

# Backend Banner Rotation System - Sell Banner Ads

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Simple and easy CGI Perl script: This is this the fastest banner rotator script known to mankind , it also has cool new expiration concepts for selling ads. You can setup multiple accounts and each account holder can login with a username/password to check their impressions, clickthroughs and CTR's in realtime. The cool thing is you can set accounts to expire one of two ways. Accounts can be set to expire by number of impressions (when the account holder exceeds the set number of impressions their ad automatically expires). Accounts can also be set to expire by number of days (flat rate advertising). This offers you a dual marketing approach to selling your valuable banner space. We use this very same system to sell ads on our site and it works great. System load is vitually undetectable. All stats are in realtime. Admin panel allows you to browse all accounts and their individual statistics, view all banner ads at once, modify/delete accounts, and even check the overall impressions and clicks to your server. Single installation can run ads on unlimited sites. System Requirements \* Perl 5 \* Mysql Database Software \* Msq-Mysql Module \* DBI Module \* Password protection ability recommended \* Unix recommended Features \* Mysql backend million times faster than lame flatfile systems \* Allows account holders to login to check their stats in realtime \* Tracks impressions, clickthroughs and CTR's \* Secure admin interface allows overview of all account statistics \* Admin statistics calculated \* Modify & Delete accounts at will \* Accounts automatically expire based on duration or number of impressions \* Negligable system load

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