

Specification for Flash Advertising

The following requirements need to be met for the correct integration and click count of Flash advertising in ADITION advertising:

Click Count

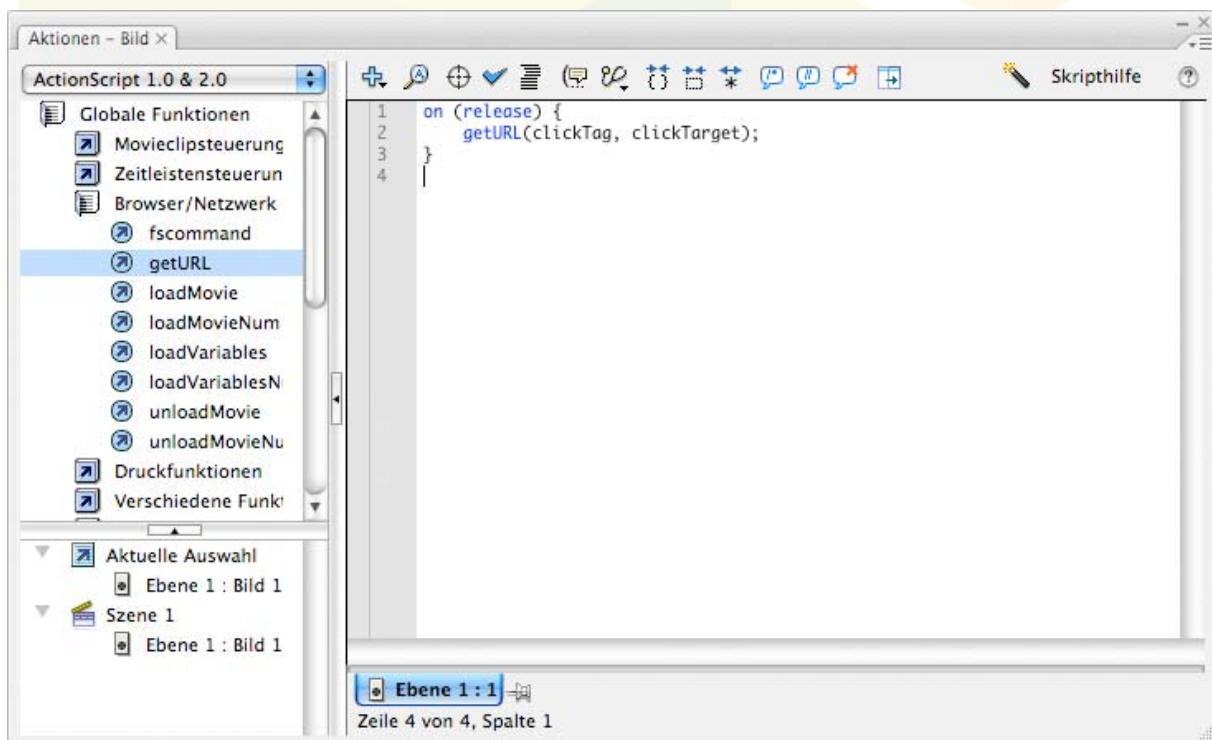
First Method Transfer via Click Tag

Using this approach, the ADITION click URL is transferred to the Flash advertising URL as a parameter:

When setting up click operations, the 'getURL' command must be used. The following settings need to be observed if clicks are to be counted:

- The "clickTag" entry must be present in the URL field.
- The expression setting must be activated.
- The settings for the target window as well as the click are to be controlled via a variable ("clickTarget"), or can be fixed, for instance to "_blank".

The following graphic shows the user interface under Flash CS 3 (MacOS) with the settings recommended by ADITION technologies AG:



Please Note

If the clickable area is not located in the uppermost level, then the "clickTag" and "clickTarget" variables, need to be preceded by a "_level0:".

Multiple Click Through Areas

If your Flash contains several click through areas with different target URLs, then the appropriate target URL can also be attached to the clickTag variable. (The target URL might need to be URL encoded first; this is not dealt with here.)

Example

```
getURL(clickTag + "http://www.TargetUrl.de", clickTarget);
```

Second Method Calling a FSCOMMAND

As an alternative to getURL the FSCommand Flash method can be run as a click operation. The first parameter to be passed is "click". The second can be left empty.

Example

```
on (release) {  
    FSCommand("click");  
}
```

Information on the IAB Standard

When a Flash file is displayed as a layer, a so-called Close Button needs to be implemented which runs the operation FSCommand ("adlayerhider") to comply with the current IAB standard. This operation to hide the Flash should occur automatically after 15 seconds, if by then the user has not manually closed the Flash.

Flash Parser

ADITION aderving includes a so-called Flash parser, which automatically recognises the stored type of click operation in the Flash. If the usual method using "clickTag" is not employed, the Flash parser searches for the appropriate JavaScript / FSCommands and implements these in banner code. If the error message "unable to determine clicktag" appears, the automatic recognition of the click operation has failed. In this case, the abovementioned procedures for click counting should be considered.

Delivery without Click Count

If a click count is not necessary, delivery via ADITION aderving can be done if

- a) The campaign in question is booked with **"0" clicks** and...
- b) ...the target URL is **permanently** stored in the Flash file.