

ADTECH



User Guide

Flash Banners

ADTECH IQ

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ADTECH GmbH

Flash Banner Programming

Introduction

To use Flash files for Flash banners in ADTECH IQ they need to be prepared: Variables for counting clicks and other functions have to be implemented into the Flash files.

Notes on programming

- **getURL vs. Fsccommand:** Most of the functions that are described here can be programmed in 2 ways. Both of these are fully functional, it is your decision which one you choose.
- **Flash version:** We recommend not to develop with the latest ActionScript features, so that you can save the Flash file in a lower version than the latest available one (e.g. in version 7). This way, it is possible to reach more users.

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1 Quick notes for In-page Banner development

1. Image Banners

The image banners can have the following format's . jpg, . png or .gif. The. gif banners can be static or animated. The only limitation for image banners is that they should not exceed 150Kb. Creatives greater than 150Kb are charged differently.

2. Flash Banners

The flash banners should be in .swf format. The. swfs should be programmed in version 9 flash (or less) and for actionscript up to version 2.0. If a later version of newest actionscript is required please contact us for further details. In both cases, the flash banner must be accompanied by the corresponding image banner. (see "image banners") This is for backup purposes, in the event that the user's browser will run out of flash plugin.

The characteristics of flash banners should be as follows:

A. You host the banner on your or a third party server and from there the absolute Url will be called up by Adtech IQ.

(example. <http://www.test.gr/flashbanners/banner300x250.swf>)

B. Button: The button on the flash banner should not contain the actual URL but the variable "clickTAG" (which is case sensitive). In the event "release" or "press" and within the actionscript command "getURL" the above expression should be defined as variable. This gets the actual target URL from the html tag that serves the flash, thus allowing you to count the users clicks. Also all the above should be programmed to open in a new browser window with the parameter "_blank".

Warning: The variable "clickTAG" gets its price level in the _root swf. This means that if, for some reason, the button is inside an inner movie clip, then the "clickTAG" will have to be as follows "_root.clickTAG" or "/: clickTAG"

C. Background: In the event that an in-page flash banner is being served in a web-page and at the same time there is a floating ad over it, ("webover" or "expandable banner"), then, the in-page will be displayed incorrectly appearing above the floating ad. This bug, in Internet Explorer, has been acknowledged by microsoft but has not been solved to date.

This is solved by serving in-page flash banner with the "transparent" parameter, as seen below:

Code:

```
<OBJECT classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
codebase="http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=6,0,0,0"
WIDTH="120" HEIGHT="300" id="banner" ALIGN="">
<PARAM NAME=movie VALUE="banner120x300.swf">
<PARAM NAME=quality VALUE=high>
<PARAM NAME=wmode VALUE=transparent>
<PARAM NAME=bgcolor VALUE=#FFFFFF>
<EMBED src="banner120x300.swf" quality=high wmode=transparent bgcolor=#FFFFFF WIDTH="120"
HEIGHT="300"
NAME="banner" ALIGN=""
TYPE="application/x-shockwave-flash"
PLUGINS PAGE="http://www.macromedia.com/go/getflashplayer"></EMBED>
```

As floating ads are quite a popular format, in order to ensure the correct display in a Web site where they appear accompanied by in-page flash banners, the flash banners should be served with the transparent parameter.

To ensure that the in-page flash banner will be served correctly, without leaving a blank "space" in the creative, you must enter the background into the flash as a shape, and not as a background color. This is specified in the flash document properties.

3. Html5 Banners

The Adtech IQ supports html 5 banners technology !The Html 5 technology makes banner ads that will display across all modern Internet browsers and mobile devices.

2 Flash Functions for Tracking

Link URL with ClickTAGs

The link URL in the Flash file will be passed in the variable clickTAG. The variable will be connected to a button action in most cases.

☞ The exact upper and lower case of the variable is mandatory! Although ADTECH IQ detects different variants for upper and lower case the given one is highly recommended:

“clickTAG”! We do not recommend the following variants:

clickTag, clicktag, ClickTag, CLICKTAG.

☞ The link URL will be entered in the ADTECH IQ user interface during the banner booking process .

The link URL can be programmed with the following ActionScript commands:

Type	ActionScript Command
getURL (Flash version 6 and higher)	<pre>on (release) { getURL(_root.clickTAG, "_blank"); }</pre>
getURL (Flash version 5 and lower)	<pre>on(release) { getURL(clickTAG, "_blank"); }</pre>
getUrlfunction (ActionScript 3, without Safari support)	<pre>if (root.loaderInfo.parameters["clickTAG"]) { var clickTAG:String = root.loaderInfo.parameters["clickTAG"]; } click_btn.addEventListener(MouseEvent.CLICK, getUrlfunction); function getUrlfunction(ev:Event = null): void { ExternalInterface.call("window.open", clickTAG, "_blank"); }</pre> <p>Notes:</p> <ul style="list-style-type: none"> • click_btn is the name of the link button. You can change it into every name / label you want. • It is possible to embed the clickTAG via external files. • Pop-up blockers can block ExternalInterface.call("window.open", clickTAG, "_blank"), in this case look for workarounds. • The command has been tested with Windows XP and various browsers: <ul style="list-style-type: none"> • Internet Explorer 6 and 7: It works (it overrides the pop-up blocker). • Firefox: It works (it overrides the pop-up blocker). • Opera: The browser asks the user to open the pop-up window manually. • Safari: It does not work: ExternalInterface.call does not work in Safari under Windows, in this case use navigateToUrl. For details see the <i>Adobe ActionScript 3.0 Reference</i> http://help.adobe.com/en_US/FlashPlatform/reference/actionscript/3/flash/external/ExternalInterface.html.

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Multiple ClickTAGs

Multiple clickTAGs will be programmed just like single clickTAGs.

- If a Flash file needs to contain more than one link URL they will be passed via variables with postpositioned numbers (clickTAG1, clickTAG2 etc.) to differentiate them from each other.
- ADTECH IQ supports up to 10 clickTAGs in a Flash file.

3 Flash Functions for Layer Banners

Open layer

The variable openTAG contains the URL to show the layer. By default a Flash layer will be delivered visibly. So this function will be needed only to show the layer again, after it was hidden.

The layer opening can be programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	<code>getURL(_root.openTAG, "_self");</code>
fscommand	<code>on(release) { fscommand("show"); }</code>

Close layer

The variable closeTAG contains the URL to close the layer.

Note: Layer banners should be closed in either case! They should be closed too if the Flash banner is completely transparent at the end of the animation because links that are covered by the transparent Flash banner cannot be clicked in some browsers.

The layer closing can be programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	<code>on(release) { getURL(_root.closeTAG, "_self"); }</code>
fscommand	<code>on(release) { fscommand("close"); }</code>

4 Flash Functions for Expandable Banners

Expand banner

The variable `expandTAG` contains the URL to expand the expandable Flash banner to its full size. The expanded and collapsed sizes will be defined in the ADTECH IQ user interface during the banner booking process .

The expanding can be programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	<pre>on(release) { getURL(_root.expandTAG, "_self"); }</pre>
fscommand	<pre>on(release) { fscommand("expand"); }</pre>

Collapse banner

The variable `collapseTAG` contains the URL to collapse the expandable Flash banner to its collapsed size. The expanded and collapsed sizes will be defined in the ADTECH IQ user interface during the banner booking .

The collapsing can be programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	<pre>on(rollOut) { getURL(_root.collapseTAG, "_self"); }</pre>
fscommand	<pre>on(rollOut) { fscommand("collapse"); }</pre>

Change height

The command `expandheight` changes the height of a layer. The desired height will be given as a parameter.

The changing of height can be programmed with the following ActionScript command (example with a height of 500 pixels):

Type	ActionScript Command
fscommand	<pre>on(rollOver) { fscommand("expandheight", 500); }</pre>

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Change**

The command `expandwidth` changes the width of a layer. The desired width will be given as **width** a parameter.

The changing of width can be programmed with the following ActionScript command (example with a width of 500 pixels):

Type	ActionScript Command
<code>fsccommand</code>	<pre>on(rollOver) { fsccommand("expandwidth", 500); }</pre>

5 Flash Functions for Loading Additional Files

Loading additional files

To load additional files from a Flash file there are 2 ways, depending on where the file will be loaded from:

- Both Flash files were uploaded to ADTECH IQ: See *Additional file from ADTECH IQ* below in this topic.
- The second file will be loaded from an external source: See *Additional file from an external source* below in this topic.

To load additional files from the Flash file you can use any file format like .flv, .swf, .mp3, .avi etc.

Additional file from ADTECH IQ

Additional files can be loaded from ADTECH IQ with the variable pathTAG. The variable contains the path to the banner files that the user uploaded. The additional files have to be uploaded into ADTECH IQ.

The loading can be programmed with the following ActionScript commands (example with a file flash2.swf):

Type	ActionScript Command
loadMovie (without pathTAG)	loadMovie("flash2.swf")
loadMovie (with pathTAG)	<pre>if(_root.pathTAG == undefined) { _root.pathTAG = ""; } _root.loadMovie(_root.pathTAG+"flash2.swf");</pre>

Additional file from an external source

Additional files can be loaded from external sources with the loadMovie command.

Note: You need to use security settings (see [Security Settings](#) on page 11).

The loading can be programmed with the following ActionScript command (example with a URL <http://www.adtech.de/movies/flash2.swf>):

Type	ActionScript Command
loadMovie	loadMovie("http://www.adtech.de/movies/flash2.swf")

6 Security Settings

Introduction

Since Adobe Flash version 7 the security settings for Flash files have changed.

- ❓ If the video in the Flash file is controlled with JavaScript function, or
- ❓ if external files or videos should be loaded,

then the respective domain has to be “unblocked” out of the Flash file with the command `system.security.allowDomain`.

Attention: It needs to be assured that these ActionScript security setting commands are executed!

CURRENTDOMAIN and System.security.allow Domain

In the variable CURRENTDOMAIN the name of the domain where the banner will be shown is stored (Example: `www.adtech.de`). The variable will be passed to the function `system.security.allowDomain` to give JavaScript access to the Flash video. For example this is necessary if the Flash video will be started or stopped with JavaScript functions. The domain access can be programmed with the following ActionScript command:

Type	ActionScript Command
system.security.allowDomain in (Flash version 7)	system.security.allowDomain(_root.CURRENTDOMAIN);

Security settings for loading external files

Scenario: A Flash video (a) booked in ADTECH IQ loads a Flash video (b) which is stored on an external server. The reloaded Flash video (b) accesses the link URL of the first Flash video.

This is only possible if `system.security.allowDomain` is implemented correctly.

- Flash 6 and 7: In order for the banner to function correctly even if delivered via different (ad) server, the URL of the parent element is identified with the variable `parent._url`. This way, you do not need to manually enter all necessary domains.
- Flash 8: It is possible to permit all domains with the placeholder `“*”`. The access can be programmed with the following ActionScript commands:

Type	ActionScript Command
system.security.allowDomain in (Flash version 6 and 7)	system.security.allowDomain(_parent._url);
system.security.allowDomain in (Flash version 8)	system.security.allowDomain(".*");

JavaScript access on ActionScript functions

Scenario: A Flash video is to be restarted via JavaScript. To allow this in Flash, the current domain has to be allowed. The domain is passed in the variable CURRENTDOMAIN.

The access can be programmed with the following ActionScript commands:

Type	ActionScript Command
system.security.allowDomain in	system.security.allowDomain(_root.CURRENTDOMAIN);
(Flash version 6 and 7)	
system.security.allowDomain in (Flash	system.security.allowDomain("*"); version
	8)

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Thank You!

For further information, contact us.
