

Flash specifications

Flash banners should be delivered as Macromedia clickTAG-Parameter, which transmits target URL to all common browser-types, and therefore be able to count clicks. Banners delivered via IFRAME TAG/JAVASCRIPT TAG – clicks will be counted and linked as requested. The Bureau/customer has to deliver a fully functioning banner, without hardcoded URL. When delivering flash material enclosed there has got to be GIF/JPEG as back-up

Implementing clickTAG:

It is important that clickTAG is spelled correctly – to make sure that clicks are being counted on the banner.

Actionscript for Flash version 7 og higher:

```
on(release) { getURL(_root.clickTAG, "_blank"); }
```

If different URL's are needed in the same banner, you can use the variables clickTAG, clickTAG1, clickTAG2 etc.

For example:

```
on(release) { getURL(clickTAG, "_blank"); }
```

ActionScript:

```
on(release) { getURL(clickTAG1, "_blank"); } ActionScript:
```

```
on(release) { getURL(clickTAG2, "_blank"); }
```

Helios IQ supports up to 9 different url's in the same banner.

ActionScript 2.0 code:

```
on (release) { getURL(_root.clickTAG, "_blank"); }
```

If more functions should be accomplished from the same click on the banner or a button, the first action after the click should be the opening of a new browser window. Any delay between click or call of a function, which opens the window, increases the chance of triggering pop-up blockers.

ActionScript 2.0 code:

```
on (release) { getURL(_root.clickTAG, "_blank"); // don't place any functions before this line  
YOUR_FUNCTION(); }
```

For significant stability and better performance – we recommend you to use ActionScript 2. If ActionScript 3 is used – the following coding applies:



ActionScript 3.0 code:

```
if (root.loaderInfo.parameters["clickTAG"]) {  
    var clickTAG:String =  
    root.loaderInfo.parameters["clickTAG"];  
}  
click_btn.addEventListener(MouseEvent.CLICK, getUrlfunction);  
function getUrlfunction(ev:Event = null):void {  
    ExternalInterface.call("window.open", clickTAG,  
    "_blank");  
}
```

For implementing click tags in expandable-banners – please look at the paragraph on expandable-banners



Additional requirements for flash-banners

"The following flash-attributes with matching values should be applied in the flash code (object & embed):

- "quality" must have the value "autohigh"
- "wmode" must have the value "opaque"
- When using iFrames the parameters "name" and "id" must be defined.

Any deviations from these requirements must be approved by the Media, or else the ad can be removed without warning.