

## Specifications for RichMedia Advertising Media

Status: 06/2015

For the correct integration and/or click counting of RichMedia advertising media in ADITION ad serving, the following requirements must be fulfilled:

### Delivery

The RichMedia advertising medium to be stored in ADITION fundamentally consists of an independent HTML fragment that is always delivered without a header (<HTML>, <HEAD>, <TITLE>, <Meta>, <BODY>).

In addition, as many files as desired can be uploaded. These will be referenced through a placeholder **%file:FILENAME%** in the RichMedia code (the placeholder will be automatically replaced during the delivery by the file URL).

Example:                      File name:                      grafik.jpg  
    Referencing:                      %file:grafik.jpg%



### Click counting

Permanently assigned, absolute URLs will automatically be recognised and provided with the click counting.

Furthermore, the following placeholders are available for the click counting:

- a.) **%clickurl:e%**    encoded for the ADITION click URL
- B.) **%clickurl%**     not encoded for the ADITION click URL
- c.) **%clickurl:u%**    not encoded for the ADITION click URL

As the URL of the target page, the URL listed on the advertising media form in the field of "ClickURL" will be used. In the case that multiple target URLs are used, these can be added directly after the placeholders with the correct encoding.

Example:

```
<a href=http://www.url.de>Link 1</a>
```

Or with a number of target URLs:

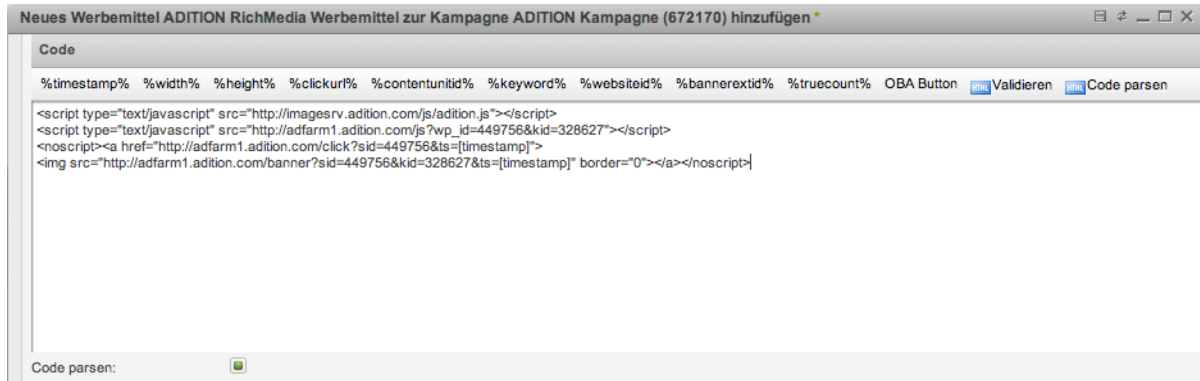
```
<script language="JavaScript"> <!--  
//will be automatically replaced  
document.write('<a href="%clickurl%' +  
escape('http://www.url1.de') + '" target="_blank">Link 1</a>');  
document.write('<a href="%clickurl%' +  
escape('http://www.url2.de') + '" target="_blank">Link 2</a>');  
//-->  
</script>
```

**Note:**

References that are accessed via JavaScript should be stored in a variable at the start of the <SCRIPT> block and then only accessed through it. The entire advertising medium should be enclosed in a <TABLE>element, the height and width of which is fixed to the size of the advertising medium.

## Other available placeholders

Some further placeholders are available per direct access in the RichMedia advertising media. These are inserted by clicking in the respective parameters at the place where the cursor is.



The screenshot shows a code editor window titled "Neues Werbemittel ADITION RichMedia Werbemittel zur Kampagne ADITION Kampagne (672170) hinzufügen". The code contains the following placeholders: %timestamp%, %width%, %height%, %clickurl%, %contentunitid%, %keyword%, %websiteid%, %bannertextid%, %truecount%, OBA Button, Validieren, and Code parsen. The code also includes JavaScript and HTML tags for tracking and displaying an advertisement banner.

```

%timestamp% %width% %height% %clickurl% %contentunitid% %keyword% %websiteid% %bannertextid% %truecount% OBA Button Validieren Code parsen

<script type="text/javascript" src="http://imagesrv.adition.com/js/adition.js"></script>
<script type="text/javascript" src="http://adfarm1.adition.com/js/wp_id=449756&kid=328627"></script>
<noscript><a href="http://adfarm1.adition.com/click?sid=449756&ts=[timestamp]">
</a></noscript>
  
```

<b>%width%:</b>	Width of the advertising medium
<b>%height%:</b>	Height of the advertising medium
<b>%keyword%:</b>	Passed-on keyword
<b>%contentunit%:</b>	ID of advertising space where advertising medium is delivered
<b>%timestamp%:</b>	Unique ID per request

### Note:

A complete list of the placeholders available in ADITION can be found in the manual under the topic of "Placeholder."

## JavaScript variables reserved by ADITION

It is **not** permissible to use the following names for JavaScript variables:

- a) 'ad\_hidelayer'
- B) 'ad\_count'
- c) 'ad\_wid'

## Notes on forms

### Form elements:

In general, 'GET' should be used as the form method. But if it is absolutely necessary to use 'POST' as the method, it should be noted that click counting is not possible in this case.

### Form fields:

It is not permissible to use the following names for form fields:

- a) 'lid'
- B) 'clickurl'
- c) 'url'