

Linking Banners and Zones

On This Page:

- [Inventory > Banners](#)
- [Banner properties > Linked Zones](#)

Related Pages:

- [Linking Campaigns and Zones](#)

A banner 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.

As well as [linking banners to zones at the campaign level](#), a banner can be linked to a zone 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 banner to zone linking.

Inventory > Banners

To link a banner to a zone, go to **Inventory > Banners**:

The screenshot shows the Revive Adserver interface. The top navigation bar includes 'Home', 'Statistics', 'Inventory' (highlighted), and 'My Account'. The left sidebar contains a menu with 'Advertisers', 'Campaigns', 'Banners' (highlighted), 'Websites', 'Zones', 'Targeting Channels', 'Direct Selection', 'User Access', and 'Video Ads - Player Info'. The main content area is titled 'Banners in Example Inc. - Contract Campaign' and includes a breadcrumb trail: 'Advertiser: Example Inc. > Campaign: Example Inc. - Contract Campaign'. Below the title, there are buttons for 'Add new banner' and 'Delete'. A table lists banners with a checkbox and a name column. One banner is listed: 'Example Inc. Contract Lead Banner'.

Banner properties > Linked Zones

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

- Advertisers
- Campaigns
- Banners**
- Websites
- Zones
- Targeting Channels
- Direct Selection
- User Access
- Video Ads - Player Info



Banner: Example Inc. Contract Lead Banner

Advertiser: Example Inc. > Campaign: Example Inc. - Contract Campaign

- Banner Properties
- Delivery Options
- Linked Zones**
- Advanced



Select / Unselect All

Name ^	ID	Description
<input type="checkbox"/> documentation.revive-adserver.com	2	
<input type="checkbox"/> Example Zone - IAB Full Banner	7	Example zone for documenation site.

Save Changes

Revive Adserver will display only those zones (grouped by their parent websites) that have an appropriate type and size for the current banner. Select (or deselect) the zone(s) you wish to link the banner to, or unlink the banner from, and click on *Save Changes* to save your changes.