

## Creative Requirements (Rich Media)

### Rich Media Specifications

The following are some basic creative design guidelines for eXact Advertising:

- All click through URLs MUST open in a NEW browser window.
- All ads must allow the insertion of a redirect URL to enable eXact Advertising (through use of 247 Real Media's OAS ad serving technology) to track the all click through events.
- Please allow a minimum of 5 days lead-time for all rich media.
- More detailed OAS rich media ad serving specs can be found at: <http://www.realmedia.com/tech/oas/RichMedia/local/>

### HTML guidelines

When creating HTML Creatives to be served by OAS on the EXact Advertising network, please use the following guidelines.

#### HTML <body> tags:

Some HTML creatives use the <body> tag to specify attributes of the creative. For example:

```
<body bgcolor="#ffffff" text="#000000" link="#990000" vlink="#990000"
alink="#990000" leftmargin="0" topmargin="10" marginheight="10"
marginwidth="0">
```

To serve rich media in OAS, you must remove the <body> tag; therefore, any formatting assigned in that will be lost. When developing HTML rich media, do not assign attributes in the <body> tag. Define formatting attributes in the <font> tag or by defining a table.

#### HTML <style> tags:

A rich media creative may not display correctly in Netscape if it contains an adj ad request and <style> attributes. Defining text using the <style> attribute can result in text being displayed incorrectly or in the wrong location, especially in JavaScript or ad tables. For example, in the following tag, Netscape may display the text, Email: above the table, instead of in the table cell.

```
<td valign="middle" align="right" bgcolor="#003366" style="font:10pt arial,Helvetica,sans-serif;color:#ffffff">Email:</td>
```

Format text using the <font> tag instead. For example:

```
<td valign="middle" align="right" bgcolor="#003366">
<font face="arial,Helvetica,sans-serif" size="2" color="#ffffff">
Email:</font>
</td>
```

#### Method="get" vs. method="post":

Some rich media creatives use the method command to redirect a user when he or she clicks on a creative. Method is an attribute of the <form> tag, which tells the browser how to send data contained in the <form> tag. There are two common values of method which are used in HTML rich media creatives that contain the <form> tag:

- method="get" sends the information to the server specified in the action attribute of the <form> by appending data to the end of the click-through URL.
- method="post" also sends information to the server specified in the action attribute of the <form>; however, method="post" sends information in the body of the new HTML page, rather than in the URL, therefore OAS cannot track clicks.

Because OAS passes information to the ad servers via the URL, it can only be used in combination with method="get". Therefore, the advertiser's code must retrieve data using method="get".

### JavaScript guidelines

**Declaring functions:** Declare functions, image maps, and variables before using them. A function, image map, or variable should be declared or defined before it is used in the program or HTML file.

**Event handlers:** Function requests must be handled by an event handler (for example, onClick). Referencing JavaScript URLs does not work. JavaScript URLs might work in the original creatives; however, after the creative is entered into OAS for Publishers, JavaScript URLs do not work.

- In the <href> tag, use javascript:void(null);
- In the <href> tag, use javascript:void(null);
- Do not use # as the value of the href.
- If an image or button activates the event, insert the attribute return false after the function call.

Correct:

```
<a href="javascript:void(null);" onClick="goThere();return false;">
```

or:

```
<a href="#" onClick="javascript:goThere();">
```

Incorrect:

```
<a href="javascript:goThere();">
```

## Creative Requirements (Rich Media) continued ...

### Flash

For each Flash ad, there should be 2 files.

- 1) The compressed Flash SWF file. The maximum file size allowed is 38K, with a maximum of 12K on the first download. The user begins to see the ad within the first 12K of download, and the remainder of the file streams into the user's browser. The clickTAG (see details below) should be embedded the swf and the target window set to \_new.
- 2) A back up gif file.

We can make the html wrapper code on our end. We encourage advertisers to submit flash creative built using the Macromedia Flash Tracking Kit. <http://www.macromedia.com/resources/richmedia/>  
This vastly simplifies the task of click tracking for both the publisher and advertiser.

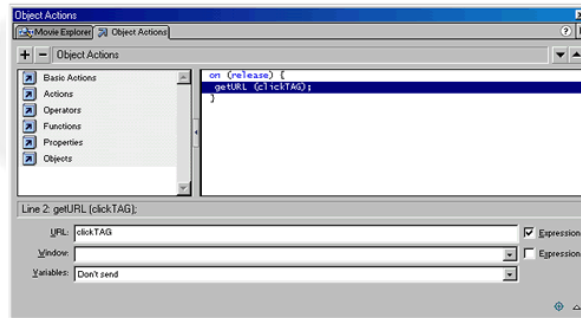
### **Single Click**

Modifying a Flash banner involves two steps. The first step is to modify the flash file itself in order to track click-throughs. The second step is to modify the HTML file which plays the flash file. The html is modified by eXact Advertising.

To assign a clickTAG for your advertisement:

- The Flash File (.fla extension) must first be modified.
- The clickTAG is the tracking code assigned by the ad serving network to an individual ad. The clickTAG allows the network to register where the ad was displayed when it was clicked on. This click through data is reported to the ad serving servers so advertisers may determine the effectiveness of their campaign.
- The code below will allow ad serving networks to dynamically assign a clickTAG to their ad.
- In this example, a getURL action is being assigned to a button that will navigate the browser to ["clickTAG"]. The "getURL(clickTAG)" statement appends the variable data passed in via the OBJECT EMBED tag and navigates the browser to that location. It is the tracking code assigned by the ad serving network, which allows them to register a user's click on that advertisement.

In order to have a new browser window open when clicking on the banner, choose "\_blank" by the window option in the action window. See picture below.



### **Streaming Media**

Please note that due to the nature of Streaming Media, proper testing is required before implementation. Ad Ops should be notified of any upcoming campaigns you have and they will work with your advertiser or agency to ensure the proper implementation of the campaign.

- Streaming Media Creatives can serve only on Mail.com properties. They cannot serve on the Net2Phone client.
- Streaming Media creatives should be trafficked to the eXact Advertising ad operations department as follows:
  - All media files must be third party hosted. EXact Advertising cannot host media files.
  - A html document which references the media file should be sent to the ad operations team.
  - This html document should have appropriate sniffer code to detect the presence of the required media player and should serve a back up gif is not enabled to view the streaming media.

**If you have any further questions, please call your  
adShape Account Manager on 020 7428 6680**