

Ad Tags Tutorial

WordPress



LocalYokel MEDIA
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Wordpress

Inserting Ad Tags into the
Margin/Sidebar via Widget

WordPress Dashboard

Step 1:
Locate and Click
'Appearance' Menu

Step 2:
Select 'Widgets'

The screenshot shows the WordPress dashboard for a site named 'Local Yokel Media'. The left-hand sidebar contains a menu with the following items: Dashboard, All in One SEO, Posts, Media, Pages, Comments, Calls to Action, Components, Jobs, News, Templates, **Appearance** (highlighted with an orange circle), Themes, Customize, Widgets (indicated by an orange arrow), Menus, Editor, Plugins (7), Users, Tools, Settings, BackupBuddy, HubSpot, and Collapse menu. The main content area displays the 'Manage Themes' and 'Install Themes' tabs, with the 'LocalYokel Media' theme selected. Below the theme name, there are links for 'Customize', 'Options: Widgets', and 'Menus'. A blue notification box titled 'New Feature: Customizer' is overlaid on the right side, containing the text: 'Click Customize to change the header, background, title and menus of the current theme, all in one place.' and 'Click the Live Preview links in the Available Themes list below to customize and preview another theme before activating it.' with a 'Dismiss' button.

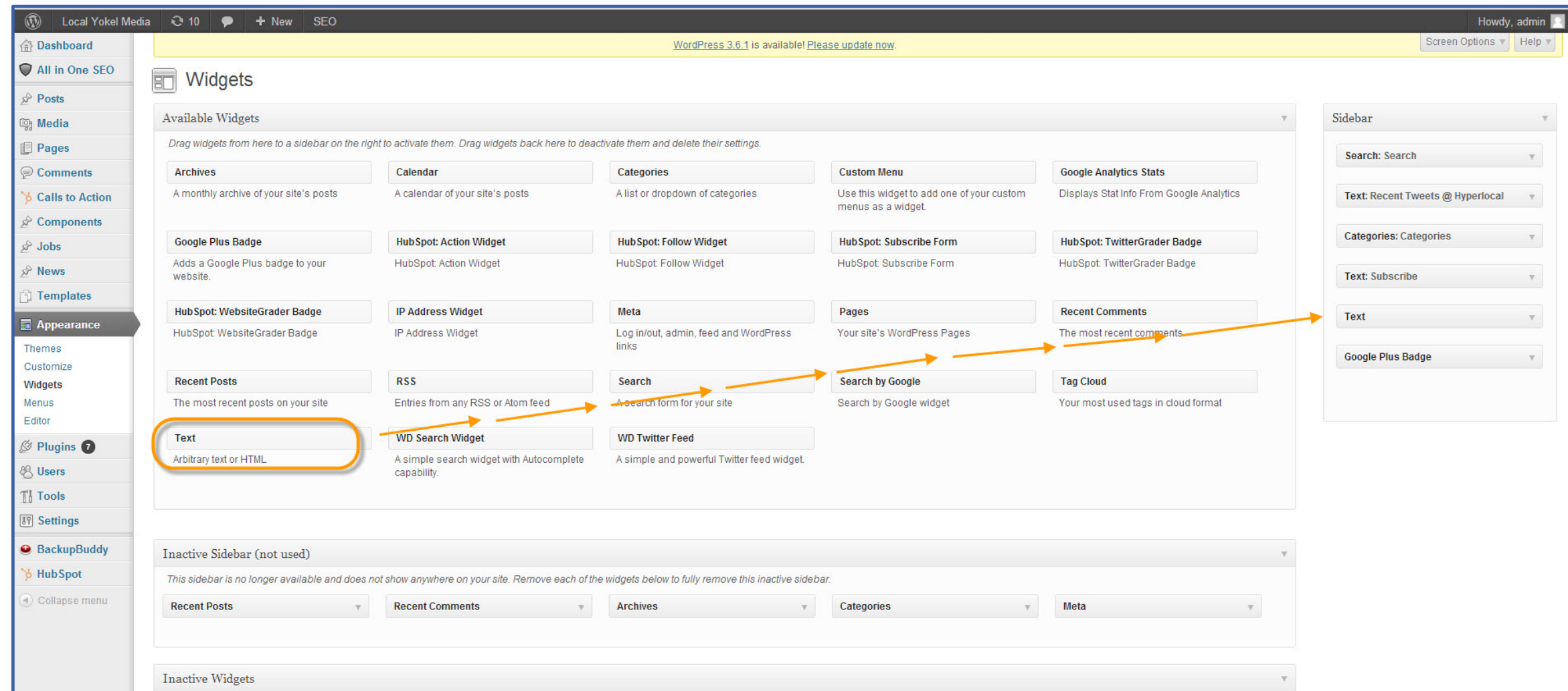
WordPress Dashboard

Step 3:
Locate 'Text' Widget

Step 4:
Drag 'Text' Widget to
'Sidebar'

Place the 'Text' Widget in
the Sidebar stack based
on where you would like
the display ad(s) to show
up in your margin

You may add as many
Text Widgets to your
sidebar as needed: one
widget per ad tag



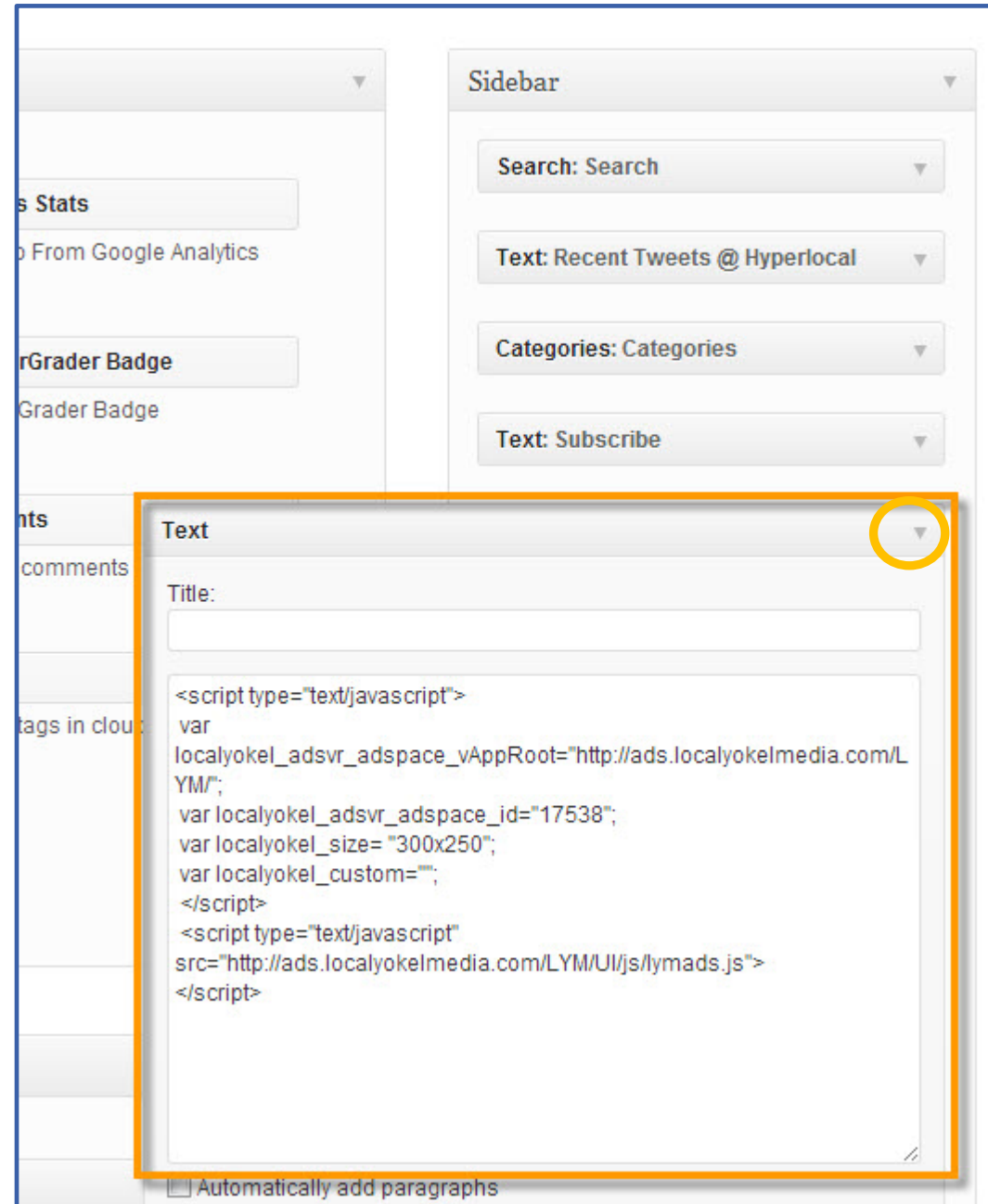
WordPress Dashboard

Step 5:
Click the arrow next to the Text Widget title to open the widget

Step 6:
Paste the Local Yokel Media ad tag into the text box

Step 7:
Click 'Save' at the bottom of the widget

That's it!



The screenshot shows the WordPress dashboard's widget management area. A 'Text' widget is selected and expanded, showing its configuration options. The 'Title' field is empty. The main text area contains the following JavaScript code:

```
<script type="text/javascript">
var
localyokel_adsvr_adspace_vAppRoot="http://ads.localyokelmedia.com/LYM/";
var localyokel_adsvr_adspace_id="17538";
var localyokel_size="300x250";
var localyokel_custom="";
</script>
<script type="text/javascript"
src="http://ads.localyokelmedia.com/LYM/UI/js/lymads.js">
</script>
```

The 'Automatically add paragraphs' checkbox is checked at the bottom of the widget configuration. A yellow circle highlights the dropdown arrow next to the 'Text' widget title.



Wordpress

Inserting Ad Tags Directly Into Template

WordPress Dashboard

Step 1:
Locate and Click
'Appearance' Menu

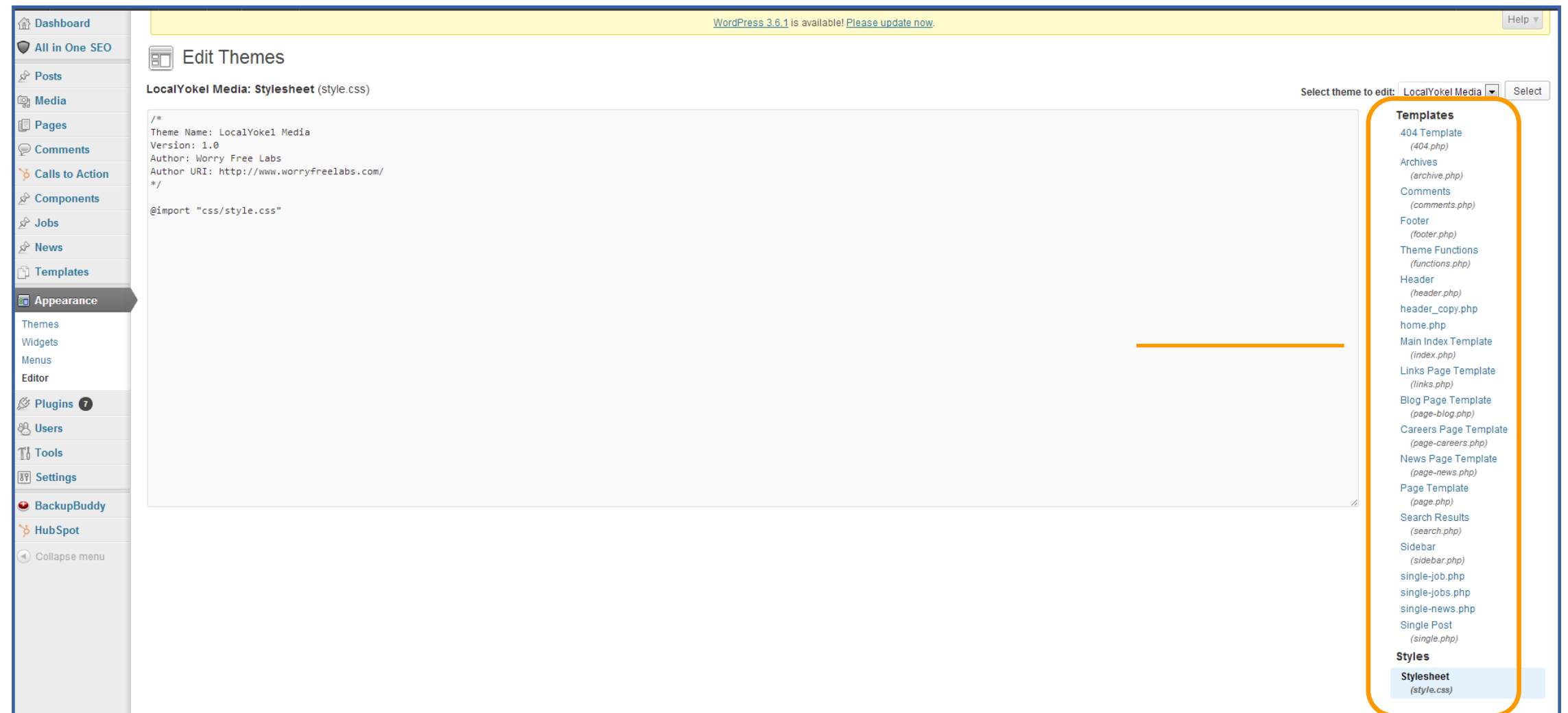
Step 2:
Select 'Editor'

The screenshot displays the WordPress dashboard interface. On the left, the sidebar menu is visible, with the 'Appearance' menu item highlighted by an orange oval. Below it, the 'Editor' option is indicated by an orange arrow. The main content area shows the 'Manage Themes' and 'Install Themes' tabs. The current theme is 'LocalYokel Media' by Worry Free Labs, version 1.0. The theme preview shows a website layout with various sections, including a header, a main content area with text and images, and a footer. The 'Editor' option is selected, indicating the user is in the theme editor mode.

WordPress Dashboard

Step 3:
Under the 'Templates' column, locate the template file that corresponds with where you would like the ad space to appear

For more information about template files, please refer to [this Wordpress tutorial](#).





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Thank You!
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