

ipromadserver

INSTRUCTIONS FOR CLASSIC AND ROLL DOWN ADS

Classic website banners are being shown on classic positions and usually have standard dimensions (468x60, 728x90, 160x600, 300x250 pixels ...).

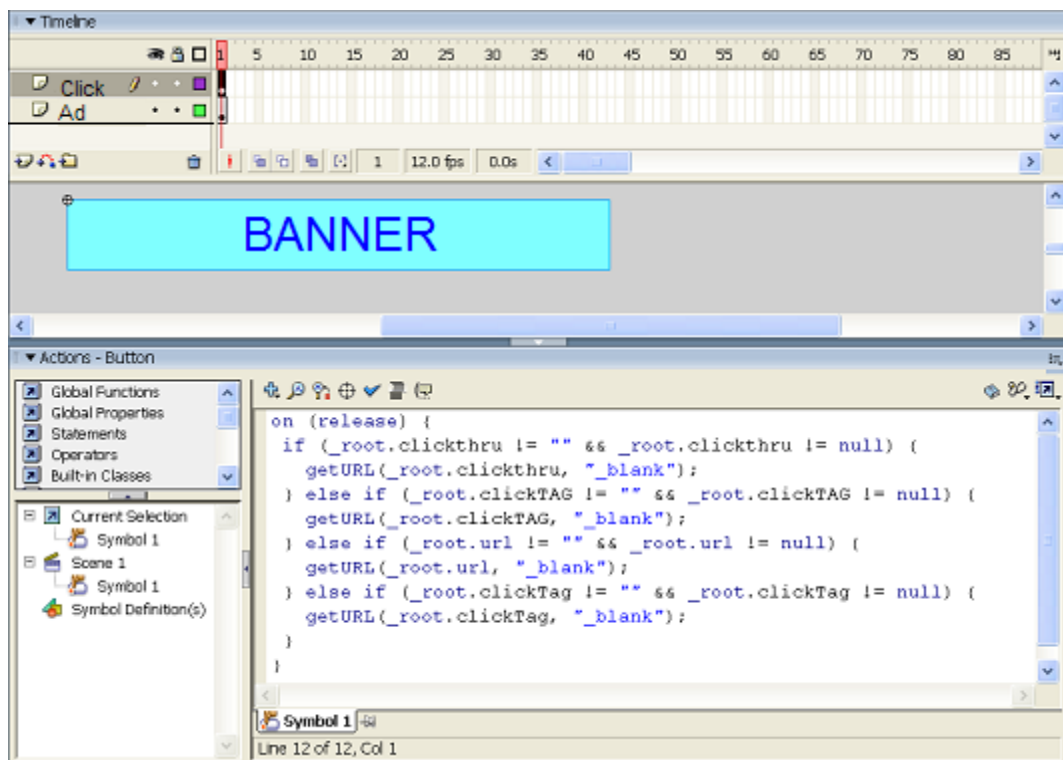
Roll down ads have beside basic ad also a roll down part, that usually have standard dimensions (468x60, 728x90, 160x600 pixels, ...).

When creating ads you must follow next rules:

- Ad should not be larger than 30KB!
- In addition to ad material you must also send ad target (hyperlink or URL of advertisers website),
- For FLASH ads you must correctly define ad click sensitivity in »action script« like shown below (to avoid mistakes we suggest copying code below):

```
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");  
  }  
}
```

Example of correctly prepared ad in application Flash MX 2004:



HOW TO PREPARE ROLL DOWN AD

Roll down ad is combined of two parts. First part is classic banner (468x60, 728x90, 160x600, ...). Second part, that rolls down when we move mouse over first part, is longer than the first part (468x240, 728x240, 240x600, ... - according to original ad) and is shown only for the time we have mouse pointer focused on first part of the ad.

When creating roll down ads you must follow next rules:

- Neither first nor roll down part of the ad should be larger than 30KB!
- FLASH ads (first and roll down part) should be made in Flash version 5 or 6 and not newer!
- FLASH BASIC part must have click sensitivity and ad roll down function in »action script« defined like shown below (to avoid mistakes we suggest copying code below):

```
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");
  }
}
on (rollOver) {
  if (praType!=undefined) getURL("javascript:praShow();","_self"); // function rolls down the ad
}
```

- FLASH ROLL DOWN part must have next functions defined in »action script« (to avoid mistakes we suggest copying code below):

```
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");
  }
}
on (rollOut,dragOut) {
  getURL("javascript:praHide();","_self"); // function "shrinks" the ad
}
```



Optimizacija akcij na internetu
www.iprom.si

iPROM, d. o. o.
Marjekova pot 4
1000 Ljubljana

Telephone: 01/51 10 786
Telefax: 01/51 10 783

E-mail: info@iprom.si
Web site: www.iprom.si