

Invocation Code: Zone Level

On This Page:

- [Inventory > Zones](#)
- [Zone properties > Invocation Code](#)
 - [Type](#)
 - [Asynchronous JS Tag](#)
 - [JavaScript Tag](#)
 - [iFrame Tag](#)
 - [Local Mode Tag](#)
 - [XML-RPC Tag](#)
 - [Image Tag](#)
 - [No Cookie Image Tag](#)
 - [Interstitial or Floating DHTML Tag](#)
 - [Popup Tag](#)
 - [Tag setting, Refresh](#)
 - [Invocation code for Inline Video ad zone or Overlay Video ad zone](#)

Related Pages:

- [Tag Settings](#)
- [Tag Variables](#)

Zone invocation tags allow the banners linked to a zone to be added to the website in the place where the banners should be displayed.

If you [create a new zone](#) in Revive Adserver, you will be able to [link campaigns](#) and/or [link banners](#) to the zone. However the zone will not really "exist" in the real world until you create a zone invocation code for the zone, and inserted the invocation code into the website's HTML code in the appropriate location.

Only once this has been done will Revive Adserver have a way of displaying banners on the relevant website, via the zone.

Alternatively, you can also generate a series of special "Single Page Call" [invocation tags at the website level](#), to handle all of the zones in a website at once.

 If you have not already created a zone, first, [create a new zone](#).

Video ads zone

If the zone for which you are creating the invocation code is of type "Inline Video ad" or "overlay Video ad", then please [read the special section at the end of this page](#).

Inventory > Zones


To create a new zone invocation tag, go to **Inventory > Zones**:

- 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 > Invocation Code

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 **Invocation Code** tab.

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

Zone Example Zone - IAB Full Banner

Website: documentation.revive-adserver.com

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

Please choose the type of banner invocation

Javascript Tag ⌵

Bannercode

```

<!--/* Revive Adserver Javascript Tag v3.0.3 */-->

<!--/*
 * The backup image section of this tag has been generated for use on a
 * non-SSL page. If this tag is to be placed on an SSL page, change the
 * 'http://revive-dev.fornax.net/www/delivery/...'
 * to
 * 'https://revive-dev.fornax.net/www/delivery/...'
 *
 * This noscript section of this tag only shows image banners. There
 * is no width or height in these banners, so if you want these tags to
 * allocate space for the ad before it shows, you will need to add this
 * information to the <img> tag.
 *
 * If you do not want to deal with the intricacies of the noscript
 * section, delete the tag (from <noscript>... to </noscript>). On

```

Tag settings

Don't show the banner again on the same page Yes No

Target frame

Source

Type

Depending on the type of zone, you will either have been automatically allocated an invocation tag type, or you will need to select the type of invocation tag you wish to generate from the drop down menu. The available types are:

Invocation tag type	Features	Supports Companion Positioning ?	Available for zones of type
Asynchronous JS Tag	<p>The default tag type (when supported by the zone type) since Revive Adserver 3.2.0. A versatile tag type, much like the JavaScript tag, offering great flexibility and control over how delivery will occur, but with two key differences to the previous JavaScript tag default:</p> <ul style="list-style-type: none"> • There is no support for delivery on devices without JavaScript support; but • Delivery is asynchronous - that is, the website on which the tag is placed will not need to wait for the zone contents to complete loading in order to finish rendering the website; the Asynchronous JS tag type is safe to place onto websites without worrying about the performance impact it may have on page content load times. 	✔	<ul style="list-style-type: none"> • Banner, Button or Rectangle • Text ad

JavaScript Tag	A versatile tag type, with the greatest number of tag options (see below) for the maximum degree of flexibility and control over how delivery will occur. Includes a "noscript" option for supporting delivery on devices without JavaScript support.	✓	<ul style="list-style-type: none"> • Banner, Button or Rectangle • Text ad
iFrame Tag	Allows banners to be displayed inside an HTML iFrame. However, because of the way iFrames are loaded in web browsers, many features available with other invocation code types are not available with the iFrame tag, such as avoiding duplicate banners on the same page. Banners are loaded asynchronously from the browser.	✗	<ul style="list-style-type: none"> • Banner, Button or Rectangle
Local Mode Tag	A special tag for a singular use case - delivery of banners on a PHP-based website that is hosted on the same server as the Revive Adserver installation. This tag can provide an efficient means of delivering banners in a small, website + Revive Adserver on a single server setup, but be aware that if your website moves away from a PHP based solution, or your site or ad serving requirements expand and you need to separate the two installations to different servers, you will have to re-tag your website zones to another tag type.	✗	<ul style="list-style-type: none"> • Banner, Button or Rectangle • Text ad
XML-RPC Tag	Similar to the Local Mode tag, the XML-RPC tag is for the delivery of banners on a custom PHP website only. However, unlike the Local Mode tag, the XML-RPC tag uses the XML-RPC protocol to remotely call the Revive Adserver installation, so it can be safely used on websites that are installed on a server that is different from the Revive Adserver installation; as with the Local Mode tag, though, if the website the zone is displayed on ever moves away from a PHP based solution, you will have to re-tag your website.	✗	<ul style="list-style-type: none"> • Banner, Button or Rectangle • Text ad
Image Tag	A special tag for delivery of image-based banners only, where there is a pre-defined knowledge that JavaScript will not be supported, but cookies will be available. Only capable of delivery of image-based banners; Flash & HTML banners are not supported with this invocation code type. It is also not suited for emails because email clients generally do not support cookies.	✗	<ul style="list-style-type: none"> • Banner, Button or Rectangle
No Cookie Image Tag	A special tag that can deliver image-based banners without cookies, for use with Email/Newsletter zones, where the ability to display a banner in an HTML email (where features such as JavaScript are generally not available) is required. <i>Automatically assigned tag type when generating the tag for an Email/Newsletter zone.</i>	✗	<ul style="list-style-type: none"> • Email/Newsletter
Interstitial or Floating DHTML Tag	A special tag for the delivery of Interstitial or Floating DHTML banners. <i>Automatically assigned tag type when generating the tag for an Interstitial or Floating DHTML zone.</i>	✗	<ul style="list-style-type: none"> • Interstitial or Floating DHTML
Popup Tag	A special tag for the delivery of popup or popunder banners. <i>Automatically assigned tag type when generating the tag for a popup zone.</i>	✗	<ul style="list-style-type: none"> • Popup

Tag setting, Refresh

Once you have selected a zone invocation code type (if required), the *Tag settings* section may be displayed, with a number of [options for how the tag should operate](#).

Alter the settings as desired, and click on the *Refresh* button. The page will be updated, and the zone invocation code will be generated and displayed.

Copy the zone invocation code, and insert this code into your website's HTML code in the place where you want the zone to be displayed (or, send the zone invocation code to the relevant contact at the website, and instruct them to insert the code where appropriate). Revive Adserver will now display the banners linked to the zone, via the zone invocation code.

Invocation code for Inline Video ad zone or Overlay Video ad zone

Revive Adserver uses a special form of invocation code to integrate into an online video player and display video advertising from your ad server.

The generic code for the ad call from your video player to your ad server is:

```
[YOUR-ADSERVER-DOMAIN-HERE]/www/delivery/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&format=vast&nz=1&zones=pre-roll%3D[YOUR-ZONE-ID-HERE]
```

Using this example:

- Replace the part that reads [YOUR-ADSERVER-DOMAIN-HERE] with the domain of your own Revive Adserver installation
- Replace the part that reads [YOUR-ZONE-ID-HERE] with the numeric zone ID of your specific zone

Please consult the documentation of your own video player to find out where you must enter the ad server call, so that the video player can perform ad requests and display the video ad that is returned.