

## MDS QUICK GUIDE

### REMOTENET ADVERTISING BANNER OVERVIEW

Djf 1/15/09

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On Each Remotenet web page you have options for banner advertisements. These banners allow you to have specific targeted information about what is on the page or the products a customer is viewing and allow them to click on a banner to be brought to a special template of products, or an external link such as a vendor's or partners website for more information.

Before you begin you will either need to have your images on your own web server or know the location of your banner images.

If you are not sure contact your Web site Admin or TSH Support

The Size of the image matters because of the space available  
Normal Size Range should be 450-500 pixels wide by 60-65 pixels high, however depending on the template and the area you choose the image size is up to you.

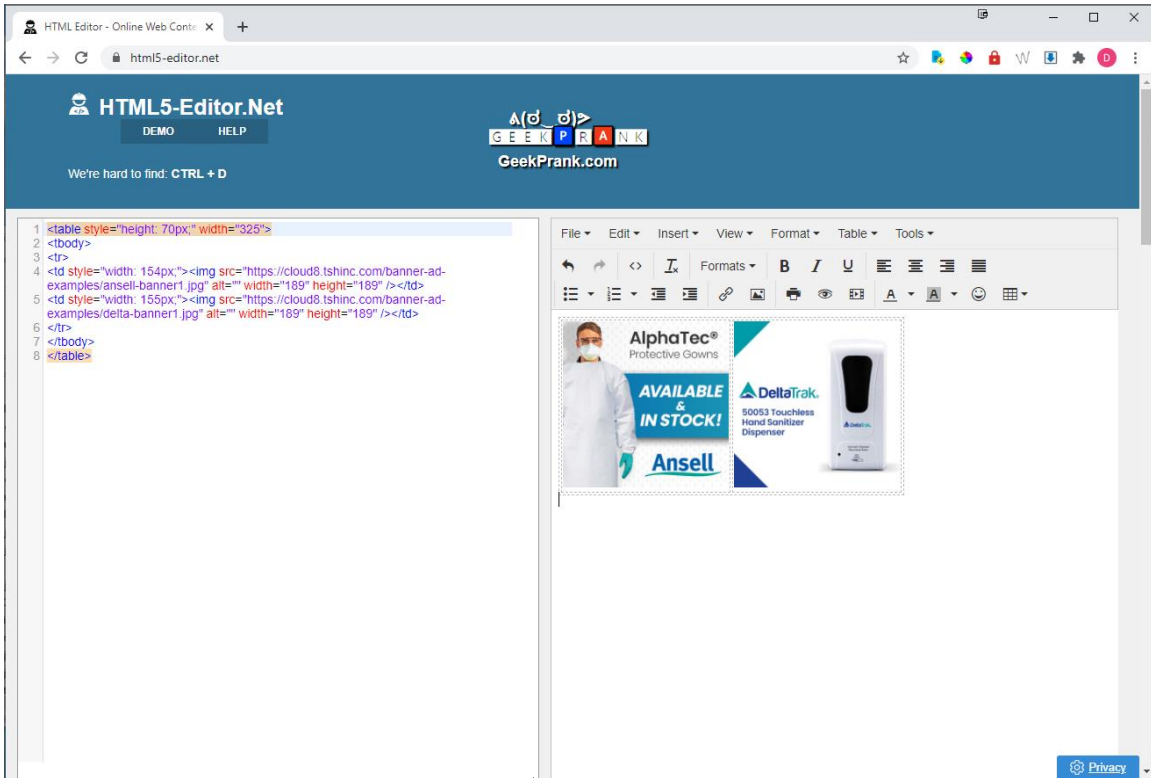
Here is an example ad.



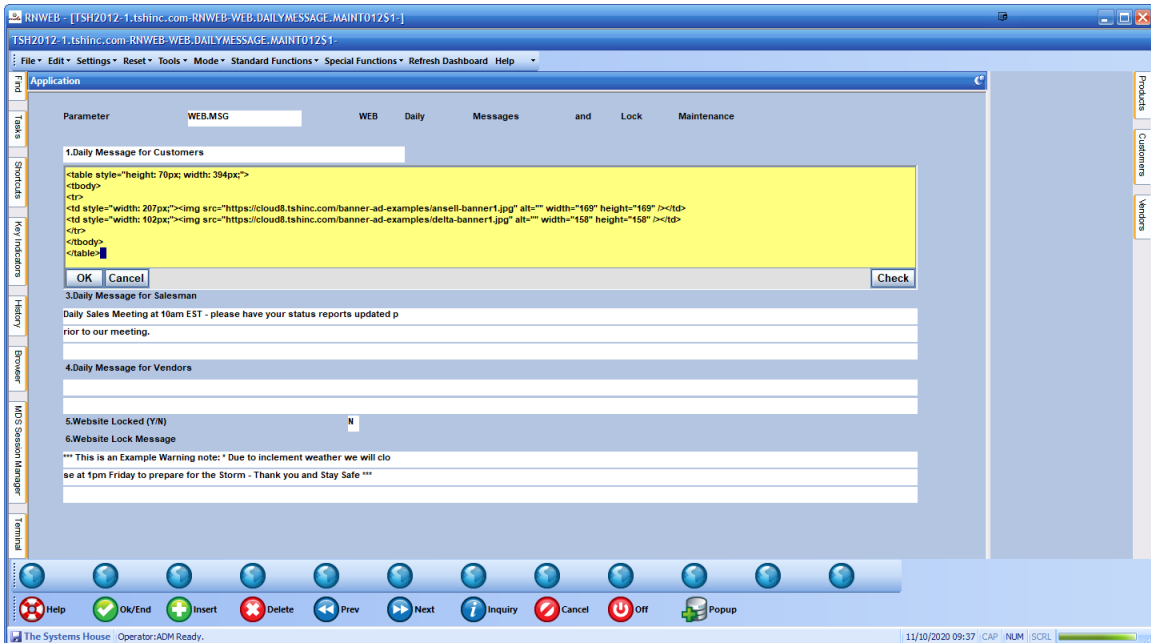
If your system prompts you to check out the file using a CASE or says the file is read only – contact [support@tshinc.com](mailto:support@tshinc.com) for a case to allow you to change these codes .  
Creating new codes or modifying existing ones requires a case number so we can track the changes and still allow for upgrades.

#### Option 1. Add Custom HTML to the Message of the Day.

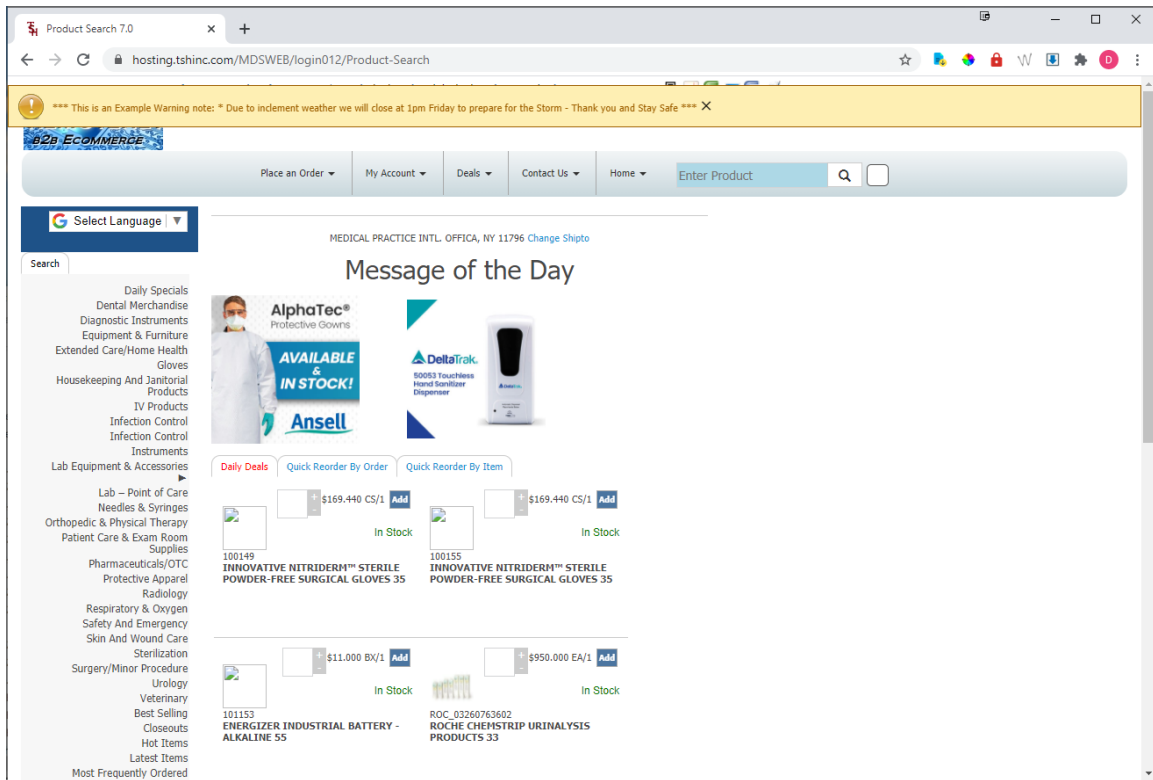
Manually update banners and ads. If you know html you can edit or use many of the free tools. Here is an example using an online editor. Get you images and text and format them into html – then take the code and cut and paste in the Remotenet Web Daily Messages Maintenance.



## Remotenet Web Daily Messages Maintenance.



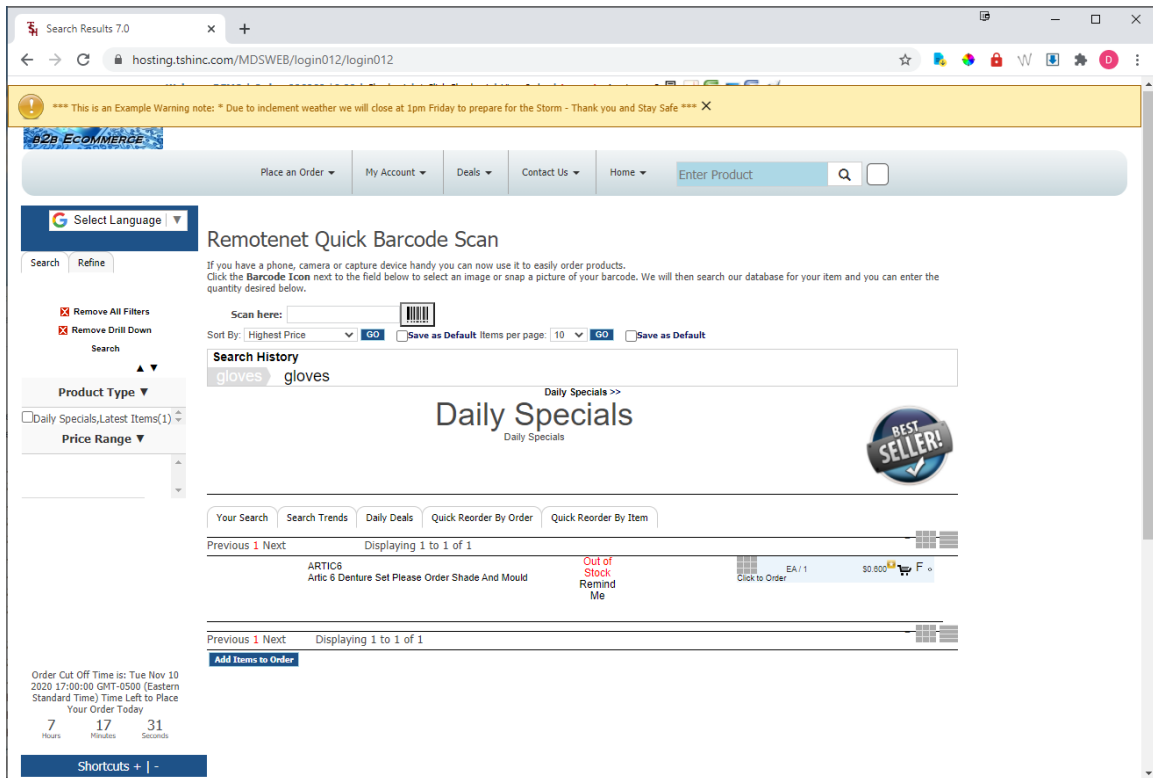
## Website landing page/ Product Search Page



## Option 2. Search Results Based on Products

Whenever search results are returned, we automatically show the web type → class → category → subcategory of the first item on the list. – Setup is in the Web type table. (see examples of web type maintenance under popup ads)

Example here

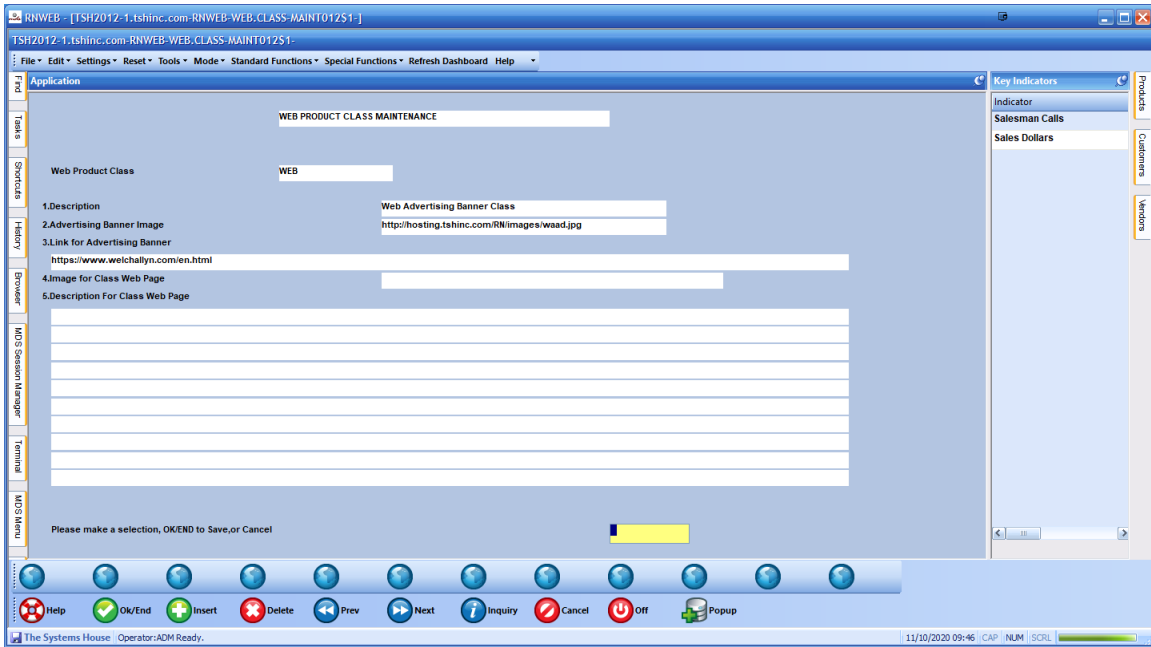


## Option 3 Web Banners

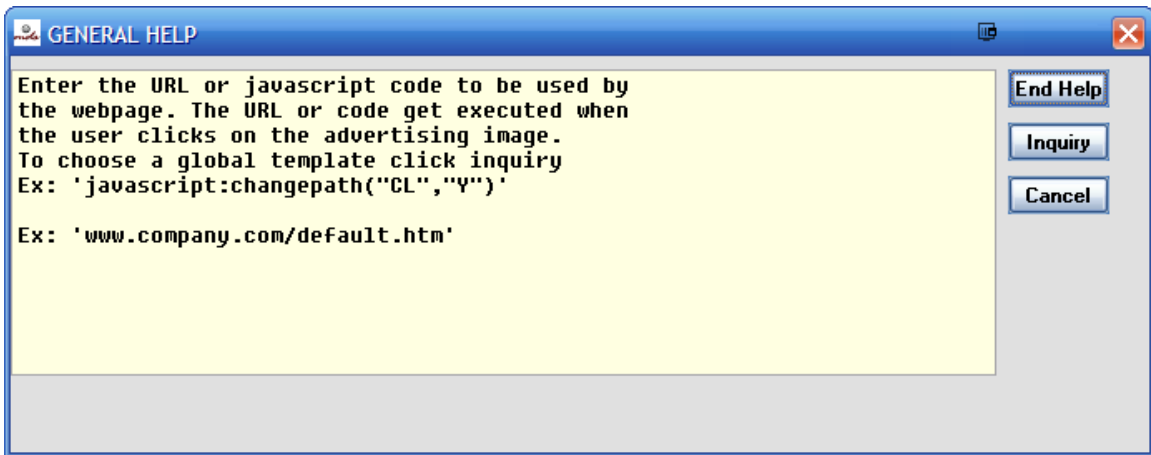
Banner ads use the web class as the basis for what images and descriptions display.

Setup your advertising banner using the web class maintenance.

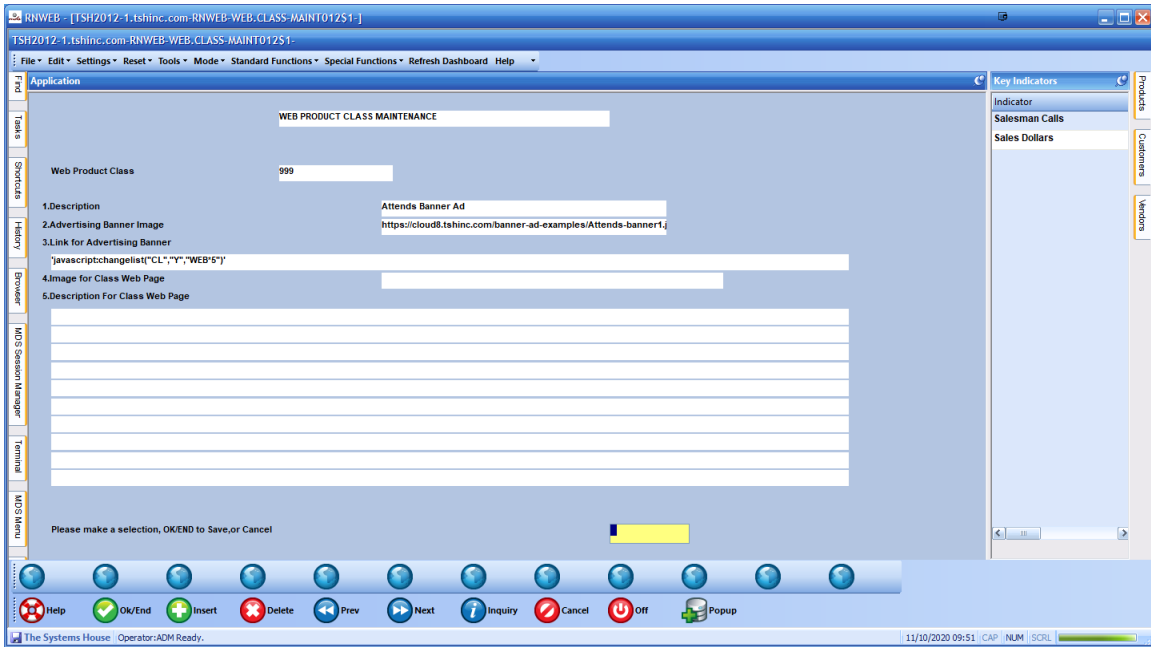
You can setup the default web class of WEB for any standard page if you do not want to specify other options.



Note for the URL you have multiple options to link to.

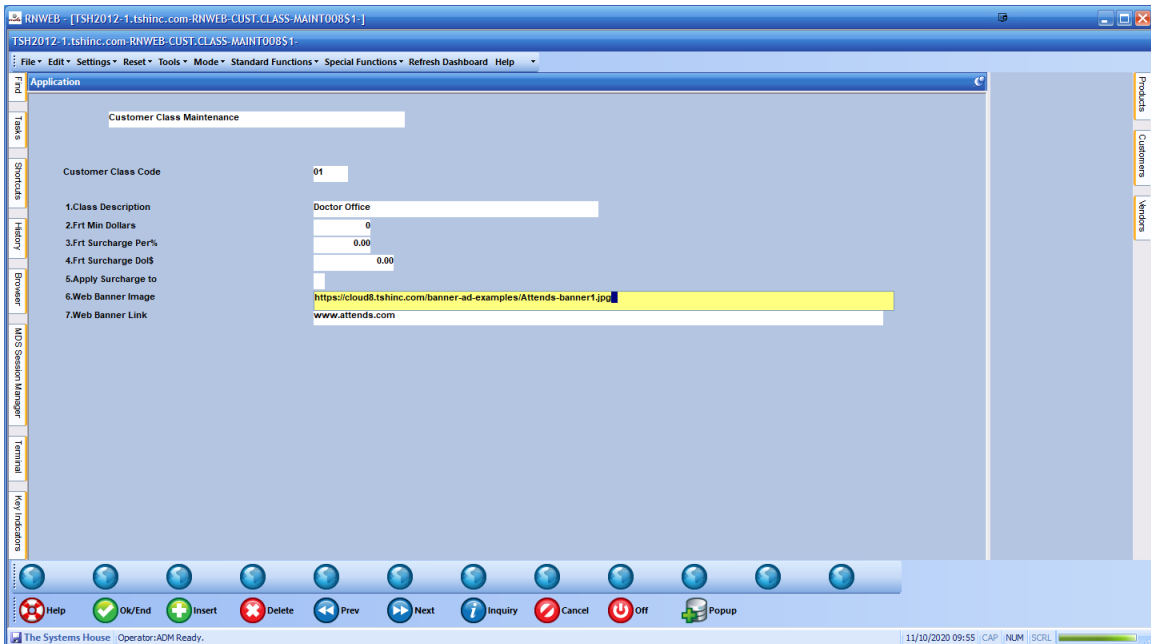


Here is an example creating web class 999 for a banner ad for a specific vendor.

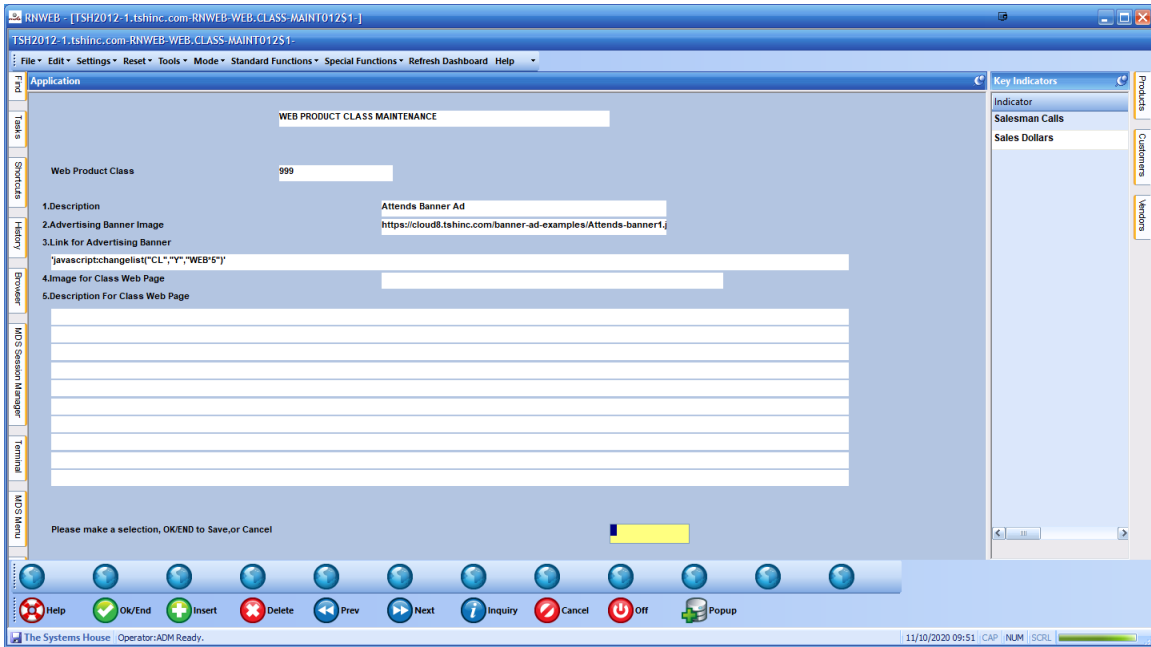


## Hierarchy for web banners

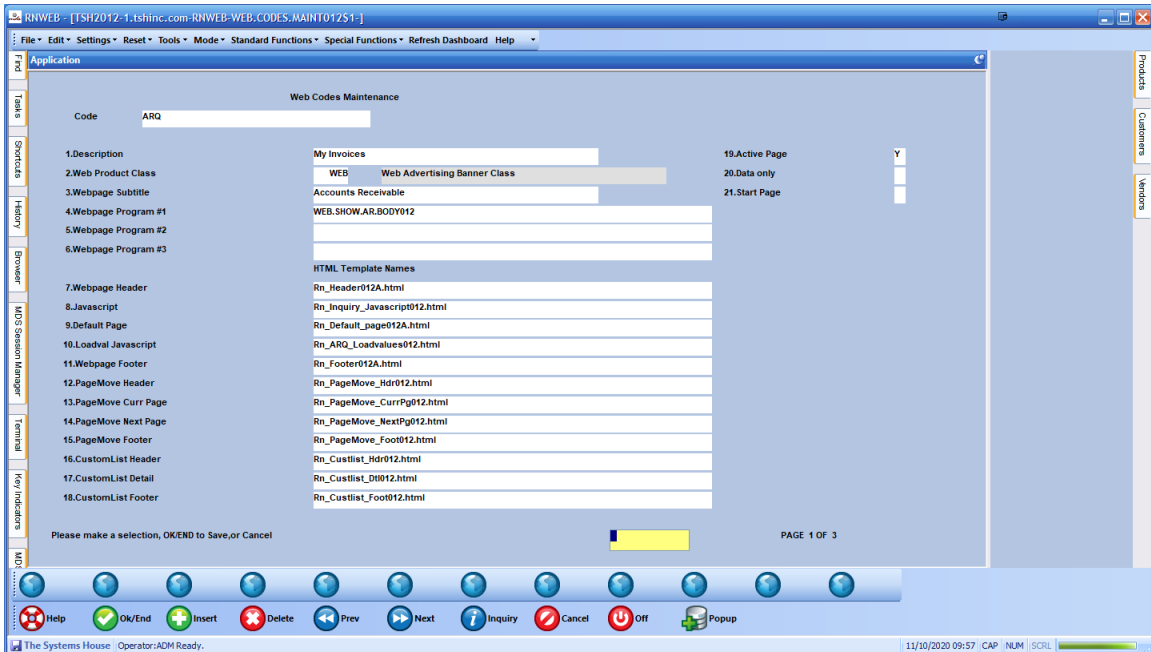
First check the customer class table for the web class associated with the customer  
If they have a banner ad – display that ad.



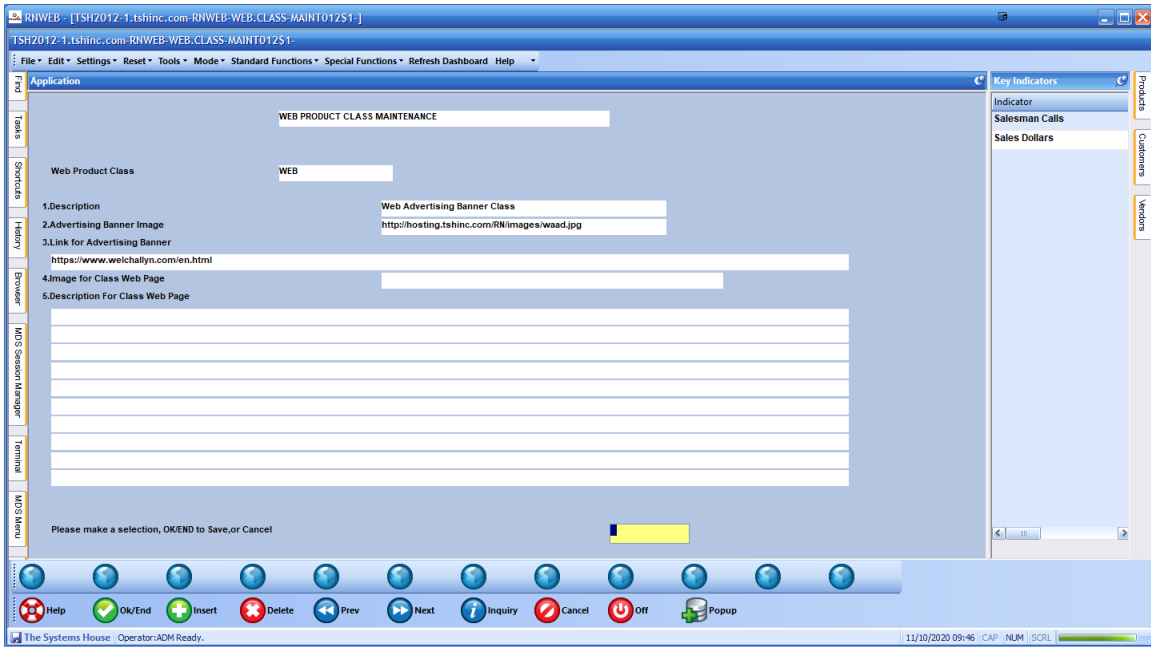
Next check to see if they are browsing by web class if so, display that web banner if it has an ad.



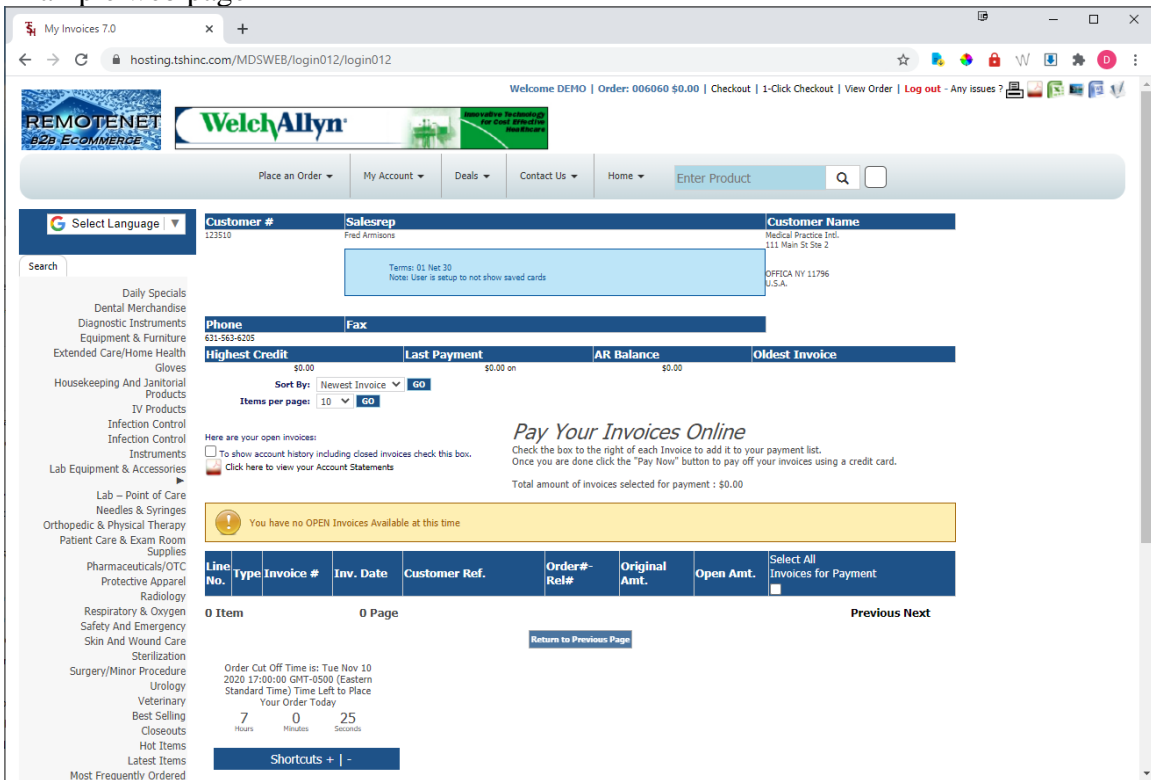
Next check the page they are on and if it has a default class, use that for the Ad, using the web codes maintenance.



If all else fails – check for a default called “WEB” and display the ad from that class



## Example web page





## Option 4. – Popups using the Web Type Maintenance

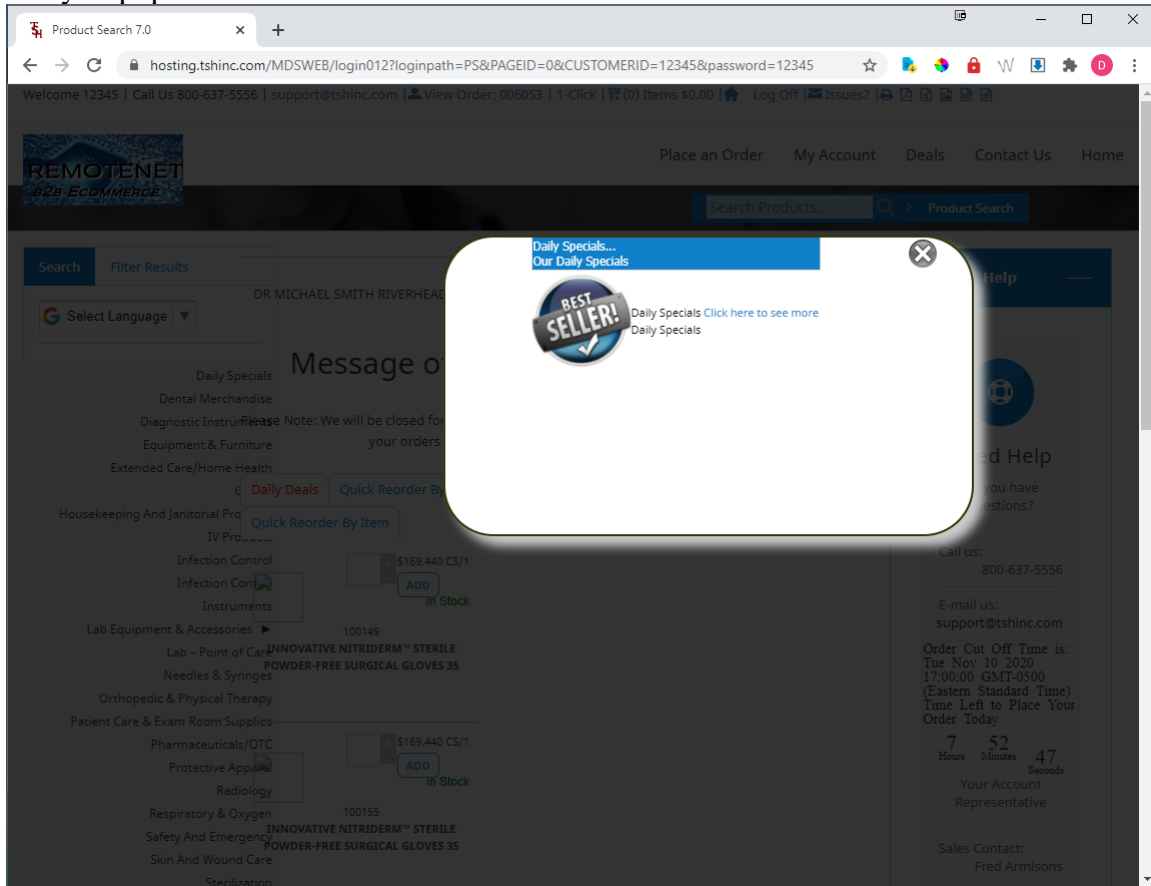
We also have the following other options for showing banner adds

Based on parameter web. order. options

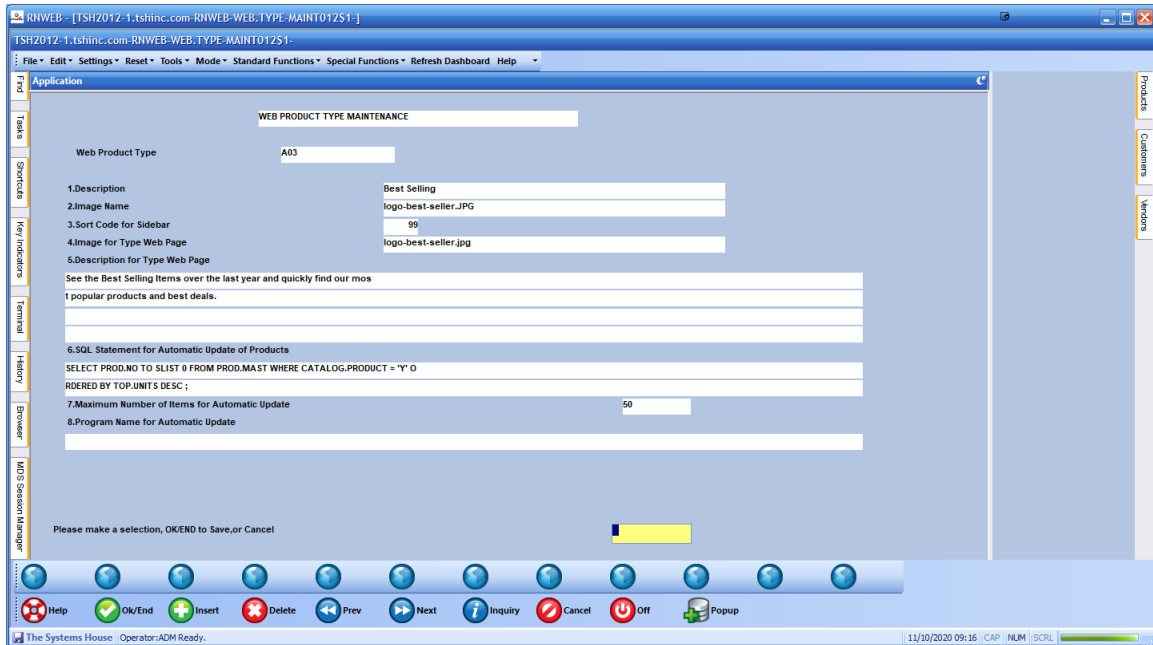
\* #18 - Daily Specials Template enter the Web Type to display Blank for no popups

\* #19 - Web Order Send Template enter the Web Type to display Blank for no popups

### Daily Popup based on WEB.TYPE



This is setup using the web type maintenance on the Remotenet menu. Note the Web type does not have to related to specific products. However, by default it includes a link to a search for the web type that is specified. This uses WEB.CODES DS (Daily Specials)



Second Popup option -the first time a user goes to check out, you can have a popup come up to remind them about your specials, also based on web. Type as is the prior popup.

Example of Sales Emails your marketing Team can send out to potential product partners

## Advertise with TSH Medical!

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

### The Opportunity to Sell Your Brand

- Exposure to targeted groups of online ordering customers on log in.
- A spot on our website Advertisements page.
- Increased awareness of your products and offerings.

### The Price \$xx/mo., \$xx/qtr., or \$xxxx/yr.

- Equal share time slot on rotating banner with other advertisers.
- Vendor advertisers can pay with a Purchase Discount to our account.

### The Details What We Need

- You supply the image:
  - Dimensions – 400 x 75 Pixels File Format – .gif or .jpg
- Or we create the image. Just send us your requirements.