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## SWF Movie Requirements (for the Flash developer)

For the most part, the movie is made just like any other Flash movie. Any swf file specifications provided by the site still apply. Any animation or ActionScript that you would normally use can be used with this method. The main difference is in the settings for click through (getURL) actions.

### DART swf file requirements (summary):

Flash version	4 or higher
filenames	All lower case characters without ampersands, asterisks, slashes, spaces, or question marks.
maximum file size	39,000 bytes (However sites might restrict the file to a smaller size. DART may also restrict the filesize. Check with your Technical Account Manager.)
getURL actions	In general: * The URL should be <code>_level0:clickTag</code> or <code>_level0.clickTag</code> (depending upon Flash version) * The URL is set for an expression. * The target window is set to <code>"_blank"</code> . * Variables is set to <code>"Don't send"</code> .

The figures, in the details below, show examples of what the Flash interface should look like when all the parameters are set appropriately.

### DART swf file requirements (details):

#### Flash version

Flash 3 creatives do not support variables. As a result, the swf file must be made for Flash versions 4 or higher. Be sure to publish the swf file as a Flash 4 or higher creative.

#### Filenames

Because the creatives are served over the Internet, certain characters should not be in the filename. These characters cause problems when the creative is served over the Internet. These characters include:

ampersands	&
asterisks	*
slashes	\ or /
spaces	
question marks	?

Additionally, to be safe, all the characters in the filename should be in lower case.

#### Maximum file size

DART for Advertisers has a file limit of 39,000 bytes. Each file should be less than 39,000 bytes. A large movie can be split into multiple 39,000 byte files. However, the ActionScript code in the movies needs to pass on click tracking variables.

### GetURL actions

clickTag should be the variable used for the URL in a getURL action. As recommended in Macromedia's Rich media Tracking Kit, clickTag can be used for both the click tracking string and the URL together. The HTML and sniffer code will have both clickTag and the URL. As a result, the only text in the URL box is "\_level0:clickTag" (without the quotes) or "\_level0.clickTag" (if in Flash 5/6, without the quotes). The \_level0 part is included for 'pathing' purposes- to ensure that Flash can properly locate the variable. To learn more about variables and their paths refer to: <http://www.macromedia.com/support/flash/ts/documents/varpath.htm> (Flash 5)

Because clickTag is a variable, the text that is entered into the URL box is an expression. When the movie plays, the expression will be evaluated and replaced with the click tracking string and the destination URL. In order for this method to function correctly, you must indicate that the text is an expression. In Flash 5 and Flash 6 (MX), the expression check box should be checked. (See Fig. 1 and 2.) Note that there are two buttons or check boxes. One is for the URL and one is for the target window. Make sure that the button or check box for the URL is set correctly.

Most rich media advertising is served through a separate frame, an iframe, or via JavaScript. Frames or JavaScript allow a site to rotate ads. Because frames are sometimes used, the target window for the click through URL must be set to either "\_top" or "\_blank". If the target window is set incorrectly, the advertiser's site might appear in the wrong window. Use "\_blank" to open a new browser window and use "\_top" for the site to open in the same window. Never leave the target statement undeclared.

When the click through occurs, the browser will first contact the ad server to count the click and then go to the advertiser's site. If you are not passing variables to the advertiser's site, set the Variables drop down box to "Don't send". To pass variables with DoubleClick ad servers, choose "Send using GET". If the advertiser's servers cannot use the GET method for variables, please contact DART support for assistance.

For Flash 5, the URL should look something like Fig. 1.

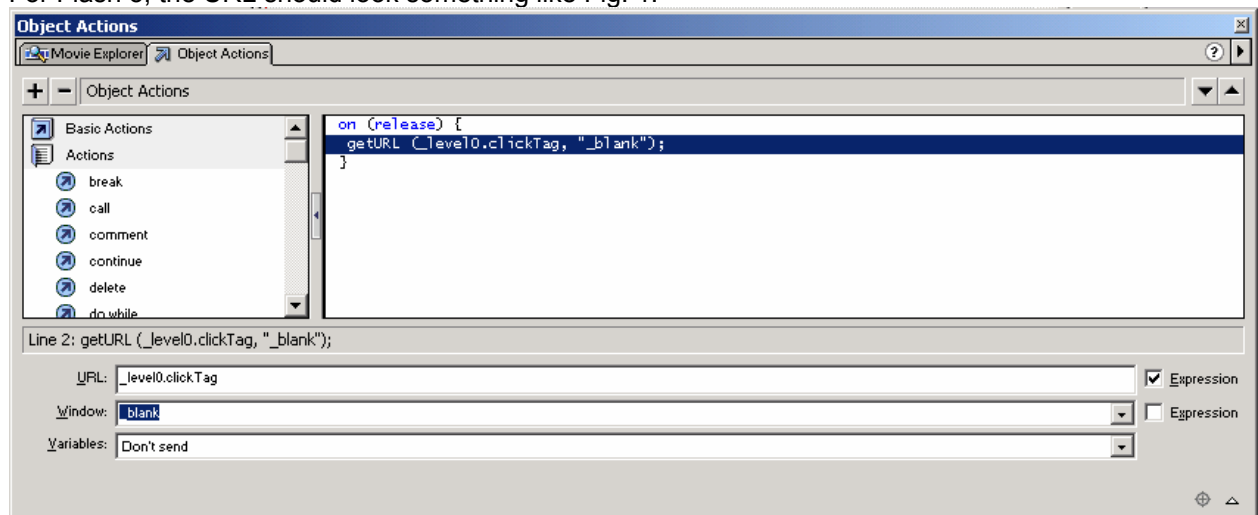


Figure 1 - getURL in Flash 5

For Flash 6, the URL should look something like Fig. 2.

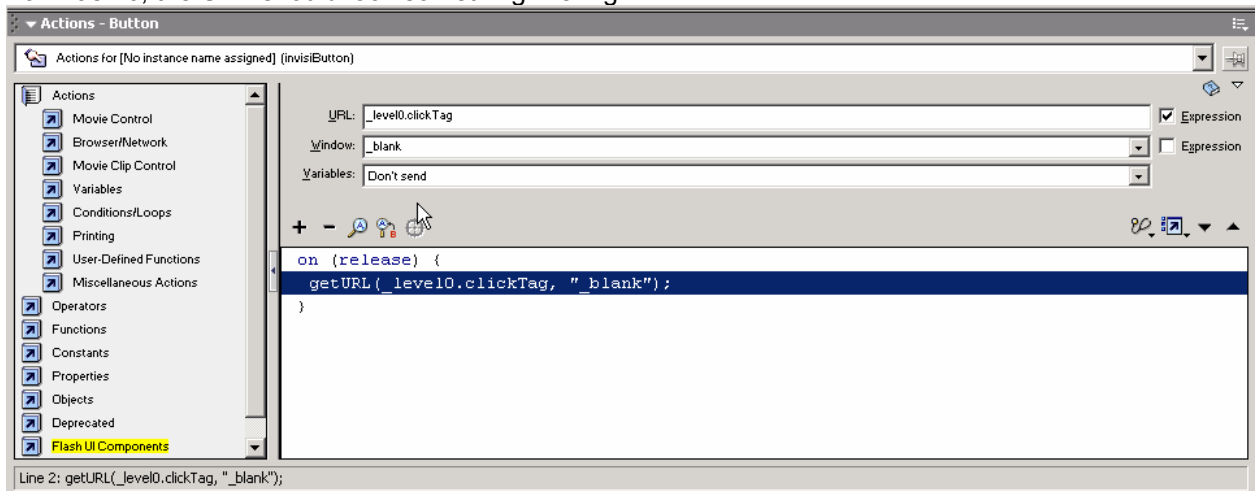


Figure 2 - getURL in Flash 6

#### PLEASE NOTE:

- No URL should be embedded in the Flash file.
- There should be a button (invisible graphic) inside the Flash, coded with a button action that looks like this:

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

- Any Flash creative not coded in this way, should be sent back to the creative team or you will not be able to track clicks through DART.

- We will pass in the clickthrough URL from DART (via the 'clickTag' variable).