

## **Flash Advertising Requirements**

Statesman.com and related web sites utilize the Yahoo! ad network to serve banner ads. Outside parties creating ads to run on the Statesman family of websites must follow these guidelines for the ads to perform properly on the ad network:

### **ClickTAG**

A clickTAG expression is required in the ActionScript button code in order to give Yahoo! the ability to track your ads online.

clickTAG is case sensitive.

Best Practice coding suggests putting all Actionscript on the first frame of one otherwise empty layer labeled "actionscript."

Refer to the button in this manner:

```
var clickTAG:String;
    clickBtn.onRelease = function(){
        getURL(clickTAG, "_blank");
    }
```

The button movie has an "instance" name of clickBtn, and should be placed on the main timeline with Alpha set at 0.

The Actionscript can also be placed directly on the button. In which case, the clickTAG is included in this manner:

```
on (release) {
    getURL(clickTAG, "_blank");
}
```

These practices work if you have created your symbol as a button or a movie. If you created a button, the "hit" area within the symbol can contain the clickable area, and you don't have to worry about the alpha level.

### **Animation and File Size**

All animation must stop after 15 seconds.

Publish html, swf, and gif or jpg backup files and send us all three. The playhead must be sitting on the last frame of the movie when you publish it, so that the final message will be published as the backup image. Please let us know what version the ad is published in: 6, 7, or 8. We prefer 8.

Make sure the final message makes sense and includes the company name or logo.

Maximum file size (weight) for swf files is 40K; for jpgs and gifs 20K.

Flash templates with proper Best Practice ActionScript for clickTAGs and looping are available upon request.