

# 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**:

**Revive** | Ad Server

Home Statistics **Inventory** My Account

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



### Zones in [documentation.revive-adserver.com](#)

Website: [documentation.revive-adserver.com](#)

Add new zone Delete

<input type="checkbox"/>	Name ▲	Size	Description
<input type="checkbox"/>	Example Zone - IAB Full Banner	IAB Full Banner (468 x 60)	Example zone for documentation site.

## 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.

**Zone Example Zone - IAB Full Banner**  
 Website: [documentation.revive-adserver.com](http://documentation.revive-adserver.com)

Zone Properties | Advanced | **Linked Banners** | Probability | Invocation Code

Shortcuts ▾ | Actions ▾ | Help

Please choose what to link to this zone  
 Link banners by parent campaign ▾ ⓘ

Select the campaign you would like to link to this zone:  
 Select Advertiser ▾

Campaigns linked to the zone:

Name	Type	ID
Example Inc. - Contract Campaign	Contract	5
Example Inc. Contract Lead Banner		8

Hide inactive campaigns | Show banner | Hide matching banners

## Linking campaigns to the zone

Select the *Link banners by parent campaign* option from the *Please choose 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.

Please choose what to link to this zone  
 Link banners by parent campaign ▾ ⓘ

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

Example Inc. ▾ Example Inc. - Contract Campaign (1 banner(s)) ▾ ⓘ

**Link button** (with red arrow pointing to the arrow button)

**i** 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 choose 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.

Please choose what to link to this zone

Link individual banners

**Link button**



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

Example Inc. Example Inc. - Contract Campaign (1 banner(s)) Example Inc. Contract Lead Banner

## 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.

Please choose what to link to this zone

Link individual banners

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

-- Select Advertiser --

Name	ID
 Example Inc. Contract Lead Banner	8

**Unlink button**

Show banner