

# Rich Media specifications

## Structual specifications

Banners must not contain more than 1 HTML-file. ADTECH does not support external js-files, these has to be incorporated in the banners source code.

All elements must be saved on the same level.

File titles must not contain special characters (e.g. "banner\_march.gif" instead of "banner march.gif".)

HTML or DHTML banners will be uploaded in a zip file. These zip files must not be compressed.

## The HTML files source code

The HTML's source code must be rewritten in JavaScript (in the form of document write). Browser related problems, such as JavaScript errors in IE6 must be taken into consideration. The source code must not contain the following TAGS: <HTML>, <HEAD>, <TITLE> and <BODY>. Functions such as #onLoad# cannot be executed in <BODY>. \*CSS definitions in <HEAD> will be annulled and ignored. Generally, functions which can affect the programming of the website must be avoided (e.g. "onLoad" etc.).

JavaScript variables, which are compiled in HTML commands, can be the cause of problems – when they are replicated by an ad server (e.g. the variable: "var IMG" or the function "IMG-PRELOAD( );") which is often used by Dreamweaver.

The Placement of layers and DIV's in the banner have to be relative and not absolute, since the actual placement is provided by the AdTech TAG.

In all banners with forms, Adtech does not support the transmission POST (METHOD="POST"), since it cannot be used as a redirect. All these banners has to be reprogrammed to METHOD="GET". When the method GET is being used, the length of the URL must not be longer than 1.012 Bytes (256 characters). It is very important that HTML and DHTML banners works locally.

## Javascript

The advertiser should use the functions via flash as much as possible. In some cases it can be necessary to use JavaScript. JavaScript's must be tested thoroughly by the ad manufacturer in the most common web browsers and operative systems (see FDIM-statistics). The Media does not have the option of testing and correcting faulty java scripts. Coding which is the cause of problems on the site – is removed immediately.

- Put your own prefix in front of the variable and function titles, e.g.: company\_myFunction(): or var company\_myString="string"; This is to avoid conflicts with other ads or the Medias own code. It is acceptable to use abbreviations or other kind of unique prefixes.
- All ad codes must be placed in line in the html-site. Therefore <script></script> tags with content can be used. Coding cannot be placed anywhere in the document, e.g. in the header or the bottom of the document, this can cause problems at e.g. implementation.
- Window events cannot be applied unless other has been agreed.
- It is not allowed to script towards other objects outside one's given ad area.
- Problems with click counting can occur, when links are generated via JavaScript. Ads without click counting is accepted, but the ad manufacturer should inform the customer about it.