



■ 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.