

ADITION Specifications for Flash Advertising Media

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Certain requirements must be met for the correct integration and/or click counting of flash advertising media in ADITION. They are described in this document.

General Information

To avoid the popup blocker in the Internet Explorer, a Flash advertising medium with ActionScript 2 must be exported for the Flash Player 8 and older versions.

The following specifications must be observed for click counting of a Flash advertising medium with ActionScript 3 because just using the function of navigateToURL in ActionScript 3 activates the popup blocker of the Internet Explorers in the windowless-wmode (transparent, opaque) and the redirection is blocked.

Click Counting

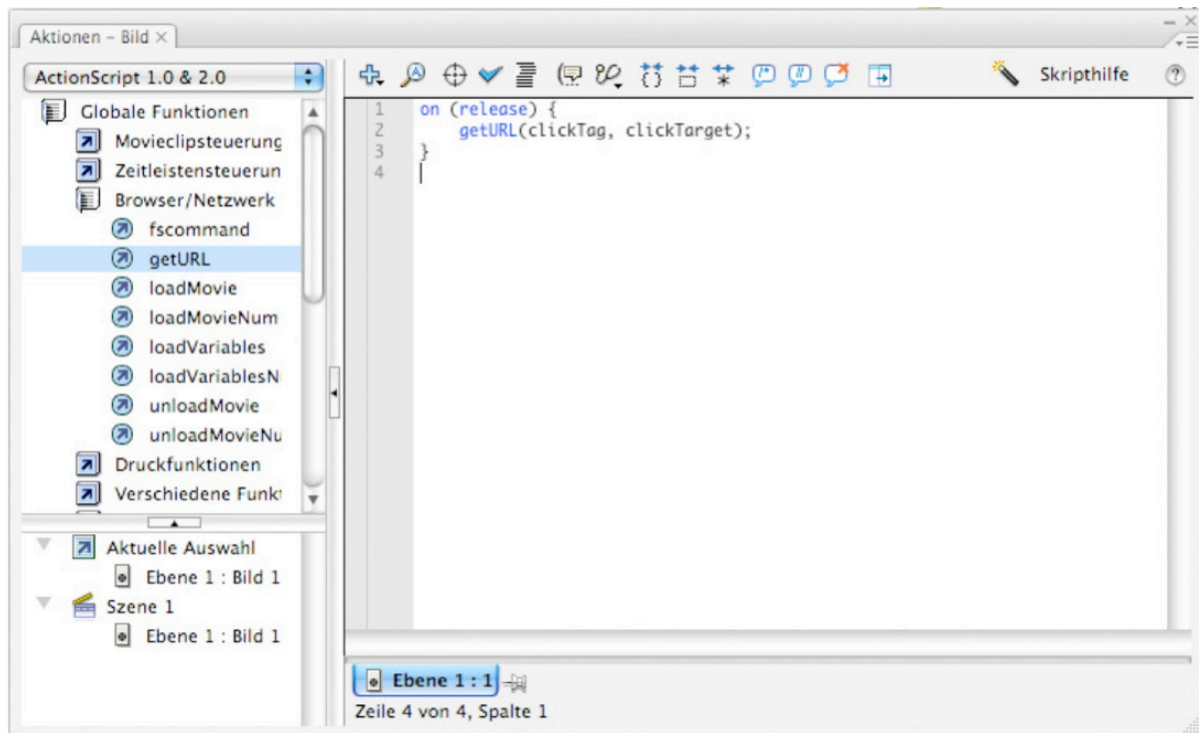
Transfer via clickTag (ActionScript 2)

By using this method, the ADITION clickURL is passed on to the URL of the Flash advertising medium as a parameter.

The getURL command must be used when creating the click actions. The following settings should be noted if the click is to be counted:

- a) the clickTag entry is included in the URL field
- b) the Expression setting is activated
- c) the settings for the target window are controlled via a variable (clickTarget) just like the click or can be set to `_blank`, for example.

The following screenshot shows the user interface of Flash CS 3 (MacOS) with the settings recommended by ADITION technologies AG:



Note:

If the click-through area is not located on the top level, the variables of clickTag and clickTarget must be preceded by a `_root`!

Transfer via clickTag (ActionScript 3)

To avoid the blocking of popups in Internet Explorer, we recommend implementing the following function:

```
var clickTag:String = root.loaderInfo.parameters.clickTag;
var clickTarget:String = root.loaderInfo.parameters.clickTarget;

function openUrl(url:String, target:String=null):void {

    if(!target) {
        target = "_blank";
    }
    var req:URLRequest = new URLRequest(url);

    if(!ExternalInterface.available) {
        navigateToURL(req, target);
    }

    var userAgent:String = String(ExternalInterface.call("function() {return navigator.userAgent;}")).toLowerCase();

    if (userAgent.indexOf("msie") != -1 || userAgent.indexOf("trident") != -1) {
        ExternalInterface.call("window.open", req.url, target);
    } else {
        navigateToURL(req, target);
    }
}

// ClickHandler Function
function clickHandler(event:MouseEvent):void {
    openUrl(clickTag, clickTart);
}

//Linking the clickHandler with the button
button.addEventListener(MouseEvent.CLICK, clickHandler);
```

Note:

Please note that line breaks may be due to formatting.

Multiple Click-Through Areas

If your Flash contains multiple click-through areas, you can label them through a different definition.

Example ActionScript 2:

```
getUrl(clickTag, clickTarget);
getUrl(clickTag1, clickTarget);
getUrl(clickTag2, clickTarget);
```

Example of ActionScript 3:

```
//Implementation of above-mentioned function and linking
of different clickHandlers with buttons
// ClickHandler function
function clickHandler1(event:MouseEvent):void {
    openUrl(clickTag1, "_blank");
}
button1.addEventListener(MouseEvent.CLICK,clickHandle
r1);
function clickHandler2(event:MouseEvent):void{
    openUrl(clickTag2, "_blank");
}
button2.addEventListener(MouseEvent.CLICK,clickHandle
r2);
```

Expansion of the Flash Image (Expandable Flash)

The **expansion** of the Flash advertising medium is triggered by a mouse rollover. The Flash advertising medium collapses on mouse rollout, i.e. it is displayed in its original size again. The following command is used to expand the Flash advertising medium:

```
on (rollover)
{
    getURL("FSCCommand:expand", "");
    // jump to big film scene, for example
    gotoAndStop(2)
}
```

The following command is used to **collapse** the advertising medium:

```
on (rollout)
{
    getURL("FSCCommand:contract", "");
    // jump back to small film scene, for example
    gotoAndPlay(1)
}
```

Note:

Please note that you must first load the image for expanded display to the Flash advertising medium.

Note on IAB Standard LayerAd

If a Flash file is displayed as a layer, a Close button should be implemented that executes the *FSCCommand (adlayerhider)* action in accordance with current IAB Standards.

ADITION provides the implementation of a Close button and also a function to automatically close after x seconds.

Flash Parser

ADITION Flash advertising media contain a Flash parser that automatically recognises the type of click action configured in the Flash file. If the common method of clickTag was not used, the Flash parser searches for the corresponding JavaScript / FSCCommands and implements them in the banner code. But if the error message of *unable to determine clicktag* appears, the automatic detection of the click action failed. In this case, the above-mentioned methods for click counting should be considered.

Note: The Flash parser is not able to detect click actions in ActionScript 3 advertising media due to compatibility reasons. The above-mentioned methods of ActionScript 3 should be followed for successful click counting.

Click Counting in Microsoft Environments (OOB Click Tracking)

The delivery of Flash advertising media in Microsoft environments always requires a certification. To access the certification performed by ADITION, the following code must be implemented in the Flash file to activate Out-Of-Band click tracking:

```
on(release) {  
    FSCCommand('oobclick');
```

Delivery without Click Counting

If click counting is not necessary, the delivery through ADITION can occur when

- a) the respective campaign is booked in with 0 clicks and
- b) the target URL is permanently set in the Flash file.