Linking Zones and Banners

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A zone can be linked to both campaigns and/or banners.

In order to display a given banner to a website visitor, the desired banner that should be shown needs to be associated (i.e. linked) to the relevant zone(s) for the website. This way, Revive Adserver knows which banners to display when the relevant zone invocation tag is invoked on a website.

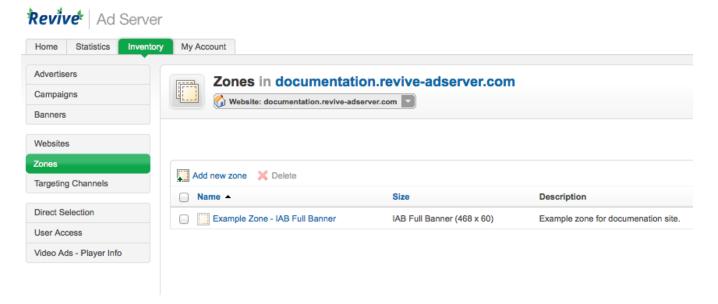
It is possible to link banners to zones at the campaign level. It is also possible to link banners to zones at the zone level. Both of these types of links can be managed via the campaign or banner; but they can also be managed via the zone.



If you are just starting to use Revive Adserver, skip this step until after you have created a campaign with at least one banner, and also created a website with at least one zone. Without a campaign with a banner and a website with a zone, you will not be able to perform banner to zone linking.

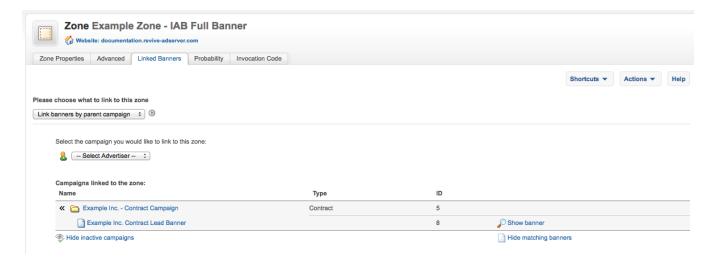
Inventory > Zones

To link a zone with a campaign or banner, go to **Inventory > Zones**:



Zone properties > Linked Banners

If necessary, use the drop down menu to select the appropriate website, and then click on the appropriate zone name. This will take you to the **Zone properties** screen. Click on the **Linked Banners** tab.



Linking campaigns to the zone

Select the Link banners by parent campaign option from the Please chose what to link to this zone drop down.

In the Select the campaign you would like to link to this zone area:

- 1. Select the advertiser; then
- 2. Select the campaign; then
- 3. Click on the displayed arrow button to link the campaign to the zone.



As with linking a campaign to a zone, even though a zone may be linked to a campaign, the banner(s) in the campaign may or may not end up being linked to the zone. Revive Adserver will only link a zone to a campaign banner if the banner is suitable for the zone's type and size.

So, for example, if a zone is a Banner, Button or Rectangle zone that is IAB Full Banner sized (i.e. 468x60) and it is linked to a campaign containing three banners, namely banner 1 that is a 468x60 pixel image, banner 2 that is a 120x600 pixel image, and banner 3 that is a text

banner, then the zone will only end up being linked to banner 1, (because banner 2 has the wrong size, and banner 3 is the wrong type).

Learn more about zone types and sizes.

Linking banners to the zone

Select the Link individual banners option from the Please chose what to link to this zone drop down.

In the Select the banner you would like to link to this zone area:

- 1. Select the advertiser; then
- 2. Select the campaign; then
- 3. Select the banner; then
- 4. Click on the displayed arrow button to link the banner to the zone.



Unlinking campaigns and banners from the zone

To the left of each campaign or banner linked to the zone is an "unlink" button. Simply click on the button to unlink the campaign or banner from the zone.

