

Creative Category	Name	Size	File Size	TZ/Eyeblander Streaming	Accept y / n	Expandable y / n/n/a	Size when expanded	User initiated y / n / n/am / on click / mouse over	Animation length	Audio y / n / n/a / user initiated	Additional comments close button / font size etc / looping etc
MPUs	MPU	300x250	30	2mb	y	y	600x600 (depending on approval)	y		user initiated	expandable should have 'x'/Allow expansion on mouse-over
	MPU (Ticketmaster)	250x250	30	2mb	gif/jpg only	n	n/a	n		n/a	n/a
	Large MPU	592x150	30	2mb	n	n	592x300	n		user initiated	one loop
Banners	Full Banner	468x60	30	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	30	2mb	y	y	728x400	y		n	
Skyscrapers	Super Skyscraper	160x600	30	2mb	y	n	n/a	n/a		n	
	Skyscraper	120x600	30	2mb	y	y	360x600	y	15 secs	n	
Over page units	Floating ads (overlay etc)			2mb	y	n		y		user initiated	close button

Video Ads ↴

Placement	Size	Panel Aspect Ratio	User initiated audio / video y / n	Length of ad seconds	Surrounding advertising e.g. supporting MPUs	Clickable video ad y / n	Fast-forward disabled during play y / n	Start / Stop controls required y / n	Volume on / off controls required y / n	Additional Comments
Pre-roll		4:3 / 16:9	n	up to 15 secs	y	n	n	n	n	Please send creative for testing week before start of campaign
Mid-roll			n	n	n	n	n	n	n	
Post-roll			n	n	n	n	n	n	n	

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)

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 adserving network to dynamically assign a clickTAG to their ad:

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

For DFP 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 Double-click 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 the top Expression box should be checked