



Linking to Creative in the Publisher Dashboard

Overview

Advertisers have the capability to provide their Publishers with user-readable links to specific destinations in the Publisher Dashboard. Popular uses for these links include:

1. A link in a newsletter to Publishers directing them to the Create Links page
2. A "Get Code" link on the Create Links page so Publishers can pull the linking code for a specific piece of creative
3. A "Join LinkShare Now" link on an Advertiser splash page to recruit new Publishers

Please Note: These links are the actual URL for the specified page in the Publisher Dashboard. If a Publisher is already logged into their account and then clicks on the URL, they will be automatically sent to the specified destination point in the Publisher Dashboard. If a Publisher is not logged into their account, they will be sent to an interim log-in screen, and upon successful authentication, they will be automatically directed to the destination specified by the URL.

How Do I Link into the Publisher Dashboard?

1. **Join Programs/Create Links Page:** fill in the value for the Baseline Offer ID (oid). See below for instructions on how to find this value. http://cli.linksynergy.com/cli/publisher/programs/advertiser_detail.php?oid=XXXXXX

Please Note: The LinkShare interface will determine, upon Publisher login, if a relationship exists between the Publisher and the Advertiser. If a Publisher is approved in the program, the link above will direct to the Create Links page. If the Publisher is not yet approved in the program (or no relationship exists) they will be directed to the Join Programs page.

2. **LinkShare Registration:** (used on Advertiser website splash page): fill in the value for the LinkShare assigned Advertiser ID (mid). See below for instructions on how to find this value.

<https://cli.linksynergy.com/cli/publisher/registration/registration.php?mid=XXXXX>

To find your OID and MID, follow these steps:

1. Log into the Advertiser Interface
2. In the Program Offer Management Section, click on "Calendar – View/Modify Terms"
3. Find your baseline offer in the calendar (it will be marked with [BASE]). Click on the link.
4. Find the URL for the page that opens up. It will look like this: <http://mlogin.linksynergy.com/php-bin/merchant/offer/offerEdit.shtml?id=XXXXX&auth=M&oid=XXXXXX>
5. The MID is the number listed after id= in the URL.
6. The OID is the number listed after oid=in the URL.

How Do I Link to Different Types of Creative?

Follow these instructions in order to build a URL that will link to specific creative types within your inventory in the Publisher Dashboard. You can add specifications to filter based on category and image size. Please Note: you must follow steps 1-4 in order to produce a functional URL; steps 5-6 are optional. Please test all links before use!

1. Start with the base URL.
http://cli.linksynergy.com/cli/publisher/links/link_list.php?
2. Fill in the value for the Advertiser ID (mid): See above for instructions on how to find this value.
http://cli.linksynergy.com/cli/publisher/links/link_list.php?mid=XXXXX
3. Fill in the correct network ID (nid) from the list below:
http://cli.linksynergy.com/cli/publisher/links/link_list.php?mid=XXXXX&nid=X

Network	NID
United States	1
United Kingdom	3
Canada	5

4. To specify a creative type (type) to link to, select from the list below and add to the link:

http://cli.link synergy.com/cli/publisher/links/link_list.php?mid=XXXXX&nid=X&type=XXXX

Type	Value
Banner Links	banner
Text Links	text
Individual Product Links	product
Dynamic Rich Media Links	drm
Search Box	searchbox
Flex Links	flex
Storefronts	storefront

5. To specify a category (categories) to link to, follow the steps below and add the option value to the link:

http://cli.link synergy.com/cli/publisher/links/link_list.php?mid=XXXXX&nid=X&type=XXXX&categories=XXXX

To find the category value, follow these steps:

1. Log into the Advertiser Interface
2. In the Links/Merchandising section, click on "Image Inventory"
3. In the browser window, select "View" in the browser toolbar. Click on "View Page Source" or "Source."
4. In the notepad window that opens, find the category name you would like to link to. (The easiest method to find the category is to use the "Find" tool)
5. Locate the corresponding option value for that category (see example below)
<option value="86">Gift Cards </option>
6. Add this number to the URL after &categories=

6. To specify a banner size (filter_banner_size) to link to, select from the list below and add to the link:

http://cli.link synergy.com/cli/publisher/links/link_list.php?mid=XXXXX&nid=X&type=XXXX&categories=XXXX&filter_banner_size=XX

Image Dimension	Size #
728 x 90 Leader-board	16
720 x 300 Pop-Under	17
550 x 480 Pop-Up Large	18
468 x 60 Full Banner	1
392 x 72 Mid Banner	2
336 x 280 Large Rect	12
300 x 600 Half Page Ad	19
300 x 250 Med Rect	13
250 x 250 Sq Pop-up	14
240 x 400 Vert Rect	15

Image Dimension	Size #
234 x 60 Half Banner	3
180 x 150 Rectangle	11
160 x 600 Wd Skyscrp	9
125 x 125 Sq Button	4
120 x 90 Button	5
120 x 60 Button 2	6
120 x 240 Vert Banner	8
120 x 600 Skyscraper	10
88 x 31 Micro Bar	7
Other	0

Congratulations! You have successfully constructed your own URL to your creative inventory in the Publisher Dashboard. Please make sure to test all links before use! Your link should look something like this:

http://cli.link synergy.com/cli/publisher/links/link_list.php?mid=13508&nid=1&type=banner&categories=19&filter_banner_size=8

How Do I Link to Specific Creative?

In the Publisher Dashboard, every piece of creative is assigned its own pop-up window where linking codes can be pulled. Each pop-up window has a unique URL, so you can navigate your Publishers directly to this page. One popular use for this link will be on your Create Links page. For example, you can provide a preview of a new promotional banner, and below it, you can include a link that says "Get Code." This will link to the pop-up window that contains the linking code for that banner.

1. Log into the Publisher Dashboard using a Publisher account.
2. Go to the Links section
3. Find your Advertiser program from the list, and click "Advertiser Details"
4. Find the creative you want to link to by using the Filter and click "Get Link"
5. A pop-up window will open which contains the linking code for that piece of creative. This is the page we want to link to.
6. To obtain the URL for this pop-up window, you can right click on the white space below the linking code (see screenshot below). Select "View Page Info" or "Properties" from the list (options will vary depending on the browser you are using)
7. Copy the URL for the page. It will look like this:
[http://cli.linksynergy.com/cli/publisher/links/link_detail.php?creative\[\]=10000370~banner~2417](http://cli.linksynergy.com/cli/publisher/links/link_detail.php?creative[]=10000370~banner~2417)

Link Code

Send All via Email Export All to .csv Close

Advertiser	LinkShare Referral Prg
Link Type	Banner
Link Name	Banner
Start Date	27-FEB-07
End Date	28-FEB-12
Link ID	10000052
Example of link	

Open link in a new window

```
<a href="http://click.linksynergy.com/fs-bin/stat?id=1Mh2Xiq9xN0&offerid=7097. border="0" alt="LinkShare Referral Prg" src="http://ad.linksynergy.com/fs-bin/show?id=1Mh2Xiq9xN0&bids=7097.10000052">
```

Back Forward Reload Stop Bookmark This Page... Save Page As... Send Link... View Background Image Select All View Page Source View Page Info

Done

To build this URL manually, fill in the appropriate values for the components outlined in the URL below:
[http://cli.link synergy.com/cli/publisher/links/link_detail.php?creative\[\]=CREATIVEID~TYPE~MID](http://cli.link synergy.com/cli/publisher/links/link_detail.php?creative[]=CREATIVEID~TYPE~MID)

Value	Description																
CREATIVEID	The Link ID for the creative you would like to link to.																
TYPE	<p>Select from the chart below:</p> <table border="1"> <thead> <tr> <th>Type</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Banner Links</td> <td>banner</td> </tr> <tr> <td>Text Links</td> <td>text/email</td> </tr> <tr> <td>Individual Product Links</td> <td>individualproducts</td> </tr> <tr> <td>Dynamic Rich Media Links</td> <td>drm</td> </tr> <tr> <td>Search Box</td> <td>searchbox</td> </tr> <tr> <td>Flex Links</td> <td>flexlink</td> </tr> <tr> <td>Storefronts</td> <td>storefront</td> </tr> </tbody> </table>	Type	Value	Banner Links	banner	Text Links	text/email	Individual Product Links	individualproducts	Dynamic Rich Media Links	drm	Search Box	searchbox	Flex Links	flexlink	Storefronts	storefront
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MID	The LinkShare assigned ID for your account. See above for instructions on how to find this value.																

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