

FLASH clickTag SPECIFICATIONS

INSERTING A clickTag USING ActionScript 1.0 OR 2.0

- Insert a new button.
- While in the button's screen, create a "box" that will cover the size of the entire ad in the HIT frame.
- In the main scene, drag the button from the library into a new layer. This layer must be the top layer.
- Add an action to the button. Copy and paste this action EXACTLY as shown below.
Note: Do NOT embed your own URL into the clickTag. Please leave "_blank" in the ActionScript.

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

- Prior to publishing the movie, select version of the Flash Player 9.0 or earlier in Publish Settings.
- Export Movie.

INSERTING A clickTag USING ActionScript 3.0

1. In frame one of your movie scene, insert the following ActionScript.

```
clickBtn.addEventListener(MouseEvent.CLICK, function(event: MouseEvent): void {  
  var sURL: String;  
  if ((sURL = root.loaderInfo.parameters.clickTag)) {  
    navigateToURL(new URLRequest(sURL), "_blank");  
  }  
});
```

```
clickBtn.buttonMode = true;  
clickBtn.useHandCursor = true;
```

2. In another layer, create and insert a movie clip that contains a shape layer which covers the area dimensions of your clickTag.
3. Add the instance name, clickBtn, to your movie clip.

FREQUENTLY ASKED QUESTIONS

Why do I need to include a clickTag in my Flash ad?

The clickTag is the tracking code assigned by the ad serving network to an individual ad. The clickTag allows the network to register where the ad was displayed when it was clicked on. This click through data is reported to the ad servers so advertisers may determine the effectiveness of their campaign.

If I can't embed my URL into the clickTag button's actions, how will the ad click through to my web site?

The clickTag code will allow the ad serving networks to dynamically assign a clickTag to the ad. This allows the click through URL to be modified at any time during a campaign, as opposed to hard-coding the click command in the .swf file.

I followed the clickTag instructions exactly, why does the clickTag still not work correctly?

Action buttons are very sensitive. Sometimes, the best way to correct a clickTag button is to recreate the button from the beginning by deleting it from the library and starting from scratch. In addition, if you have copied a clickTag button from another flash document, it may not work correctly in the new document you have pasted it into. In this case, it may also be necessary to recreate the button.

Why does the flash document need to be exported and saved to run in Flash Player 9.0?

Although Flash Player 9.0 is not the most recent technology, remember that not all online users have upgraded their Flash Players to the latest version. Publishing the document to run in Flash Player 9.0 will allow the ad to reach a wider audience.

Why is the back-up JPG or GIF required for a Flash ad?

To ensure the ad can be viewed by a wider audience, the back-up file will be served to users with older versions of Flash Player and in cases where the Flash ad does not work properly.