



Ad Management Light Documentation

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1 | What can SpotWay Ad Management Light do for you?

SpotWay includes in it a year and a half of information collected from different customers. Customers who gave us a feedback after using SpotWay v1. Sevio Solutions S.R.L. has developed a complete platform that combines tons of features in order to give you the possibility to install and manage your own ads. This script will greatly reduce the cost of your server executions and database.





The design of the platform is a professional one, but easy to use. We give you the possibility to modify all the colors to make it more unique, to represent you better. You can modify the logo, the favicon and lots of other things. (more details in 5 | Platform Settings).

For any customization or any change of the core system, we recommend you to contact us (www.getspotway.com/contact.html). We are not responsible if any of your changes breaks the platform. Since we offer you an working platform after the installation, our free support will not be available in that case.

2 | System Features

Our ad management system offers you a number of features that are important for you. We have developed each feature carefully, and the result is awesome.

Platform features :

Feature	Description
 Infinite Ad Sizes	Create your own ad sizes to put them in your websites
 Text/Html Ads	You can manage text/html ads like google ad sense ads, or even put HTML5 as ads. It's up to you!
 One Time Install	Install The system one time and manage all of your websites
 Database Cost Reduction	Reduce your database cost for displaying and managing the ads by using the cron file.

Platform features :

Feature	Description
 Random Ad Delivery	You can add multiple ads in one tag and the system will randomly deliver them.
 Tag Targeting	You can choose to put an ad easily to multiple tags that you have on different websites, you don't need to create a new ad for each website.
 Targeted campaigns	You can set the countries that you want to target, the user agents.
 Fully Daily statistics	You can generate daily statistics based on: number of impressions/clicks, countries, user agents, pages/websites.
 Platform Design	Change the colors of the platform to fit your preferences
 Watermark	You can choose to put a watermark on your ads and customize it.
 Language File	You can easily change the language of the platform.
 Personal Dashboard	View and overall stats about your platform
 Hold/Unhold Campaigns	You can Hold or unhold your campaigns
 Hold/Unhold Tags	You can Hold or unhold your tags

3 | How to install Spotway?

A | Server Requirements:

To install this ad server, you will have to meet the following server requirements:

1. LAMP server or LNMP
2. PHP 5.3 or higher
3. Mysql 5 or higher
4. To have notices disabled in php.ini

B | Uploading and Permissions

If using a ftp uploader, you will have to upload your files to your domain. You can choose to put it on a subdomain, or on your domain, or even on a directory like: <http://domain.com/dashboard> . It is up to you. But remember, after installing the domain that you have chosen (e.g. <http://domain.com>).

After uploading your files, you will have to change the rights of the following files to 777:

1. adb.php
2. app_needed/config.php
3. ads_data/
4. app_needed/style.colors.css
5. app_images/logo.png
6. app_images/favicon.png

If the package already contains the file `.htaccess`, you do not have to follow this step, but if not:

Change the name of the file `htaccess.txt` to `.htaccess`.

After you are done, you will have to put your cron file daily in your server system. For any issue with regard to this point, contact your hosting provider or your server manager. The destination of your cron file is : `installed_domain_directory/cron.php?pass=spotway`.

The command line for this is:

`curl --silent http://yourwebsite_url/installed_directory/cron.php?pass=spotway`

To change the password of your cron file, edit the file: in the first row, you will find a variable called `pass = "spotway"` . Just change what's inside the quote.

C | Web installer

Firstly, you will need an empty database for spotway. If you need assistance, contact your hosting provider or your server manager.

Then go on your browser to the website and directory that you've uploaded the files e.g. `website.com/dashboard`. A page with the web installation will show up. To install the system, you will need to complete all the forms found there.

After you finish, press install and wait for the success message. If everything is good, you can access the platform with the email and password set in the install.

If you had any error and you repeated the same process of installation, we recommend you to read the instructions.

D | Manual Installation

If you had any error with the install, please follow these steps to install the platform manually.

- a) Go in install/ and edit config.php, you will need to replace: @mysql_host@ with your database host, @mysql_user@ with your database mysql user, @mysql_password@ with the password of your database user, @database_name@ with your database name and @server_domain@ with your platform address.
- b) Copy config.php from install in app_needed and replace the existent one
- c) Replace in adb.php from install folder @server_domain@ with your platform domain name (eg:http://test.com/)
- d) Copy them in root and replace the existent ones.
- e) Import the database.sql into your new database.
- f) Import into database user.sql
- g) Now acces <http://yourdomain.com> and log in with admin@admin.com and the password : root.
- h) If you see a success message, the key is validated and you can access your platform.

4| Quick intro and first steps into the platform

After installing our platform you will can start manage your ads to do so follow our steps to create and manage your first Ad:

- 1) First you will need to create some ad sizes. Go to Platform Details – List of Ad Sizes on the “Add a new size” there add your wished size then press submit form
- 2) After you have set up your size go to My Tags – New Tag, complete the form, then go back to My Tags – My tags and press on the dark blue edit icon, you will find them your embed code that you will have to embed in your website in the place that you want to display your ad.
- 3) Now go to Campaigns – New Campaign and complete the form, after that your ad will be shown in your website!

Spotway Platform Pages

Page	Description
 Dashboard	Here, you will find different stats about your platform, stats based on today and this month, geological stats.
 My Tags List	Here you will find your tags list, you can Hold or Unhold a tag. In the actions column you can edit or get your tag code, view it's stats or delete it.
 New Tag	On that page you can create a new tag by filling all the fields.
 Campaign List	The campaign list is similar to the tag list. You can hold unhold a campaign or edit/delete or view its stats
 New Campaign	By completing all the fields needed you will can create a new campaign.
 Campaign Statistics	You can view here all the statistics for your campaigns by different criteria, or you can search for only one campaign.
 Tags Statistics	You can view all the statistics for your tags by different criteria, or you can serach for only one tag.
 My Settings	You can modify your email or password from that page.
 General Settings	You can modify here the settings of your platform.
 List of Ads	You can create new ad sizes or delete old one in this page.
 Platform Design	On that page you can change the colors of the platform to be as you wish.

5 | Platform: Meanings and Settings

Now, we will see what are the meanings of each icon from the platform and how to manage the platform settings.

Platform Icons Meanings



This icon will send you to a page that can be viewed but not modified.



This icon will send you to the edit page of the current selection from the viewed list.



This icon will delete the current selected item, it will also change the status of a referral from active to deny in the referral list by the admin.



This icon will send you to the stats of the current selected item.



This icon will log you out from the platform.

** All these icons can be found in `app_images` folder and they can be changed as you please.*

Platform Settings

You can easily change your platform settings by accessing your administration account (on the Platform Details submenu).

To modify general settings about your platform go on the “General settings” page. On this page, you can edit information like:

- Your platform title.
- If you want to put watermark on your banner ads.
- The watermark title that you want to be shown on your watermark.
- The url of your watermark if someone presses it.
- You can modify the platform logo by uploading a logo or by simply adding the url from an external source.
- Your platform favicon, if you have one by uploading or by adding the url from an external source.
- You can set a default language already made by us or you can create your own language file.

To create a new language file just go to the `languages_data` folder and copy the file from what language you want to start the translation. Paste it somewhere in your computer and modify it. After you have made all the required modifications, change the name of the file to the new language you have created, and upload it on the same directory on your ftp. After that, go to the “general settings” page. You will see that your new language file is added. Just select it and save the changes.

We have created for you the possibility to make your platform more unique, by changing its colors. To modify the platforms colors, you can access the page “Platform Design” and start modifying colors there. Once you have finished, press “submit form”. If you want to restore the default colors settings of SpotWay, just press on [Restore to initial colors »](#) link.

6 | How to upgrade to SpotWay v2?

Spotway is in continous development, aiming to provide its customers the best Online Advertising solutions. To upgrade your platform SpotWay v2, you will have to delete from our new package the following files: **app_needed/config.php**; After that upload the package, and set the same permissions as in the installation part for your files.

Once you have upload the new files, go to `installation-website-directory/install/update.php`.

After receiving a successful message, you will be able to go to your platform and enjoy our latest upgrades.

If you encounter any issue during the installation, we recommend you to contact us as soon as possible. We will remedy the problem in the shortest time.

Thank you for choosing us



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