Integrated System for Publishing and Maintaining Advertisements

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Abstract—In the current scenario of internet era it is convenient and efficient to advertise the products and services through the web, which reach the targeted customer fast. This project provides interface for the common people to advertise their services or products according to their needs. This project is mainly used to publish online advertisement. It is an online virtual directory which eases the people to post their advertisements in textual format so that it can be viewed by the end user in an effective manner. The advertisements are posted in well-defined categories which makes the process of posting and viewing the advertisement very systematic. Each entity is provided a unique user-id and password where they can classify and maintain their set of advertisements without getting clashed with other people’s data. After logging—in the users can post their advertisement online. In case the user doesn’t find the display of his advertisement satisfactory, he can send a feedback to the administrator of the web portal. The existing users can browse through the various ads depending on the user’s choice of category and location. The payment can only be done by using credit cards. The ad can remain posted online for a specific duration for which the payment has been made. After that duration the user can renew their ads further else the Admin has the rights to delete the advertisement. The user can also communicate with the administrator through the feedback section, where the user can send feedback mails to the administrator. He can make a complaint, post queries and also enquire about his ad posted in this site. It uses its own databases to store and access the data required.

Key words: Advertisement, Online Posting, IVR

I. INTRODUCTION

This project is a user-friendly method of posting online advertisements. It makes the task of classifying, organizing, updating, maintaining and viewing the online advertisements easy and effective.

II. SCOPE

The development of this new system contains the following activities, which try to recover the problems from the previous system.

- Manual system changes into computerized system.
- Administrator has the rights to view and delete the ads.
- Provides ease of searching any advertisement.
- User-friendly interface.
- Time saving.
- Different queries can be handled using database connection.

III. EXISTING SYSTEM

In most the existing project related to Advertisement, the searching and viewing an ad, getting the right information, is not in an organized manner.

- Many queries are required to be handled manually and its a tedious process. Its time consuming and most probably the information seekers will end up having few or no information at all. People find it inconvenient to carry a heavy book full of advertisements.
- More and more companies are coming up and it’s difficult to update their information in the current system of Advertisement Media Web Portal. So the drawbacks of the existing system are:
  - Tedious Manual Labour:
    People find it difficult to search for data and information as it is a tedious job. To search for information while an important event occurs is unacceptable.
  - Time Consumption:
    It is a waste of time searching for information in the Advertisement Media Web Portal book especially if it is a new company and their ad is not added in the book.
  - Untimely Updation:
    It is not possible to update the Advertisement Media Web Portal book if new companies springs up or the current address of a company changes. This can create confusion among the users.

IV. PROPOSED SYSTEM

The proposed system is rich in web resources and interactive user interface to efficient and fast advertisement publication. Here all the advertisements are posted online and it is easy for the user to access the information. This proposed system helps in easy updating and modifications and the result can be seen instantaneously.
A. Benefits of Proposed System:
1) Quick and Easy Updation: Since it is an online directory its easy to update the data and information and also make changes to the existing ads.
2) Easy navigation: This makes it easier for the users to navigate through the different ads and post their reviews.
3) Instant access to info: The users does not have to wait for the next edition of the Advertisement Media Web Portal. They only have to logon and search for their data.
4) Online ad posting: It is possible for the users to post their ad to the site easily according to their requirements and then they can view it instantly without any delay.
5) Online editing: The users can edit their ad any time they require. They can make it user friendly as possible. They can get instant reviews on their ads online.
6) Easy time management: There is no wastage of time and the users do not have to wait and search through huge books to get what you want.

V. MODULES

For this project 8 modules have been that helped to shape up the project. They are:
- User Registration
- Advertisement Posting
- Advertisement Viewing
- Editing Advertisement
- Sending Mail
- Rate Calculation
- Existing User Sign Up

A. Module 1 (User Registration):
This module deals with the registration of new users into the site. The users can register themselves and avail the options of posting their ad on the site. Here the user has to register themselves by filling in the user registration form. This form helps the user to access our other resources. The registered user will be given a user-id and password with which he can access the resources.

B. Module 2 (Advertisement Posting):
This module has the option for posting ad after the user has registered themselves in the site. Here the user has to enter in the details like the category, the location, the company name, and the duration of the ad to be posted on the net. They can also select the appropriate template required to make their ad more attractive and presentable.

C. Module 3 (Advertisement Viewing):
In this module the user can search for the already registered advertisements posted in the site. The user has to enter the category and the location of the company, of which he wishes to see the advertisement. Here he will get a list of company names from which he can choose the company he wants. After viewing he can post mail to them if he encounters some query.

D. Module 4 (Editing Advertisement):
This module helps the user to edit their advertisement that they have posted in the site. Here they can make any changes to the site. They can change the template and also change their ad completely suitling to their taste and also to the users taste.

E. Module 5 (Sending Mail):
This is the module where the user can send mail to the administrator. If there is a complaint or they are not satisfied with the results in which they have posted the ad then they can notify the administrator of this by sending a mail. The administrator will take the necessary actions and will mail them back.

The user can also mail to the company of which they are viewing the ad. If the ad is not clear or they require more information they can do so.

F. Module 6 (Rate Calculations):
This is the module where the rate required to post an ad is calculated. The rate is divided into the following parts:
- (total no of words)*50ps
- cost of template
- duration of ad
- editing charges

The sum total of all these constitute the total cost of posting an ad. The user is liable to pay the amount by credit card.

G. Module 7 (Existing User Sign-Up):
In this module the registered users can enter our site and access it by the user-id & password provided to them. Here they can view their posted ad and then make changes to it. They can also send mail to the administrator for any queries or complaints they wish to make.

H. Module 8 (Administrative Services):
In this module we give full access for the administrator to look at the users who have registered and the ad they have posted.

They can also check on the mail sent to them, and also update and delete the ads posted in the site.

VI. CONCLUSION
The technology around the world is changing and it would be appropriate to say that it is shrinking. The people around are looking for easier means to access information.

The application ONLINE DIRECTORY has helped to include the information that has been not accessible. It has facilitated the use of making changes instantly and the changes can be reflected in the system. The system proposed has met the requirements proposed by the clients and the customers and it has been ensured to keep up the standard of the application in all terms.

Thus the application has been successfully implemented. There are still room for improvement as the time changes. These will enhance the system and application greatly.

VII. IMPLEMENTATION
This project module can be implemented as a component of websites which intend to provide the functionality of online
transactions like buying or selling of the products by individuals or companies. This project can help them in easier maintenance and organization of different categories of products with a user-friendly interface.

VIII. FUTURE ENHANCEMENT
This project holds tremendous enhancements in the coming years. What we propose is that we can make the online directory system more user friendly. To make use of the online services we need a computer. It is not possible to carry a computer along wherever the customers go.

So if we can introduce it into MOBILE PHONES (which is a common device now) the ordinary people can access the online services anywhere and everywhere. This enables the common man to have access to information that was considered to be far from their reach.

Introduction of IVR(interactive voice response) to the system will help to save time in typing.

REFERENCES