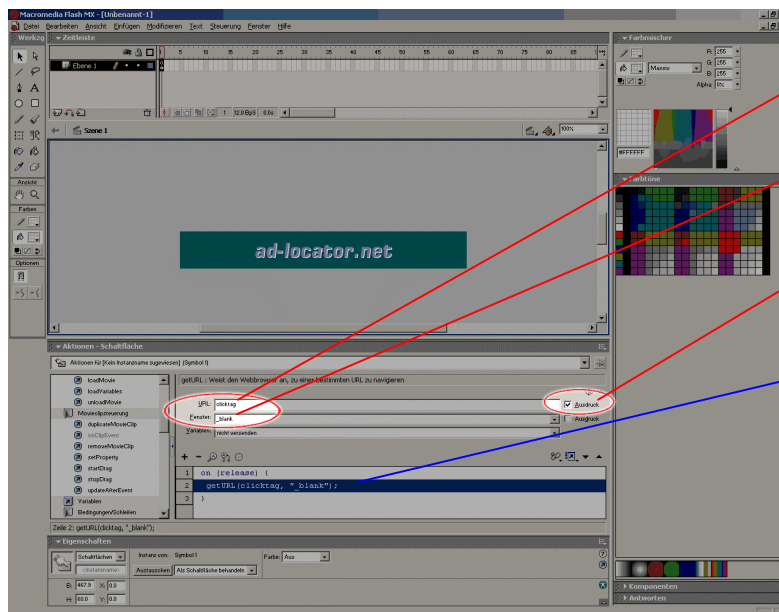


For Austria:

How to implement flash-ads for ad-servers

Counting clicks in flash-ads is possible, when these ads implement clicktag-variables that adservers can define at the time of impression on the website. Instead of hard-coding the target-URL of the campaign, only the "clicktag"-variable is included inside the flash-file.



Write **clicktag** instead of the URL here.

Let the window open in a new Browser with **_blank**.

"**Expression**" has to be checked.

The resulting script looks like this then:

```
on (release)
{
  getURL(clicktag, "blank");
}
```

Please deliver those ads five days before the campaign starts. Include beside the SWF-file itself also this information and attachments:

- ✓ version-number of the needed flash-player
- ✓ GIF-banner for browsers, that can't show flash
- ✓ target-URL

Allowed filesizes, formats, sounds, streamings or downloads external files should be discussed before implementing the banners.

Test your ads online:

Detailed specifications in german language and more:

Request more information here:

www.adflow.at

www.ad-locator.net

werben@ad-locator.net

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