System.Web.UI.WebControls.Ad Rotator

Advertisement File Format

- The **AdRotator** control uses a separate XML advertisement file to store the advertisement information, such as the location of the image to display and the URL of the page to link to. The **AdvertisementFile** property of the **AdRotator** control specifies the path to this file.

<Advertisements> tags

- When creating the advertisement file, opening and closing **<Advertisements>** tags mark the beginning and the end of the file, respectively.

- Opening and closing **<Ad>** tags delimit each advertisement. All advertisements are nested between the opening and closing **<Advertisements>** tags.

- If the file contains multiple **<Advertisements>** tags, only the first set of **<Advertisements>** tags in the file will be parsed by the **AdRotator** control. All other **<Advertisements>** tags will be ignored.

- The data elements for each advertisement are nested between the opening and closing **<Ad>** tags. Although certain data elements are predefined (such as **ImageUrl** and **NavigateUrl**), you can place custom elements between the **<Ad>** tags.

- These elements will be read by the **AdRotator** control when it parses the file. The information is then passed to the **AdCreated** event in the **AdProperties** dictionary property.

- The following table lists the data elements that are predefined for the XML advertisement file.

- **<ImageUrl>** The absolute or relative URL to an image file (optional).

- **<NavigateUrl>** The URL of a page to link to if the user clicks the ad (optional).

- **<AlternateText>** The text display in place of the image when the image is not available (optional).

- **<Keyword>** A category for the advertisement (for example, "computers") that you can filter by (optional).

- **<Impressions>** A number that indicates the importance of the ad in the schedule of rotation relative to the other ads in the file (optional). The larger the number, the more often the ad is displayed. The total of all **Impressions** values in the XML file cannot exceed 2,047,999,999. If it does, the **AdRotator** throws a run-time exception.

```xml
<Advertisements>

  <Ad>
    <ImageUrl>~/images/1.gif</ImageUrl>
    <NavigateUrl>http://www.microsoft.com</NavigateUrl>
    <AlternateText>hello</AlternateText>
    <Keyword>Computers</Keyword>
    <Impressions>80</Impressions>
  </Ad>

  <Ad>
    <ImageUrl>~/images/2.gif</ImageUrl>
    <NavigateUrl>http://www.microsoft.com</NavigateUrl>
    <AlternateText>Alt Text</AlternateText>
    <Keyword>Computers</Keyword>
    <Impressions>80</Impressions>
  </Ad>

  <Ad>
    <ImageUrl>~/images/3.gif</ImageUrl>
    <NavigateUrl>http://www.microsoft.com</NavigateUrl>
    <AlternateText>Alt Text</AlternateText>
    <Keyword>Computers</Keyword>
    <Impressions>80</Impressions>
  </Ad>

</Advertisements>
```

```
<html>
<body>
    <h3><font face="Verdana">AdRotator
    Example</font></h3>
    <form runat=server>
        <asp:AdRotator id="ar1"
    AdvertisementFile="Ads.xml" BorderWidth="1"
    runat=server />
<asp:Button id="button1" text ="reload"
    runat="server"/>
    </form>

</body>
</html>
```

AdRotator Example

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Essays
Travelogues

amazon.com.

Reload

AdRotator Example

Reload