

Trafficking Rich Media (Flash) through DFP

Rich Media (Flash) creative is highly effective when used in online advertising campaigns.

However, there are a essential requirements which have to be adhered to by the creative developer when developing the ads, as well as by the DFP trafficker when loading the ads into DFP, to ensure that the ad is clickable on the publisher-site and that clicks are accurately recorded in DFP.

The clickTag variable in the ActionScript of the swf file should be coded exactly as below, by the creative developer:

```
on (release) {  
    getURL(_level0.clickTag, "_blank");  
}
```

The click-through URL should never be hard-coded into the clickTag, and the "_blank" variable should always be implemented to ensure that the ad launches a new window when clicked on. The developer should also implement a transparent button which completely covers the area of the creative, so that the entire creative is clickable.

The DFP trafficker must always ensure that the minimum Flash version selected corresponds with the version of the swf file being loaded. This ensures that all users with a Flash plug-in of that version or higher will see the Flash creative. Only swf files can be uploaded into the Rich Media templates – and we would recommend that the swf is generated as either a version 6 or 7 allowing for the widest audience delivery. Should you traffic the creative as a minimum Flash version 9 - please note that only users with the Flash 9 player will be able to view the ad - any users with older versions will only be able to see the backup image. The ad's can certainly be created in Flash 8 or 9 but they should be saved as a lower version. The creative width and height should also be correctly specified in the template to ensure proper ad display.