

F.A.Q, Setup and Rules

Rules:

- Participating sites must not contain pornographic, violent or hate content
- We vet all sites - and may refuse any site without giving any reason
- We are not obliged to provide any service to you in any way
- We may cancel your account at any time and without giving reason
- We may create, remove or change conditions at will

Banners:

- All banners must be placed in the upper part of the page, i.e. it must be visible to visitors without the need for scrolling
- Banners must be industry standard size of 468x60 pixels, and must be under 20KB in size. Please note that the banners must be in .gif or .jpg format. Inappropriate banners will be rejected
- Any attempt to "fool" the system constitutes grounds for immediate cancellation - our advanced reporting ensures that abnormal activity is immediately spotted

Setup:

- From the account admin mainpage, enter your desired account name (may be anything) and password, in the boxes above the "Create New Account" button.
- On the second page, enter the required information. Site Url is the full URL of the page you wish your banners to link to i.e. your homepage, normally. Click on "Edit Account"
- The next screen will provide you with the HTML to insert where you wish the banners to appear on your site – see FAQ re inserting banners on different pages or more than once on the same page. You may come back to this page later, the HTML will always be available each time you access this page.
- Click on "Edit Account" – at the bottom of the page is the Banner Upload form, upload the banner you wish to display – you will be taken to a screen where you may preview your banner.
- You will note a "This account is awaiting admin approval" comment at the top of the page – your account is not activated until approved (you will receive an email to confirm approval), this will happen every time you change/re-upload a banner.
- That's it! In the meantime until your account is approved, insert the necessary HTML in as many of your pages as required – the more banners you display on your site, the more your banner gets displayed on other sites!

Frequent Questions:

How do I maximise on the number of times my banner is displayed on other sites?

Place the HTML code on as many of your pages as possible, so you will earn more display credits. Do this by simply using a unique "page=" number for each banner call (in the HTML provided). This will ensure that new banners are loaded (and that new displays are credited to you) on each of your pages. (Note that there are two "page=" designations in the call, and that they must match!) For example, the HTML code on your first page will have a "page=01", (by default), on the second page modify the banner HTML to "page=02", etc, always TWICE and matching as indicated above.

Does my banner have to be 468x60 pixels in size?

All banners are resized in the browser to these dimensions. If your banner's dimensions vary from this standard, they will look terrible. Even just a small variation in size will have a negative effect. If you need smaller banners, create them within a 468x60 image with a transparent border.

My banner was rejected!

Banners have to be under 20K in size, .gif or .jpg format – anything else won't work!

So, how many times will my banner be displayed on other peoples' sites?

The 3/2 ratio means that for every three times you display someone else's banner, you earn two displays on other people's sites. This is a very generous ratio – however, we may change this ratio at any time without necessarily notifying you especially if we suspect abuse of the system, as an alternative to complete cancellation of your account.

If I continually refresh my page, will I earn more credits?

We have safeguards to cater for this; Please note that this behaviour constitutes abuse, lowers the value of the exchange for all members, is easily found out and provides grounds for immediate cancellation. Which will leave you with a pile of useless HTML on all your pages.

My account seems to be suspended/not working!

Have you re-uploaded or changed your banner? Each time you replace your banner, or make certain edits to your account, your changes will require approval. Contact us if we do not approve your changes within 24 hours, or if you require immediate approval.