

# Text banners

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## Related Pages:

- [Creating a Banner](#)

## Use a text banner whenever the creative is plain text.

Text banners are a simple way of displaying text as a banner. The banner could be displayed as a traditional banner, but is more often used to display a "text ad" inside content.



This page discusses the options that are specific to creating banners of type "text". Please see the [Creating a Banner](#) page for details on the overall process on creating banners.

Please choose the type of the banner

OpenX Generic Text Banner

#### Basic information

Name \*

#### Create a Text banner - banner text

#### Banner link

Destination URL (incl. http://)

http://

Target

#### Banner display

Status text

#### Additional data

Keywords

Weight

1

Comments

## Basic information

There is a single *Basic information* field for text banners, which is required:

- **Name:** The name of the banner. It is recommended that you use a name that uniquely identifies the banner, and will allow you to recognise the banner quickly and easily.

## Create a Text banner - banner text

There is one *Create a Text banner - banner text* field for text banners, which is a free form input area for the banner text.

## Banner link

There are two *Banner link* fields for text banners:

- **Destination URL:** The URL that the user viewing the banner should be sent to when they click on the banner text.
- **Target:** An optional [HTML link target](#). Valid options are `_blank`, `_self`, `_parent` and `_top`. By default, Revive Adserver will use `_blank`.

## Banner display

There is one optional *Banner display* field for text banners:

- **Status text:** Optional text that will be displayed in the browser's status bar whenever the user's mouse is hovering over the banner text. (This will only work when setting the browser's status bar is supported by the user's browser.)

## Additional data

Finally, there are three optional *Additional data* fields for text banners:

- **Keywords:** A free-form field for storing space-separated keywords related to the banner. Keywords are used by Revive Adserver's direction selection mechanism to select banners for display. Displaying text banners inside other text content is often performed using keywords; you may want to read about direct section for text banners.
- **Weight:** By default, all banners in a campaign have a weight of 1, which means that the inventory allocated to the campaign will be shared equally between the different banners. As with campaigns, it is possible to configure different weights, so that different banners receive different ratios of the available inventory allocated to the campaign. See the discussion of campaign weights for Remnant and Override campaigns on the [Creating a Campaign](#) page.
- **Comments:** A free-form text area to record notes that may be relevant about the banner.

## Delivering Text Banners

Text banners can be delivered via the following mechanisms:

- Link the banner to a website [zone](#), and then use either the [zone's invocation tag](#), or the [website's invocation tag](#); or
- Direct selection of the banner.