

Taming the peel



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## Message from the author.



**D**ear fellow Internet Marketers, yes that is me.

Firstly thank you for taking the time to download this informative report, your time is greatly appreciated. What I am about to show you is both informative and proven to work. I am also giving you free distribution rights to this report use it to increase your list, you just cannot charge anything for it it is a FREE report.

Taking you to the next level...

*Geoff Fagson*

[www.e-mail2u.net](http://www.e-mail2u.net)

## About peel away ads.

For those among us that have never used or heard about peel away ads, a peel away ads is a very inatrusisive method for advertising. Unlike the pop ups and pop unders, these ads are never truly seen unless the visitor move the cursor over the dog end corner. Pop up's and pop unders happen with out the visitor instigating it.

How the peel works, depending on which corner you choose to apply the peel. But for this example we will use the top right corner. This corner will have a curled back affect which will reveal either text or a small image. The peeled back elemt reflects this image on to it like a reflection.

Most dogged edges will move giving your visitor the impression of it wafting in the wind. This is an attention grabbing affect as the eye captures the movement bringing the peel to your attention. Curiosity will take over the visitor and they will move the cursor over towards the peel.

This is when they get the oh my god and wow thats was amazing. This reaction happen due to the peel away affect. You see as the cursor moves over the curled corner, the whole corner peels away from the current web page revealing your ad behind it.

When the cursor moves away from the peel the pell returns to it's original position.

examples below of the curl and the peel.



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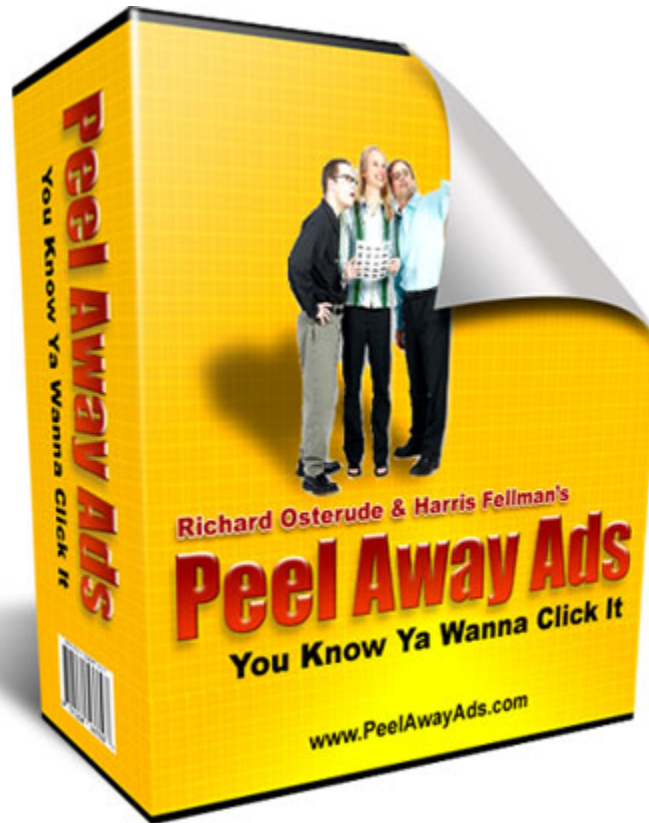
My opinion of the peel away ad is I love them from the very first time I ever encountered one I knew I had to have them on some of my sites. These are in my view are a must, they capture your site's visitors. Most will move their cursors repeatedly over the peel, some will even tell friends and family about your site because of the peel away ad.

This actually gives you raw free traffic that if you never had the peel away ad on your site they would never have directed the traffic to your site. FREE traffic any traffic is a must....

Learn more about peel away ads [click here.](#)

# Peel Away Ads

You Know Ya Wanna Click It



[Special offer only](#)

## How to Install and Configure the different types off Peels.

At first the setting up process looks difficult but once mastered it is all worth while. Except for the affiliate peel they all follow the same format for installing and configuration.

In this section i will show you how to set up each peel the code to insert on site to activate and make the peel work.

All peel require you to upload gif,js and swf files to your site. these files you will host in a sub-folder/directory. each different peel requires it's own sub-folder/directory.

example:-

www.yoursite.com/peel (peel being the sub-folder/directory)

Within this sub-folder/directory will be all the files and image folder.

**I have also included links to video tuition to aid you further.**

# The Single Peel.

The single peel is a peel away ads that curls the top right corner of the page. This peel just requires changing a few line in the peel.js file this is a java script file.

To edit the java script file you will need an editor notepad will do this job perfectly. Personally i use PSPad to edit my files.

This peel requires file line to be edited these are the url locations for the swf,gif and final destination url.

As with all the other peels the line that need editing are at the top of the java script file.

```
/*
Das Copyright dieses Scriptes liegt beim Autor.
Bitte die Lizenzbedingungen beachten, und ausgefüllt zurücksenden.
*/

var esel = new Object();
// ----- MODIFY
esel.ad_url = escape('http://www.WHERE-SHOULD-IT-GO.com'); // Change URL to be redirected to when clicking Peel
Away Ad
// ----- END MODIFY

esel.small_path = 'http://www.YOUR-URL-HERE.com/peel/cornersmall.swf'; //
Enter the URL of the Peel Away Corner Flash
esel.small_image = escape('http://www.YOUR-URL-HERE.com/peel/images/small.gif'); // URL of the Image behind
the Peel
esel.big_path = 'http://www.YOUR-URL-HERE.com/peel/cornerbig.swf'; //
Enter the URL of the Large Peel Away Corner
esel.big_image = escape('http://www.YOUR-URL-HERE.com/peel/images/big.gif'); // URL of the Big
Image Behind the Peel

// Do not Change anything under this line-----
```

Above is an excerpt of the java script all the areas that need to be modified are in bold red. These are basically the url of your website with the exception of the destination url. This url is where you would like the visitor to go after they click on the ad beneath the peel away.

Once you have changed the url to reflect your website save the file and upload all these files/images to your sub-folder.

- Images folder.
- cornerbig.swf
- cornersmall.swf
- peel.js

The best way to upload these files is using a FTP client.

Once you have uploaded these to your site, you will need to enter this action code into the page you wish the peel away ad to appear on.

```
<script src="http://www.YOUR-URL-HERE.com/peel/peel.js" type="text/javascript"></script>
```

Change the text in red to reflect your site url, please note this is for a sub-folder peel if you place the peel files in any other directory/sub-folder change the text in blue to reflect this...

[Click here to view the video...](#)



# The rotating peel.

This peel will rotate unlimited amounts of peel away ads each time the page loads. This is basically a replacement for rotating banners or ads, and can be a good money maker if you decided to sell ads space using the rotating peel.

Like the single peel it contains the same files with the exception of more images are required. How many depends on how many ads you are placing in rotation.

Plus the java script file in this peel is rotatingpeel.js this file is edited in the same way as before with a couple of little changes. see below.

```
/*
Das Copyright dieses Scriptes liegt beim Autor.
Bitte die Lizenzbedingungen beachten, und ausgefüllt zurücksenden.
*/

image_small = new Array();
image_small[0]= 'http://www.yorsite.com/peel/images/small1.gif'; //This is the URL where the small1.gif image is
located
image_small[1]= 'http://www.yorsite.com/peel/images/small2.gif'; //This is the URL where the small2.gif image is
located
    // If you want to add more images just continue with the numbering small4.gif, etc.

image_big = new Array();
image_big[0]= 'http://www.yorsite.com/peel/images/big1.jpg'; //This is the URL where the Big Image big1.gif is
located
image_big[1]= 'http://www.yorsite.com/peel/images/big2.gif'; //This is the URL where the Big Image big1.gif is
located
    // If you want to add more images just continue with the numbering big4.gif, etc.

GoTo = new Array();
GoTo[0]= 'http://www.google.com'; //This is the landing page where the user should be taken
when clicking on the Peel Ad
GoTo[1]= 'http://www.yahoo.com'; //This is the landing page where the user should be taken when clicking
on the Peel Ad
    // If you want to add more URLs just continue with the
numbering GoTo[4]= etc.

var anzahl = 2 //Here you should specify How Many ads you have

var nr = Math.round((anzahl -1) * Math.random());

var Link = GoTo[nr];
var Image1 = image_small[nr];
var Image2 = image_big[nr];

var esel = new Object();

esel.ad_url = escape(Link);
```

```
esel.small_path = 'http://www.yorsite.com/peel/cornersmall.swf'; //Enter the URL of the Peel Away Corner Flash
esel.small_image = escape(Image1);
esel.small_width = '100';
esel.small_height = '100';
esel.small_params = 'ico=' + esel.small_image;
```

```
esel.big_path = 'http://www.yorsite.com/peel/cornerbig.swf'; // Enter the URL of the Large Peel Away Corner
esel.big_image = escape(Image2);
esel.big_width = '650';
esel.big_height = '650';
esel.big_params = 'big=' + esel.big_image + '&ad_url=' + esel.ad_url;
```

**// Do not Change anything under this line-----**

For this script i color coded the areas to change **red** is for your sites url **blue** is the destination urls and **pink** is for the number of ads in rotation. These are the only variables you have to change.

**\*\* If you need to add more ads just follow the instruction in the violet font \*\***

Once you have completed the editing just like before up load all the files to your site in the correct sub-folder.

To call this script to action use this code on the page you wish to display the peel on.

```
<script src="http://www.yorsite.com/peel/rotatingpeels.js" type="text/javascript"></script>
```

Change the text in red to reflect your domain.

[Click here to watch the video.](#)



## The four corner peel.

The four corner peel like its name suggest places the peels in all four corners of your site. This out of all requires the most changes due to each peel requiring its own java script file and shockwave flash file.

With that said all the changes are the same for each java script, so to save space and time i will show you just one of the java script to change then just edit all the rest in a simular fashion.

The four corner peel consists of the following files all need to be uploaded to your site.

- Image folder containing the images.
- bigbottoml.swf
- bigbottomr.swf
- bigtopl.swf
- bigtopr.swf
- smallbottoml.swf
- smallbottomr.swf
- smalltopl.swf
- smalltopr.swf
- peelbl.js
- peelbr.js
- peeltl.js
- peeltr.js

This may seem alot but the only files to edit are the four js files.

```
////////////////////////////////////
// PEELAWAYADS V2.0
// FOR SUPPORT VISIT WWW.PEELAWAYADS.COM/SUPPORT
////////////////////////////////////
document.write('<style type="text/css">'+ '#unlayout3 { bottom:1000px; }');
////////////////////////////////////
//
//      **** HERE ARE ALL THE VARIABLES YOU CAN CONFIGURE ****
//
// To Set Top placement value
var down= "0px"
//
// To Set Right side placement value
var left = "1px"
//
// To set small image file
var smallimg ="images/covers.jpg"
//
// To set the text scrolling on the smaller flash
var scrolltxtsmall = "CHECK THIS OUT SPECIAL OFFER"
//
// To set the font size of the text scrolling on the smaller flash
var txtsizebig = "20"
//
// To set the text color of the text scrolling on the smaller flash
var textcolorsmall = "FFFFFF"
//
// To set bigger image file
var bigimg = "images/uncovers.jpg"
//
// To set URL which will open on click of bigger flash
var urlval = "http://www.yahoo.com"
//
// To set whether the URL will open in a new window or same window
var owindow = "self" // to open in a new blank window - blank ; to open in the same window - self
//
// To set the text scrolling on the bigger flash
var scrolltxtbig = "CLICK HERE TO GET THIS OFFER"
//
// To set the font size of the text scrolling on the bigger flash
var txtsizebig = "70"
//
// To set the text color of the text scrolling on the bigger flash
var textcolorbig = "00FF00"
//
////////////////////////////////////
```

Even though this requires four files to be changed the change are pretty simple.

The text in **purple** is for your images if your images have a different name please change this it reflect there true name.

The text highlighted in **red** is the destination url when they click on your ad.

The text highlighted in **blue** is for if the window opens in the current window or opens in a new window.

The text highlighted in the **dark red** is the text which will scroll across the peeled away ad.

That's it repeat these changes for the other three java script files and up load to your site.

To call these peels to action use these links.

```
<script src="peeltr.js"></script>  
<script src="peelbr.js"></script>  
<script src="peelbl.js"></script>  
<script src="peeltl.js"></script>
```

You may need to include your website url in front of the js files like so

```
<script src="http://www.yoursite.com/peeltr.js"></script>
```

**\*\* Tip even though these are for four corners you can use each one seperatly to place a peel in one of the four corner instead. \*\***

[Click here to watch the video](#)



# The affiliate peel.

Unlike all the other peels away ads the affiliate ad uses a php file instead of a java script file. The php file is very simple to edit...Files associated with this peel are:-

- Image folder containing all the image files.
- Affiliatejs.php
- cornerbig.swf
- cornersmall.swf

Editing the php file:-

```
var esel = new Object();
<?
$id = $_GET['id'];
echo 'esel.ad_url = escape(\' . $id . '\');';
?>

esel.small_path = 'http://www.yoursite.com/affads/cornersmall.swf';
// Enter the URL of the Peel Away Corner Flash
esel.small_image = escape('http://www.yoursite.com/affads/images/small.gif'); // URL of
the Image behind the Peel
esel.big_path = 'http://www.yoursite.com/affads/cornerbig.swf'; //
Enter the URL of the Large Peel Away Corner
esel.big_image = escape('http://www.yoursite.com/affads/images/big.gif'); // URL of the
Big Image Behind the Peel

// Do not Change anything under this
line-----
```

As you can see only four changes need to be made to this file and they all are the url's to the files on your site.

Upload all these files to your site and place this code into the page you wish the peel to appear on.

```
<script src="http://www.yoursite.com/affads/affiliatejs.php?id=http://www.affiliate-link.com"
type="text/javascript"></script>
```

The text in red reflects the url of the php file and the text in blue is your affiliate link.

[To watch the video click here.](#)



Peel away ads once mastered can be a very profitable money maker for Internet Marketers. By taking the step by step instructions as i have written configuring these ads is now a simple procedure.

Please feel free to pass on this report/e book to friend or any one else that it may be of benefit to. The only stipulation is you cannot charge any thing for it as it is a free report/e book.

Many thanks for reading and good luck with your peel away ventures.



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**Peel Away Ads**  
You Know Ya Wanna Click It

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**JAGUAR**  
Introducing the new XK

**How to use Peel Away Ads on  
Wordpress blogs and websites**

[www.e-mail2u.net](http://www.e-mail2u.net)