

Ad - Publicize

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Abstract- “AD PUBLICIZE” is a project that helps the Companies or Merchants to find their suitable targeted audience for their specific products that they want to advertise. Advertisement Agencies, Customers, can interact using this system Customers and Service Providers can register on this system and make their own profile and get in touch with the system. It provides various prices range from different advertisement companies so that everyone can get genuine pricing for their advertisement in their budget. In this system Service providers can register and make their own profit and he can update their available slots. Admin can send push notification of the availability of specific hoarding of the location that the customer sets the remainder. The main advantage of this system is available in a mobile format so that users can easily check prices and be aware of constraints on marketing activities.

I. INTRODUCTION

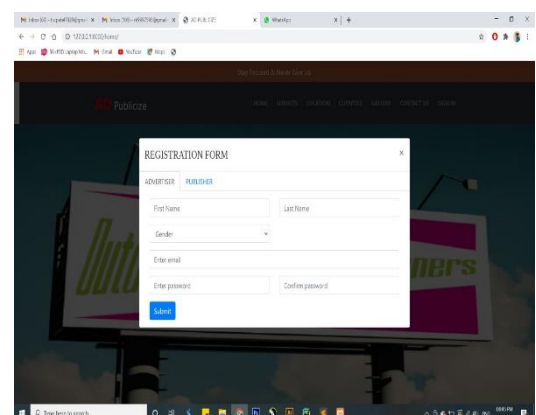
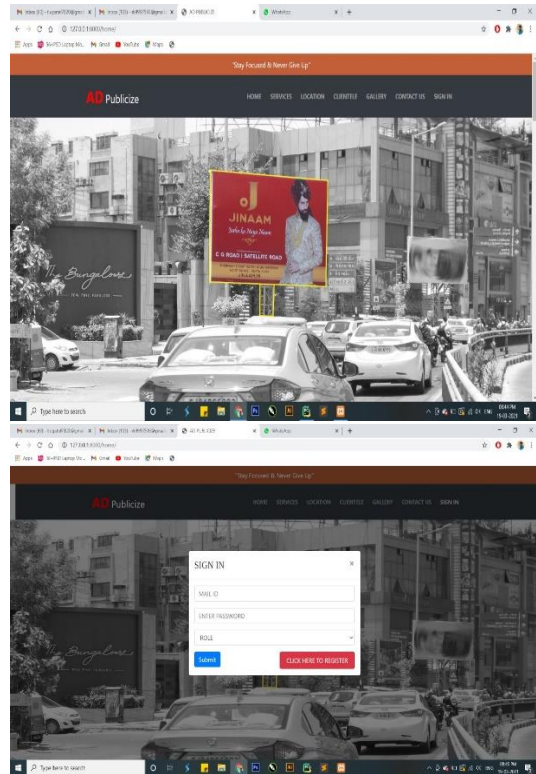
The AD Publicize is a website that connects advertise publishers and interested clients who want to advertise their products.

AD Publicize makes it easy and transparent for the clients to view the locations, contact advertising publishers and further processes can be done easily.

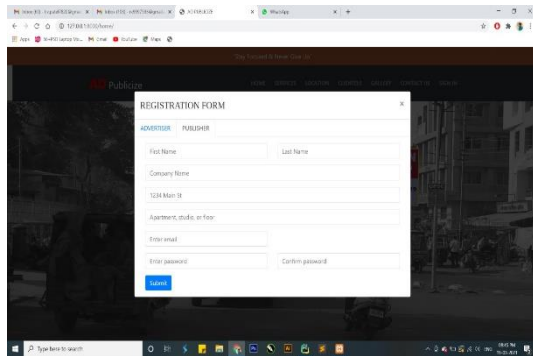
II. LITERATURE REVIEW

A. Secure website than any other advertising website : In our website we provide the secure environment which create the trust between the customers

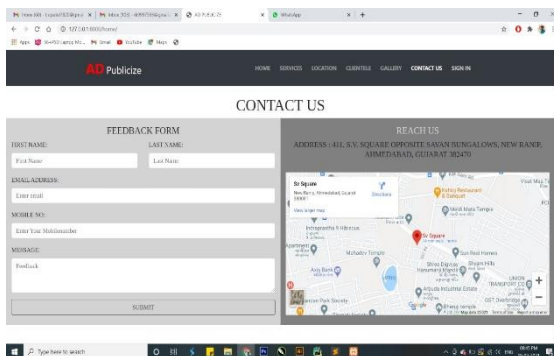
B. We provide a very special feature to our customers. This is a very new concept in the advertising field. No other websites or companies has provided this type of facility till now. Here, our customers can choose a location and then compare the price of the advertising panels of all the different companies which is situated in that certain area. So, with this feature customers can get the best deals.



C. Here we also provide a service to the publishers. In that the publishers whose hoardings or advertising board that we are displaying on our website can change their location or add new locations of their panel. There they can update the status of the panel from taken to available. They can also change the rent price of the hording.



D. We also have the facility of the feedback form on which customers can give their response about their experience of our website. Additionally, we have provided the google form where they provide the information on what improvement can be done on the website to enhance the overall experience.



III. TECHNOLOGY

Python Programming Language:

Python is developed by “Guido van Rossum”. Guido van Rossum started implementing python in 1989. Python is a very simple programming language so even if you are new to programming, you can learn python without facing any issues.

Python is a powerful general-purpose programming language. It is used in web development, data science, creating software prototypes, and so on. Fortunately for beginners, Python has simple easy-to-use syntax. This makes Python an excellent language to learn to program for beginners.



PyCharm:

PyCharm is the most popular IDE for Python, and includes great features such as excellent code completion and inspection with advanced debugger and support for web programming and various frameworks. PyCharm is created by Czech company, Jet brains which focusses on creating integrated development environment for various web development languages like JavaScript and PHP.

MySQL:

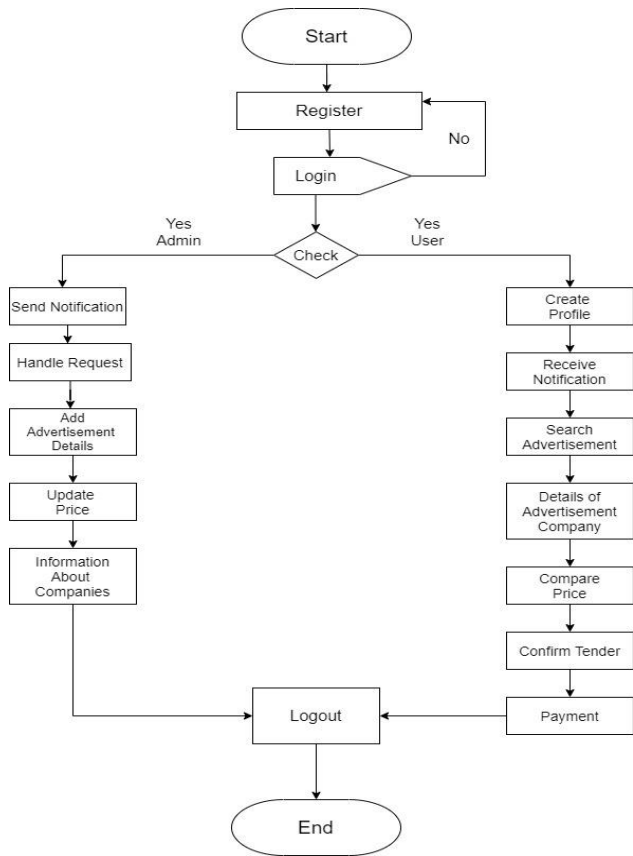
MySQL is the most popular Open-Source Relational SQL Database Management System. MySQL is one of the best RDBMS being used for developing various web-based software applications. MySQL is developed, marketed, and supported by MySQL AB, which is a Swedish company. This tutorial will give you a quick start to MySQL and make you comfortable with MySQL programming. We use SQL Server as storing the data. MySQL Server as our database and it has so many features which are ideal for our python-based website.

IV. SYSTEM DESIGN

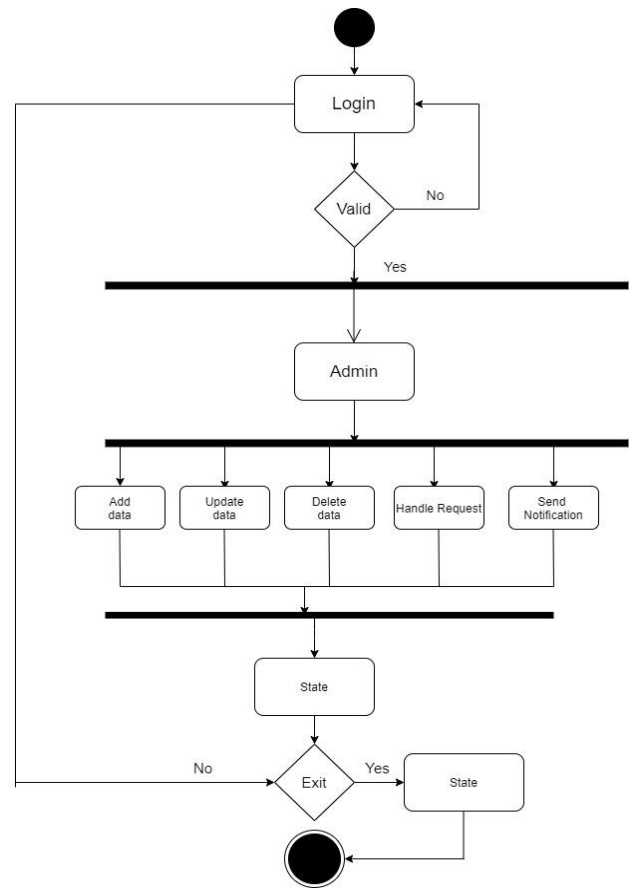
1) Flow Chart

“The flowchart is a means of visually presenting the flow of data through an information processing system, the operations performed within the system and the sequence in which they are performed.”

Flowcharts uses special shape to represent different types of actions or steps in a process. Lines and arrows show the sequence of the steps, and the relationships among them. These are known as flowchart symbols.



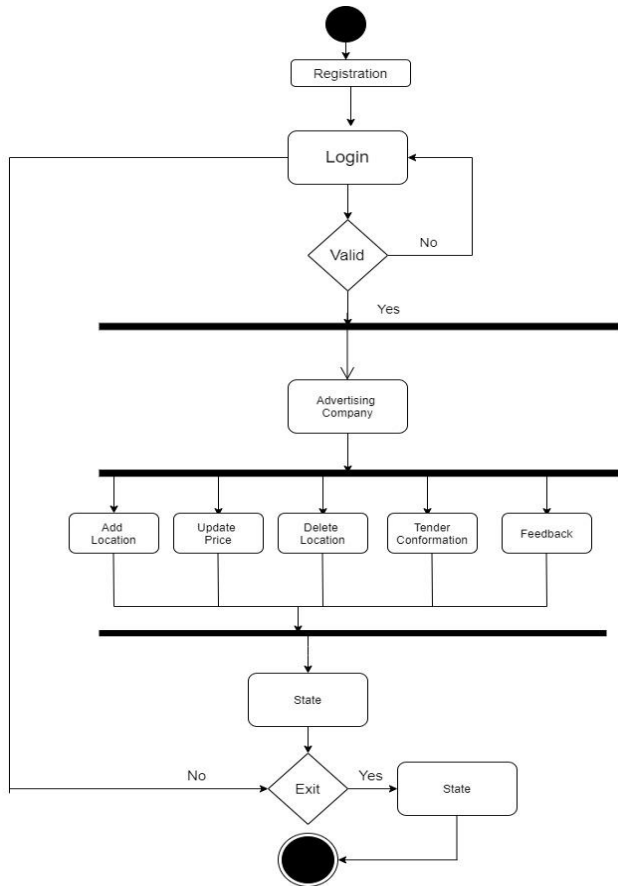
FLOW CHART



ADMIN ACTIVITY DIAGRAM

2) Activity Diagram

An Activity Diagram is a graphical representation of the "flow" of data through an information system, modeling its process aspects. Activity diagrams are graphical representations of workflows of stepwise activities and actions with support for choice, iteration and concurrency. In the Unified Modeling Language, activity diagrams can be used to describe the business and operational step-by-step workflows of components in a system. An activity diagram shows the overall flow of control.



PUBLISHER ACTIVITY DIAGRAM

V. STUDY FINDINGS

- A. Current system is manual and partially computer rise. Online system is available but it is not accurate and it is not daily update.
- B. Advertising companies have their own website but it is not accurate.
- C. Business grown decision slow and incorrect due to lack of on-time data.
- D. As of now, no such system is available.
- E. Presently, the work is done manually.
- F. Client will contact the advertisement publisher for his/her advertisement to post on hoardings, street lights(hoarding), bus, etc.
- G. Sometimes, the client will not get a favorable advertisement location.
- H. Client will be not sure about how many advertisements which have posted and about location too.
- I. The client can choose or select where he/she wants to post the advertisement in the selected area.
- J. The client can request can request to advertise the publisher to post his/her advertisement in the selected area.

- K. The client can also view his/her posted advertisement on the website.
- L. The client can see the expire time of his/her advertisement on the website.
- M. Advertise publishers can show available locations on the website for clients.

VI. CONCLUSION

We will develop “AD PUBLICIZE” System with great concern and will try our best to implement as many as features to make it viable and usable. This system is a powerful and easy-to-use for the user in their day-to-day life. This System provide daily advertise location price option. This is the easiest way for the users and publishers. It is the Application with the latest platform that fulfils the required needs of user and publishers. Nowadays, technology is increasing day by day for making the works of human being easier. It is the platform for the publishers to update advertise location prices. This platform provides the price comparisons of different companies and help client to get best deals. In these system admin can send push notification to the users for the update prices of advertise location.

VII. ACKNOWLEDGMENT

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