓	✓
Option to reset stats for a particular campaign.	✓	✓
Option to place a campaign on hold without removing it from the zones.	✓	✓

Zone Features	Lite	Full
Supports companion zones in order to force ads from the same advertiser to serve in different zones on the same page at the same time.		✓
Empty zones can be setup to immediately begin tracking impressions on pages where you anticipate selling ad space.	✓	✓
Includes "Sponsorship ad tags" that allow you to display all campaigns in a zone and rotate them up the page. The number of campaigns displayed can be limited by setting the Total number in the ad tags. The banners rotate up the page with each refresh.	✓	✓
Includes a special set of ad tags that are specifically tailored to email marketing campaigns. These ad tags support all the standard campaign rotation features but are limited to image ads only.	✓	✓
Includes an option for encrypted ad tags to help better defeat ad blockers.		✓
Multiple campaign weightings systems for easy campaign delivery. Campaigns can be weighted within each zone using a 1-100 weighting system, 1-1000, a relative system, or an ad sequencing system. The relative and sequencing systems ensure paid ads will always be shown. More information on campaign weightings.	✓	✓
Option to specify a zone background color for IFRAME ad tags.	✓	✓
Automatic Refresh Option to automatically load a new banner ad every X seconds.	✓	✓

Banner Reporting Features	Lite	Full
Provides advanced real-time reporting options for both you and the advertiser. Reports can be viewed as HTML or exported to EXCEL. Reports can be broken down by Site, Advertiser, Banner, Campaign, Zone, and Date.	✓	✓

Option to breakdown reports by Country (when using geo-targeting data).	✓	✓
Option to breakdown reports by State/Province and US Metropolitan Area (when using geo-targeting data).		✓
Automatic daily and weekly email reports available to both the administrator and advertisers. Version 5 reports are sent in HTML format.	✓	✓
Option to select which reports are available to your advertisers.	✓	✓
Displays a bar chart of impressions in the past 7 days.	✓	✓
Full sorting capabilities on all reports.	✓	✓
Option to email a report after it has been created.	✓	✓
Display a chart of impressions/clicks by day for any period.	✓	✓

### System Requirements

- ✓ Windows Server 2000 or higher running the .NET Framework 4.0+
- ✓ Microsoft SQL Server 2000, 2005, 2008, or higher or Microsoft SQL Server Express \*

**Important Note:** Your web site can be running on any type of server (UNIX, Linux, Solaris, Windows, etc.) but BanManPro™ must be installed on a compatible server as shown above.

\* Requires Microsoft SQL Server Express with "Advanced Services", which supports full-text indexing. The BanManPro™ keyword search requires this feature.

### Installation FAQs

#### Does BanManPro™ support the free version of Microsoft SQL server called SQL Server Express?

Yes, BanManPro™ supports this product with installation of SQL Server Express "Advanced Services."

**What Versions of Windows Server Support the .NET framework?** The .NET framework can be run on Windows 2000, Windows 2003, Windows 2008 or higher.

#### Must I be running Windows to use BanManPro™?

No, only the web server that is hosting your site needs to be running a compatible Windows Server with Internet Information Server (IIS).

#### Can I Setup and Test BanManPro™ on my local computer?

Yes, after purchasing the software license you can setup and test on your local computer running installations of Windows 2000, XP, Vista, or Windows 7 with Personal Web Server (IIS).

**Does BanManPro™ support 64 bit servers?** Yes, both 32 and 64 bit versions of Windows Server are supported.

### Purchase Information, Terms

BanManPro™ Software Licenses can be purchased online at [www.banmanpro.com](http://www.banmanpro.com) with Visa, MasterCard or American Express. License Agreement acceptance is required for purchase. Lite Edition is US\$398 and Full Edition is US\$698.

Please contact us if you would like to pay by check or wire transfer and we will arrange for an invoice.

### Contact Information

**AdComplete.com, LLC**  
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#### About Us

Founded in 1999, AdComplete is a Microsoft platform ISV specializing in the development and direct sale of online advertising software solutions worldwide.

#### Product Website

[www.banmanpro.com](http://www.banmanpro.com)

#### Company Website

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