

Creative Category	Name	Size	File Size	TZ/Eyebalster	Accept	Expandable	Size when expanded	User initiated	Animation length	Audio
				Streaming	y / n	y / n/n/a		y / n / n/am / on click / mouse over		y / n / n/a / user initiated
MPUs	MPU	300x250	35	2mb	y	y	600x300	y		user initiated
	MPU (Ticketmaster)	250x250	35	2mb	gif/jpg only	n	n/a	n		n/a
	Large MPU	592x150	35	2mb	n	n	592x300	n		user initiated
Banners	Full Banner	468x60	35	2mb	y	y	468x400	y		user initiated
	Button 2	120x60	25	2mb	y	y		n		n
	Button (theAA only)	180x150	25	2mb	n	n		n		n
	Leaderboard	728x90	35	2mb	y	y	728x400	y		n
Skyscrapers	Super Skyscraper	160x600	35	2mb	y	n	n/a	n/a		n
	Skyscraper	120x600	35	2mb	y	y	360x600	y	15 secs	n
Over page units	Floating ads (overlay etc)			2mb	y	n		y		user initiated

Video Ads ↴

Placement	Size	Panel Aspect Ratio	User initiated	Length of ad seconds	Surrounding advertising	Clickable video ad	Fast-forward	Start / Stop	Volume on / off controls
			audio / video		e.g. supporting MPUs	y / n	disabled during play	controls required	required
		4:3 / 16:9	y / n				y / n	y / n	y / n
Pre-roll	512x384 512x288		y	up to 30secs	y	y	n	n	n
Post-roll			y	up to 30secs	y	y	n	n	n
Video MPU	300x250 (max file 2.2MB)	N/A	Audio yes / video auto	Up to 40 secs (30secs recommended)	n	y	n	n	y
CPE Video	300x250 600x500 (supply raw video)	N/A	Scroll over	Up to 30 secs	n	y	n	Scroll over	y

Different variables for click-through URLs ↴

"_blank" = New window
 "_self" = Same frame/window -
 "_top" = Same window (breaks out of frames)
 "_parent" = Parent frame (So if nested in 3 levels of frames... breaks out to 2 levels)

*** Expandables and rich media may vary, please contact your sales rep for more details.

How to assign a click TAG to Flash file ↴

A clickTAG is the tracking code assigned by an agency to register when an advertisement is displayed and clicked on. The clickthrough data is collected by the adserver enabling advertisers to determine how effective their campaign is or can be.

The code below will allow an aderving network to dynamically assign a clickTAG to their ad:
Action script 2.0

```
on (release) {

getURL (clickTAG, "_blank");
}
```

For OpenX to count a click, the URL cannot be embedded into the ad itself. The adserver will need to set this URL when the ad is called. To do this the URL needs to be passed into the GetURL action from the query string of the Param and Embed Src.

- 1 Edit the fla file.
- 2 Right click on the scene to and Select Movie Explorer.
- 3 In Movie Explorer select the object actions tab.
- 4 Find the action, which is associated with the

button (click).

5 OpenX this action to edit it. In the URL Box specify "clickTAG". In the Window box specify "_blank" to open in a new window. Variables should be set to "Don't send" and 4 the top Expression box should be checked