



(Established under Galgotias University Uttar Pradesh Act No. 14 of 2011)

## **ONLINE ADVERTISING AGENCY SYSTEM**

1613101826\_Vineet Singh\_FinalProjectReport)

A Report for the Evaluation 3 of Project 2

Submitted by

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*in partial fulfillment for the award of the degree of*

**Bachelor of Technology**

**IN**

**Computer Science and Engineering**

**SCHOOL OF COMPUTING SCIENCE AND ENGINEERING**

**Under the Supervision of**

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**APRIL / MAY- 2020**



**GALGOTIAS  
UNIVERSITY**

**SCHOOL OF COMPUTING AND SCIENCE AND  
ENGINEERING**

**BONAFIDE CERTIFICATE**

**Certified that this project report “ONLINE ADVERTISING AGENCY  
SYSTEM” is the bonafide work of “VINEET SINGH(1613101826)” who  
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## **TABLE OF CONTENTS**

<b>CHAPTER NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
1.	Abstract	1
2.	Introduction	2
3.	Existing System	5
4.	Proposed system	7
5.	Implementation or architecture diagram	10

6.	Output / Result / Screenshot	15
7.	Conclusion/Future Enhancement	18
8.	References	20

### **Abstract**

In this project the user has to register to the website. After the registration user will get login id and password. The login id and password helps to user login the website. The user can view account details after login. In the account panel it has option to add new advertisement. The new advertisement comes with advertisement title, advertisement description and its landing link. After submitting advertisement the administrator will verify the advertisement. After the approval the advertisement will start promoting in all the websites.

Our project supports for text based, Banner based and video based advertisement. The text based advertisement only contains text and its loads faster than video advertisement and the banner advertisement contains images with link. In the video based advertisement the video plays automatically if user opens the page.

In existing system manual method is used to taking orders, maintaining details of customers, advertising orders and maintaining employee's information in files.

### **Introduction**

Advertising is one of the fast growing and ever green field where business related work for selling products, advertising through online, television advertising, banner advertising and many works are carried out. For every advertising company they handle different types of works and they need to always be in contact with customers. In existing system manual method is used to taking orders, maintaining details of customers, advertising orders and maintaining employee's

information in files. Which is a time taking and not an efficient method for providing better service.

In order to solve this problem in this project we propose a software application which will have different modules for taking orders, managing customer's information in central database, managing employee's information and advertising creating applications. Using a single software application all these operations can be performed which is save time and improve better customer service.

We would like to express our heartfelt thanks to Dr.M.Thirunavukkarasan for their constant support and Encouragement during this phase and forgive us valuable suggestions time to time.

### **Exsting System**

This website is based on incremental software process model.

The incremental model combines elements of the linear sequential model with the iterative philosophy of prototyping. The incremental model applies linear sequences in a staged fashion as calendar time progresses.

The plan addresses the modification of the core product to better meet the needs of the customer and the delivery of additional features and functionalities. But unlike prototyping, the incremental model focuses on the delivery of an operational product with each increment. Early increments are stripped down versions of final product.

It will do following things:

- ATS Advertising Agency provide s the best and latest reservation system all over the
- It also provides the source a reservation facility for the admin.
- ATS Advertising Agency also provide all type of reservation in which like as: online, newspaper etc.

## **Proposed model**

To solve actual problems in systems developing, a system developer or a team of developers must incorporate a development strategy that encompasses the process, methods and tools layers. This strategy is referred to as a process model. A website process model is chosen based on the nature of the system and application, the methods and tools to be used, and controls and delivers those are required.

The features that can be included in online advertisement management application are as follows:

- **Customer information:** The details of the customers like name, address, contact must be stored in order to have the details of the advertisement with great ease.
- **Advertisement details:** The details related to the address can also be stored through this application.
- **Provision of schedules:** The details of the schedules that are provided to the customers can also be maintained through this application.
- **Employee details:** The employee details can also be maintained through this application before the administrator gets the customer details involved in advertisements.
- **Reports:** This application will help in generating reports based on the accounts that are there for advertisements.

## **System Specifications:**

### **Hardware Requirements**

- Pentium-IV (Processor).
- 256 MB or 512 MB Ram
- 512 KB Cache Memory
- Hard disk 10 GB
- Microsoft Compatible 101 or more Key Board

## **Software Requirements**

- Web Technologies : ASP.NET 2.0
- Language : C#
- Database : SQL SERVER 2005
- Web Server : IIS
- Operating System : WINDOWS XP

### **Implementation or architecture diagram**

#### **PROJECT MODULES**

- Administrator
- Registration
- Budget
- Budget List

#### **MODULE DESCRIPTION**

##### **Name of the module – 1: Administrator**

##### **Description:**

Administrator should be able to block fraudulent users from using the system.  
Admin should be able to add more channels and timing's.

## **Sub modules:**

- Login page
- Change password
- Users & Ads
- Channel Timings
- User Details
- View Videos

## **Registration Page:**

In this sub module we add the details of the user like user name, contact no, email id, password and report by taking the primary constraint user id. And it also adds these details in database.

## **Login Page:**

In this sub module the user gives his login and password to enter. If he is valid he enters into resume wizard. If he is not valid he it wants valid.

## **Forgot Password:**

If the user forgot his password, he enter into forget password page there by giving details he get his password.

## **Change Password:**

If the user wants to change his password he can change his password by giving some details

## **Users & Ads**

Admin has the rights to see users and their ad's and has a right to accept or reject it.



## **Channel Timings**

He see the timing that user had requested to show his ad according to the channel.

## **User Details**

He can check the user details if he want.

## **View Videos**

He can download and view the video's that user added to show in channel

## **Name of the module -2: User**

### **Description:**

When the user login type's of ads appear he can choose this type. Then he gets new ad information form. He fills that form and chooses the budget and timing's

### **Sub modules:**

- Slides
- Animation
- Video's

## **Name of the module -3: BUDGET**

### **Description:**

New user's budget is registered here. They can Budget on the advertising ad with the ad agency in this module.

## **Name of the module -4: Budget List**

### **Description:**

According to budget the advertisements are allotted for specific period. Here time period the agency will follow up their product is specified

### **Output / Result / Screenshot**

Admin Welcome Page

# Ad Agency



- [Home](#)
- [User Log](#)
- [Admin Log](#)
- [New Admin](#)
- [New User](#)
- [Contact Us](#)

*The main aim of this project is to provide advertisement details like advertisement cost in various channels. Depending upon the budget the various channels can allot different advertisements.*

Admin page

Home Contact Us

Login

### Admin Registration

#### Login Data

User Name:  Password:

Retype Password:

Security Question What is your Pet's Name:

#### Personal Information

First Name:  Last Name:

Phone No:  Email Id:

Address:  City:

#### Group Name

Groups:

User and Ads

*Ad Agency*



Home

Login

Contact Us

*Login*

User Id:

Password:

[Change Password?](#)

[Forgot Password?](#)

# Ad Agency



[Home](#)  
[Login](#)

[Contact Us](#)

uid	name	email	adname	rdate	sensor	permission
3001	srikanth	srikanth@gmail.com	alvideos/CatSlap.avi	20080819	U/A	granted
3002	varma	varma@gmail.com	alvideos/MichaelJacksonScaryChange.wmv	20090202	A	rejected
3001	srikanth	srikanth@gmail.com	alvideos/CatSlap.avi	20080819	U/A	read

Advertising display



## **Conclusion**

The package was designed in such a way that future modifications can be done easily. The following conclusions can be deduced from the development of the project.

- Automation of the entire system improves the efficiency
- It provides a friendly graphical user interface which proves to be better when compared to the existing system.
- It gives appropriate access to the authorized users depending on their permissions.

- It effectively overcomes the delay in communications.
- Updating of information becomes so easier.
- System security, data security and reliability are the striking features.
- The System has adequate scope for modification in future if it is necessary.

### **Future Enhancement**

This application avoids the manual work and the problems concern with it. It is an easy way to obtain the information regarding the various products information that is present in the markets.

Well I and my team members have worked hard in order to present an improved website better than the existing one's regarding the information about the various activities. Still, we found out that the project can be done in a better way. Primarily, when we request information about a particular Ad it just shows the company, seller details and no. of quantities available. So, after getting the information

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