

Integration Guidelines CaptchaAd – Advertising Variant

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To make the integration of a CaptchaAd as easy as possible, we've created the document below to show the important steps, parameters, and give a few examples. Should you have any questions, please feel free to contact us.

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DOCUMENTATION

Three quick steps to success

1 Obtaining data from CaptchaAd.

- ▶ PublisherID {XXX}
- ▶ ZoneID {YYY}

You receive this information from your contact at CaptchaAd (info@captchaad.com).

The IDs are used to identify and secure communication between the CaptchaAd on your side and the CaptchaAd-ad server on ours. This ensures that the proper advertising can be delivered.

2 Copy this code:

Copy this code into a blank HTML document.

```
<html>
  <head>
    <title>YOUR TITLE HERE</title>
    <script type='text/javascript' src='http://master.captchaad.com/www/delivery/spcjs.php?
id=XXX'></script>
  </head>

  <body>
    <script type='text/javascript'>
      var CaptchaAdVars = {};
      CaptchaAdVars.ClickURL = "http://www.captchaad.com";
      CaptchaAdVars.ClickTARGET = "_blank";
      CaptchaAdVars.ZoneID = YYY;
    </script>

    <script type='text/javascript'>
      <!--// <![CDATA[
          OA_show(CaptchaAdVars.ZoneID);
        // ]]> -->
    </script>

    <noscript>
      <a target="_blank" href="http://www.captchaad.com">go on</a>
    </noscript>
  </body>
</html>
```

3 Enter your data in this code

▶ PublisherID

Replace the **XXX** in the code with the PublisherID that you received from CaptchaAd.

▶ ZoneID

Replace the **YYY** within the code with the ZoneID that you received from CaptchaAd.

▶ CaptchaAdVars.ClickURL

Specify what happens when the user enters a correct answer in CaptchaAd and click "NEXT". For a test, you may of course leave the data unchanged and continue to refer to our website. (More detailed information can be found below at "CaptchaAdVars.ClickURL.")

▶ CaptchaAdVars.ClickTARGET

Determines which panel opens the requested page (`_blank/_self`).

Incorrect information with regard to PublisherID and ZoneID can cause CaptchaAd advertising to not be displayed.

▶ View the results.

Set the new HTML file on your server and review the result. If you've done everything correctly, not much time should pass before the CaptchaAd is displayed.

How it works

A line in the <head>

With one line (4) you define the source from which CaptchaAd advertising content is retrieved. With the PublisherID you identify yourself to the ad server. The PublisherID should be placed where the large **XXX** is.

Make sure that this line is integrated in the <head> tag of your page.

For more detailed information about the PublisherID, see » Key Parameters«.

```
2.     <head>
3.         <title>YOUR TITLE HERE</title>
4.         <script type='text/javascript' src='http://master.captchaad.com/www/delivery/spcjs.php?
        id=XXX'></script>
5.     </head>
```

Defining parameters in the <body>

After the CaptchaAd is solved, it needs to know where to link and where it'll need to access our ad server. With three parameters you can define this.

This information belongs in the <body> tag of your site .

For more detailed information about each parameter, see » Key Parameters«.

```
8.         <script type='text/javascript'>
9.             var CaptchaAdVars = {};
10.            CaptchaAdVars.ClickURL = "http://www.captchaad.com";
11.            CaptchaAdVars.ClickTARGET = "_blank";
12.            CaptchaAdVars.ZoneID = YYY;
13.        </script>
```

Calling up the CaptchaAd

The following code queries the CaptchaAd about a banner-ad server and integrates it.

```
15.        <script type='text/javascript'>
16.            <!--// <![CDATA[
17.                OA_show(CaptchaAdVars.ZoneID);
18.            // ]]> -->
19.        </script>
```

Without JavaScript

If the user doesn't have JavaScript enabled, he/she would go no further in the process, since in most cases the CaptchaAd forwards the user to the next page.

Without Javascript, no CaptchaAd. The problem can be solved as follows:

21. <noscript>
22. go on
23. </noscript>

Of course you need to modify this alternative option to taste on your own site.

Important Parameters

CaptchaAdVars.ClickURL

With the **CaptchaAdVars.ClickURL** parameter you specify what happens when the user answers the question correctly within the CaptchaAd.

In order to allow for as much freedom as you deem important on your site, here you can add either a HTTP URL or include a JavaScript function.

HTTP-Call

If the content of this parameter begins with "http," an HTTP call is executed and the URL within this parameter is used as a target:

```
CaptchaAdVars.ClickURL== "http://www.captchaad.com"
```

You can of course create this dynamically, as well.

You simply specify the objective of this call window with the parameter **CaptchaAdVars.ClickTARGET**.

Your own JavaScript function

If you want to call your own JavaScript-drive on your website, here's how:

```
CaptchaAdVars.ClickURL== "MyFunctionsName"
```

To run the JavaScript function or parameters through, add them as usual within parentheses after the function name (see the Alert example below).

The contents of the **CaptchaAdVars.ClickTARGET** parameter are ignored in the event of a JavaScript call.

Missing parameter

If you fill this parameter with an empty string ("") a JavaScript alert that says »Please put in JavaScript-Function or HTTP-URL!« is called up.

```
CaptchaAdVars.ClickURL== ""
```

CaptchaAdVars.ClickTARGET

At this point you specify the window in which you want your entered HTTP link to be called up.

To call up that link in a new window:

```
CaptchaAdVars.ClickURL== "_blank"
```

To access the link in the same window:

```
CaptchaAdVars.ClickURL== "_self"
```

CaptchaAdVars.ZoneID {YYY}

The ZoneID **YYY** is just a placeholder. Normally you'd have an ID number without these letters.

You get your own ZoneID from our key account support. This ID identifies you to our ad server and thus defines which advertising campaigns are to be delivered on the website.

In the event of an incorrect ZoneID, it could be that a CaptchaAd doesn't appear.

If you want to display CaptchaAd on your website, but with different content or at different points, we can also gladly provide several ZoneIDs that are available, and which can deliver different content.

PublisherID {XXX}

You get your own PublisherID from our key account support. This ID identifies you to our ad server and thus defines which advertising campaigns are delivered to the website.

In the event of an incorrect PublisherID, it could be that a CaptchaAd doesn't appear.

Fallback option for

» No advertising from ad server available«

Frequency-capping, targeting, or restricted bandwidth can, under certain circumstances, result in total or depleted delivery of an advertisement to a zone from the AdServer. In such a case, we're happy to set up a fallback solution that calls up a JavaScript function.

The content design of these JavaScript functions (triggered in such circumstances on a website) is reserved for the operator of the site.

Without much effort we can unlock the calling up of functions for 'onAdNotFound "or" noCaptchaAd". Nor should other function names be a bigger problem..

Important: Please inform us if this is the option you'd like, as it is not set as the default.

Examples

JavaScript at solution point

http://captchaad.com/captchaad-client/javaScriptAlert/index_javaScriptAlert.html

Changes in the code below are in **bold red** (line 4, 10 and 12).

```

1. <html>
2.   <head>
3.     <title>JavaScript Test</title>
4.     <script type='text/javascript' src='http://master.captchaad.com/www/delivery/spcjs.php?
      id=6'></script>
5.   </head>
6.
7.   <body>
8.     <script type='text/javascript'>
9.       var CaptchaAdVars = {};
10.      CaptchaAdVars.ClickURL = "alert('CaptchaAd solved correct! {JavaScript-Alert-Message}')";
11.      CaptchaAdVars.ClickTARGET = "_blank";
12.      CaptchaAdVars.ZoneID = 184;
13.    </script>
14.
15.    <script type='text/javascript'>
16.      <!--// <![CDATA[
17.        OA_show(CaptchaAdVars.ZoneID);
18.      // ]]> -->
19.    </script>
20.
21.    <noscript>
22.      <a target="_blank" href="http://www.captchaad.com">go on</a>
23.    </noscript>
24.  </body>
25. </html>

```

HTTP with solution

http://captchaad.com/captchaad-client/httpCall/index_httpCall.html

Changes in the code below are in **bold red** (Zeile 4, 10, 11 und 12).

```
1. <html>
2.     <head>
3.         <title>HTTP Test</title>
4.         <script type='text/javascript' src='http://master.captchaad.com/www/delivery/spcjs.php?
   id=6'></script>
5.     </head>
6.
7.     <body>
8.     <script type='text/javascript'>
9.         var CaptchaAdVars = {};
10.        CaptchaAdVars.ClickURL = "http://www.captchaad.com";
11.        CaptchaAdVars.ClickTARGET = "_self";
12.        CaptchaAdVars.ZoneID = 184;
13.    </script>
14.
15.    <script type='text/javascript'>
16.        <!--// <![CDATA[
17.            OA_show(CaptchaAdVars.ZoneID);
18.        // ]]> -->
19.    </script>
20.
21.    <noscript>
22.        <a target="_blank" href="http://www.captchaad.com">go on</a>
23.    </noscript>
24. </body>
25. </html>
```