
Advertisements within .tel



Abstract

.Tel is a Sponsored Top Level Domain managed by the Sponsoring Organisation Telnic Ltd. This top-level domain differs from others in that it is designed to support storage and use of personal communications contacts. These are published in DNS, and the domains in which they are stored can be queried to provide a list of these contacts. This list shows the ways in which the domain owner chooses to be contacted, and entries can be selected by a querying user to initiate communications with the domain owner.

Additionally, the .tel Ad platform enables you to add sponsored links that are visually different from web links that are part of contact information. With this text-based advertising, every .tel domain owner can monetize their .tel domains. From the technical standpoint, the adverts are stored in the DNS as system text records, and are rendered by the viewing application or proxy service.

As a separate feature, .tel domains also support Google AdSense adverts. Unlike TelAds described above, these are served dynamically by Google systems, while the .tel data contains only the Publisher and Advert IDs as system text records.

This document provides a summary of the advertisement specific functionality within .tel and forms a sub-set of the full [developer guide](#) which should be used to provide further background and context.

ABOUT TXT RECORDS

Advertisements provide the ability to separate sponsored links from contact information in the domain and provide adequate presentation for those links. Adverts are stored in the DNS as TXT records.

Generally speaking, a TXT record can hold a series of strings, each of which is ≤ 255 octets in length (according to the main DNS standard [RFC 1035](#)). However, storing one or multiple massive TXT records is unwise since the DNS is optimised for relatively short messages, and not all networks react correctly to excessively long DNS messages.

In a .tel domain, TXT records are used to store non-contact related information. Multiple records of this type are allowed in a single FQDN, with all available TXT records returned in response to a DNS query.

The sub-type of TXT records for static advertisements is identified by the `.tad` initial string followed by the version number and the advert fields. The Google AdSense records use the `.gad` string.

All advert records must be stored in a special sub-domain `_ad` of the current domain. Any advert records that are found in the domain itself will at present be displayed as plain text in the header; in subsequent versions, the TelProxy and client applications should ignore any malformed or misplaced ads. The client application may choose to lookup and present those sponsored links to the user, or to ignore that sub-folder.

PROCESSING TXT RECORDS

If a TXT record contains plain-text strings, it is displayed as is with no additional processing. If the record contains system data, such as an advertisement, it undergoes pre-processing before display on the page. Note that the order of processing records for a domain is not guaranteed, although text strings within one TXT record are processed from left to right.

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The general form for structured data records is:

```
<magic> <version> <primaryType> <primaryValue> [<secondaryType> <secondaryValue>]...
```

magic = ".tkw" / ".tsm" / ".tad" / ".gad" - TXT record contains keywords/system message / static ad / adsense token

version = 1*2(0..9) - examples: "1", "11", "20"

```
IN TXT ".tad" "1" "1" "51" "Free Money" "click here to win" "uri"
"http://casino7.info/roomoffer.htm" "uri" "=24342354&z" "desc"
"Sierra Resorts offer" "desc" "free gaming chips for members."

IN TXT ".gad" "1" "2" "51" "pub-6575877768951234" "6745285678"
```

ABOUT ADVERTISEMENT RECORDS

An advertisement is a TXT record with the .tad prefix, placed in the _ad sub-domain of the current domain, such as _ad.hotels.tel or _ad.florida.us.hotels.tel. The record follows this structure:

```
TXT ".tad" "Version" "DisplayPreference" "Preference" "Title" "Label" "URI" "Description"
```

```
TXT ".gad" "Version" "DisplayPreference" "Preference" "PublisherID" "AdUnitID"
```

- Version – Currently “11”
- Display Preference – required numeric value in the range 1-3 where:
 - 1 – Indicates advert should be displayed at the top of the page
 - 2 - Indicates advert should be displayed on the right of the page
 - 3 – Indicates advert should be displayed at the foot of the page
 - 4 – Indicates the advert should be displayed as Related Content on the right of the page after “Sponsored Links” if any
- Preference - numeric value between 0 – 65535 that acts as the sort order for each display set.
- Title – text string up to 255 bytes long representing the title of the ad
- Label – text string up to 255 bytes long. It is the anchor text of the below URI.
- URI – collection of consecutive key / value pairs (where each key is labeled “uri”) that are concatenated to produce the final URI used within the advert; this ensures that URIs in excess of 255 bytes can be created.
- Description - collection of consecutive key / value pairs (where each key is labeled “desc”) that are concatenated to produce the final description to be used within the advert; this ensures descriptions in excess of 255 bytes can be created.
- PublisherID – Google AdSense Publisher ID of the format “pub-xxxxxxx”
- AdUnitID – ID of the Google AdSense advert unit

For example:

```
IN TXT ".tad" "1" "1" "51" "Plumber" "www.ReactFast.co.uk/Plumbers" "uri"
"http://www.reactfast.co.uk" "uri" "=243423543&z=42342343" "desc" "24 Hour
Fast Response Plumbers" "desc" "10% Book Online Discount Today !"
```

Is displayed as the first advertisement at the top of the page:

“Plumber

24 Hour Fast Response Plumbers 10% Book Online Discount Today !

www.ReactFast.co.uk/Plumbers”

On the web, .tel advertisements can be displayed at the top or bottom of the page, or on the right (PC proxy only) depending on the settings of the proxy page. The maximum number of adverts per block is currently at:

- Top: 2 adverts
- Right: 5 adverts for Sponsored links plus 5 adverts for Related Content plus 2 Google ad units
- Bottom: 5 adverts

Note that client applications may ignore advertisement TXT records or display them according to the application's layout.

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More Information
Directory information -
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Internet and Telecommunications,
Registry Operator for .tel domains

Business Address - Headquarters
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Ads by Google

[.tel Names Hit Main Street](#)
VANCOUVER, Canada – February 4, 2010 –
Telnic (<http://telnic.tel>), the organization behind
the award-winning .tel names, and
Webnames.ca (<http://webnames.ca>), Canada's
original domain registrar, today announced that
they have collaborated on the first-ever retail
cards for .tel names to be sold in shops and
stores.
[Read More](#)

Powered by:

STORING ADVERTISEMENT RECORDS

Advertisement TXT records are created & modified via the [storeRecord](#) SOAP command.

NOTE: Do not create the `_ad` folder before adding the record; instead, use the `owner` parameter:

```
<typ:storeRecordRequest domainName="stead.tel">
<typ:txt profiles="_all_" owner="_ad">
  <typ:text>.tad</typ:text>
  <typ:text>1</typ:text>
  <typ:text>1</typ:text>
  <typ:text>100</typ:text>
  <typ:text>Title of the ad</typ:text>
  <typ:text>label of the ad</typ:text>
  <typ:text>uri</typ:text>
  <typ:text>http://www.telnic.org</typ:text>
  <typ:text>desc</typ:text>
  <typ:text>sample description</typ:text>
</typ:txt>
</typ:storeRecordRequest>
```

Full details of the inputs/outputs of this command are available within the Telnic developer site.