



Need help? E-mail us at creativesupport@internetbrands.com

Specifications for Internet Brands Advertising

• Standard Image Specifications (.JPG, .GIF, Animated .GIF)

<u>Max File Size</u>	<u>Animation Time Length</u>	<u>Dimensions</u>	<u>Creative Swap</u>
40k	15 Seconds	See Sales Rep	1 Creative swap per month

• Rich Media Specifications & Requirements (Flash .SWF) Requires DoubleClick clickTag coding (see below)

<u>Max File Size</u>	<u>Animation Time Length</u>	<u>Audio</u>	<u>3rd Party Ad Serving</u>	<u>Backup .GIF</u>
40k	15 Seconds	User-Initiated Only	Approved RM Vendors	Must be provided
<u>Max Frame Rate</u>	<u>Flash Versions Supported</u>	<u>ActionScript Versions</u>	<u>Dimensions</u>	<u>.FLA File</u>
12 fps	6-9 (6-7 recommended)	ActionScript 2 & 3	See Sales Rep	Must be provided

• Polite Downloads

Polite ads indicate that the initial load of an ad that's up to "40k" has completely downloaded before any larger files (such as video streaming, dynamic data, data collection, interactive games, and others) are loaded. This provides a richer user experience.

• Expandable Ads

These ads must be user initiated upon click, and retract upon mouse-off event (where applicable). A close button must be included on all ads.

• clickTag Implementation

Flash files submitted must be coded properly with a clickTag invisible button for impression and click tracking in our Advertising platform. A URL click through should *never* be hard-coded into an ad, but instead should be provided to Internet Brands for trafficking in your Insertion Order.

• RichMedia In-Banner Video Specs

<u>Max Video File Size</u>	<u>Audio</u>	<u>Video Length</u>	<u>3rd Party Ad Serving</u>
Broadband = 2.2 MB/s, Narrowband = 500K/s	User-Initiated Only	30 seconds max	Approved RM Vendors

• Approved Rich Media Vendors Accepted (including but not limited to)



Guide to implementing our clickTag with **ActionScript 2.0**

This guide will take you through a step-by-step process of creating a “clickTag” in Flash utilizing ActionScript 2.0. **The “clickTag” essentially creates an invisible button on top of your advertisement which we use to track your clicks from users as well as tell the banner which site to go to .**

IMPORTANT NOTE: Please do not hardcode any site URLs into the ActionScript, as we input the site URL into our Ad Platform for you, and doing so will delay processing of your order.

Please remember to submit your .SWF File with ANY special fonts used as well as the project .FLA file!

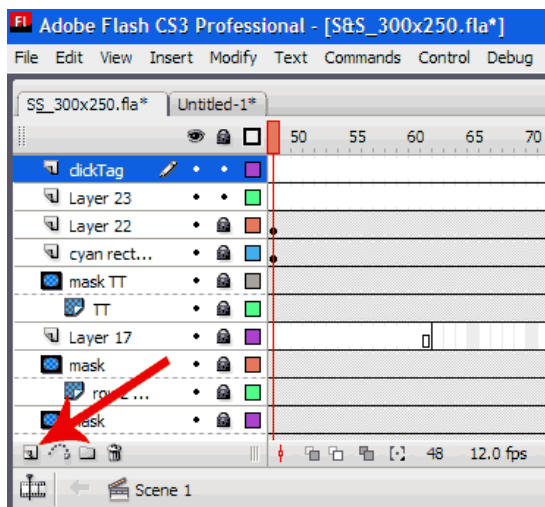
1. Check Publish Settings

Make sure you have the correct version of ActionScript selected by going to **File > Publish Settings**. **Make sure “ActionScript 2.0” is selected under “ActionScript version”.**

2. Create the clickTag Layer

Create a new layer by clicking the “Insert Layer” icon highlighted by the arrow below.

Name this new layer “clickTag” and make sure it’s the top most layer.



3. Draw the Rectangle Button



Draw a rectangle surrounding the entire banner advertisement (See the blue banner sample shown below).

Use the Rectangle Tool in the Toolbar (Windows > Tools) as highlighted by the red arrow to do this.

Make sure you draw this rectangle on the top most layer (clickTag layer), created in the previous step.

It’s this rectangle that will become our “clickTag” button symbol in the next step.

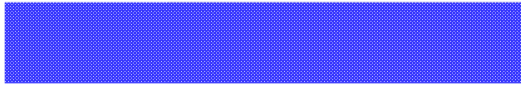
Note: It’s normal for the rectangle to turn into a ‘solid’ color..we’ll change this in the next few steps!



Draw a rectangle surrounding the entire banner advertisement as shown.

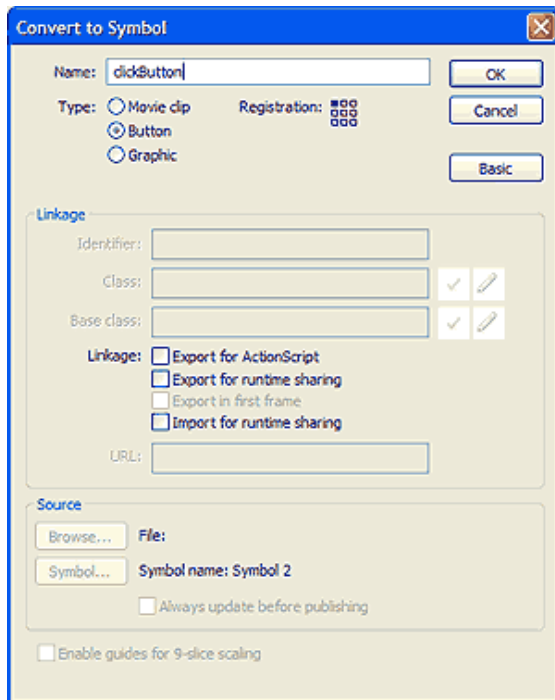
4. Convert to Symbol and Create Button

At this point you'll want to convert the newly created rectangle into a button symbol. **Do so by selecting the rectangle with the Selection Tool** (rectangle will become grainy looking).



After selecting, convert the rectangle to a button symbol by choosing "Modify > Convert to Symbol" in the toolbar.

Go ahead and name the newly made symbol "clickButton" and select "Button" as the type.

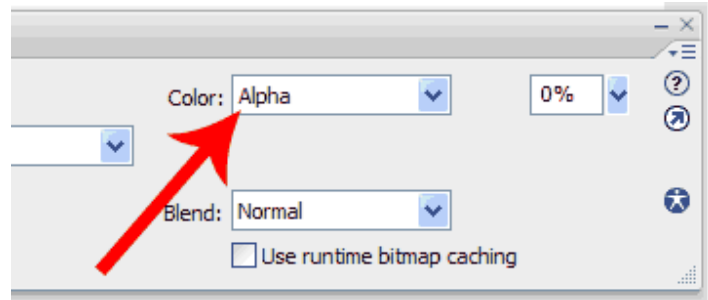


5. Make Button Transparent

You will need to make this button transparent (if it already isn't).

To do this, make sure the Properties window is displayed by selecting "Window > Properties".

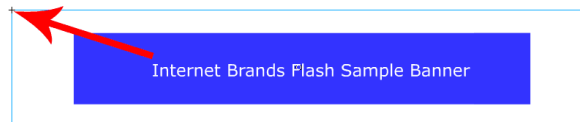
Select the new Button object, and change Color to Alpha and set it to 0%. It should now be transparent.



6. Inserting ActionScript 2.0 Code into Transparent Button (clickButton).

Select the Button symbol (clickButton) by selecting the crosshairs on the upper left side of the button.

Open the ActionScript editor "Window > Actions".



Make sure you have the clickButton selected in the ActionScript editor by looking at the bottom of the window (as shown below).



7. Paste the following code into the ActionScript editor as is. Please Do Not Modify!

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```

Publish your file and that's it! We recommend publishing in Flash version 6 for ActionScript 2.

Guide to implementing our clickTag with **ActionScript 3.0**

This guide will take you through a step-by-step process of creating a “clickTag” in Flash utilizing ActionScript 3.0. **The “clickTag” essentially creates an invisible button on top of your advertisement which we use to track your clicks from users as well as tell the banner which site to go to.**

IMPORTANT NOTE: Please do not hardcode any site URLs into the ActionScript, as we input the site URL into our Ad Platform for you, and doing so will delay processing of your order.

Please remember to submit your .SWF File with ANY special fonts used as well as the project .FLA file!

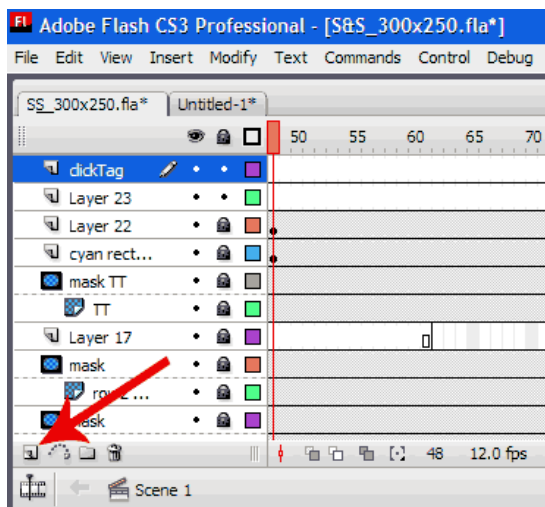
1. Check Publish Settings

Make sure you have the correct version of ActionScript selected by going to **File > Publish Settings**. **Make sure “ActionScript 3.0” is selected under “ActionScript version”.**

2. Create the clickTag Layer

Create a new layer by clicking the “Insert Layer” icon highlighted by the arrow below.

Name this new layer “clickTag” and make sure it’s the top most layer.



3. Draw the Rectangle Button



Draw a rectangle surrounding the entire banner advertisement (See the blue banner sample shown below).

Use the Rectangle Tool in the Toolbar (Windows > Tools) as highlighted by the red arrow to do this.

Make sure you draw this rectangle on the top most layer (clickTag layer), created in the previous step.

It’s this rectangle that will become our “clickTag” button symbol in the next step.

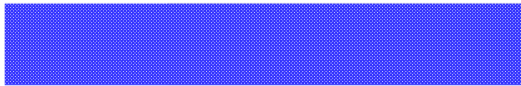
Note: It’s normal for the rectangle to turn into a ‘solid’ color..we’ll change this in the next few steps!



Draw a rectangle surrounding the entire banner advertisement as shown.

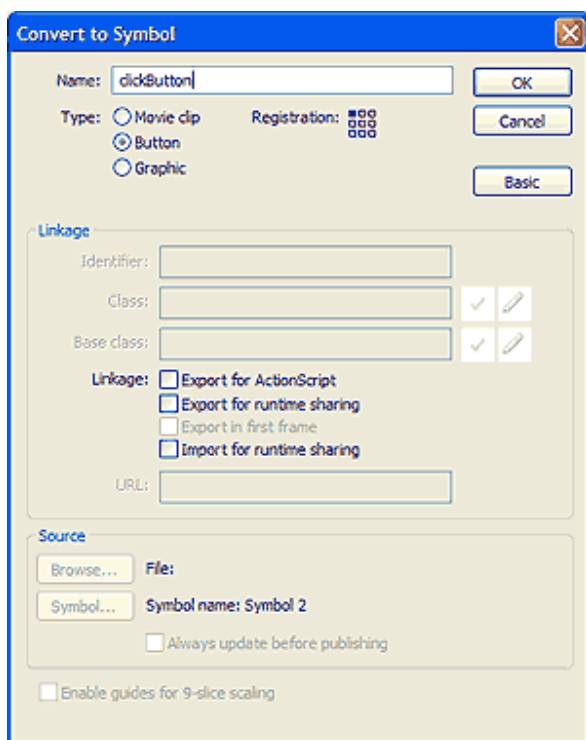
4. Convert to Symbol and Create Button

At this point you'll want to convert the newly created rectangle into a button symbol. **Do so by selecting the rectangle with the Selection Tool.** (rectangle will become grainy looking).



After selecting, convert the rectangle to a button symbol by choosing "Modify > Convert to Symbol" within the toolbar.

Go ahead and name the newly made symbol "clickButton" and select "Button" as the type.

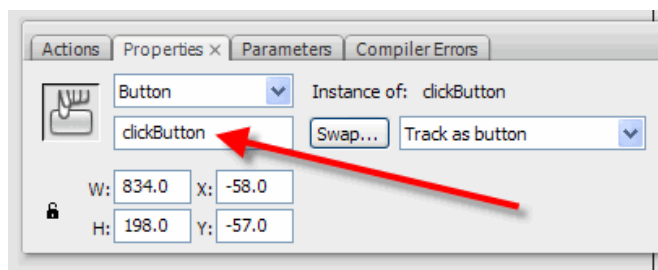


5. Set Button Instance Name

Now it's time to name your new Button Instance.

Go to the Properties window "Window > Properties" (Make sure the button is selected on the stage before doing this – otherwise you'll be seeing the Properties of the Frame itself).

You'll need to replace the words <Instance Name> (which will be grayed out) with the button name "clickButton" as shown below. **Do not name the button anything else (and watch for case sensitivity).**

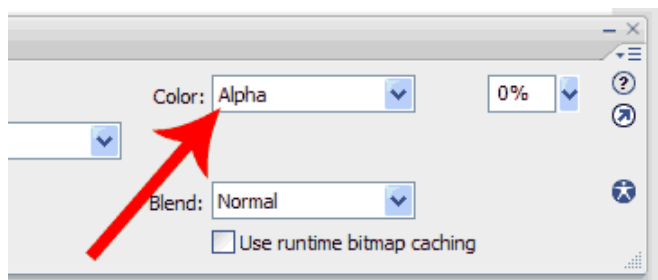


6. Make Button Transparent

You will need to make this button transparent (if it already isn't).

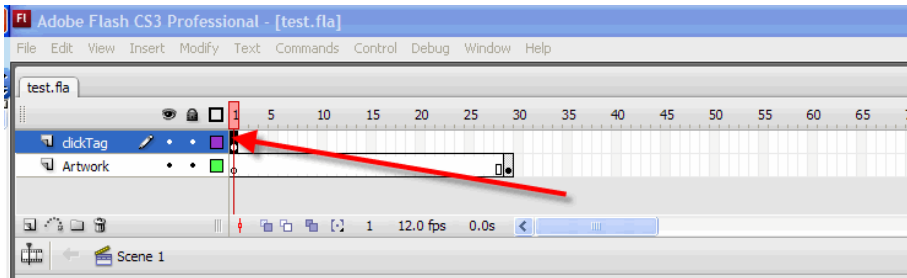
To do this, make sure the Properties window is displayed by selecting "Window > Properties" (If you already have the Properties window open from the previous step, the Color:Alpha settings are on the same Window).

Select the new Button object, and change Color to Alpha and set it to 0%. It should now be transparent.



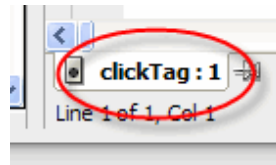
7. Adding ActionScript 3.0 (on the clickTag layer)

Let's start by selecting the first frame of our "clickTag" layer. This is the frame in which we'll add the ActionScript to. Unlike ActionScript 2, we must code the frame and not the button itself!



Bring up the Actions pane by selecting "Window > Actions".

At this point you'll see the clickTag:1 indicator in the Actions window (from selecting the first frame of the "clickTag" layer).



8. Paste the following code into the ActionScript editor as is. **Please Do Not Modify!**

```
clickButton.addEventListener(MouseEvent.CLICK, function(event: MouseEvent): void
{
var sURL: String;

    if ((sURL = root.loaderInfo.parameters.clickTag)) {
        navigateToURL(new URLRequest(sURL), "_blank");
    }
});
```

Once the ActionScript has been added to the frame, a small "a" will be seen on the frame!

Publish your file and that's it! We recommend publishing in Flash version 9 for ActionScript 3.