

Shared-Revenue Paid-to-surf

Within VS-TrEx 1.3.9 series of traffic exchange software

NOTE: This is a discussion of the how to enable and use our shared-revenue paid-to-surf system, and assumes you have set up pricing based on the “mathematics” document.

Now, for the easy part

So, you've gone through the 'mathematics', and should have:

- Prices for your paid credits
- Prices (and paid-credit amounts) for your membership levels
- Commissions should be set up, as well

Things to remember about paid surfing:

- Just like anything else, if you offer commissions beyond 1 level, you shouldn't use Pay Pal, because they can suspend your account (and any funds in it) if they choose to. (Yes, it sounds arbitrary, because it is, but that is their choice, in their 'mlm' section on site.)
- Paid surfing credits are completely separate from auto-surf or manual-surf credits.
 - Inside the balance structure, there is a field called "ProTokens", which is used for this
 - There is no 'conversion' between free credits, which can be earned, and pro credits, which must be purchased
 - Paid sites, banners, text ads and mini banners are completely separate from the free ones
 - So members can have 10 paid sites and 10 free sites, for example
 - Unlike 1.3.9 final 2, auto and manual surfing **in the paid area** are on the **same** credit systems.
- Paid surfing is auto-limited: users can only surf (or click) a percentage of all sites each day
 - This helps with unique views
 - This also helps control the earning rates by member level
 - Remember that the percentage is 'by class'... so they can auto surf 50% and manual surf 50% of all available sites, if you have their level at 50%.
- The flow controls (#/credits, draw #/credits per hour) are available to any user level in the paid system, regardless of how the free system is set up.
- **Important:** Do NOT put in surf-sponsor pages in the paid-surf frames! This will add 1 page to every surf, which gets really ugly if you have no ads, or only a few ads... all the percentages will end up out-of-whack.

Payment for surfing is done through the 'cash account' or bank system. This means that after earning \$2.00 USD, a member can purchase items using 'local cash', saving everyone processor fees. Based on whatever cashout limits you put on a member level, they can request a cashout... you must manually perform these.

Adding paid-to purchase items:

Just like adding any other priced item:

Go to core controls / prices, and click 'add item':

Site-wide Pricing Controls View/Modify Pricing Information

Site Wide Settings Members & Ads Money-related Email & Weekly Add-On M

User 1 - Richard Parker is logged in. [Log out.](#)

Price information for Item # 1KProTK

Item Number:

Name of Item:

For view class, there must be a %ss (two s letters) to capture tokens/views/credits in the description
For Membership/Subscriber class, there must be a %s to capture the level name

Price:

Class:

A Subscriber, who has agreed to pay every month, should pay a little less.
A Sponsor is for the surf-start page.
Site specials send you a note on payment, for manual services to perform.

Sub Class:

Important: This field must be unique within a Class of item.

Commission:

Quantity: *For Tokens or referrals, this is the number to provide.*

Hidden: *Hiding a price means it will not show anywhere on site normally.*

Multi-Month: *Subscriptions only: pre-purchase for multiple months.*

Generally, you should put 'pro' or 'paid' or 'pts' in the **item number**, so you remember this is unique.

Name of **item** uses the same "%ss" that other token/credit entries use.

Note the **class** is different: select 'paid views' here.

Sub Class is just to make sure items show up in order... there is no significance to the number here.

Commission: If you use the commissions system, check this to make the purchase commission eligible.

Quantity: Should be self-explanatory

Hidden should not be checked, so the item shows up in the credit shops

Multi Month should be zero, since this is not a subscription item

Put in several items... depending on your pricing, you probably want to offer paid-surf credit packages from about \$2.00 to at least \$50.00 per purchase.

Membership level setup

Go to membership levels, and pick the 'paid to' option:

Membership Levels: Paid-To

Hint: Click on the Level # to edit an entry

If you change the level values, apply them to all current users: [here](#)

To add a new level: [click here](#)

Full View	Credits	Commissions	Credit BuyBack	Paid-To
---------------------------	-------------------------	-----------------------------	--------------------------------	----------------

Lv.#	Name	Monthly	Sites	Manual	Banners	Text-Ads	Mini Banners
0	Passenger	0	50% at 0.005000	0.006000	60% at 0.001000	0.000500	0.000500
1	Yard Hand	0	60% at 0.006000	0.007000	60% at 0.001200	0.000600	0.000600
2	Engineer	0	70% at 0.007000	0.008000	70% at 0.001400	0.000700	0.000700
3	Controller	0	80% at 0.008000	0.009000	80% at 0.001600	0.000800	0.000800
4	Station Master	0	90% at 0.009000	0.009000	90% at 0.001800	0.000900	0.000900
5+B	Yard Controller	0	98% at 0.009000	0.009000	98% at 0.001900	0.000900	0.000900

+B: This is a 'boss level', which has access to core controls (Boss Level set in main variable table).

h: This is a 'hidden level', which will not be shown elsewhere on site.

* **Must Surf:** If non-0, user sites don't get shown, and signup bonus is not given until this number of sites are surfed.

** **Monthly Surf:** If non-0, user sites don't get shown if they don't surf this #/sites every 30 days.

Every membership level will be represented here.... Click on the level number to change any specific info.

Note: You do not have to click the 'apply to current users here' link for paid-to options... they take effect automatically.

Membership Level Info Modify a Membership Level

Modify membership level info (Paid-To)

Level # : Description :

Hidden :

Cashout / Payout Requests

Minimum Balance: *What balance must be before payout request window appears.*

Monthly Paid-To Tokens

Given each month: *How many paid-to tokens to give at this member level.*

Pro Surfing (P-T-C)

Paid-To- :

Max Views (%): Sites: % Other: %

\$ / view (\$): Non-click Sites: Manual Sites:

Banners: Text-Ads:

Mini-Banners:

Minimum Balance is how much the member level must earn before they can request a payout. All member levels can purchase with local cash once they have at least \$2.00 in their account.

Given each month is how many Pro Credits are given on the user's anniversary.

Paid-To- must be checked if you want this level to be able to participate. This was done so that you could offer paid-to and non-paid-to member levels at different prices (just remember to keep the level #'s unique).

Max Views %: This is the percentage of entries that a user can collect on each day.

- "Sites" is percentage of sites, and applies to manual and autosurf. So if there were 26 manual pages and 70 autosurf pages, a user at the level above could surf 13 manual pages and 35 autosurf pages.
- "Other" refers to all click-for-cash options: The percentage of banners, text-ads and mini banners that can be clicked on for credit.

\$/View: This is where the mathematics document comes into play. Indicate the actual money to change hands on each potential action. Remember than banners, text-ads and mini-banners use fractions of a credit each, not a whole credit, so the payouts per item needs to be less.

Turning on paid surfing:

It's one checkbox under 'basics':

		We <u>Strongly</u> recommend you leave this un-checked.
Allow Subscriptions:	<input checked="" type="checkbox"/>	Will the system allow monthly payments for membership levels? Checked=yes.
Manual Surf Only:	<input type="checkbox"/>	Will the system allow non-manual surfing? Checked=yes.
Surf now Buttons:	<input checked="" type="checkbox"/>	Check this to enable "surf now" buttons on login page.
Paid Surfing:	<input checked="" type="checkbox"/>	Check this to enable paid-surfing and paid-clicking.
Surf Cron:	<input type="checkbox"/>	If you couldn't set up a crontab for /Control/drawup2.php, check this setting.
Basic Bonuses		
Email Bonus?:	<input checked="" type="checkbox"/>	Give user extra credit for allowing email from upline.
Email Bonus Pct:	<input type="text" value="5"/> %	Percent extra to give user.
Rider Bonus?:	<input checked="" type="checkbox"/>	Give top-25 surfers on site during statistics run.
Rider Bonus Pct:	<input type="text" value="10"/> %	Percent extra to give top-25 surfers.
Custom Names		
Token/Credit name:	<input type="text" value="Token"/>	Name to describe basic ad unit.
token/credit name:	<input type="text" value="token"/>	lowercase name to describe basic ad unit.
Way Station name:	<input type="text" value="Way-Station"/>	Name to describe burma-shave surfing advantage feature

Users will see the options immediately (if their level allows paid-actions), but won't be able to do anything until paid advertisers start contributing to the system.

Really.... That's all there is to it. Work out the math CAREFULLY, add prices, configure levels, and check that little checkbox, and you're in business.

All VS-TrEx members: If you want to have us double-check your pricing and payout figures, send us the tables, like we have in the example in the mathematics document, and we'll comment/correct them for you. The data we need should be laid out like this (with your names and numbers in it, of course):

Member Level	Price per month	Includes (#/tokens)	Commission Levels	Percent per level	Earn per 100 sites (credits)
Free	Free	---	1	10	0.21
Basic Upgrade	10.27	100	2	15, 10	0.48