

ipromadserver

**INSTRUCTIONS FOR PREPARATION OF MULTIMEDIA BANNERS**

Multimedia banners are shown on websites and usually do not depend on fixed position on a website. There are following types of multimedia banners:

- Floating banner (ad that covers only part of content – standard 250x250 or 500x500 px)
- Fullscreen banner (the ad covers whole screen – standard to 760x390 px)

Preparation instructions:

- Size: not over 50KB!
- Please send also link (Landing page)
- The ad must automatically close after playback!
- 250x250 and 500x500px ads should not be longer than 15 seconds!
- Fullscreen ads should not be longer than 7 seconds!
- Button for closing (X, »Close«) must be visible and working all of the time of appearance
- Define action in Flash to make banner clickable (please copy-paste following):

```
on (release) {
  if (_root.clickthru != "" && _root.clickthru != null) {
    getURL(_root.clickthru, "_blank");
  } else if (_root.clickTAG != "" && _root.clickTAG != null) {
    getURL(_root.clickTAG, "_blank");
  } else if (_root.url != "" && _root.url != null) {
    getURL(_root.url, "_blank");
  } else if (_root.clickTag != "" && _root.clickTag != null) {
    getURL(_root.clickTag, "_blank");
  }
}
```

For correct working of button »Close« (X) please use the following function in »action script«:

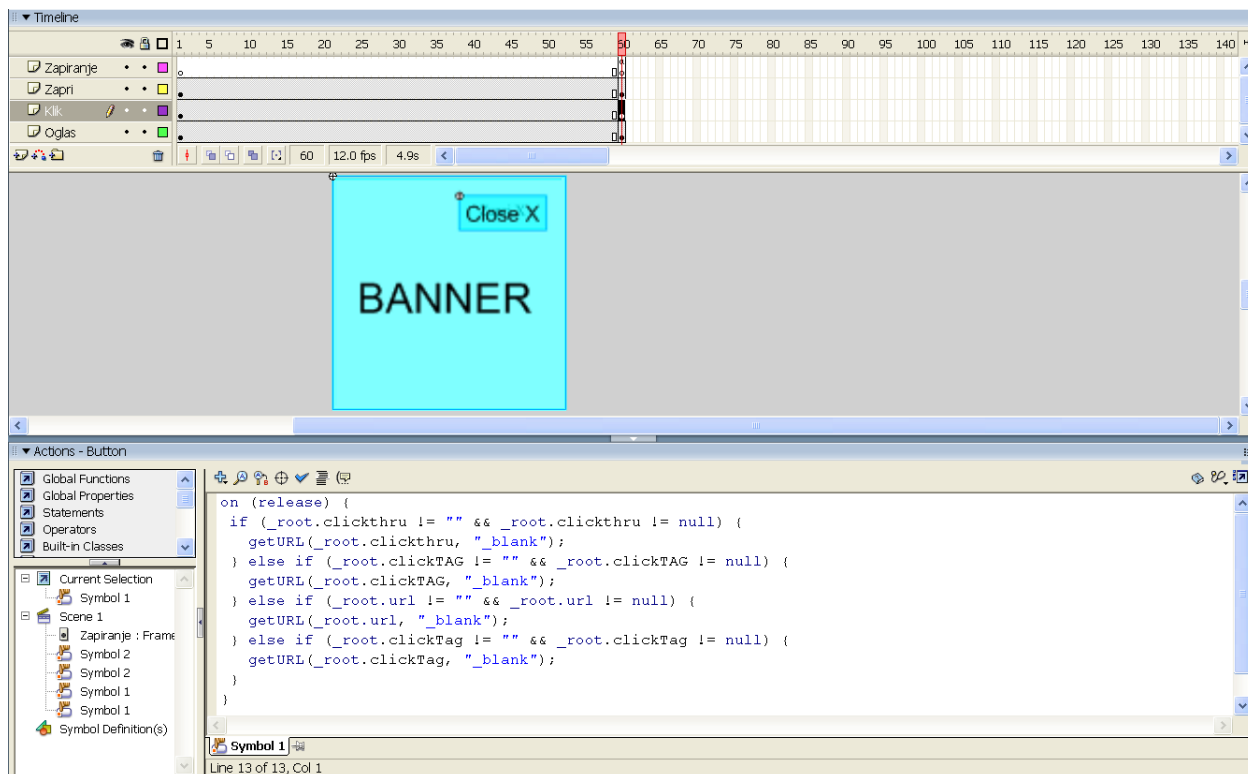
```
on (release){
  getURL("javascript:if(self.praHide) {self.praHide();}");
  getURL("javascript:if(self.MI_HideAd){MI_HideOnTimeOut=1;MI_HideAd();}");
  getURL("javascript:if(self.close_phpads_layer){close_phpads_layer();}");
  getURL("javascript:if(self.onFinishedPlaying){onFinishedPlaying();}");
}
```

For correct automatically closing of the ad insert following script into the last »frame« of the animation:

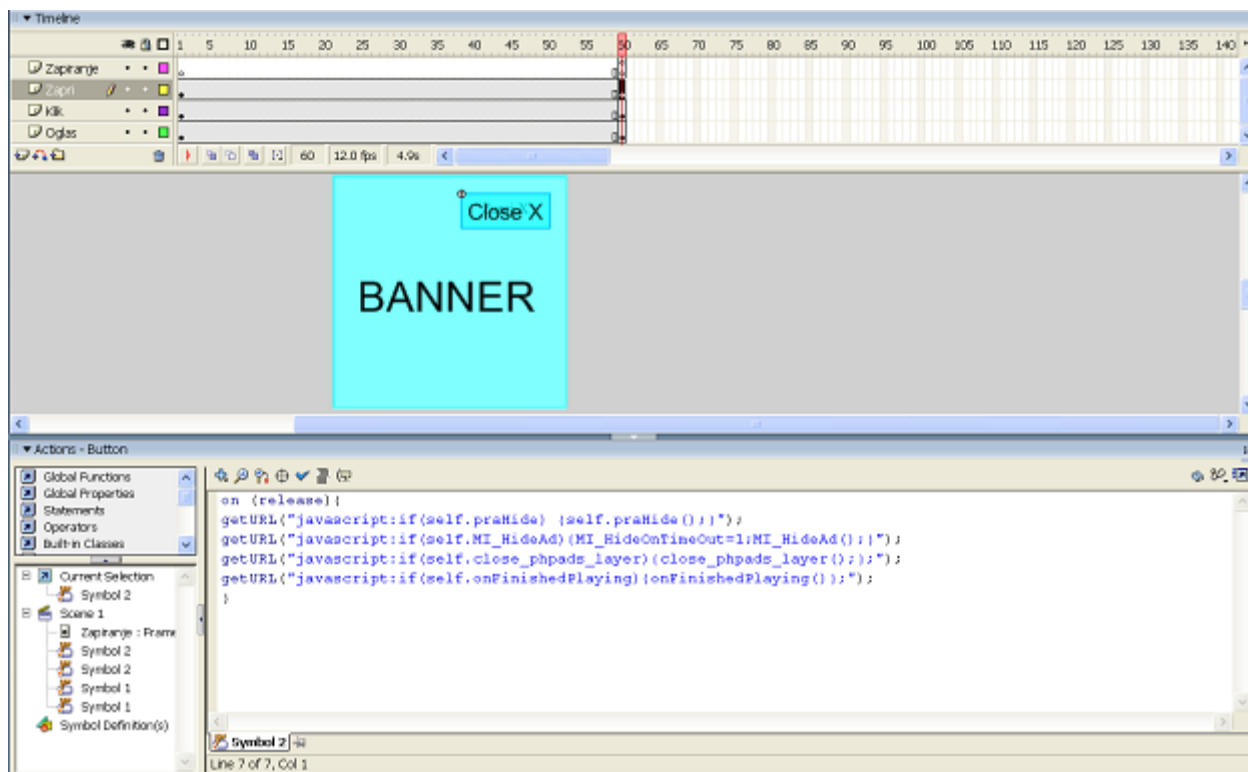
```
getURL("javascript:if(self.praHide) {self.praHide();}");
getURL("javascript:if(self.MI_HideAd){MI_HideOnTimeOut=1;MI_HideAd();}");
getURL("javascript:if(self.close_phpads_layer){close_phpads_layer();}");
getURL("javascript:if(self.onFinishedPlaying){onFinishedPlaying();}");
stop();
```

Example from program FLASH MX 2004:

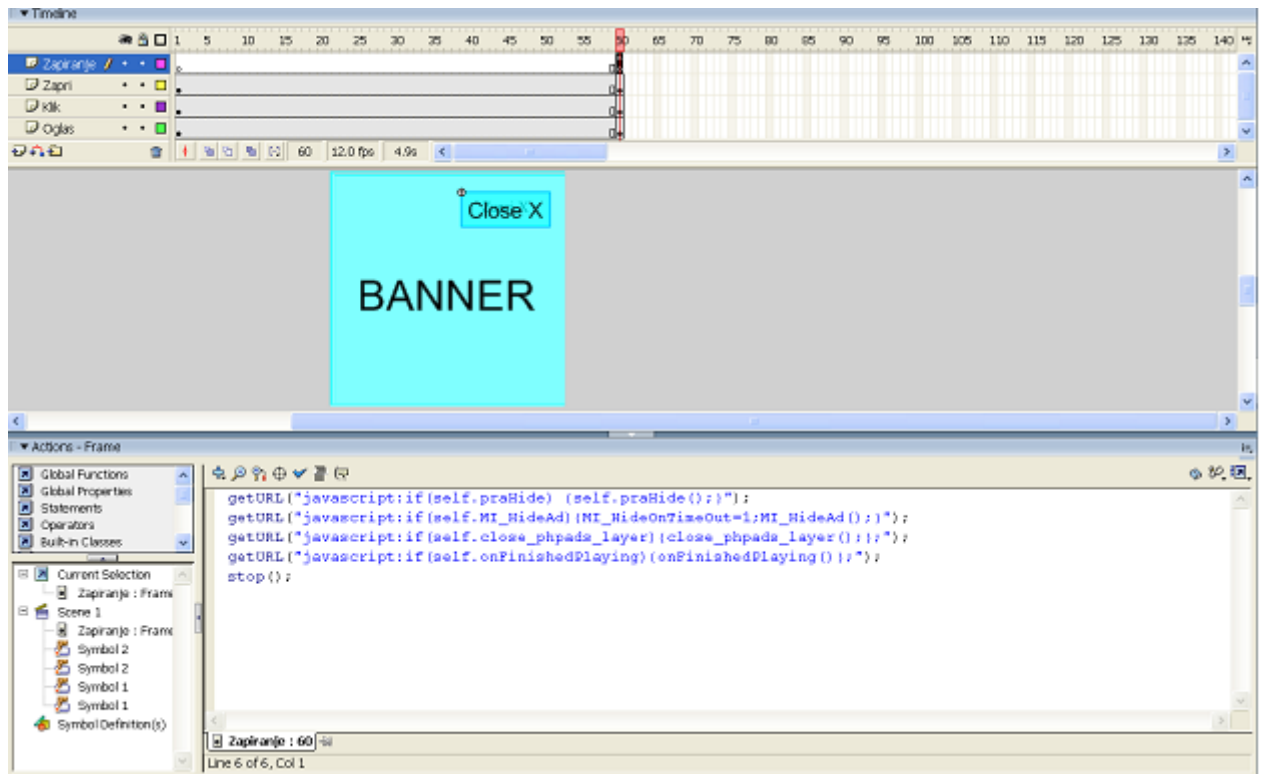
Picture 1 – correct insertion of code for banner:



Picture 2 – correct insertion of code for button »Close« (X):



Picture 2 – correct insertion of code for automatically closing banner:





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