



# Net Nanny®'s Ad-Free™ Quick Start Guide

## What it is

Net Nanny®'s Ad-Free™ is customizable software for blocking unwanted Internet advertising in your home, small business, or school. Ad-Free contains three blocking filters that are combined into one powerful application that blocks advertisements/spyware agents, pop-ups and cookies. All three filters record all blocking activity, if you choose, saving the data to your computer for easy review and management.

In addition to blocking traditional banner ads and popups, Ad-Free blocks large-format ads (e.g. skyscrapers), dynamic rich media ads, pop-unders, unwanted HTTP cookies, and prevents advertising spyware agents from communicating across the Web.

Ad-Free™ quickly and easily helps you stop disruptive online advertisements from cluttering web pages with advanced rule-based and list based filtering. With advertisers using more demanding and intrusive technologies to spread their messages and learn more about you, advertisement filtering is an essential tool for regaining control of your browsing experience and preserving your privacy. Ad-Free™ gives you control of your browsing experience, while ensuring flexibility and freedom of choice.

## Installing Ad-Free

### System Requirements

Operating systems	Windows XP Home or Professional, Windows 2000 Professional, Windows NT 4 SP5, Windows Me, Windows 98 SE
Web browsers	Internet Explorer 5.01-6; AOL 8, 7, and 5; Netscape Navigator 4.08, Netscape Communicator 4.7x, Netscape 6.x and 7
Hardware	Pentium, Pentium II, Pentium III, Pentium 4, Celeron or AMD Athlon (K6/2 or higher) processors
Memory	Minimum of 32 MB of RAM
Disk space	Minimum of 4 MB

### Installation and Setup

Ad-Free includes a combined installation and configuration wizard to assist you in correctly configuring the software. This includes registering the software, and choosing settings. To save yourself time, accept all the "default" settings.

1. Exit from all running programs on your computer, including Web browsers.
2. Insert the CD in the CD-ROM drive of your computer. If you acquired Ad-Free from a digital download, locate the icon of the file you downloaded on your desktop or in a My Computer sub-folder.
3. Do one of the following:
  - If the Ad-Free installer begins to run automatically, continue to Step 4.
  - If the Ad-Free installer does not launch automatically, double-click the Setup.exe located on your CD-ROM or double-click the file you located in Step 2.
4. Carefully read each screen and follow the instructions. **Note:** You will be prompted to register your software. This is optional.
5. Check for any software updates. This is recommended to ensure you have the latest available version of the software.
6. After finishing the wizard(s), clear your Web browser's cache of previously visited web pages. Consult the user documentation for your browser for step-by-step instructions.



## Backup copy

To protect your electronic software download version of Ad-Free from loss (accidental deletion, hard drive failure, floppy disk failure, theft, fire or natural disaster) you can make a backup copy of the software on removable media such as a Zip disk, CD-R or CD-RW, and store that media in a separate location.

**Note:** BioNet Systems LLC does not provide free replacement copies of software. When you purchase your software, you are responsible for making a backup copy of the software and storing the backup in a secure location, or purchasing a backup copy either on CD or as a digital file.

## Removing the software

If you need to uninstall Ad-Free, you can do so from the Start menu.

**Important:** Uninstalling requires a reboot (restart) of your computer.

1. On the Windows task bar, choose Start, choose Programs, choose Net Nanny's Ad-Free, and choose **Uninstall Net Nanny's Ad-Free**.
2. Carefully follow the instructions on each screen. The process finishes with a restart of your computer.

## Ad-Free Basics

### Key Terms

- **Advertisements.**  
An advertisement is a notice that appears within a web page or within a Web-based software application, designed to attract public attention or patronage.
- **Cookies.**  
A cookie is a message given to a Web browser by a Web server. The browser stores the message in a text file. The message is then sent back to the server each time the browser requests a page from the server. The main purpose of cookies is to identify users and possibly prepare customized Web pages for them.
- **Pop-ups.**  
A pop-up is a type of window that appears on top of (over) the browser window of a Web site that a user has visited. In contrast to a pop-under ad, which appears behind (in back of) the browser window, a pop-up is more obtrusive as it covers other windows, particularly the window that the user is trying to read. Pop-ups ads are used extensively in advertising on the Web, though advertising is not the only application for pop-up windows.

## Using the system tray menu

The system tray is generally located in the lower right corner of your Windows desktop, where the clock appears.

### To open the system tray menu

1. With your mouse, point at the Ad-Free icon  in the system tray.
2. Click once on the icon (left mouse click or right mouse click).
3. Choose an item from the menu that displays.

## Checking for software updates

You can check for updates to your Ad-Free software by selecting the Ad-Free Update Wizard from the Start menu. The wizard will check for any software patches and report back to you if any are found. You can then decide to install the update or not.



## Viewing the log of blocked advertisements, spyware, popups, and cookies

At anytime you can check that Ad-Free is working by reviewing the list of items that have been blocked by the software.

**Important:** The larger the log file, the longer it takes to display within the Ad-Free window. To manage the size of the log file, clear the log regularly or export the data to a text file for future reference, which automatically clears the log. When 10,000 records have been recorded in the log, logging stops until you clear (delete) the log.

### To view the log

1. Click the Ad-Free icon  in the system tray.
2. From the menu, choose **View Ad-Free Log**.
3. When the Log File screen displays, it lists all the items blocked since the log was last cleared, with the most recent entries at the top of the list.

## Blocking spyware agents from communicating with ad servers

Ad-free blocks already installed spyware agents on your PC from communicating across the web to ad servers.

**Important:** Ad-Free does not scan your PC to detect spyware agents nor does it remove spyware.

The list of known ad servers that receive communications from agents installed locally on your computer is incorporated within the larger list of known sources of advertisements.

## Allowing Pop-ups

Not all pop-up and pop-under windows are used for Internet advertising and not all Internet advertising may be objectionable to you. Some pop-up windows are part of the functionality of a web site and may be required to accomplish a task or goal. Some web sites have pages that open in a second or a third browser window by design, resulting in a layering of windows one on top of the other.

**Important:** Ad-Free's comprehensive approach to blocking pop-ups may result in limiting the functionality on some web sites. For example, some web sites rely on pop-ups to communicate with you in real-time, such as some stock trading/financial web sites. Be sure to add such web sites to your list of web sites where pop-ups are **allowed**.

### To add a web site to the list of URLs where pop-ups are allowed

1. Open the Ad-free settings window by choosing the command **Edit Ad-Free Settings** from the system tray menu.
2. From the item list (top left corner of the screen), select **Pop-ups**.
3. On the Pop-ups to Allow screen, click **Add**.
4. Type the URL of the web site where you want pop-ups to appear.
5. Click **OK** to save the URL and return to the Pop-ups to Allow screen. The pop-up you just entered displays in the list to allow.

## Advertisements in Instant Messengers and Peer-to-Peer (P2P) applications

If you use popular instant messenger applications or P2P (file trading/file sharing) applications, Ad-Free will block traditional banner advertisements automatically, based on entries on the list of known sources of advertisements included within Ad-Free. This list is updated regularly and you can download the updated lists from the Net Nanny website, [www.netnanny.com](http://www.netnanny.com). You can delete, edit or add new entries to this list.



## Temporarily stopping and starting the software

You can temporarily stop and then start Ad-Free's blocking protection.

### To stop Ad-Free

1. In the system tray of the task bar (generally the lower-right corner of your desktop, left or right-click the Ad-Free icon.
2. From the menu, choose **Stop Ad-Free**.
3. If you are viewing a web page, click your browser's Refresh button to reload the page and view the content with ads and pop-ups.

### To start Ad-Free

1. In the system tray of the task bar (generally the lower-right corner of your desktop, left or right-click the Ad-Free icon.
2. From the menu, choose **Start Ad-Free**.

## Updating the lists

List updates are available from [www.netnanny.com](http://www.netnanny.com) for Ad-Free. Go to Support to download the update and save it to your Desktop. You can then import it into Ad-Free.

### To update your lists

1. Click the Ad-Free icon in the system tray.
2. From the menu choose **Edit Ad-Free Settings**.
3. From the **File menu** of the settings window, choose **List Update**.
4. When prompted, browse for the file on your desktop and select it.
5. Click **Open** to import the data.

## Managing cookies

Using Ad-Free, you can identify cookies you want to allow and cookies you want to block. Additionally, the Ad-Free log file records new cookies that you have not seen before with a status of "no status." You can specify which of these new cookies you want to block and allow in the future, directly from the log file; or you can take no action.

Ad-Free comes with a pre-populated list of two types of sources of cookies; those that are known to send profiling cookies (blocked by Ad-Free) and those that are known to send cookies required for some web pages to function (allowed by Ad-Free). These entries have been included for your convenience. You can add, delete, and edit any entry on the list. These lists are updated regularly and you can download the updated lists from the Net Nanny website, [www.netnanny.com](http://www.netnanny.com).

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### Net Nanny's Ad-Free™ Quick Start Guide

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