

Manual for the Contao extension Banner

BugBuster

Generated
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Manual for Contao extension Banner

This is the manual for users of Banner. You can always find the latest version on docs.contao.ninja.

I'm not a native English speaker. Please correct my mistakes, write an [issue](#) or send a pull request.
Many Thanks.

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Overview

A banner advertisement extension with a simple form of weighting. In the back end you can see banner view and banner click statistics.

IP-based ReClick blocker was integrated (5 minutes). Forwarding functioned, but isn't counted. Similarly, the views within a period not re-counted, if the same banner displayed. (10 minutes) The amount of time to block the view count can be changed.

The extension Banner used the extension "Bot Detection". This prevents counting of traffic from bots / search engines. But there is no 100% guarantee.

Helpful links

Information	Link
Developer Website	http://contao.ninja
Link to Extension Repository (ER2)	contao.org ER2
Link to Extension Repository (Packagist)	Packagist.org
Donate the developer	Amazon wish list (german)
Report Issues / Feature Requests	GitHub
Contao forum for questions	community.contao.org

Translations

Translations of the texts in the back end and the front end are managed with using of Transifex. To create a new translation or to help to maintain an existing one, please register at transifex.com.

Projekt Link: <https://www.transifex.com/projects/p/contao-visitors/>

Howto (english): <http://docs.transifex.com/faq/#translating>

Installation of the extension Banner

There are currently several types of installation, here a short overview.

Note: Banner is dependent on the extension "Bot Detection", this is installed automatically in most cases.

Link to Packagist: [Banner on Packagist.org](#)

Link to ER2: [Banner on ER2](#)

Installation with the Composer client

If the Composer client (Package management) installed in Contao, looking for `bugbuster/banner`, select the required version and install it. The dependencies will be installed automatically.

Installation with ER2

If the old Extension manager / catalog installed, looking for Banner in the catalog and install the right version. The dependencies will be installed automatically.

Installation manual

A manual installation is possible. Download the [ZIP](#) file from Extension Repository, unzip and transfer it. A directory should have been created `/system/modules/banner`. Then call `/contao/install.php - Perform Update Database`.

Attention: The dependencies must then also be installed manually!

Overview Front end / Back end

The extension Banner contains two back end and one front end module. In the back end, there is the module "Banner", here the banner are defined and first settings, as well as the module "Banner statistics", here the statistics can be viewed.

For the front end there is the module "Banner". By selecting one of the supplied templates will be displayed all fields or only the banner itself.

Details will follow in the next chapters.

Back end

Banner

The Banner module can be found under Content -> Banner.



Banner Statistics

The Banner Statistics module can be found under System -> Banner Statistics



It shows the statistics (views/clicks) for the created banner. If you have created multiple categories, for a multi domain installation, the category can be selected.

Front end

For the front end are included one CSS file as an example of a display format:

- mod_banner_fe.css

This file is in the subdirectory `assets` . For use see [CSS-Datei](#)

Display a banner



1. Module Headline
2. Banner Image
3. Banner Comment
4. Banner Name

More details about this see under [Using](#) or [Technical Details](#).

Display all Banner

With 'all Banner' is meant here, all banners in the selected category.



In this example, 3 banners have been defined,

1. Graphic Banner
2. Flash Banner
3. Text Banner

More details about this see under [Using](#) or [Technical Details](#).

Note: The extension for Contao 4 will not support Flash banner.

Using

At first, you create a new banner category via the menu item "Banner". In this then the banners.

Then, create a front end module and build it into the layout of the page.

Here follow the steps, each with the default values. [Technical details](#) will be explained later.

Create the category

To create a new category, just click on the left in the back end in 'Content' on 'Banner'. In the main area click on the button 'New category'.



There, enter the name of the category. The front end module will later use this name. Then you click on "Save and close". Now you can see the category overview. By clicking on the pencil in the line of the category and repeated clicking on the pencil in the head of the category you return to the settings of the category.

Create new banner

In the category list, now clicking on Edit (pencil) of the category. Now, either click the 'New Banner' and then the arrow icon, or click the plus in the head of the category:



First, they must select the banner source:

- internal Banner (Graphic / Flash files is stored on server)
- external Banner (Graphic / Flash files are integrated via URL)
- Text Banner

After selecting it appear the appropriate form fields.

Graphic Banners

1. Banner Name
 - The banner name will be displayed in the Banner overview and in the provided template appears below the banner graphic.
2. Banner weighting
 - This controls the display frequency of the banners. The higher the priority, the more often this banner is displayed.
3. Banner target URL
 - The URL of the target by clicking on the banner graphic. The input must include "http://".
 - Optional field.
 - Without a URL, the banner will be displayed without a link.
 - Alternative can be selected an internal target (Banner target page)
4. Banner Image
 - Here you can now select the banner file.
5. Banner width and height
 - To customize the banner size, you can specify the banner width and / or the banner height in pixels.
 - **CAUTION:** Animated GIFs are for size definitions through the GD recalculation unfortunately to still images.
6. Banner Comment
 - The first line will be installed and displayed as a "title" tag in the HTML source code if you move the cursor over the banner graphic.

7. Published
 - If this option is not selected, this banner is not displayed.

Flash Banner

1. Banner Name
 - The banner name will be displayed only in the Banner overview.
2. Banner weighting
 - This controls the display frequency of the banners. The higher the priority, the more often this banner is displayed.
3. Banner target URL
 - The URL of the target by clicking on the Flash Banner. The input must include "http://".
 - Optional field.
 - Without a URL, the Flash Banner will be displayed without a link.
 - Alternative can be selected an internal target (Banner target page)
4. Banner Image
 - Here you can now select the banner file.
5. Banner width and height
 - To customize the banner size, you can specify the banner width and / or the banner height in pixels.
6. Banner Comment
 - Input is not necessary, is not used in the front end
7. Published
 - If this option is not selected, this banner is not displayed.

A flash fallback to an image file is available, see the section [Technical Details](#)

Text Banner

1. Banner Name
 - The banner name will be displayed in the Banner overview and in the provided template as a headline that is linked simultaneously with the target URL.
2. Banner weighting
 - This controls the display frequency of the banners. The higher the priority, the more often this banner is displayed.
3. Banner target URL
 - The URL of the target by clicking. The input must include "http://".
 - Optional field.
 - Without a URL, the Text Banner will be displayed without a link.
 - in provided template only the domain is shown as a short form. (Third row, see picture above)
4. Banner Comment
 - This is the text line. (Second row, see picture above)
5. Published
 - If this option is not selected, this banner is not displayed.

Then you click on "Save and close".

Create the front end module

A new front end module is create with:

- Layout -> Themes -> Modules -> Add module

At first, enter the title, and only then select in "Module type": 'Miscellaneous'-'Banner'. It changes the form fields. In 'Banner Categories', now select the previously created category, then 'Save and close'.

Now, the front end module must be included in the layout:

- Layout -> Themes -> Layout -> Edit the used layout

Include in 'Included modules' the just-created front end module (e.g. to left)

Activate demo CSS file

As mentioned above, are provided one CSS file for presentation. For the first tests, copy the file `mod_banner_fe.css` from `/system/modules/banner` on the local PC and then import via the back end (Themes -> CSS -> Import) and activate it in the layout.

Technical details

Technical details are inside of the category, in the banner definition and in the generated front end module. This applies to the not previously mentioned form fields and the different front end templates that are included.

Technical details in the category definition

Display definition

- Show all banners

If you choose this option, all active banners will be showed in front end. In addition, you can choose:

- Limiting the number of banners

Here, the number can be limited. Default is 0: show all banners, otherwise the maximum number of banners that will be showed.

- Random order

If you choose this option, the banners will shown in a random order.

Display of statistics

- Protect the statistic

Show the banner statistic for this category to certain user groups only. Administrators have unlimited access to all banner statistics.

Technical Details in the banner definition

Flash Fallback Image

If a browser does not support Flash or JavaScript is disabled, an image can be displayed instead (since version 2.2.0). At a local (internal) flash file, in the same path is searched for an image file with the same name but with the ending jpg, png or gif.

Example: for "myflash.swf" would be a fallback image: "myflash.jpg"

Was found a replacement image, the image is displayed. If necessary, the image is converted to the dimensions of the flash file.

Display limitation by Start / Stop dates and times

- Show from
 - If you enter a date and time value here the current banner will not be shown on the website before this moment.
- Show until
 - If you enter a date and time value here the current banner will not be shown on the website after this moment.

Limiting the number of Views and Clicks

- Limiting the number of Views and Clicks

If you select this option, you can define a maximum number of views and/or maximum number of clicks.

- Limiting the number of Views
 - By entering a number, the current banner is no longer displayed after this number of views. The "Limiting the number of Views and Clicks" has enabled it to stay.
- Limiting the number of Clicks
 - By entering a number, the current banner is no longer displayed after this number of clicks. The "Limiting the number of Views and Clicks" has enabled it to stay.

Filter Domain

If you enter a domain name, this banner is used only for this domain. If you leave the field empty, this banner is used for all domains.

Example: **yourdomain.com**

The banner will be displayed, if matches the domain. But also in partial match starting from the right. So also with access via "**sub.yourdomain.com**". An entry in "Site structure" - "Domain Name" is not required for the filtering.

Technical details in the front end module definition

First banner for new visitor

For each new visitor, at first is displayed the first published banner in the category. The choice is then returned to random mode. Thus, a kind of recognition can be achieved.

Templates

Each module can be assigned its own Template. Two different templates are included.

- `mod_banner_list_all`
 - All fields are included.
- `mod_banner_list_min`
 - The headline and name were removed. It will only display the banner itself.

Both templates also support text banners. For own Templates, the template files must start with "`modbanner_list`" and end with ".xhtml" / ".html5".

Example: "`mod_banner_list_special.html5`"

The best way, via the back create a copy of one of the templates `mod_banner_list_...` and rename this, e.g. in `mod_banner_list_special`. (the extension is automatically appended, so just like the original)

Prevention of counting their own requests

There were some ideas on how you can prevent your own accesses not to count. Especially if you work with dynamic IPs. Now here is a way to implemented to do this through a customized User Agent string of the browser.

Via:

- Layout -> Themes -> Modules -> Modul Name

In the applied banners module in the new field "No counting for this HTTP_USER_AGENT partial identifier", a string is entered, it should be unique.

Example: CTISOK

Several strings are also possible, then enter them separated by commas.

In older browsers the agent string could be adjusted by changing the configuration of the browser. Currently an add-on should be used. For Firefox that would, for example, the [User Agent Switcher](#)

Specific features

Here are some specifics that must be observed.

Special case: No active banners and no default banner defined

If, in this case, "Hide if empty" is not activated, a DIV tag with class = "banner_empty" is generated:

```
<div class="mod_banner">
  <div class="banner_empty">
    <!-- no banner, no default banner -->
  </div>
</div>
```

With CSS can now be reached that is maintained (in this example) the height and thus the layout of the site will not change:

```
.mod_banner .banner_empty {
  height:90px;
}
```

The resultant text can be overridden to enforce in langconfig.php, here is an example of an empty text:

```
$GLOBALS['TL_LANG']['MSC']['tl_banner']['noBanner'] = '';
```

Special case: multiple Banner modules on one page

Here are some hints and tips for well-known application scenarios and their characteristics.

One category - Two front end modules on one page

In the current version it is possible to display all the banners from one category. The old version's multiple banners on a Web page was to be able to create multiple front end modules and integrating them into the website. The module is prevented that a banner will not appear more than once.

Well, it was assumed that all displayed below each other, so it made sense, the module title to display only once. If you want to leave now for all the title's banner front end modules, because they are distributed on the page, must be made for this purpose a small modification to the template.

Create a copy on the back end of the template "mod_banner_list_all" and renames it here, for example, in "mod_banner_list_special". (the extension is automatically appended, so just like the original) There, now you change the third line as follows:

Original:

```
<?php if (($this->headline) && (!$this->headline_stop)): ?>
```

Special:

```
<?php if ($this->headline) : ?>
```

Now edit the banner front end modules and select the new template.

Done.

This is also true for more than two front end modules.

Two categories - Two front end modules on one page

In this case, each front end module has its own category. Again, only on the first module, the heading will appear for the same reason as in the previous section. If you want to display in this scenario all module headers, the solution is the same.

This is also true for more than two front end modules.

Tutorials

Here are a few tutorials to control the front end module, or use in a special way.

Change Banner Block Time for views

As written in the beginning, when a banner is displayed multiple times within 5 minutes, this banner is only counted once. With an entry in the localconfig.php can change that. The values be there in minutes, the number must be > 0, otherwise will be automatically taken back to the default value (5).

Caution: This applies to all Banner modules when several front end modules have been created!

The following entry to the end of localconfig.php (after `### INSTALL SCRIPT STOP ###`) causes a change to 5 minutes:

```
$GLOBALS['TL_CONFIG']['mod_banner_block_time'] = 10;
```


Bot Detection off

Who wants to count the hits from bots and search engines on the banners can switch off the bot detection. This is done by the file localconfig.php.

Caution: This applies to all Banner modules when several front end modules have been created!

The following entry to the end of localconfig.php (after: `### INSTALL SCRIPT STOP ###`) switching off the bot detection:

```
$GLOBALS['TL_CONFIG']['mod_banner_bot_check'] = false;
```

Use text banners as a link list

Who needs a link list, and want to count the clicks on these links, can use the Text Banner therefore.

Example how that could look (german):



The picture shows the first line of the target domain and is linked. In the second line the explanation for the link.

Definition of the links

The best is, you create an own category, so the text banner for the link list can be managed separately from the normal banner.

The following definitions are to be filled at the banners:

- Banner Name
 - Unique name for the link, for example, "acme.com"
- Banner target URL
 - Here enter the link address, for example, "<http://acme.com>"
- Banner Comment
 - Here enter the contents for the second line as shown in the picture.

That's it for the first. However, this alone is not enough, the template must still be adjusted.

Change the template

For this purpose, the template "mod_banner_list_all.html5" was reduced to the text banner unit and adjusted (for example, the graphic at the beginning of each link)

Here the modified template. This was stored as "mod_banner_list_linklist.html5" via back end in templates as usual.

```
<!-- indexer::stop -->
<section class="<?php echo $this->class; ?>"<?php echo $this->cssID; ?><?php if ($this->style): ?
<?php if ($this->headline): ?>
<<?php echo $this->hl; ?><?php echo $this->headline; ?></?php echo $this->hl; ?>
<?php endif; ?>
```

```

<?php foreach ($this->banners as $banner): ?>
<?php if ($banner['banner_text']) : ?>
    <div style="margin-bottom: 1em;" class="banner_text" id="banner_<?php echo $banner['banner_id']">
        <div class="banner_text_name"><?php if ($banner['banner_url']): ?>
            <img width="16" height="16" style="padding: 0px 5px 0px 0px; margin: 0;" alt="Link" s
            <a href="system/modules/banner/public/conban_clicks.php?<?php echo $banner['banner_ke
        </div>
        <div class="banner_text_comment" style="padding-left: 24px;"><?php echo $banner['banner_c
    </div>
<?php endif; ?>
<?php if ($banner['banner_empty']) : ?>
    <div class="banner_empty">
        <!-- <?php echo $banner['banner_name']; ?> -->
    </div>
<?php endif; ?>
<?php endforeach; ?>
</section>
<!-- indexer::continue -->

```

Change the file "files/weblink.png" with your own.

Download of the template: [mod_banner_list_linklist.html.zip](#)

Front end module

The front end module is created as described, special features here are then:

- **Headline**
 - Here you can enter a title, in the example image has been entered there:
"Andere Seiten von mir:"
- **Banner categories**
 - Here the category is selected which have been created for the link list
- **Banner template**
 - Select here the modified template (mod_banner_list_linklist)

Then as element type "module" Install the front end module in the article. The "Links" in the picture is still an extra header element in the article.

Data privacy

A few words about data privacy. Unlike most other banner statistics tools, "Banner" does not store the raw data and evaluates them later. The necessary evaluations are executed immediately. The final statistics are saved, except for the IP address, see the notes in the following chapters. Thus, the target of data avoidance and data minimization is reached optimally.

Data collection

IP address

For detecting of different visitors the IP address is used exclusively. JavaScript and cookies are not used.

Browser-Agent

The browser-agent is not read and is therefore not used.

Data storage

IP address

It will not be stored, the IP address of the visitor. Except for detecting bots/crawler/spider, the IP address is also not used for further analysis purposes. With the IP address and other internal data a pseudonym is generated in the form of a hash value. A reverse calculation is conceivable, but only with considerable effort. The hash value is not associated with any other statistical analysis.

Data management

The hash values for the detection of different visitors are checked with every call, Elapsed time hash values will be deleted. Holding time is equivalent to the block time, the default value is 300 seconds, i.e. 5 minutes.

The number of views / clicks per day is stored permanently, the other evaluations are generated from it. This storage can be deleted via the back end, the counter starts then again at 0.