

Please note: we recommend you use actionscript2 for flash creative as we cannot troubleshoot AS3.
When saving your FLA please use CS5 or below (CS5.5 is not compatible with our adserver).

ClickTAG instructions

A clickTAG allows a flash file to be clickable and the adserver to count clicks.
Create a layer on the top and on this layer create a transparent button that sits in the area you want to be clickable.
For AS2, Apply the following actionscript to the button:

```
AS2:  
on (release)  
{  
  getURL(_level0.clickTAG, "_blank");  
}
```

For AS3, name the button instance yourButton. Create a new layer and apply the following action to frame 1:

```
AS3:  
var request:URLRequest = new  
URLRequest(root.loaderInfo.parameters.clickTAG);  
yourButton.addEventListener(MouseEvent.CLICK,  
tracker);  
function tracker(event:MouseEvent):void {  
  navigateToURL(request, "_blank");  
}
```

Multiple clicktags: create a button for each, all on the same layer, and use the script above, with clickTAG, clickTAG1, clickTAG2 etc

Instructions for overlays

The close tag should be placed on the same layer as the clickTAG.
Create transparent button to sit on this layer in the top right of the creative, over your close lettering
Apply the following actionscript to the button
Overlays close automatically after 15 seconds but the close button is mandatory.

```
AS2  
on (release)  
{  
  getURL ("javascript:dclk_hide_overlay()");  
}
```

We also accept static images for overlays. We cannot accept AS3 overlays.

Flash Instructions for Expandable Banners

You need to provide two swfs; the retracted and expanded version.
The first swf should be the standard ad, unexpanded (ie. 728x90, 468x60, 300x250, 336x280, 120x600 or 160x600)
The second swf should be the ad expanding from its collapsed size to expanded size.
You do not need any actionscript to make the two files work together.
On the final frame of the expanded ad place a stop() action to stop the ad expanding again and again.
On both files, put a transparent button on the top layer and place a clickTAG on it (see above for clickTAG instructions)
Provide a back up image for both the expanded and collapsed versions of the creative.
We will also accept a large and small image file, for those unable to make ads in flash.

Flash Instructions for page peels

You need to provide one swf.

Build the ad on a timeline with two distinct parts. In this example, the retracted version is frame 1-11 and the expanded is frame 12-25.
It is advised to use a blank layer to place keyframes.

On frame 11 and 25, place a keyframe with the action on the frame:
stop();

On frame 1-11 place a transparent button over the retracted area and use the actionscript on the button:

```
{  
  gotoandplay(12);  
}
```

Put a keyframe on frame 12.

On frame 12-25 place a transparent button over the expanded area and use the actionscript on the button:

```
{  
  getURL(_level0.clickTAG, "_blank");  
}
```

on(rollout)

```
{  
  gotoandplay(1);  
}
```

Flash Instructions for pushdowns

Build in AS2. Provide a large and small swf.

1. Large ad.

If you want a smooth pushdown, place a white box over the whole creative which contracts to nothing over a time period of around 2 seconds.

In the top right hand corner of the ad, place the word "Up" or "Close".

Over this text place a transparent button and apply the action:

```
on (release) {  
  getURL ("javascript:dclk_hide_pushdown()");  
}
```

Place a stop(); action on the final frame of the creative.

2. Small ad.

In the top right hand corner of the ad, place the word "down" or "open".

Over this text place a transparent button and apply the action:

```
on (release) {  
  getURL ("javascript:dclk_show_pushdown()");  
}
```

For both 1 and 2, dont forget to place a button over the clickable area and apply the AS2 clickTAG. Multiple clickable areas are allowed, with a maximum of 5.