



# ValueClick 5.0

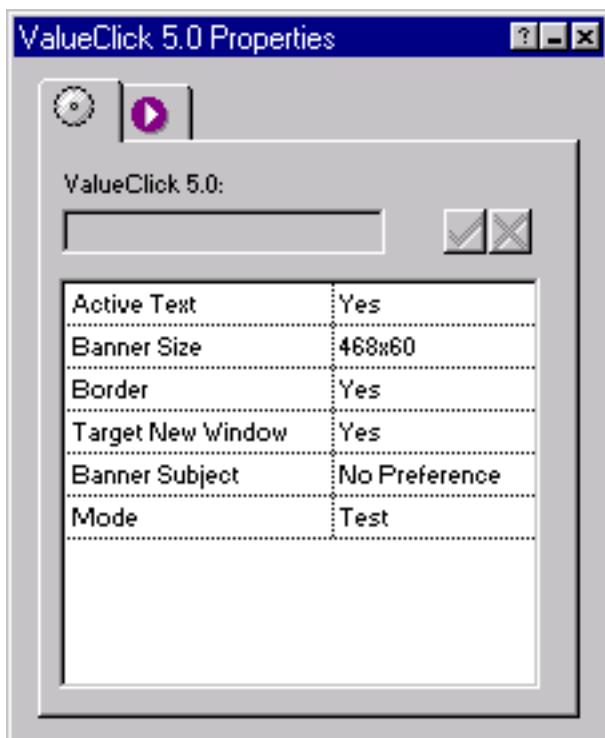
## Getting Started with ValueClick

ValueClick is a NetObjects Fusion v4.0/v5.0 component that allows you to easily add a [ValueClick](#) banner to your page.

Getting started with ValueClick:

- Run the Installation program, specifying the location of Fusion 4.0/5.0's component directory.
- Launch Fusion
- If the coolmaps.com component toolbar is not visible choose View > Toolbars > Component Tools > coolmaps services
- Select the ValueClick component and drag out an area on the page (this graphic does not appear on the published page).

ValueClick Properties now appears in Fusion's properties palette.



## ValueClick Options

Active Text

Displays "Link to" text underneath the banner. It may be ugly, but it might help you get more click-thrus.

#### Banner Size

Select the size banner you'd like.

#### Border

Puts a thin blue line around the banner.

#### Target New Window

If "Yes" opens advertiser's site in a new window. If "No" opens advertiser's site in current window.

#### Banner Subject

Allows you to select the subject matter of the banners to best suit your site. For instance, if you choose "Sports" then you will see banners for sports related sites. Targeting the banners to the subject of your website will help increase your click-thru rate.

#### Mode > Test

Use this option the first time you use the component only. Publish the site locally and go to a page containing the ValueClick component. Click on the banner that reads: "Click here to Register for ValueClick." You'll be directed to ValueClick's site where you register to become a member. Upon receiving a membership you'll get a Host Number which you'll need to activate the service.

#### Mode > Offline

Use this option when publishing offline. Component will use a placeholder for the banner. This is necessary since the banners are coming in from the ValueClick server.

#### Mode > Active

Once you have received your [Host Number](#) and are ready to publish your page(s) to the internet, select this option. A new field will appear below it titled "Host Number". Enter the Host Number you received from ValueClick here. You only need to register with ValueClick once. For any additional banners, the Host Number will be the same.

If you do not put in a host number you will not receive credit for your click-thrus.