

# Linking Campaigns and Zones

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## A campaign can be linked to a zone.

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.

A banner can be linked to a zone at the campaign level. When a campaign has been linked to a zone, then Revive Adserver will associate all banners in the campaign with the selected zone, provided the zone's type and size meet the requirements of the banner(s).

In addition, [banners can be linked to zones at the banner level](#).



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 campaign to zone linking.

## Inventory > Campaigns

To link a campaign to a zone, go to **Inventory > Campaigns**:

The screenshot shows the Revive Adserver interface. At the top, the Revive Ad Server logo is visible. Below it, a navigation bar includes 'Home', 'Statistics', 'Inventory' (highlighted), and 'My Account'. A left sidebar contains a menu with 'Advertisers', 'Campaigns' (highlighted), 'Banners', 'Websites', 'Zones', 'Targeting Channels', 'Direct Selection', 'User Access', and 'Video Ads - Player Info'. The main content area is titled 'Campaigns of Example Inc.' and shows a dropdown menu for 'Advertiser: Example Inc.'. Below this, there are buttons for 'Add new campaign' and 'Delete'. A table lists the campaigns:

<input type="checkbox"/>	Name ▲	Status
<input type="checkbox"/>	Example Inc. - Contract Campaign	Running

## Campaign properties > Linked Zones

If necessary, use the drop down menu to select the appropriate advertiser, and then click on the appropriate campaign name. This will take you to the **Campaign properties** screen. Click on the **Linked Zones** tab.



## Campaign: Example Inc. - Contract Campaign

Advertiser: Example Inc.

Campaign Properties

Linked Zones

Linked Trackers

Shortcuts ▾

Actions ▾

Help

### Available Zones

Available: 1  
Showing: 1

Search  
[zone name, website name]

<input type="checkbox"/> Select / Unselect All		CTR	CR	CPM
<input type="checkbox"/>	documentation.revive-adserver.com			
<input type="checkbox"/>	Example Zone - IAB Full Banner	0.000%	0.000%	\$0.00

### Linked Zones

Linked: 0  
Showing: 0

Search  
[zone name, website name]

No websites and zones to unlink

On the left hand side, a list of all available websites & banners is listed in the **Available Zones** section. Either select the specific zone(s) you wish the currently selected campaign to be linked to, or, select the website(s) to automatically select all zones in that website. Once the required website(s) and or zone(s) are selected, use the **Link** button to link the campaign to the zone(s). Once linked, the zone(s) will appear on the right hand side, in the **Linked Zones** section.



Even though a campaign may be linked to a zone, the banner(s) in the campaign may or may not end up being linked to the zone. Revive Adserver will only link campaign banners to a zone if the zone type and size are both suitable for the banner.

So, for example, if a campaign contains 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, and the campaign is then linked to a Banner, Button or Rectangle zone that is IAB Full Banner sized (i.e. 468x60), only banner 1 will end up being linked to the zone (because banner 2 has the wrong size, and banner 3 is the wrong type).

Learn more about [zone types and sizes](#).

You can unlink the campaign from zone(s) use the reverse process - select the relevant website(s) or zone(s) in the **Linked Zones** section, and use the **Unlink** button to unlink the campaign from the zone(s).