



■ EmediateAd - Flash specifications

- Always attach a back-up gif to all flash creatives
- Always include the clickTAG argument in the swf-file sent to Emediate

■ Creating the clickTAG with actionscript 2

If a creative is of type **Shockwave Flash**, make sure the Flash creative is compiled with **clickTAG**:

1. In Flash-file, take out the normal click-action that links directly to URL
2. Create an invisible button that covers your whole banner.
3. On this button you replace the URL with: **clickTAG (case sensitive)**
4. The new action will look like this. You are NOT allowed to change the following script:

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

5. Save the banner and export as FLASH format.

NOTE: There should be no quotation marks around **clickTAG** and clickTAG is **case sensitive**.

■ Creating the clickTAG with actionscript 3

1. Select the button object on the stage that you wish to use and in the properties panel assign it an instance name (empty by default)
2. With actionscript 3 you are not allowed to apply scripts to a button. Therefore select the first frame on the main stage (ex. the layer containing your button) and insert the following code in the actionscript panel.

```
var request:URLRequest = new URLRequest(root.loaderInfo.parameters.clickTAG);  
myButton.addEventListener(MouseEvent.CLICK, tracker);  
function tracker(event:MouseEvent):void {  
    navigateToURL(request, "_blank");  
}
```

Important: Replace the variable "myButton" with the button's instance name you chose in step 1.



NOTE: Creatives made with actionscript 2 are still preferred, because actionscript 3 trigger pop-up blockers when used with clickTAG.

Also banners are meant to target a large group of people. Actionscript 3 requires Flash Player 9 or 10, but many are still using Flash Player 8 or below.

■ Testing the clickTAG

Upload your Flash file to a web server. If it is uploaded in EmediateAd, you can call it from there. Call the URL to the Flash file, and add the clickTAG parameter after.

Example:

http://the.webserver.com/your_flash_file.swf?clickTAG=http://www.google.com/

When you then click the Flash file, you should come to the clickTAG url (<http://www.google.com> in the example above).

If the click takes you to <http://www.google.com/> (example above), you're done. If you come to another URL, the URL is compiled into the Flash without the **clickTAG** setting, and you should ask the creator of the Flash to try again.

NOTE! "clickTAG" is case sensitive. Do not forget to reload the browser after adding clickTAG parameter.

■ Extern files

Note! Remember to notify if you are referring to any extern files in your flash file.

You can't refer to another local folder in your flash file. Keep in mind to place any extern files in the root of the folder.