

ABSTRACT

An **ad server** is a computer server, specifically a web server, that stores advertisements used in online marketing and delivers them to website visitors. **Ad serving** describes the technology and service that places advertisements on web sites. Ad serving technology companies provide software to web sites and advertisers to serve ads, count them, choose the ads that will make the website or advertiser most money, and monitor progress of different advertising campaigns.

An ad server is the name for the organization, hardware, and software that deliver advertising creative to the user's browser. An ad server solution is a powerful online ad serving technology solution for publishers, online retailers, and other media properties. The adserver has 3 modules:

Administrator can control all processes of the entire project. Admin can login at any time to see the process of all users. Admin can monitor all the activities of the user. Affiliate Signs up outside of the system or admin creates a new affiliate in the system. Based on this setting, a new affiliate will be put in either pending or approved state. Publisher An individual or organization involved in the publication and dissemination of advertisements

SOFTWARE DESCRIPTION

SYSTEM ENVIRONMENT

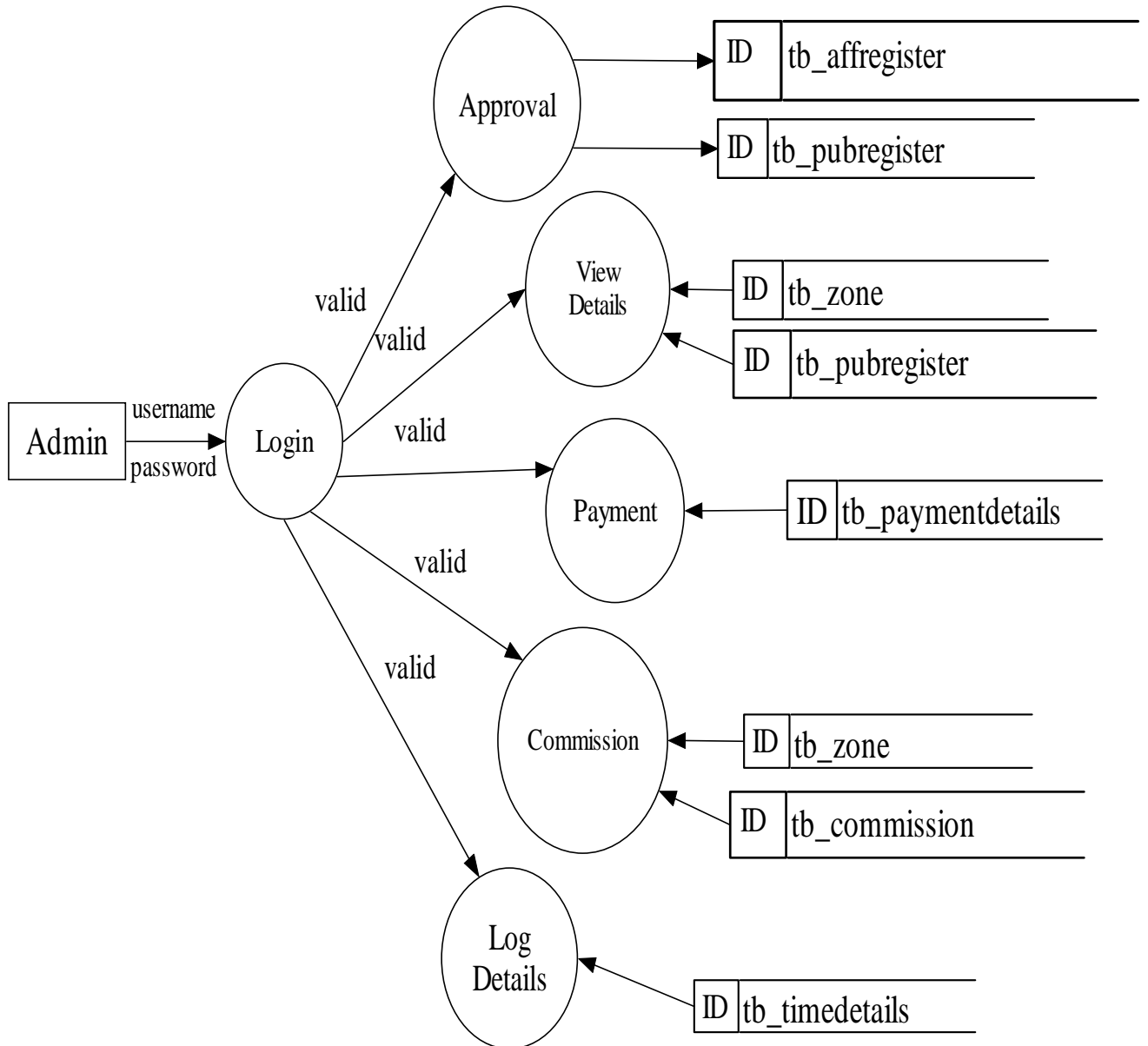
HARDWARE REQUIREMENTS

Processor	: Pentium-IV 2.6GHz
Hard Memory	: 40GB
Monitor	: Samsung 15 color
Keyboard	: 118 keys
Mouse	: Logitech
Ram	:1GB

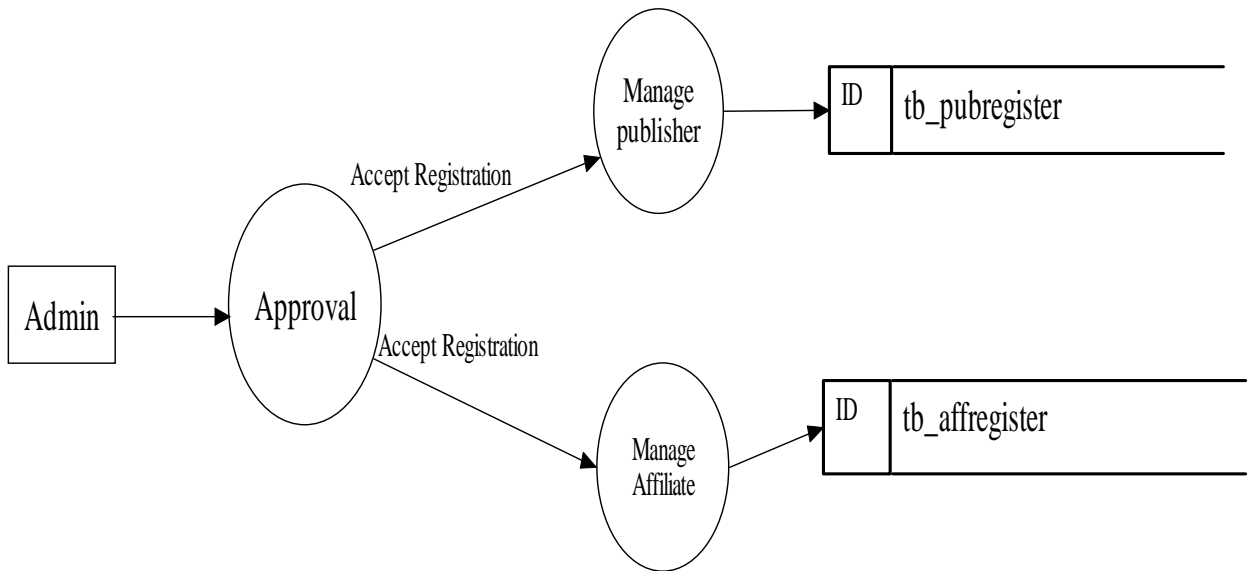
SOFTWARE REQUIREMENTS

Front End	: ASP.Net
Back End	: Microsoft SQL Server 2000
Operating System	: Windows XP
Language	: C#
Frame work	: Microsoft Visual Studio 2005

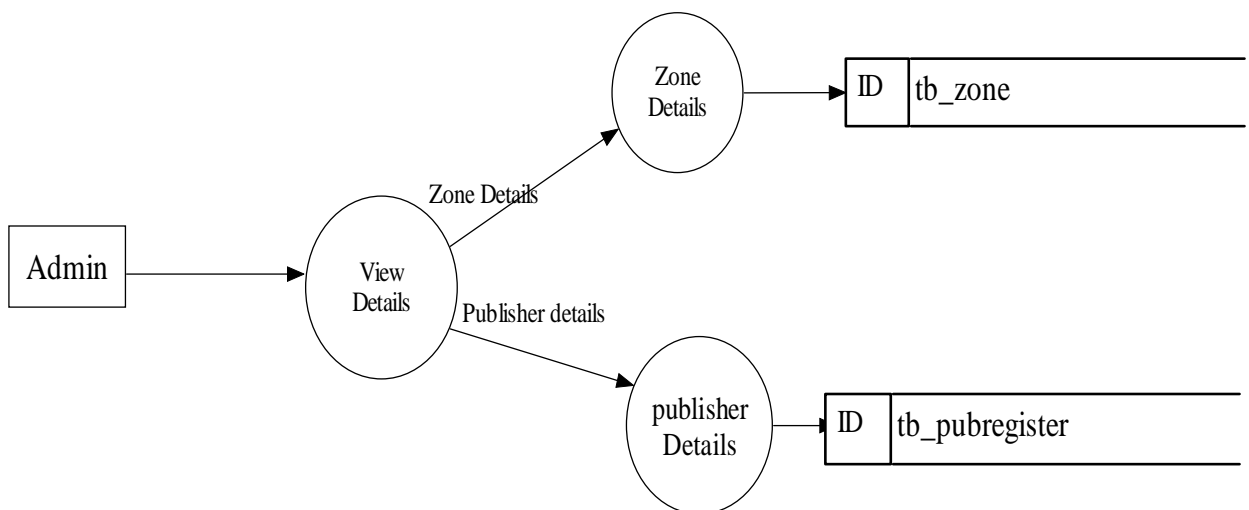
DATAFLOW DIAGRAM



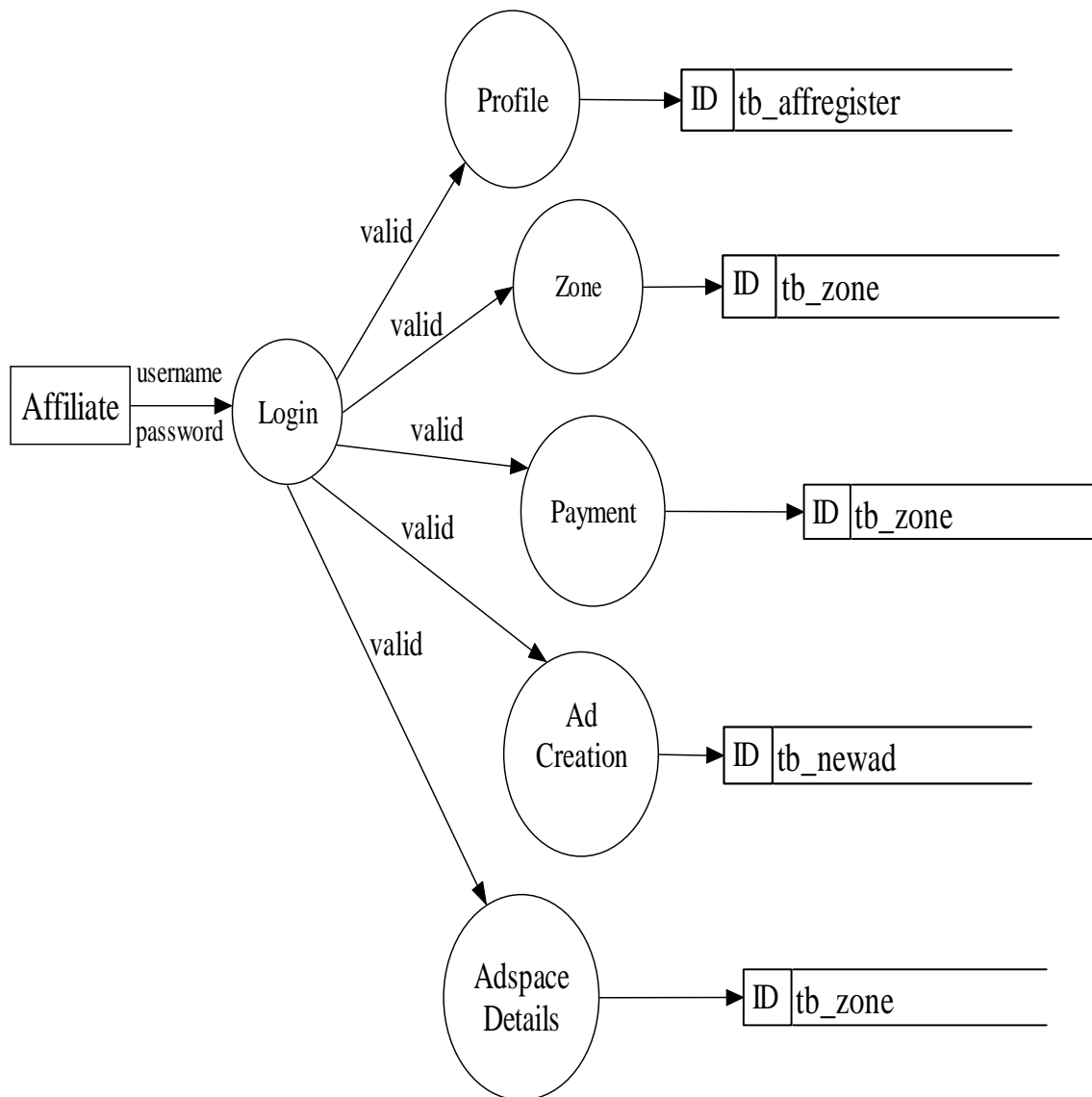
Dfd Level 0: ADMIN



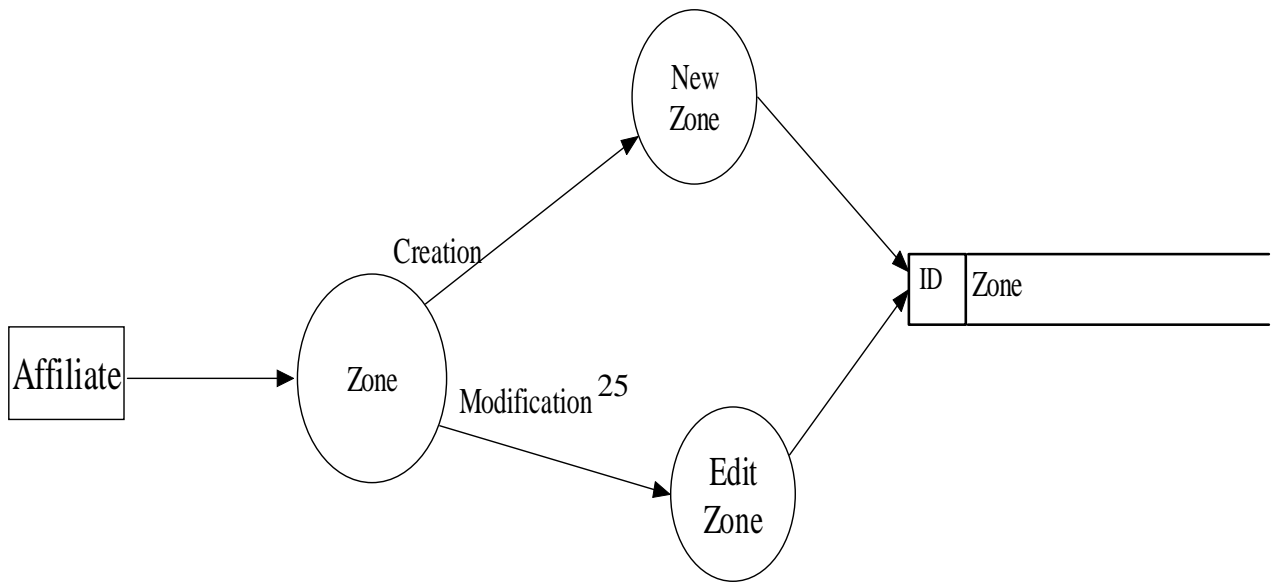
Dfd Level 0.1: ADMIN APPROVAL



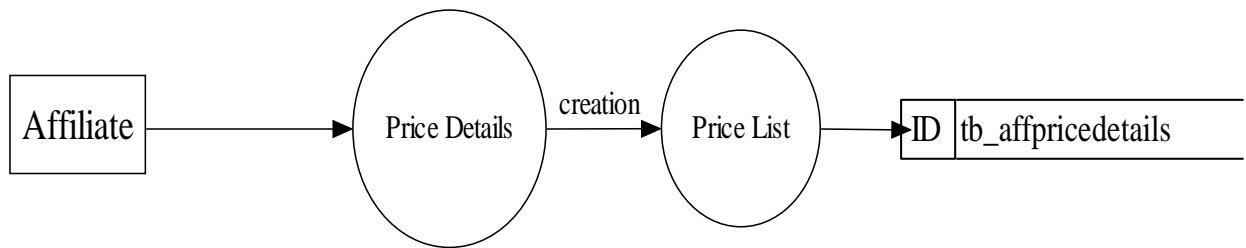
Dfd Level 0.2: VIEW DETAILS



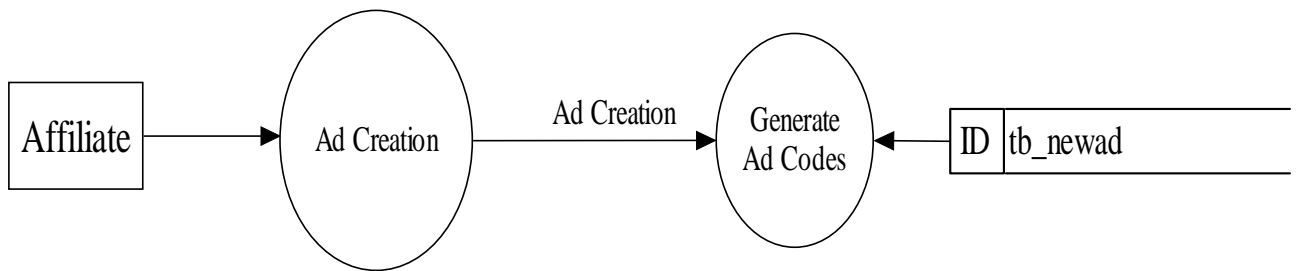
Dfd Level 1: AFFILIATE



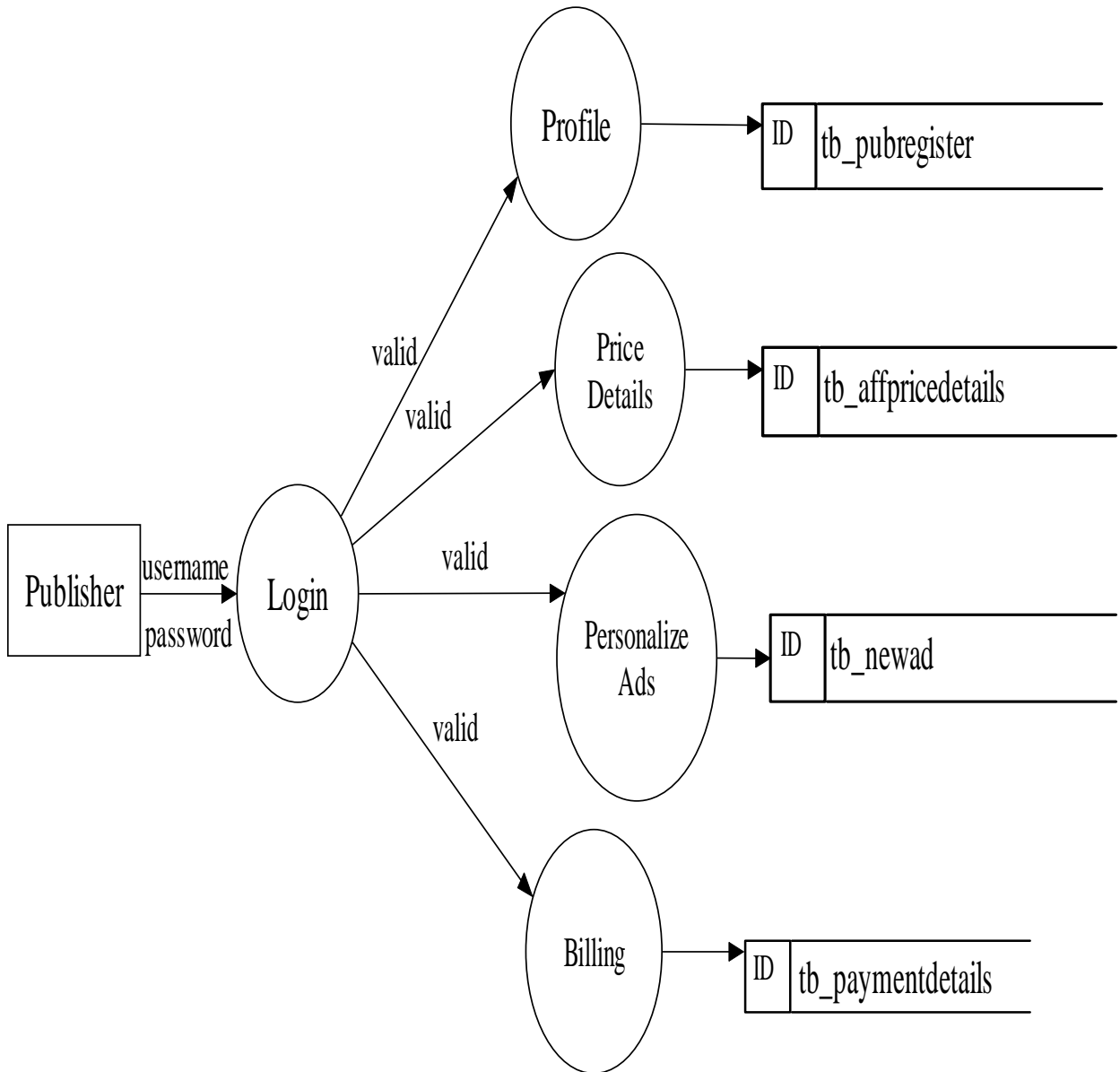
Dfd Level 1.1: ZONE DETAILS



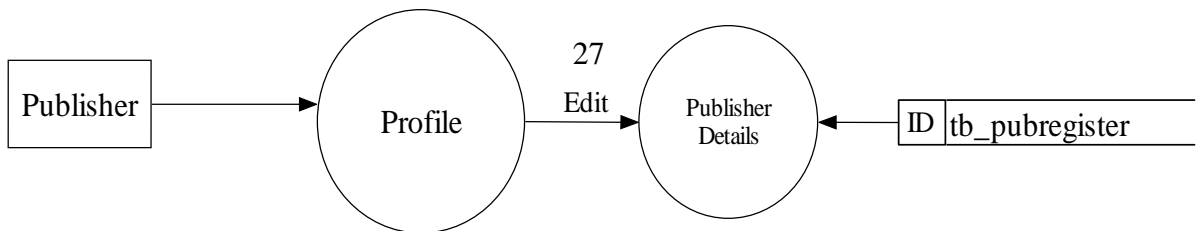
Dfd Level 1.2: PRICE DETAILS



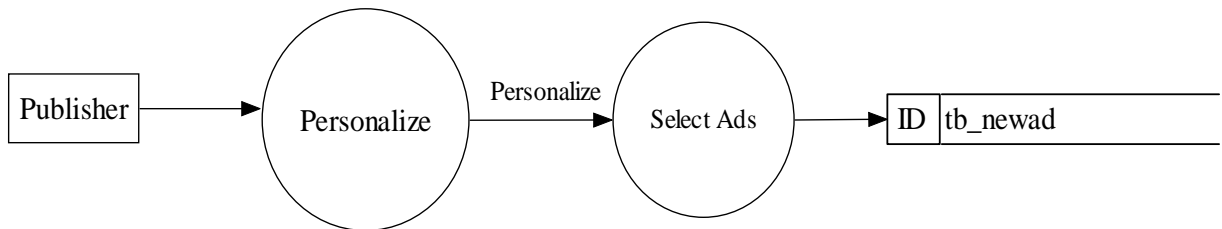
Dfd Level 1.3: HTML CODE GENERATION



Dfd Level 2: PUBLISHER



Dfd Level 2.1: PROFILE MANAGEMENT



Dfd Level 2.2: AD SELECTION

