

Creative Specifications

Required sizes

Ad formaat	Pixels	Maximum File size (Flash + JPEG)	Overige specificaties
Banner	468x60	40 kb	max 3 loops within 15 sec, 1x1 border
Leaderboard	728x90	40 kb	max 3 loops within 15 sec, 1x1 border
Medium Rectangle	300x250	40 kb	max 3 loops within 15 sec, 1x1 border
Large Rectangle	336x280	40 kb	max 3 loops within 15 sec, 1x1 border
Skyscraper	120x600	40 kb	max 3 loops within 15 sec, 1x1 border
Halfbanner	234x60	40 kb	max 3 loops within 15 sec, 1x1 border
Wide Skyscraper	160x600	40 kb	max 3 loops within 15 sec, 1x1 border

- CPC banners are focused on online transaction. They need to contain a clear call-to-action message.
- All Flash ads must be accompanied by both the SWF and as well as an alternate image (backup files in Gif/Jpg). Images must meet the file size specs for that ad size.
- All Flash ads must be accompanied with a textfile with URL's.
- 3rdparty tags and container banners are accepted.
- 1x1 impression pixels will not be booked for CPC campaigns.
- Ads may not employ a transparent background.
- Banners must have an call-to-action end-frame or continuous looping.
- Audio can be initiated by mouse-over or click only. Audio banners must contain clearly visible mute/stop functionality and may offer the option to select additional loops with a play functionality.
- Video banners are accepted if delivered as 3rdpartytags by richmediavendor's accepted by Clickdistrict such as Eyewonder. Audio is also initiated by mouse-over or click only.

Instructions

To make sure the creatives are working, please send the full batch 48 hrs prior to start date of the campaign with a full description (such as name of advertiser/campaign/flight date) to traffic@clickdistrict.com.

Flashcoding

· You must create your file using ActionScript 2.0 code (DO NOT use ActionScript 3.0 at this time). We recommend publishing your file using Flash Version 8 or earlier.

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 + "http://YOURURLGOESHERE", "_blank");  
}
```

For full documentation about the Flash Tracking Kit, see

http://www.macromedia.com/resources/richmedia/tracking/designers_guide/