

Televisual.com

Banner update guide

09.11.20

Advertising Banners

The Televisual website is capable of showing advertising banners.

Each banner is composed of a graphic (gif, png or jpg) and optionally a link to a web page (URL).

Links can be internal (to a page on the Televisual site) or external (to a page on another website).

The banners that are currently available to use anywhere on the site are accessible via the “Console” (see later).

Slot Allocations

Each of the following pages (and sets of pages) have three horizontal “728 x90” shaped banners – top middle and bottom and up to eight more square-shaped rectangular banners on the right hand side:

- Home
- News (all news categories apart from “Features & Opinion”
- Features & Opinion

For the purpose of this guide we will treat pages and sets of pages as the same thing and just call them pages so “Home (a page)”, “News (a range of pages)” and “Features (a range of pages)” we will refer to as the “Home page”, “News page” and “Features page” to keep things simpler.

The website is capable of showing different banners in different positions on different pages and sets of pages.

Each of the news categories is capable of showing different banners in different positions but we choose to keep them all the same.

The arrangement of **available** advertising slots is shown in **Appendix 1**

The **current allocations** of these slots are shown in **Appendix 2**

You should not need to change how any slots are allocated unless you are increasing the number of banners allocated on a page (or page range) OR you wish to use the same banners in different positions on different pages .

If you do change the allocations **Appendix 3** provides a page you can print out to show the new allocations, superseding Appendix 2

Changing Banners

In most circumstances if you decide to change an advertising banner, rather than changing the slot allocation you just **change the content of the banner that is currently occupying the slot that you wish to change.**

For example the Home page has a 728 x 90 banner at the top. If you wish to change that to that of a different advertiser you first look to see how that slot is allocated (Appendix 2 - or 3 if you have re-allocated it). At time of writing this “Header Banner” slot on Home is allocated to banner “728 x 90 01”.

You would log into the WordPress Admin and then once logged in use your “Console” bookmark to take you to the Console. If you haven’t bookmarked the Console yet you need to use this link then add it to your browser bookmarks (or favorites):

https://www.televisual.com/wp/wp-admin/edit.php?s&post_status=all&post_type=post&action=-1&m=0&cat=5&filter_action=Filter&paged=1

You will now see a list of the different available banners as per Appendix 4

In the list locate your banner (Advert Banner 728 x 90 01 in this example) and click on it to open it for editing.

You will then see a page much like Appendix 5

Replace the **Link** (internal or external) with the new link for this advertiser.

Replace the **Featured Image** with a like-for-like sized image for this advertiser. NB. In your setup the “Featured Image” may be in a different part of the editing screen than in Appendix 5)

Click “**Update**” to save your changes and then **Clear The Cache** (Appendix 6) to refresh the website itself.

Appendix 7 provides a handy list where you can keep a record of which advertising banner is mapped to which advertiser. You can print this out and keep it somewhere, amending as necessary as things evolve.

Appendix 8 shows the current mappings at time of writing by way of example.

Allocating & Reallocating Slots

The **current allocations** of the slots are shown in **Appendix 2**

You should not need to change how any slots are allocated unless you are increasing the number of banners allocated on a page (or page range) OR you wish to use the same banners in different positions on different pages .

If you do change the allocations **Appendix 3** provides a page you can print out to show the new allocations, superseding Appendix 2.

To change the slot allocations on the News or Features page you need to navigate to the “Categories” part of the WordPress Admin:

Log into the **WordPress Admin** -> **Posts** -> **Categories** (in the menu on the left below “Posts”)

You should see a page like **Appendix 9 (and 10)**. Appendix 9 shows the categories that need to have their slots changed for the News page and Appendix 10 for the Features page.

Click on the Category that you want to change. As shown in Appendix 9 for News you need to edit each of the below in turn to cover the entire “News” page:

Commercials & Brand, Post & VFX, The Kit, The Shoot, The Work and TV & Film

For the Features page you just need to edit its Category as in Appendix 10 – *Features & Opinion*

Each is managed in the same way. Click on the category’s name in the list to open up an editing page similar to Appendix 11

Choose which slot is allocated to which banner (from the list shown in the Console).

Consult Appendix 2 and 3 and make sure that you update your current version of Appendix 3 with your allocations so that you can refer to this in the future rather than having to work out how everything is allocated manually.

Remember to save and to clear the cache (Appendix 6).

Appendix

Appendix 1

Available Advertising Slots

Home



News Categories



Features

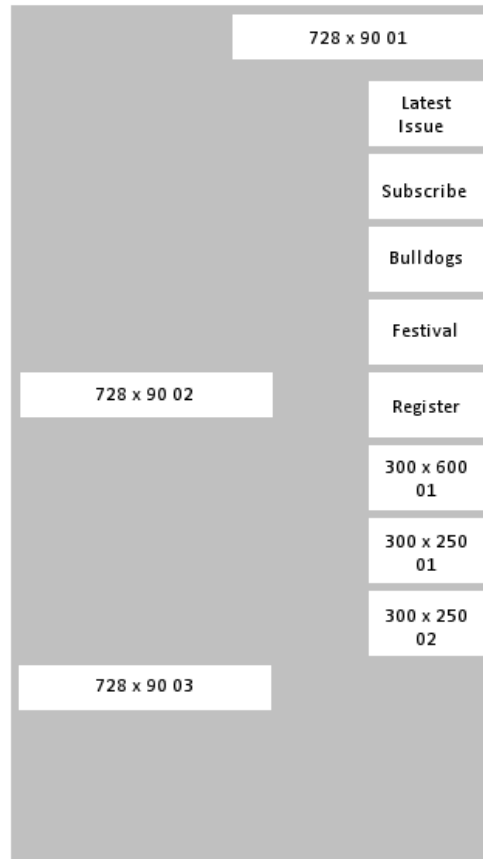


Appendix 2

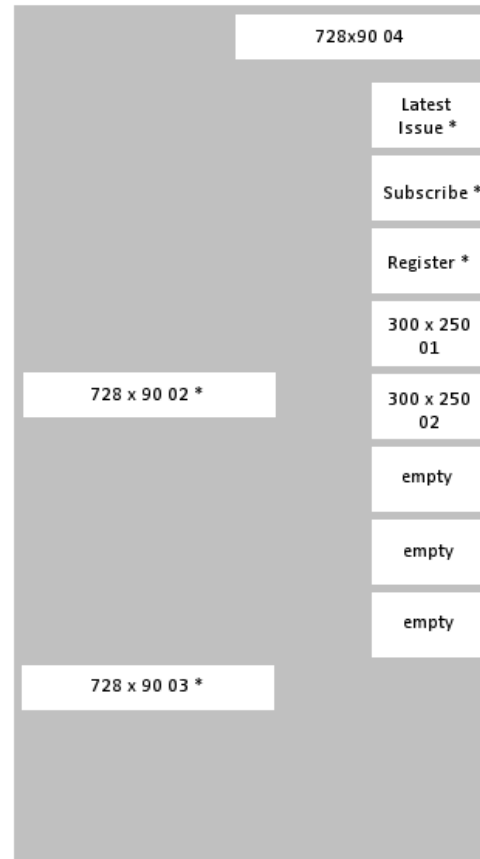
Current Assignments

* = default

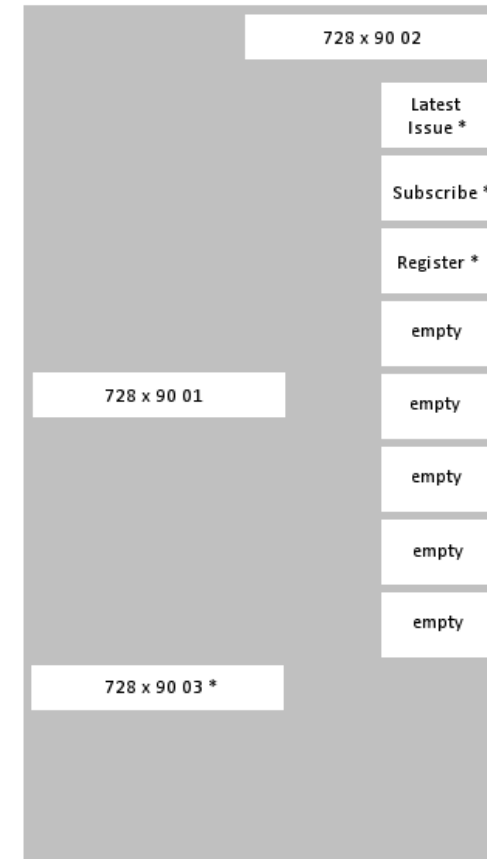
Home



News Categories



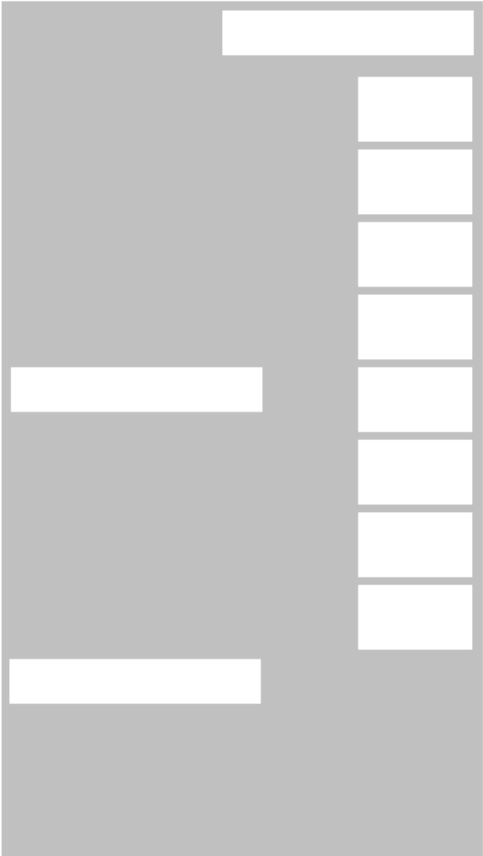
Features



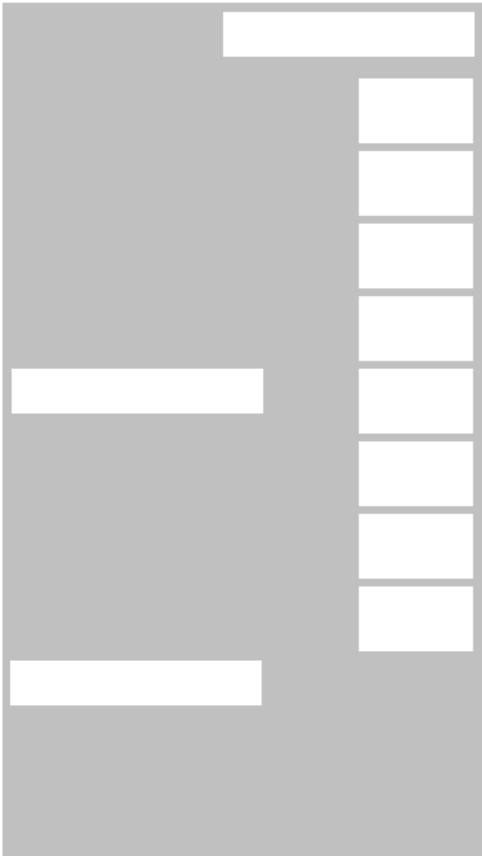
Appendix 3 - Print this page out to help keep a reference of **where** slots have been allocated (if changed)...

Reassignments

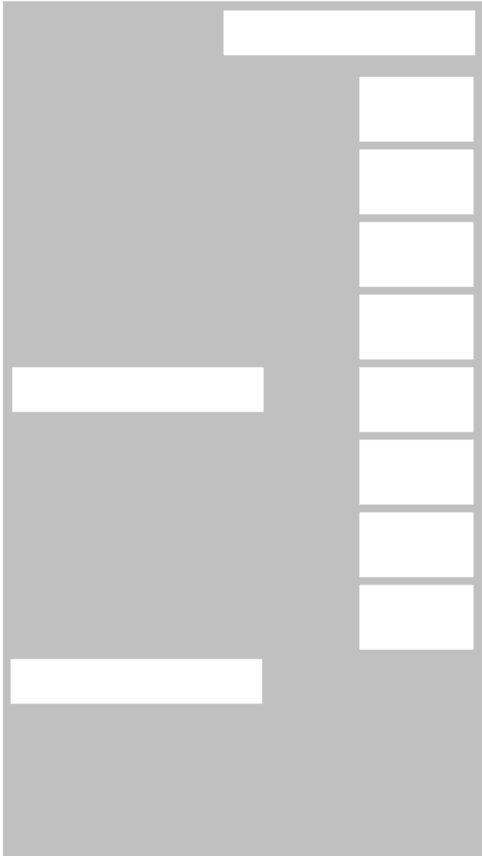
Home



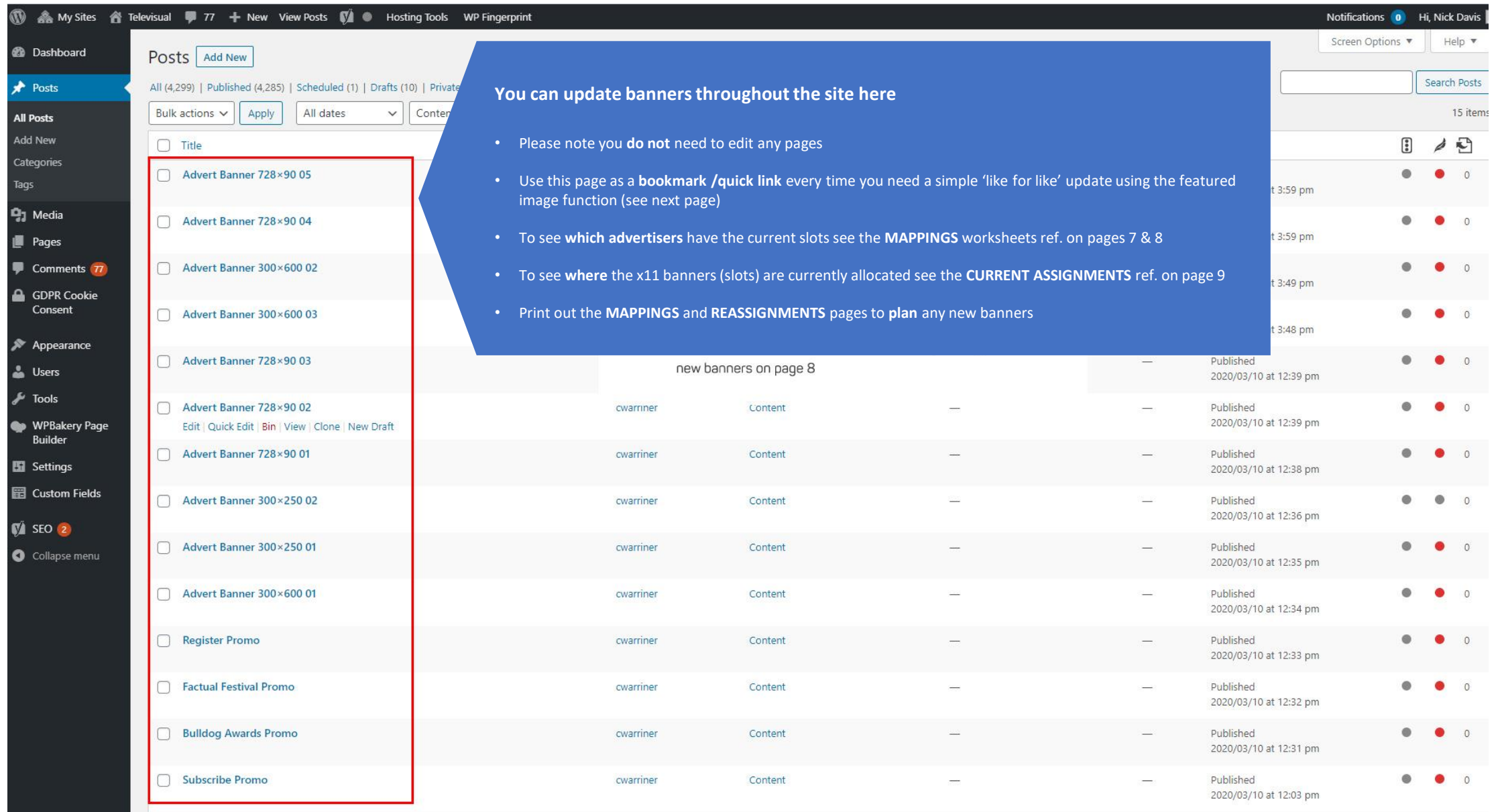
News Categories



Features



Appendix 4 - Console https://www.televisual.com/wp/wp-admin/edit.php?s&post_status=all&post_type=post&action=1&m=0&cat=5&filter_action=Filter&paged=1



You can update banners throughout the site here

- Please note you **do not** need to edit any pages
- Use this page as a **bookmark /quick link** every time you need a simple 'like for like' update using the featured image function (see next page)
- To see **which advertisers** have the current slots see the **MAPPINGS** worksheets ref. on pages 7 & 8
- To see **where** the x11 banners (slots) are currently allocated see the **CURRENT ASSIGNMENTS** ref. on page 9
- Print out the **MAPPINGS** and **REASSIGNMENTS** pages to **plan** any new banners

new banners on page 8

Post Title	Author	Content	Status	Published Date	Comments
☐ Title					
☐ Advert Banner 728×90 05					
☐ Advert Banner 728×90 04					
☐ Advert Banner 300×600 02					
☐ Advert Banner 300×600 03					
☐ Advert Banner 728×90 03					
☐ Advert Banner 728×90 02	cwarriner	Content	Published	2020/03/10 at 12:39 pm	0
☐ Advert Banner 728×90 01	cwarriner	Content	Published	2020/03/10 at 12:38 pm	0
☐ Advert Banner 300×250 02	cwarriner	Content	Published	2020/03/10 at 12:36 pm	0
☐ Advert Banner 300×250 01	cwarriner	Content	Published	2020/03/10 at 12:35 pm	0
☐ Advert Banner 300×600 01	cwarriner	Content	Published	2020/03/10 at 12:34 pm	0
☐ Register Promo	cwarriner	Content	Published	2020/03/10 at 12:33 pm	0
☐ Factual Festival Promo	cwarriner	Content	Published	2020/03/10 at 12:32 pm	0
☐ Bulldog Awards Promo	cwarriner	Content	Published	2020/03/10 at 12:31 pm	0
☐ Subscribe Promo	cwarriner	Content	Published	2020/03/10 at 12:03 pm	0

Appendix 5 – Changing an existing banner

televisual.com/wp/wp-admin/post.php?post=325&action=edit

My Sites Televisual 77 + New View Post Hosting Tools WP Fingerprint Copy to a new draft Notifications 0 Hi, Nick Davis

Dashboard

Posts

Posts

Media

Pages

Comments 77

GDPR Cookie Consent

Appearance

Users

Tools

WPBakery Page Builder

Settings

Custom Fields

SEO 2

Collapse menu

Preview as:

☒ Mobile result ☐ Desktop result

www.televisual.com › news › advert-banner-728x90-01

Advert Banner 728x90 01 - Televisual

Mar 10, 2020 · Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.

AUCTION

SEO title

Title Page Separator Site title

Insert variable

Slug

advert-banner-728x90-01

Meta description

Insert variable

Modify your meta description by editing it right here

SEO analysis

+ Add related keyphrase

Cornerstone content

Advanced

All Categories Most Used

☒ Content

☐ Commercials & Brand

☐ Features & Opinion

☐ Post & VFX

☐ The Kit

☐ The Shoot

☐ The Work

☐ TV & Film

+ Add New Category

Internal Link

Link image to a page or post on this website.

Select

OR

External Link

Link image to an external website address.

https://eurovals.co.uk/portfolio-item/pr

Clicks *

7

Featured image

SALE BY ONLINE AUCTION

On behalf of Bag The Ad Limited

Click the image to edit or update

[Remove featured image](#)

Update the banner here (like for like)

Appendix 6 - Clear the cache

My Sites

Televisual

77

New

2

Hosting Tools

WP Fingerprint

Notifications 0Hi, Nick Davis

Screen Options▼Help▼

Search Categories

9 item

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Pages

Comments 77

GDPR Cookie Consent

Appearance

Users

Tools

WPBakery Page Builder

Settings

Custom Fields

SEO 2

Collapse menu

Categories

Add New Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Parent Category

None

Description

The description is not prominent by default; however, some themes may show it.

Header Banner

Select

If not chosen this defaults to Advert Banner 728×90 01

Banner Image 02

Select

If not chosen this defaults to Advert Banner 728×90 02

Banner Image 03

Select

If not chosen this defaults to Advert Banner 728×90 03

Linked Image 01

Select

If not chosen this defaults to Latest Issue Promo

Linked Image 02

Select

Remember to clear all caches when you have uploaded a new banner

☐ Name	Description		Slug	Count
☐ Commercials & Brand	—	●	commercials-and-brand	56
☐ Content	—	●	content	15
☐ Features & Opinion	—	●	features-and-opinion	857
☐ Post & VFX	—	●	post-and-vfx	131
☐ The Kit	—	●	the-kit	61
☐ The Shoot	—	●	the-shoot	100
☐ The Work	—	●	the-work	27
☐ TV & Film	—	●	tv-and-film	3,221
☐ Uncategorized	—	●	uncategorised	0

Bulk actions▼

Apply

9 item

Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the default category **TV & Film**. The default category cannot be deleted.

Categories can be selectively converted to tags using the [category to tag converter](#).

Appendix 7 - Print this worksheet page out to help keep a reference of **which** slots the advertisers have been allocated...

Mappings

As per Posts - Content Categories Filter

Advert Banner 728×90 01	=	
Advert Banner 728×90 02	=	
Advert Banner 728×90 03	=	
Advert Banner 728×90 04	=	
Advert Banner 728×90 05	=	
Advert Banner 300×600 01	=	
Advert Banner 300×600 02	=	
Advert Banner 300×600 03	=	
Advert Banner 300×250 01	=	
Advert Banner 300×250 02	=	
	=	
	=	

Appendix 8 - Example (current status 11/11/20)

Mappings

As per Posts - Content Categories Filter

Advert Banner 728×90 01	=	European valuations
Advert Banner 728×90 02	=	Procam Take 2
Advert Banner 728×90 03	=	Envypost
Advert Banner 728×90 04	=	Dock 10
Advert Banner 728×90 05	=	Pro Sony
Advert Banner 300×600 01	=	Black Magic
Advert Banner 300×600 02	=	Professional Dolby
Advert Banner 300×600 03	=	Black Magic
Advert Banner 300×250 01	=	Grierson
Advert Banner 300×250 02	=	empty
	=	
	=	

Appendix 9 - Changing news slots <https://www.televisual.com/wp/wp-admin/edit-tags.php?taxonomy=category>

My Sites

Televisual

77

New

2

Hosting Tools

WP Fingerprint

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Pages

Comments 77

GDPR Cookie Consent

Appearance

Users

Tools

WPBakery Page Builder

Settings

Custom Fields

SEO 2

Collapse menu

Categories

Screen Options

Help

Search Categories

9 items

Bulk actions

Apply

☐ Name	Description		Slug	Count
☐ Commercials & Brand	—		commercials-and-brand	56
☐ Content	—		content	15
☐ Features & Opinion	—		features-and-opinion	857
☐ Post & VFX			post-and-vfx	131
☐ The Kit			the-kit	61
☐ The Shoot			the-shoot	99
☐ The Work			the-work	27
☐ TV & Film			tv-and-film	3,221
☐ Uncategorised	—		uncategorised	0

Bulk actions

Apply

9 items

Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the default category TV & Film. The default category cannot be deleted.
Categories can be selectively converted to tags using the [category to tag converter](#).

Add New Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Parent Category

None

Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description

The description is not prominent by default; however, some themes may show it.

Header Banner

Select

If not chosen this defaults to Advert Banner 728×90 01

Banner Image 02

Select

If not chosen this defaults to Advert Banner 728×90 02

Banner Image 03

Select

If not chosen this defaults to Advert Banner 728×90 03

Linked Image 01

Select

If not chosen this defaults to Latest Issue Promo

Linked Image 02

Select

This is where you **change** the allocated SLOTS for banners in the NEWS section (should you need to)

Appendix 10 - Changing features slots <https://www.televisual.com/wp/wp-admin/edit-tags.php?taxonomy=category>

My Sites

Televisual

77

New

2

Hosting Tools

WP Fingerprint

Dashboard

Posts

All Posts

Add New

Categories

Tags

Media

Pages

Comments 77

GDPR Cookie Consent

Appearance

Users

Tools

WPBakery Page Builder

Settings

Custom Fields

SEO 2

Collapse menu

Categories

Screen Options

Hi, Nick Davis

Search Categories

9 items

Bulk actions

Apply

☐	Name	Description		Slug	Count
☐	Commercials & Brand	—		commercials-and-brand	56
☐	Content			content	15
☐	Features & Opinion			features-and-opinion	857
☐	Post & VFX			post-and-vfx	131
☐	The Kit			the-kit	61
☐	The Shoot			the-shoot	99
☐	The Work			the-work	27
	TV & Film			tv-and-film	3,221
☐	Uncategorised	—		uncategorised	0

Bulk actions

Apply

9 items

Deleting a category does not delete the posts in that category. Instead, posts that were only assigned to the deleted category are set to the default category TV & Film. The default category cannot be deleted.

Categories can be selectively converted to tags using the [category to tag converter](#).

Add New Category

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Parent Category

None

Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.

Description

The description is not prominent by default; however, some themes may show it.

Header Banner

Select

If not chosen this defaults to Advert Banner 728×90 01

Banner Image 02

Select

If not chosen this defaults to Advert Banner 728×90 02

Banner Image 03

Select

If not chosen this defaults to Advert Banner 728×90 03

Linked Image 01

Select

If not chosen this defaults to Latest Issue Promo

Linked Image 02

Select

This is where you **change** the allocated SLOTS for banners in the FEATURES section (should you need to)

Appendix 11 – Changing slot allocations

The screenshot shows the WordPress 'Edit Category' interface. The left sidebar contains navigation links: Dashboard, Posts, All Posts, Add New, Categories, Tags, Media, Pages, Comments (77), GDPR Cookie Consent, Appearance, Users, Tools, WPBakery Page Builder, Settings, Custom Fields, SEO (2), and Collapse menu. The main content area is titled 'Edit Category' and includes the following fields:

- Name:** Features & Opinion. Subtext: The name is how it appears on your site.
- Slug:** features-and-opinion. Subtext: The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.
- Parent Category:** None. Subtext: Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.
- Description:** A rich text editor with an 'Add Media' button and tabs for Visual and Text.

Below the description field, there is a note: "The description is not prominent by default; however, some themes may show it."

At the bottom of the screen, there are sections for banners and linked images:

- Header Banner:** Advert Banner 728×90 02. Subtext: If not chosen this defaults to Advert Banner 728×90 01.
- Banner Image 02:** Advert Banner 728×90 01. Subtext: If not chosen this defaults to Advert Banner 728×90 02.
- Banner Image 03:** Select. Subtext: If not chosen this defaults to Advert Banner 728×90 03.
- Linked Image 01:** Select. Subtext: If not chosen this defaults to Latest Issue Promo.
- Linked Image 02:** Select. Subtext: If not chosen this defaults to Subscription Promo.

A red box highlights the Banner Image 02, Banner Image 03, Linked Image 01, and Linked Image 02 sections. A blue arrow points to this red box with the text: "You can amend the allocated slots here".