

Publications

A publisher maintains online **publications** such as a website, blog, video channel, newsletter, smartphone app, or webshop. Adhese is platform-agnostic: it can support any type of publication.


You can filter the *Publications* screen by publisher and select a publisher from the **Show only** drop-down menu above the list. You can filter the *Publications* screen by publication status using the **Filter** drop-down menu. Determine the number of results to display from the **Number of results** drop-down. Use the *search* bar to search for a specific publication.


Create a new publication









To add a new publication:

1. Click *Admin* in the left navigation menu. This opens the *Administration* screen.


2. Click *Publications*. The *Publications* screen opens:









































Publications

 Create a new publication

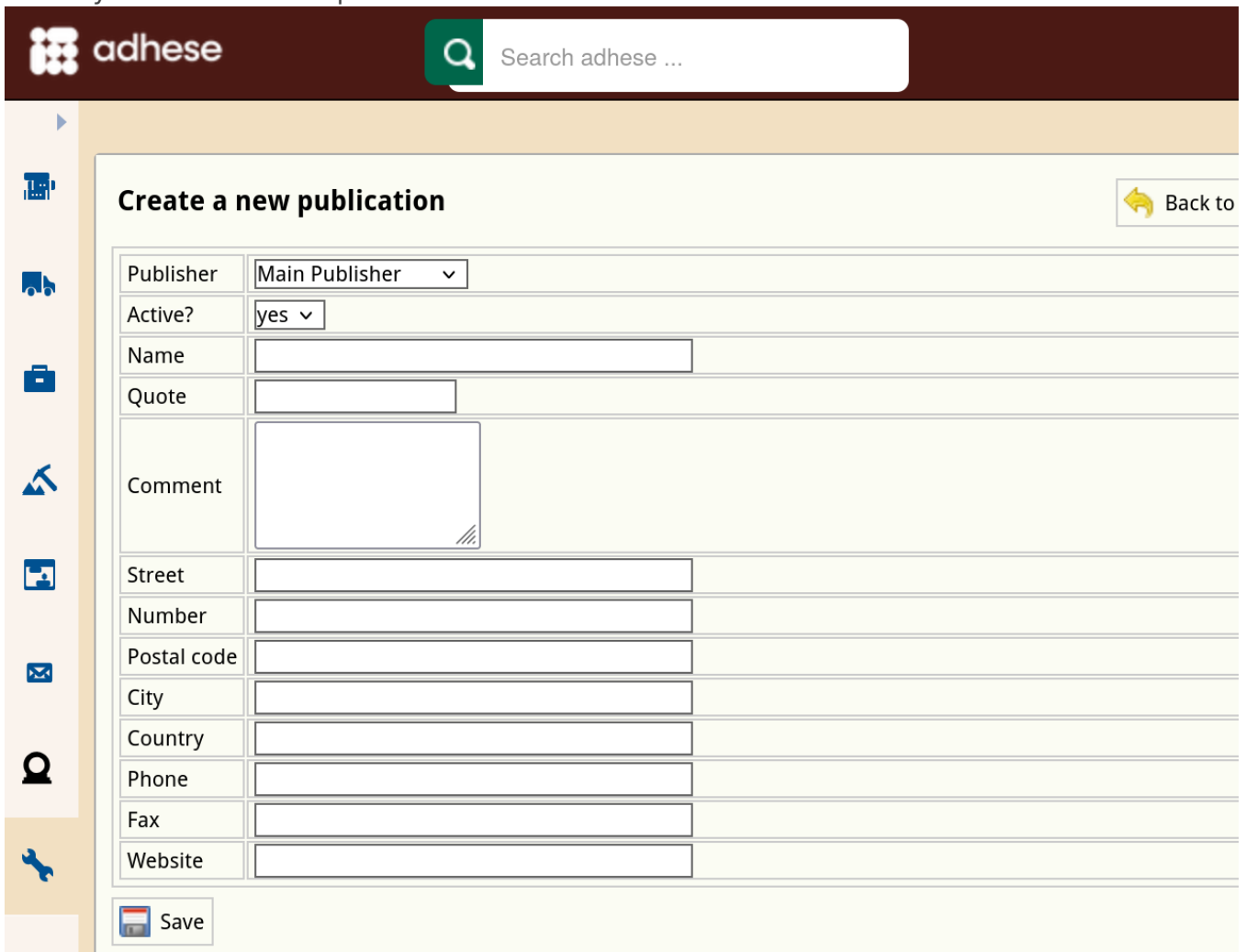
 Back to Administration

Show only -- Number of results 25 Filter Active search

N°	Publication	
17	Adheses - Wikan	
97	adheses1	
99	adheses2	
90	Anna	
11	Casper test publication	
14	Demo	
8	Dev Testing	
6	Integration Testing	
10	Kevin's test publication	
2	Magazine	
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1	Newspaper	
15	SDK testing	
13	Selenium	
76	SeleniumTestCompany	
56	SeleniumTestCompany	
75	SeleniumTestCompany	
74	SeleniumTestCompany	
73	SeleniumTestCompany	
72	SeleniumTestCompany	
70	SeleniumTestCompany	
69	SeleniumTestCompany	
68	SeleniumTestCompany	
67	SeleniumTestCompany	
57	SeleniumTestCompany	

Page 1 of 5 

- Click the *Create a new publication* button. This opens the *Create New Publication* screen, where you enter the new publication details.



The screenshot shows the 'Create a new publication' form in the Adhese web application. The form is titled 'Create a new publication' and has a 'Back to' button with a yellow arrow icon. The form fields are as follows:

Publisher	Main Publisher ▾
Active?	yes ▾
Name	<input type="text"/>
Quote	<input type="text"/>
Comment	<div><div></div></div>
Street	<input type="text"/>
Number	<input type="text"/>
Postal code	<input type="text"/>
City	<input type="text"/>
Country	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
Website	<input type="text"/>


At the bottom of the form is a 'Save' button with a floppy disk icon.

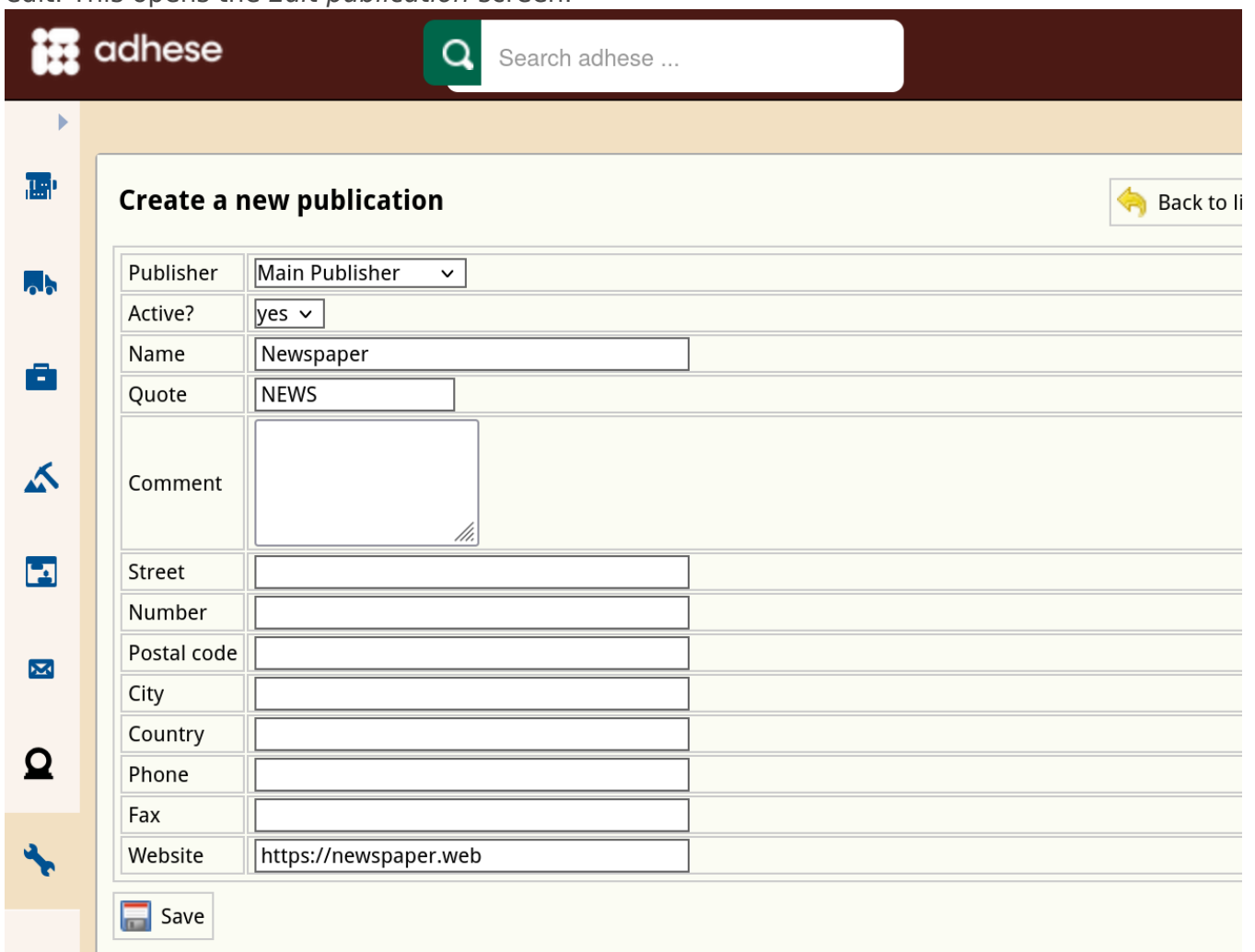
- In the **Publisher** drop-down, select the publisher to which the publication belongs.
- Select *yes* or *no* to determine whether the status of the publication is active or not in the **Active?** drop-down. By default, a new publication is active. If a publication is set to inactive, you will not be able to use it to serve ads.
- Enter a name for the publication in the **Name** field.
- (Optional) Enter a short name for the publication in the **Quote** field. Adhese uses the quote as a short notation for the publication and displays it in the list of locations (see [Create a new location](#)).
- (Optional) Enter the publisher's contact details in the **Street**, **Number**, **Postal code**, **City**, **Country**, **Phone**, and **Fax** field
- To preview uploaded creatives in Adhese, provide the URL of the publication's website in the **Website** field.
- Click the *Save* button at the bottom of the form to save your new publication.

Make sure to use a full URL (e.g. <https://example.com>) instead of a short URL (e.g. example.com)

Edit a publication

To edit a publication:

1. Go to the *Administration* screen. Click *Admin* in the left navigation menu.
2. Click *Publications*.
3. In the list of publications, click the name or the edit icon  for the publication you want to edit. This opens the *Edit publication* screen.



The screenshot shows the 'Create a new publication' form in the adhese system. The form is titled 'Create a new publication' and has a 'Back to li' button in the top right corner. The form contains the following fields:


- Publisher:** Main Publisher (dropdown menu)
- Active?:** yes (dropdown menu)
- Name:** Newspaper
- Quote:** NEWS
- Comment:** (text area)
- Street:** (text field)
- Number:** (text field)
- Postal code:** (text field)
- City:** (text field)
- Country:** (text field)
- Phone:** (text field)
- Fax:** (text field)
- Website:** <https://newspaper.web>

At the bottom of the form, there is a 'Save' button with a floppy disk icon.

4. Change any of the publication's details.
5. Click *Save*.

Deactivate a publication

To deactivate a publication:

1. Go to the *Administration* screen. Click *Admin* in the left navigation menu.
2. Click *Publications*.
3. In the list of publications, click the name of the publication or click the edit icon  for the publication you want to deactivate. This opens the Edit a publication screen.
4. Change the **Active** field from *yes* to *no*.
5. Click *Save*.

The publication and its positions are no longer available in the *Booking* header. An inactive publication will be grey (instead of yellow) in the list of publishers.

1-2

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25-26

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835-836

837-838

839-840

841-842

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861-862

863-864

865-866

867-868

869-870

871-872

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877-878

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973-974

975-976

977-978

979-980

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997-998

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Create a new publication

Back to Administration

Show only -- Number of results 25 Filter All search

N°	Publication	
17	Adhese - Wikan	
97	adhese1	
99	adhese2	
90	Anna	
95	Anna2	
96	Anna2	
98	AnnaSecond	
11	Casper test publication	
14	Demo	
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2	Magazine	
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69	SeleniumTestCompany	
70	SeleniumTestCompany	
74	SeleniumTestCompany	
75	SeleniumTestCompany	
72	SeleniumTestCompany	

Page 1 of 5

Deactivating a publication prevents new bookings from being created for it. Running bookings, including bookings where the publication is part of a channel, remain active. The owner of the deactivated publication is responsible for removing all requests to Adhese. To prevent running bookings from delivering on deactivated publications, create a 100% SOV booking coupled with an empty ad on the highest priority. Check that this booking has priority over all other bookings in the competing bookings list and/or the planned daily traffic graph.

Revision #15

Created 10 June 2024 08:17:52 by Casper Steuperaert

Updated 4 March 2025 09:46:48 by Casper Steuperaert