

media6degrees

Advertising Specifications

Ad Size	160 x 600	728 x 90	300 x 250
Max Standard File Size (K)	30k	30k	30k
Max Flash File Size (K)	40k	40k	40k
File Types	JPG, GIF, Flash, HTML	JPG, GIF, Flash, HTML	JPG, GIF, Flash, HTML
Max Loops	15 seconds and no more than 3 loops	15 seconds and no more than 3 loops	15 seconds and no more than 3 loops
3rd Party Ad Serving Allowed	Yes	Yes	Yes
Flash Versions Accepted	5,6,7, 8 & 9	5,6,7, 8 & 9	5,6,7, 8 & 9

Note: Additional ad sizes available. Please inquire.

Additional Guidelines

- Ads cannot mislead the user. For example, they should not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, etc.
- Ads must have a distinct border or a highly contrasting background.
- Ads cannot contain graphics that simulate interactivity (i.e., drop down menus, search boxes, etc.) without that functionality actually existing.
- Ads cannot mimic news headlines in design, tone, third person sentence structure, topic, etc.

Enabling one clickthrough URL

To build Flash ads using the Flash Tracking Kit with one clickthrough URL:

1. Go to the “getURL action” of your Flash ad.
2. In the “URL” field, delete the clickthrough URL and write: clickTAG (if the button is in sub movie clip you will need to write: _root.clickTAG).
3. Check the expression box next to that field.
4. In the “Window” field (right below the “URL” field) write: _blank (for popups, do not check the expression box next to that field).
5. Leave variables as “don’t send.”
6. Export as .SWF file - preferably Flash 4 (this method of tracking only works in Flash 4 and above).

Finished code:

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

Enabling multiple clickthrough URLs

To build Flash ads using the Flash Tracking Kit with multiple clickthrough URLs:

1. Go to the “getURL action” of your Flash ad.
2. In the “URL” field, delete the clickthrough URL and write:
in Flash 5: clickTAG add “http://YOURURLGOESHERE”
in Flash 4: clickTAG & “http://YOURURLGOESHERE”
3. Check the expression box next to that field.
4. In the “Window” field (right below the “URL” field) write:
_top (for popups, write _blank and do not check the expression box next to that field).
5. Leave variables as “don’t send.”
6. Repeat steps 1 through 5 for every URL in your Flash ad.
7. Export as .SWF file - preferably Flash 4 (this method of tracking only works in Flash 4 and above).

Finished code:

```
on (release) {  
getURL (clickTAG add "http://YOURURLGOESHERE", "_blank");  
}
```