Advance Internet

Online Promotion Builder

System Documentation

April 4, 2011 version 1.1

Dashboard

Dashboard Overview

This is the first view shown to a user after logging in. From here users may create a new sweepstakes or edit, audit, and set live existing sweepstakes as well as create and edit users and groups.

At left is the list of promotions currently in the system. To create a new promotion, click "New Sweepstakes" above. To edit, audit or view a report on an existing promotion, right-click on its row in the list and select the respective action from the contextual menu that appears.

To edit or create a user or the group to which they belong, click "Users & Groups" above.

General Section

Copy that appears in left column: This section defines the basic building blocks of a promotion, allowing for such things as automatic generation of the Official Rules and Spread-the-Word pages.

Promotion Target

Type:
Pull down

Values:
(Dependent on login level)

Description:
This required field defines which site and member paper a promotion is associated with. Depending on Administrator login level, a pull-down menu may appear with options to select a target. If an Administrator is logged in at the lowest level, a non-editable value will be automatically placed.

Sweepstakes Name

Type:
Input box

Values:
Alphanumeric (spaces and quotation marks allowed)

Description:
This required field is the end-user viewable title of the promotion. This title will appear across the top of the promotion registration page as well as the target affiliate's contests page.

Directory Name

Type:
Input box

Values:
Alphanumeric

Description:
This required field defines the folder name on the server where this promotion will reside. The name entered must be unique to that server and contain only letters, numbers and underscores (_). Entering a name in this field allows an Administrator to directly publicize the promotion outside of the confines of a given Affiliate by providing a unique URL. For example, if an Administrator logging in at the Cleveland.com level (or below) entered "winCavsTickets" as a Directory Name, the following URL would then be available once the promotion went Live: http://www.contests.cleveland.com/winCavsTickets as the format of this URL is http://www.contests.[affiliate]/[directoryName].

Start Date

Type:
Set of pull-down menus

Values:
12 months of Gregorian calendar year

Description:
This required date entry defines when a promotion that has been approved will automatically switch to "live" and as such be available to the public to enter.

End Date

Type:
Set of pull-down menus

Values:
12 months of Gregorian calendar year

Description:
This required date entry defines when a "live" promotion will switch to "ended" and as such no longer be available to the public to enter.

Co-Sponsor Name

Type:
Input box

Values:
Alphanumeric (spaces allowed)

Description:
This optional field defines the legal name of a co-sponsor, if present. (Note that the principle sponsor is determined automatically by the system based on Administrator login level.) If a value was entered in the "Co-Sponsor Address" field, this field in turn becomes required. If there are multiple co-sponsors, additional fields for their entry can be exposed by clicking the "+ Co-Sponsor" button.

Co-Sponsor Address

Type:
Input box

Values:
Alphanumeric (spaces allowed)

Description:
This optional field defines the legal address of a co-sponsor. If a value was entered in the "Co-Sponsor Name" field, this field in turn becomes required. (Note that the principle sponsor is determined automatically by the system based on Administrator login level.)

COPPA Compliant

Type:
Checkbox

Values:
Checked
Unchecked

Description:
Checking this optional field defines the promotion as only being open to people above 18 years of age and will cause an automatic inclusion of an age-screening page to the promotion before a user can enter further information (and gain entry into the promotion). If a user enters a date that resolves to an age below 18, then they will be shown an error page that explains that they are too young to enter the promotion and (assuming their browser accepts cookies) they will be "cookied", barring them from returning to the age screening page to re-enter a date for as long as they do not clear their cookies.

Is and air trip part of the prize?

Type:
Radio buttons

Values:
Yes
No

Description:
This required field indicates the presence of a prize in the promotion that includes an airline trip. If "yes" is selected, a separate offline rules production and legal approval track is required, as the automatic generation of rules is then prohibited.

Prize Quantity

Type:
Input box

Values:
Numeric

Description:
This required field defines the total number of prizes to be awarded of a given prize or prize pack in the promotion. In most cases, there will only be one prize given out, such as one copy of the "It's a Mad Mad Mad Mad World DVD Box Set". A pack of prizes that is given to one winner is considered a single prize, such as "a ticket each for you and a friend to attend the September 6th Cavs game". Note that additional sets of prize fields are available by clicking the "+ Prize" button.

Prize Description

Type:
Input box

Values:
Alphanumeric

Description:
This required field describes in natural language the given prize, for example "one case of Turtle Wax".

Prize ARV

Type:
Input box

Values:
Numeric

Description:
This required field defines the value in U.S. dollars of the given prize (or prize package).

Upload Rules

Type:
File Upload

Values:
Filename and path

Description:
This field will appear only if the Administrator has checked that an air trip is part of the prize or if the total computed ARV is greater or equal to $500. At that point, it will be required for the Administrator to click the "upload" button to navigate to a pre-designed and completed HTML rules page, that is built from the template which can be downloaded by clicking the "download template" link.

Include Spread-the-Word

Type:
Check box

Values:
Checked
Unchecked

Description:
Checking this optional field will cause the automatic inclusion of a Spread-The-Word page in the promotion. This page would then allow the public to utilize a simple tool to tell their friends about the promotion via today's most common channels such as email, Facebook, or Twitter.

Standard Questions Section

Copy that appears in left column: This section defines the standard field elements that a sweepstakes entrant will fill out as part of their registration for the promotion.

First Name

Type:
Input field

Values:
Alphanumeric

Description:
The user is required to enter their first name. This field cannot be unchecked as it is required to appear in all registration forms and for the registrant to complete as part of their entry.

Last Name

Type:
Input field

Values:
Alphanumeric

Description:
The user is required to enter their last name. This field cannot be unchecked as it is required to appear in all registration forms and for the registrant to complete as part of their entry.

Street

Type:
Input field

Values:
Alphanumeric

Description:
This optional field allows the user to enter the first line of their Street address. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

Street 2

Type:
Input field

Values:
Alphanumeric

Description:
This field allows the user to enter the second line (if applicable) of their Street address. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

Apartment

Type:
Input field

Values:
Alphanumeric

Description:
This optional field allows the user to enter their apartment number. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

City

Type:
Input field

Values:
Alphanumeric

Description:
This optional field allows the user to enter their city of residence. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

State

Type:
Drop-down menu

Values:
Fifty US states, plus Washington DC

Description:
This optional field allows the user to enter their state of residence. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

Zip Code

Type:
Input field

Values:
Number, at least five but no more than ten digits in length

Description:
The user is required to enter their zip code. This field cannot be unchecked as it is required to appear in all registration forms and for the registrant to complete as part of their entry.

Phone Number

Type:
Input field

Values:
Alphanumeric

Description:
This optional field allows the user to enter their phone number. While not specifically labeled as requesting a registrant's home phone, it is nonetheless implied by general internet standards. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

Email Address

Type:
Input field

Values:
Alphanumeric with at least one period and @ symbol required

Description:
The user is required to enter their email address. This field cannot be unchecked as it is required to appear in all registration forms and for the registrant to complete as part of their entry.

Gender

Type:
Radio buttons

Values:
Male
Female

Description:
This optional field allows the user to select their gender. While not specifically labeled as requesting a registrant's home phone, it is nonetheless implied by general

internet standards. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

Annual Household Income

Type:
Pull-down menu

Values:
None Provided
Less than $25,000
$25,000 - 49,999
$50,000 - 74,999
$75,000 - 99,999
$100,000 or More

Description:
This optional field allows the user to select their annual household income. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

Do you plan to buy a car within the next 6 months?

Type:
Radio buttons

Values:
Yes
No

Description:
This optional field allows the user to indicate if they are planning to buy a car within the next 6 months. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

Do you make purchases online?

Type:
Radio buttons

Values:
Yes
No

Description:
This optional field allows the user to indicate whether or not they make purchases online. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

Do you plan to look for a job within the next 6 months?

Type:
Radio buttons

Values:
Yes
No

Description:
This optional field allows the user to indicate whether or not they plan to look for a job within the next 6 months. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

How many children (under 18) are in your household?

Type:
Pull-down menu

Values:
None Provided
0
1
2

3
4
5
6 or more
Don't know

Description:
This optional field allows the user to indicate the number of children under 18 who are living in their household. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

What was the last grade of school you completed?

Type:
Pull-down menu

Values:
Some high school or less
High School Graduate
Trade School or Vocational School Graduate
Some College
College Graduate
Some Postgraduate
Postgraduate/Advance Degree
No answer

Description:
This optional field allows the user to indicate the last grade of school which they completed. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion.

Do you subscribe to any of the following newspapers?

Type:
checkboxes

Values:
Dynamic list of newspapers

Description:
This optional field allows the user to check off which newspapers from the provided list they subscribe to. Checking the "include" column will cause the field to appear for the registrant to enter. Additionally checking "required" will require the registrant to enter this information as part of their entry into the promotion. The list of newspapers that comprise the options for the registrant will be automatically drawn based on the "Promotion Target" that was selected by the administrator in the "General" section of this tool.

Would you like to receive occasional updates about new features, special offers and other information from this website, our affiliated websites, publications and other companies?

Type:
Radio buttons

Values:
Yes
No

Description:
This required field (both for the promotion and for the user to select an answer) allows the user to opt-in to receive additional information from related parties through various channels.

Flexible Questions Section

Copy that appears in left column: This section builds on the Standard Questions section by allowing administrators to create their own questions of various types and define potential answers for a registrant to fill out as part of their registration.

Flexible Questions: Overview

Description:
To create a new question, click "new" to the left, then fill out the appropriate information to define the parameters of the flexible question.
To edit an existing question, hover over its title in the table at left and click on "edit" in the contextual menu that appears.

To disable an existing question, hover over its title in the table at left and click on "disable" in the contextual menu that appears. When a question is disabled, it will not appear for the entrant, but still remains in the Promotion Builder Tool for this promotion.

To re-enable an existing question that has been disabled, first ensure that the "hide disabled questions checkbox is unchecked", then hover over the question's title in the table at left and click on "enable" in the contextual menu that appears.

To adjust the order in which the questions are displayed for the registrant as they fill out their registration, hover over a question title in the table at left and click on either the up arrow or the down arrow to move the selected question up or down within the list respectively.

Type

Type:
(in tool)
Pull-down menu

Values:
(in tool)
Checkboxes

Radio buttons
Pull-down menu
Short answer (100 char max)
Long answer (2000 char max)
Checkboxes with last field a short answer
Radio buttons with last field a short answer

Description:
When creating a Flexible Question, the basic type of the question must first be defined from the following list of options:

Checkboxes: allows entrant to select multiple answers from a defined list that is all visible at once.
Radio buttons: allows entrant to select a single answer from a defined list that is all visible at once.

Pull-down menu: allows entrant to select a single answer from a defined list

Short answer (100 char max): allows entrant to fill in an input field with their own free form answer of not more than 100 characters.

Long answer (2000 char max): allows entrant to fill in an input field with their own free form answer of not more than 2000 characters.

Checkboxes with last field a short answer: allows entrant to select multiple answers from a defined list that is all visible at once with the last answer field a 100 character maximum free form input field.

Radio buttons with last field a short answer: allows entrant to select a single answer from a defined list that is all visible at once with the last answer field a 100 character maximum free form input field.

Required

Type:
(in tool)
Radio button

Values:
(in tool)

Yes
No

Description:
Checking "Yes" requires the registrant to provide an answer for the selected flexible question.

Answers

Type:
(in tool)
input field

Values:
(in tool)
Alphanumeric

Description:
Entering a value causes that value to appear as one of the choices for a registrant to select for their response to the current question. The list of potential answers will be displayed to the entrant in the order in which they were entered in the Promotion Builder.

To add an additional field, click the "add" button.

To delete a field that was previously added, click the "X" button next to that field.

Promotion Design Section

Copy that appears in left column: This section defines the artistic aspects of a promotion within the confines of the Promotion Builder deployment, allowing an administrator to define such things as basic promotion colors and banner image.

Banner Image

Type:
Image

Values:
Jpg
Jpeg
Gif
Png (without invisible background)

Description:
This design element, which is required for promotion, appears at the top of every page in the promotion. Click "browse" to navigate your local hard-drive to select and upload an image file to the system. The uploaded image must be in one of the following formats: jpg/jpeg, gif, or png (recommended to be without an invisible background). In addition, this image must be exactly 728 pixels wide. The height of this image is optional, but should not be so large as to dominate the page. As this is the main visual element of the promotion, care should be taken in designing this element. If you are unable to create a graphic, please contact Advance Internet for further assistance at TBD@advance.net.

Site Background Color

Type:
Color

Values:
Hexadecimal color value

Description:
This optional design element defines the background color for the promotion pages. Clicking inside the entry field brings up a color selector object.

Site Background Image Tile

Type:
image

Values:
Jpg
Jpeg
Gif
Png (without invisible background)

Description:
This optional design element when uploaded to the system will be tiled behind the main content area of the promotion pages. Click "browse" to navigate your local hard-drive to select and upload an image file to the system. The uploaded image must be in one of the following formats: jpg/jpeg, gif, or png (recommended to be without an invisible background). Care should be taken in designing this element such that the edges of the uploaded image tile well. While there are no maximum dimensions for this image, it is recommended that a tile remain small (100 pixels square or less).

Base Text Color:

Type:
Color

Values:
Hexadecimal color value

Description:
This optional design element defines the color for several instances of body copy within the promotion pages. Clicking inside the entry field brings up a color selector object.

Highlight Text Color:

Type:
Color

Values:
Hexadecimal color value

Description:
This optional design element defines the color for several instances of headline copy within the promotion pages. Clicking inside the entry field brings up a color selector object.

Contest Index Page Section

Copy that appears in left column: This section defines the elements describing the promotion that will appear within the contests index page as seen at the online affiliate website as governed by the Promotion Target.

Featured Promotion

Type:
Checkbox

Values:
Checked
Unchecked

Description:
Checking this optional box will cause the contest callout information for this promotion to be shown in the "Featured" group on the target online affiliate's contests page. This is the only field that may be edited after a promotion is set to "Approved" or moves to "Live".

Thumbnail

Type:
image

Values:
jpg

Description:
This required image is displayed to the left of the contest information within the contests page at the Promotion Target online affiliate site. It is required to be exactly 150 pixels wide by 95 pixels tall and in jpg format.

Title

Type:
Text

Values:
Alphanumeric (HTML forbidden)

Description:
This required field defines the single line of introductory text that appears next to the thumbnail image and above the description on the target online affiliate's contests page, (e.g.: "Win Cavs tickets!"). Registrants will click through this title to arrive at the promotion page.

Description

Type:
Text

Values:
Alphanumeric (HTML allowed)

Description:
This required field defines a paragraph of HTML text (meaning hyperlinks are allowed to outside content) of no more than 285 characters that give further explanation as to the promotion, (e.g.: "Are you a fan of basketball and live in the Cleveland area? Then enter for your chance to win a pair of tickets to the January 23rd Cleveland Cavaliers game from our friends at (link)superseats.com.") Note that the system will automatically include no purchase necessary and entry deadline information below this field, and as such it should not be duplicated in the Description.

Nightly Reporting Section

Copy that appears in left column: In addition to reporting metrics assessable through the online reporting tool, the system is capable of sending a nightly breakdown of top level information regarding registrations via email.

Recipient Email Addresses

Type:
Input box

Values:
Valid email addresses in standard format, separated by commas.

Description:
Email addresses entered in the field provided in comma-deliniated format (e.g.: homer@springfield.net,marge@springfield.net) will automatically receive a nightly digest of promotional registration activity for the promotion up to that day over the time that the promotion is live.

Users & Groups

Copy that appears in left column: N/A

Overview (appears in help area initially)

Description:
This section allows system administrators with sufficient credentials to create, edit, and/or delete users (those that can utilize this system) and entities (online affiliates such as "Cleveland.com", and member papers such as "The Cleveland Plain Dealer" under which users exist).

Parent Group

Type:
Drop-down menu or static field

Values:
Dynamic, based on current logged-in administrator.

Description:
This field defines what parent group the currently-edited user or group belongs to. Depending on the current logged-in administrator's system rights, this field may appear as a single static entity (if only one option exists) or as a drop-down menu.

First Name

Type:
Input box

Values:
Alphanumeric

Description:
This field defines the name of the user.

Last Name

Type:
Input box

Values:
Alphanumeric

Description:
This field defines the last name of the user.

Email Address

Type:
Input box

Values:
Alphanumeric

Description:
This field defines the email address of the user. This address will be utilized as part of that user's login credentials. In addition, a lost password response requested by the user will be sent to this address.

Password

Type:
Input box

Values:
Alphanumeric

Description:
This field defines the password of the user. Note that this field is not clear text and is therefore viewable by any parties with appropriate administrative access to this level of the system.

Name

Type:
Input box

Values:
Alphanumeric

Description:
This field defines the common name of an online affiliate or member paper.

Legal Name

Type:
Input box

Values:
Alphanumeric

Description:
This field defines the official legal name of an online affiliate or member paper.

Legal Address (line 1)

Type:
Input box

Values:
Alphanumeric

Description:
This field defines the first line of the official legal mailing address of an online affiliate or member paper.

Legal Address (line 2)

Type:
Input box

Values:
Alphanumeric

Description:
This field defines the second line of the official legal mailing address of an online affiliate or member paper.

Time Zone

Type:
Drop-down menu

Values:
Eastern
Central
Mountain
Pacific
Alaska
Hawaii

Description:
This field defines the time zone in which the Online Affiliate or Member Paper has its legal offices for purposes of determining the start and end times of the promotion.

Logo Image

Type:
Image

Values:
jpg
jpeg
gif
png (without invisible background)

Description:
An image of the group's logo may be uploaded to the system for display to all users logging in under that parent group. The dimensions must be no larger than 110 pixels wide by 58 pixels tall.