

| Ad Unit | Dimensions | Page Type Placements | Max File Size | BR-served file types | 3rd Party served file types | Expanding Action | Initiation | Animation Looping/Length |
|----------------------------------|--|--|-------------------------------------|-------------------------------|--|---|---------------------------|--------------------------|
| Leaderboard | 728x90 | All pages (with the exception of Bankrate Corporate pages and printer-friendly pages). | 40k | GIF, JPEG, Flash, HTML, DHTML | Accepted on a case-by-case basis, including Flash, HTML, DHTML, and most rich media solution providers including Doubleclick, Atlas, Pointroll, Unicast and Eyeblaster | No expanding allowed on this unit. Note: when expanding Pencil ads appear on the page, Leaderboards will not appear | N/A | 15 seconds |
| Bottom Banner | 728x90 | All pages (with the exception of Bankrate Corporate pages and printer-friendly pages). | 40k | GIF, JPEG, Flash, HTML, DHTML | See above | No expanding allowed on this unit | N/A | 15 seconds |
| Island (Flex) Right rail | 300x250 | All pages (with the exception of Bankrate Corporate pages and printer-friendly pages). | 40k | GIF, JPEG, Flash, HTML, DHTML | See above | Expands left to 500x250 max (IAB). Expanding ads are accepted in Flash or Pointroll | User-initiated (on click) | 15 seconds |
| Half Page (Flex) right rail | 300x600 | All pages (with the exception of Bankrate Corporate pages and printer-friendly pages). | 40k | GIF, JPEG, Flash, HTML, DHTML | See above | Expands left to 600x600 max. Expanding ads are accepted in Flash or Pointroll | User-initiated (on click) | 15 seconds |
| Skyscraper (Flex) right rail | 160x600 | All pages (with the exception of Bankrate Corporate pages and printer-friendly pages). | 20k | GIF, JPEG, Flash, HTML, DHTML | See above | Expands left to 320x600 max. Expanding ads are accepted in Flash or Pointroll | User-initiated (on click) | 15 seconds |
| Rectangle | 180x150 | Story pages | 20k | GIF, JPEG, Flash, HTML, DHTML | See above | No expanding allowed on this unit | N/A | 15 seconds |
| Expanding Pencil Ad | 990x30 closed 990x300 open. 2 files required | Main Home page, Top-level home pages, and category home pages with a frequency cap | 40k | GIF, JPEG, Flash | See above | Down - pushes content down. Ad expands upon hover, closes when user mouses off. | On hover | 15 seconds |
| 3:1 Rectangle | 300x100 static | All pages (with the exception of Bankrate Corporate pages and printer-friendly pages). | 20k | GIF, JPEG, Flash, HTML, DHTML | See above | N/A | N/A | 15 seconds |
| Marketplace Ad (NEW) | HTML unit 300x100 total size | All pages (with the exception of Bankrate Corporate pages and printer-friendly pages). | 20k | HTML | N/A | N/A | N/A | N/A |
| Interstitials/Transitional Units | 800x500 max | Varies - between the page | 80k | GIF, JPEG, Flash, HTML, DHTML | See above | N/A | N/A | 15 seconds |
| Text link | Max 35 characters, including spaces | Top right of every page on the site | Max 35 characters, including spaces | N/A | N/A | N/A | N/A | N/A |
| Contextual Sponsored Text Links | Headline 50 characters, description 125 characters maximum | Story, calculator, and rate pages | N/A | N/A | N/A | N/A | N/A | N/A |
| Pre-roll - 15 sec max | 576x326 screen size | Varies | Case by case basis | .FLV files only | N/A | N/A | automatic | 15 seconds |

| Email Newsletter Advertising | Dimensions | Distribution Frequency | Max File Size | BR-served file types | 3rd Party served file types | Expanding Action | Initiation | Animation Looping/Length |
|--|--|--|------------------|----------------------|-----------------------------|------------------|------------|--------------------------|
| Credit Card Weekly Newsletter | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format - 2 ad placements. Top: 268 character limit; Bottom: 268 character limit (each placement). Advertiser is requested to send both text and display ads. | Sent every Monday | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |
| Frugal News Weekly Newsletter | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format - 2 ad placements. Top: 268 character limit; Bottom: 268 character limit (each placement). Advertiser is requested to send both text and display ads. | Sent every Tuesday | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |
| CD & Investing Newsletter | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format - 2 ad placements. Top: 268 character limit; Bottom: 268 character limit (each placement). Advertiser is requested to send both text and display ads. | Sent every Wednesday | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |
| Mortgage & Real Estate News Newsletter | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format - 2 ad placements. Top: 268 character limit; Bottom: 268 character limit (each placement). Advertiser is requested to send both text and display ads. | Sent every Thursday | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |
| Bankrate Weekly Roundup Newsletter | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format - 2 ad placements. Top: 268 character limit; Bottom: 268 character limit (each placement). Advertiser is requested to send both text and display ads. | Sent every Friday | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |
| Car & Money News Newsletter | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format - 2 ad placements. Top: 268 character limit; Bottom: 268 character limit (each placement). Advertiser is requested to send both text and display ads. | Sent the 2nd and 4th Saturday each month | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |
| Home Equity Strategies & Advice Newsletter | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format - 2 ad placements. Top: 268 character limit; Bottom: 268 character limit (each placement). Advertiser is requested to send both text and display ads. | Sent the 3rd Wednesday of each month | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |
| Fed Watch Newsletter | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format - 2 ad placements. Top: 268 character limit; Bottom: 268 character limit (each placement). Advertiser is requested to send both text and display ads. | Sent before and immediately after each Fed meeting | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |

| Email Newsletter Advertising | Dimensions | Distribution Frequency | Max File Size | BR-served file types | 3rd Party served file types | Expanding Action | Initiation | Animation Looping/Length |
|------------------------------|--|--|---------------------------|----------------------|-----------------------------|------------------|------------|--------------------------|
| Mortgage Rate Alert | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format – 1 ad placement, 400 character limit. Advertiser is requested to send both text and display ads. | Triggered: sent when rates reach range of subscriber's desired target | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |
| Home Equity Rate Alert | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format – 1 ad placement, 400 character limit. Advertiser is requested to send both text and display ads. | Triggered: sent when rates reach range of subscriber's desired target | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |
| CD Rate Alert | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format – 1 ad placement, 400 character limit. Advertiser is requested to send both text and display ads. | Triggered: sent when rates reach range of subscriber's desired target | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |
| News Alert | 3 ads: 728x90 Leaderboard, 160x600 Skyscraper, and 728x90 Bottom Banner. Text format – 1 ad placement, 400 character limit. Advertiser is requested to send both text and display ads. | Triggered: sent when news stories are published on subscriber's desired topic | 40k each ad unit | GIF/JPG only | GIF/JPG only | No expanding ads | N/A | 15 seconds |
| Standalone Emails | HTML: formatted text/images or gif/jpeg no larger than 18k and 400x520 pixels. Text: up to 600 words or 3,000 characters, including URL, and a 15k limit. A 30k total limit (text + images) applies to both HTML & AOL/Text. Subject lines: 68 characters max, including spaces. | Sent as requested to a sample of newsletter subscribers or to a specific newsletter audience. Geo-targeting available. | 30k total (text + images) | HTML/Text | N/A | N/A | N/A | N/A |

THE BANKRATE NETWORK ADVERTISING PLACEMENT POLICY

PLACEMENT POLICY

Revised June 22, 2009

Display and Hyperlink Advertisers (Rate Table Advertisers) advertising on sites within the Bankrate Network (Bankrate.com, Interest.com, Mortgage-Calc.com, Savingforcollege.com, Bankaholic.com, FeeDisclosure.com) pursuant to the [Advertising Terms and Conditions](#) must adhere to this Placement Policy. All capitalized terms used in this Placement Policy that are not defined in this Placement Policy shall have the meanings set forth in the [Advertising Terms and Conditions](#). If Bankrate has approved usage of an agency or third party Terms and Conditions, advertisers must adhere to this placement policy.

Advertiser and Advertisement Criteria

Bankrate does not accept advertising for adult entertainment sites, tobacco products, gaming products and services or from any advertisers that Bankrate believes in its sole discretion to be fraudulent or misleading. Bankrate reserves the right to refuse any Advertisement or Hyperlink or to cancel any Advertisement or Hyperlink that, in its sole discretion, does not comply with this Placement Policy. Advertisements that do not comply with this Placement Policy will be returned for revision, which may delay the expected live date. Bankrate reserves the right to, in its sole discretion, cancel or remove any Advertisement or Hyperlink at any time and from time to time for any reason or for no reason.

Advertiser Representations and Warranties

Advertiser represents and warrants to Bankrate that: (i) all Advertisements and Hyperlinks shall comply with this Placement Policy, as the same may be amended by Bankrate in its sole discretion from time to time during the Term; (ii) Advertiser holds the necessary licenses or other rights to permit the use and republication of the Advertisements (and all material linked thereto or viewed, used or received therefrom); (iii) the use, reproduction, distribution or transmission of the Advertisements will not violate any criminal or civil laws or any rights of any third party, including without limitation any copyright, patent, trademark, trade secrets, music, image or other proprietary or property right, or any federal, state or local statute, rule, regulation, ordinance or any order of a federal, state or local court.

Placement Policy Revisions

Bankrate reserves the right to revise and amend this Placement Policy from time to time, in its sole discretion. All Advertisements and Hyperlinks are required to comply with the then-current Placement Policy. If Bankrate revises or amends this Placement Policy, all existing Advertisements or Hyperlinks from currently running Insertion Orders are considered to be in compliance until the expiration of the related Insertion Order.

Responsibility for Content

Advertiser shall be solely responsible for any liability whatsoever arising out of or relating to any content of any Advertisement or Hyperlink, or any data, script, information or other material that can be viewed, used, received, transmitted or manipulated by any person viewing or accessing an Advertisement or Hyperlink.

Advertisement Content Requirements

Advertisers are free to create ads that promote the benefits or the products and services that it sells. Advertisements or Hyperlinks cannot contain the words "lowest rate," "free," or any similar words. Advertiser is solely responsible for ensuring that the Advertisement or Hyperlink complies with all applicable laws, rules and regulations. Advertiser's Advertisement or Hyperlink must abide by each of the following requirements:

- Advertisement or Hyperlink must state the advertiser's name.
- If the product advertised is subject to Truth-In-Lending laws, the Advertisement or Hyperlink must state only those terms that actually are or will be arranged or offered by Advertiser.
- If an Advertisement or Hyperlink states a rate or finance charge, it shall state the rate as an "annual percentage rate" ("APR") using that term. If the APR may be increased after consummation, the Advertisement or Hyperlink must state that fact. The Advertisement or Hyperlink shall not state any other rate, except that a simple annual rate or periodic rate that is applied to an unpaid balance may be stated in conjunction with, but not more conspicuously than, the annual percentage rate.
- If the product advertised is subject to Truth-In-Savings laws the Advertisement or Hyperlink must state only those terms that actually are or will be arranged or offered by Advertiser.
- If specific rates and or yields are used in an Advertisement or Hyperlink, Advertiser must include the name; whether the number they are quoting is a rate or annual percentage yield.
- If specific rates and or yields are used in an Advertisement or Hyperlink, Advertiser must also supply Bankrate with an additional generic tag/creative (which does not include a rate or yield) as back-up to the existing advertisement. This will

be used to prevent the stoppage of a campaign when the rate/yield included in the advertisement is no longer valid and until the Advertiser can provide replacement tag/creative.

- If an Advertisement or Hyperlink states a rate or finance charge, it shall be applicable for the entire time the Advertisement or Hyperlink is running on Bankrate.

Publication of Hyperlink Rate Listings

Bankrate's obligation to publish a Hyperlink Rate Listing shall immediately cease without notice if Advertiser has not timely provided Bankrate with its current rates for either (i) seven (7) or more consecutive days, or (ii) more than seven (7) days during any consecutive three (3) week period. In the event that Bankrate ceases to publish any Hyperlink Rate Listing(s) due to Advertiser's failure to provide Bankrate with its current rates as required above, Advertiser shall not be entitled to any refund of any Advertising Fees for the publication of such Hyperlink Rate Listing(s). Advertiser agrees to comply with Bankrate's quality control policy related to Hyperlink Rate Listing.

Bankrate reserves the right to delete any Rate Table Listing for any reason at any time, for any reason or for no reason and for any length of time.

Display Advertisement Composition Requirements

All Display Advertisements must contain a border (minimum of 1 pixel) around the complete perimeter of the Advertisement or must have a background color in contrast to the host site. If Display Advertisements fail to contain a border around the perimeter, Bankrate will add one. Bankrate reserves the right to delete any Advertisement for any reason at any time, for any reason or for no reason and for any length of time. Advertiser shall abide by the following composition requirements:

- All ads must include advertiser's name
- Ads may not mimic or resemble dialogue boxes, error messages, or the like.
- File name cannot contain spaces, ampersands, or any other extended characters.
- Multiple ad creatives are allowed but cannot exceed 4 creatives per campaign.
- All ad creatives must work with all browser versions.
- Secure (https://) and non secure (http://) URLs are allowed. Secure URLs are required in the Insurance Quotes area.
- No plug-ins, audio or video are allowed, with the exception of Macromedia Flash.
- JavaScript ad creatives are supported.
- Certain HTML rich media ad creatives may be accepted based on the type of rich media creative; however, we reserve the right to test any rich media ad creative before flighting. A default GIF or JPEG ad is required when submitting rich media creative.
- Bankrate will add cache busting code to all third party ads, as instructed by agency/advertiser.
- Iframe ad creatives are accepted; however, we reserve the right to test ad creative before flighting.
- Ad creatives may not mirror or resemble the graphical look or functionality of the Bankrate Network sites, content or navigation.

Display Advertisement Specifications

Size Requirements

Advertiser shall comply with Bankrate's technical specification requirements for Advertisements, as amended by Bankrate from time to time, and posted at the URL: <http://www.bankrate.com/mediakit/ad-specs.asp>

Advertiser shall abide by the following creative file size and, physical size restrictions.

- Leaderboard: 40k maximum file size, 728x90. No expanding allowed.
- **Flex Ads**
 - Islands: 40k maximum file size. 300x250, Expandable left to a maximum dimension of 500x250.
 - Skyscrapers: 40k maximum file size. 160x600. Expandable left to a maximum dimension of 320x600.
 - Half-Page Ad: 40k maximum file size. 300x600. Expandable left to a maximum dimension of 600x600.
- Expanding Pencil Ad: 40k maximum file size. Dimensions closed 990x30, dimensions open, 990x300. 2 files required in GIF, JPG or Flash file types. Pencil Ad pushes content down and expands upon hover. Ad will retract when user mouses off.
- Bottom Banner: 40k maximum file size, 728x90. No expanding allowed.

- 3:1 Rectangle: 20k maximum file size. 300x100. No expanding allowed.
- Rectangle: 20k maximum file size: 180x150. No expanding allowed.
- Marketplace: 20k maximum file size. HTML-based placement, maximum space allowed is 300x100. Cannot be 3rd party served.
- Interstitial/Transitional Ad: 80k maximum file size. Maximum dimension of 800x500.
- Preroll Video Advertisement: 576x326 screen size, FLV file types only, 15 second maximum.
- Text Link: Maximum is 35 characters including spaces.
- Contextual Sponsored Ads: Up to 50 characters for headline, up to 125 characters for text, including spaces. Cannot be 3rd party served.

Newsletter and Rate Alert Advertisements

No rich media advertisements accepted in Weekly Newsletters or Rate Alerts. Gif or JPG file formats only.

- Weekly Newsletters:

3 ad placements:

- 1) Leaderboard 728x90, 40k max
- 2) Bottom Banner, 728x90, 40k max
- 3) Skyscraper, 160x600, 40k max

Text format – 2 ad placements. Top: 268 character limit; Bottom: 268 character limit (each placement). Advertiser is requested to send both text and display ads.

- Rate Alert Newsletters:

3 ad placements:

- 1) Leaderboard 728x90, 40k max
- 2) Bottom Banner, 728x90, 40k max
- 3) Skyscraper, 160x600, 40k max

Text format – 1 ad placement, 400 character limit. Advertiser is requested to send both text and display ads.

- Stand Alone E-Mails: HTML: formatted text/images or gif/jpeg no larger than 18k and 400x520 pixels. Text: up to 600 words or 3,000 characters, including URL, and a 15k limit. A 30k total limit (text + images) applies to both HTML & AOL/Text.

Subject lines: 68 characters maximum, including spaces. Use normal text, with minimal usage of caps and punctuation. Excessive usage of caps or punctuation in a subject line may cause the recipient's e-mail server to detect the e-mail as spam and either delete your message or send it to a "spam" folder.

The usage of certain words/phrases in a subject line may also increase the "spam rating" of your message. Words and phrases to avoid: Available, Buy, Check it out, Click, Click here, Discount, Enhanced, Exciting, Free, Home page, Hot, Log in, More, Offers, Opportunity, Select, Special.

Standalone E-mails restricted to four sends per quarter per unique user.

Frequency Capping

Bankrate generally does not allow frequency capping. Exceptions will be made on a case-by-case basis.

Cancellations

Advertisers must adhere to the termination policy pursuant to the Terms and Conditions agreement. Advertisers will not be allowed to pause or put-on-hold a display advertisement campaign with out approval from Bankrate, Inc. Approvals will be granted on a case-by-case basis.

Palette and Logo Size Guidelines

Bankrate reserves the right to maintain its user experience by clearly distinguishing the advertising and editorial relationship on the sites within the Bankrate Network. Display Advertisements may not utilize colors that mirror the look of any of the sites within the Bankrate Network, and must display advertiser names and/or logos that are sufficiently prominent as to avoid any user confusion. Logos must be horizontally oriented within the advertisement. Rectangular logos oriented vertically within the ad will not be accepted.

Guidelines for Destination URLs and Landing Pages

- Pages that are linked to from an Advertisement (“Landing Pages” or “Destination Pages”) must not mirror the look and feel of any of the sites within the Bankrate Network.
- The destination Web page must clearly identify your organization.
- Clearly state the purpose for collecting any personal information on your destination Web page.
- Provide a direct link to your privacy and data collection policy.
- Bankrate requires express permission for the use of its name or logo (e.g. “As Seen on Bankrate”) on Advertisement Landing Pages or Advertiser’s Web site pages.

Third-Party Served Display Advertisements

Third party ad serving is only allowed on The Bankrate Network by approved third-party ad servers.

All ad creatives and redirect tags that call the third-party ad server must be tested and pre-approved by Bankrate prior to the campaign start date. Furthermore, if during an active campaign additional creative is added by the advertiser through a third-party ad server, such creative must be reviewed and approved by Bankrate before placed on the site.

Ad creatives served by third-party servers must adhere to the Bankrate ad specifications and Size Requirements.

Rich Media Display Advertising Specifications

Third-party served rich media ads will be reviewed and accepted on a case-by-case basis, including Flash, HTML, DHTML, and most rich media solution providers including Pointroll, Unicast and Eyeblander. All third-party served rich media ads must be tested and approved by Bankrate before the campaign start date.

General:

- a. In every case, the advertiser must supply a simple GIF or JPG image along with each rich-media creative, so that Atlas can still serve something to older browsers, or browsers that have had scripting disabled. If this simple GIF or JPG image is a third party call, the proper cache-busting information must be supplied as well. *It is not enough* that the rich-media creative includes code that will serve a default GIF or JPG. This is because if Atlas detects that rich-media is not supported by the browser, the call to the advertiser’s rich media creative will not be made and thus it will not be possible to serve a default ad.
- b. The advertiser should supply all the components of the ad, so that we may host them locally on our ad server. However, as stated, the simple GIF or JPG that Atlas will serve in script-challenged situations may be a third party call.
- c. The total size of all the components of the ad that initially load should not exceed the standard file size limit set for that particular creative size in our Ad Placement Policy. In some cases, within reason, additional components may be loaded after the user clicks on an ad that may cause total ad file size to surpass the standard limit. This is because the user has already expressed interest by clicking on the ad. Specifically how much the standard file size limit can be exceeded will be decided on a case by case basis.
- d. Provide rich-media creatives 3-5 days before campaign flight to allow for sufficient setup time and testing in Atlas

Expandable Units:

Expandable ads are limited to the Flex Ad Position. Expanding action must be user-initiated (rollover to expand or on-click). The method of ad expansion and contraction must be the same (e.g. rollover or click). Close button must be clearly positioned and labeled “[x]” or “close [x].”

- 300x250 expands to a maximum dimension of 500x250 to the left. Max file size 40k.
- 160x600 expands to a maximum dimension of 320x600 to the left. Max file size 40k.
- 300x600 expands to a maximum dimension of 600x600 to the left. Max file size 40k.
- *Expandable ads are only accepted in the following file formats: Flash or Pointroll.*

Interstitial/Between-the-Page-Units/Transition Ads/

- 800x500 maximum dimension. Position TBD – between pages. Maximum file size 80k. Animation length 15 seconds. ,
- Must be labeled “Advertisement or “Brought to you by”
- Capped at 1 per unique user per day
- “Skip advertisement” required, above the fold in the right corner
- Hosted by Bankrate
- Provide final materials to your Bankrate Network Representative 5 business days prior to launch

DHTML Based Ads:

1. Dynamic HTML, or DHTML, is a client-side means of manipulating the elements on a page after a page has been loaded. It could be something as simple as an image that changes when you mouse over it to something as complicated as a game integrated into the page.
2. A DHTML based ad should come in the form of an HTML file, and can have an image component sent along with it OR it might be a 3rd party call. If it's a 3rd party call, there is the distinct possibility that we may not be able to track clicks. That will be determined in testing.
3. Generally, DHTML ads should not be served using IFRAME or IFRAME code. This is because whatever the code does, it will do so only within the IFRAME/ILAYER. That means effects which are intended to affect the whole page, such as images that follow the cursor or float over the page, will not work properly.
4. The ad must not include a section that needs to be hard coded into the head of the page for it to work. If the DHTML creative you are given includes instructions to hard code certain information into different places in your pages it should cause you to be cautious. There is the possibility of getting this ad to work, however - it is small, and it will not happen without a lot of modification to the information that you have been given.

FLASH CREATION GUIDE

The following Flash Creation Guide: Flash – Implementing Single and Double Clicks was published by Accipiter (Acquired by Atlas) in August, 2006.

Flash – Implementing Single and Multiple Clicks

Author: T. Hill

Contributors: ~

Last Revision Date: 10 August 2006

Overview:

Macromedia Flash is an excellent tool for publishing creatives because it enables publishers to create complex animations that can be loaded into a browser in a relatively short period of time. Using Flash, publishers can also create complex animations that can interact with end users. This has created a challenge for those sites that would like to serve and track clicks from these animations.

This document deals with the use of Flash ActionScript 'expressions' to track clicks on events within flash. Expressions will work with loadMovie and getURL events. However, they will not work with Load Frame actions, as they are internal events and do not call for anything outside of the swf file.

Contents:

- 1.0 Single Click Flash
- 2.0 Multiple Click Flash

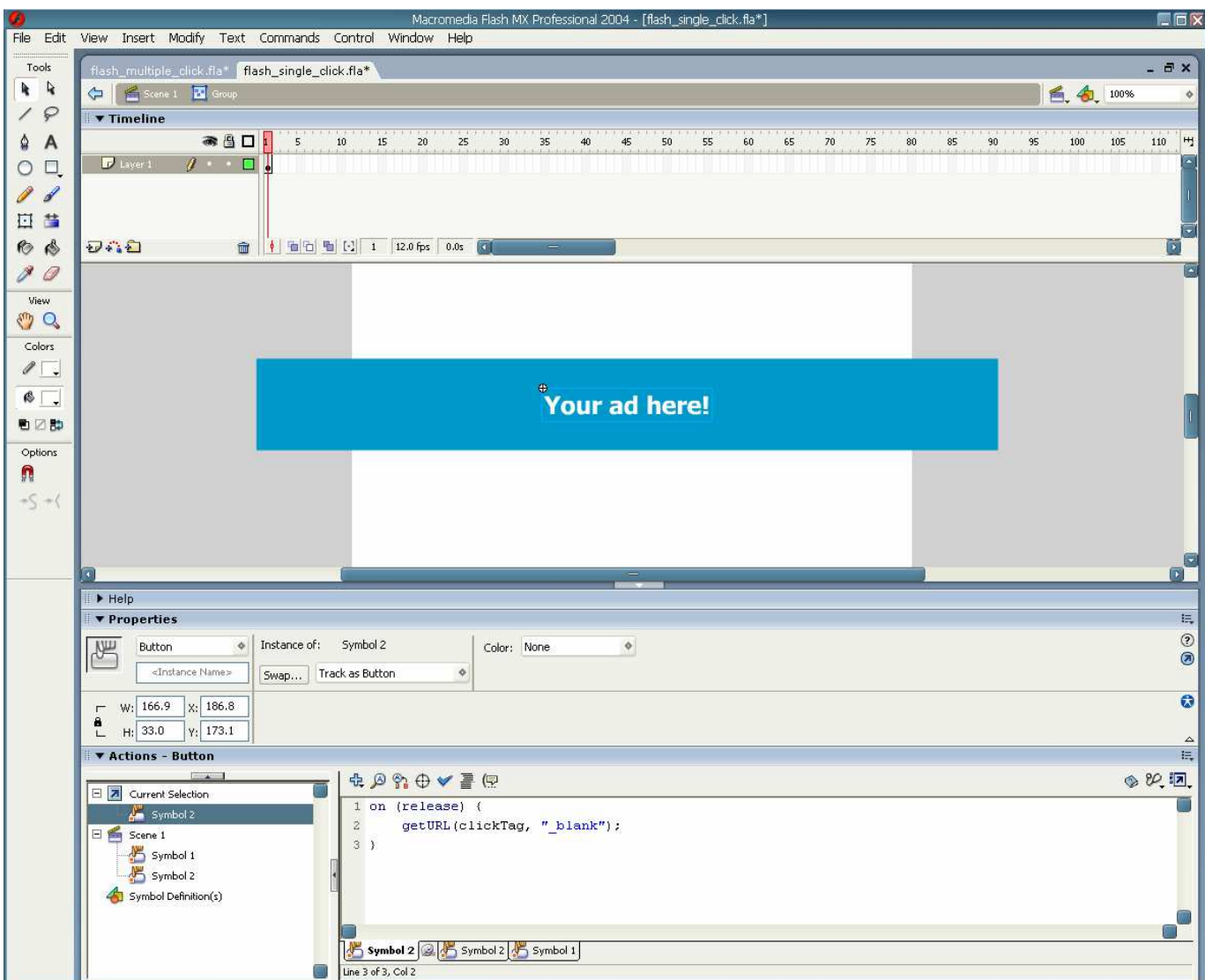
1.0 Single Click Flash

- 1.1: Open the .FLA file (this is the pre-compiled .SWF file in the Flash Editor).
- 1.2: Select the object that will be clickable. If the object is not a symbol, right-click and select the "Convert to symbol" option. When converting the object to a symbol select the "Button" behavior.
- 1.3: Add the click-tracking code to the object in the Actions text area:

```
on (release) {
    gotoURL(clickTag + "?second", "_blank");
}
```

<or>

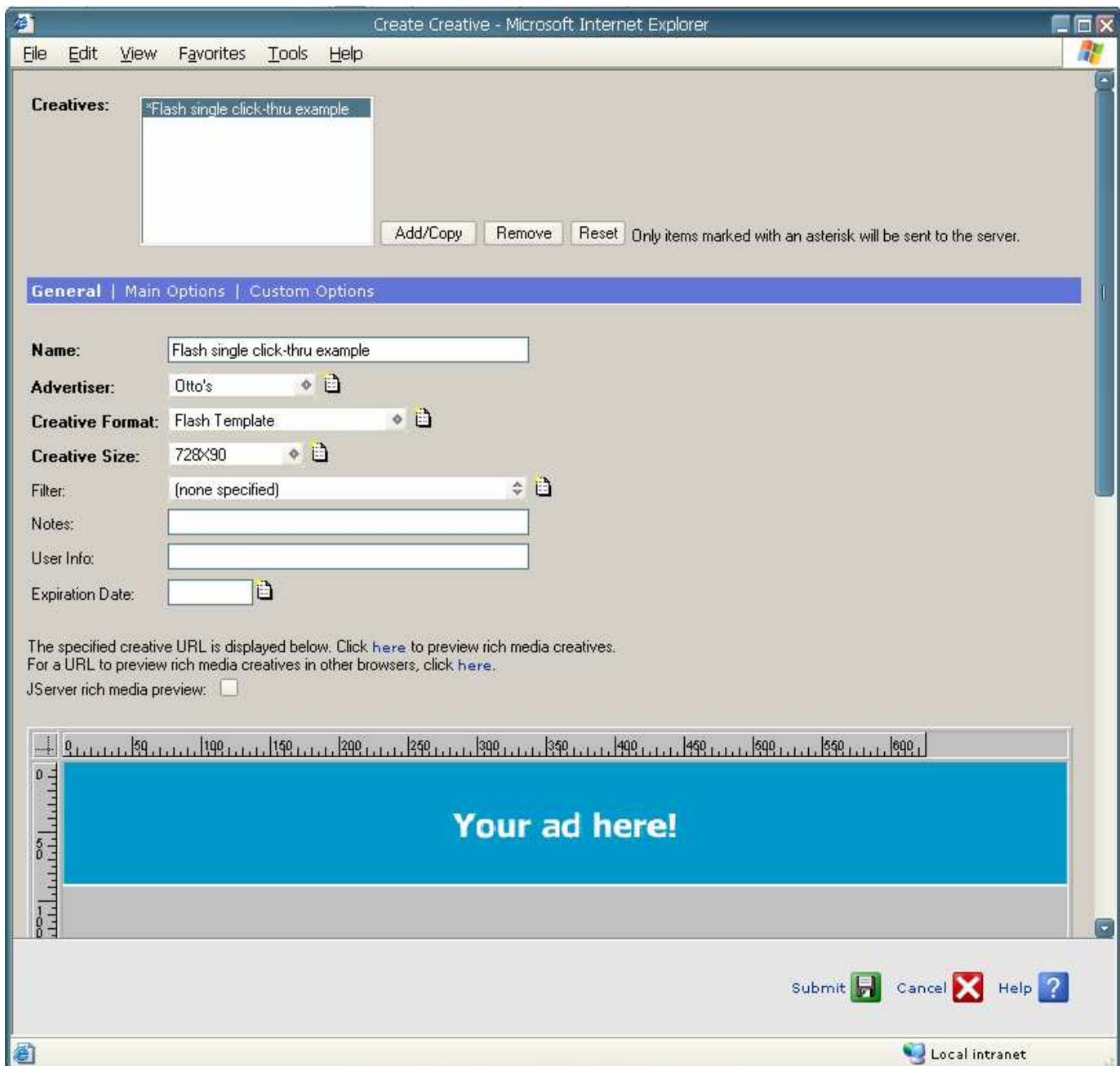
```
on (release) {
    gotoURL(clickTAG + "?second", "_blank");
}
```



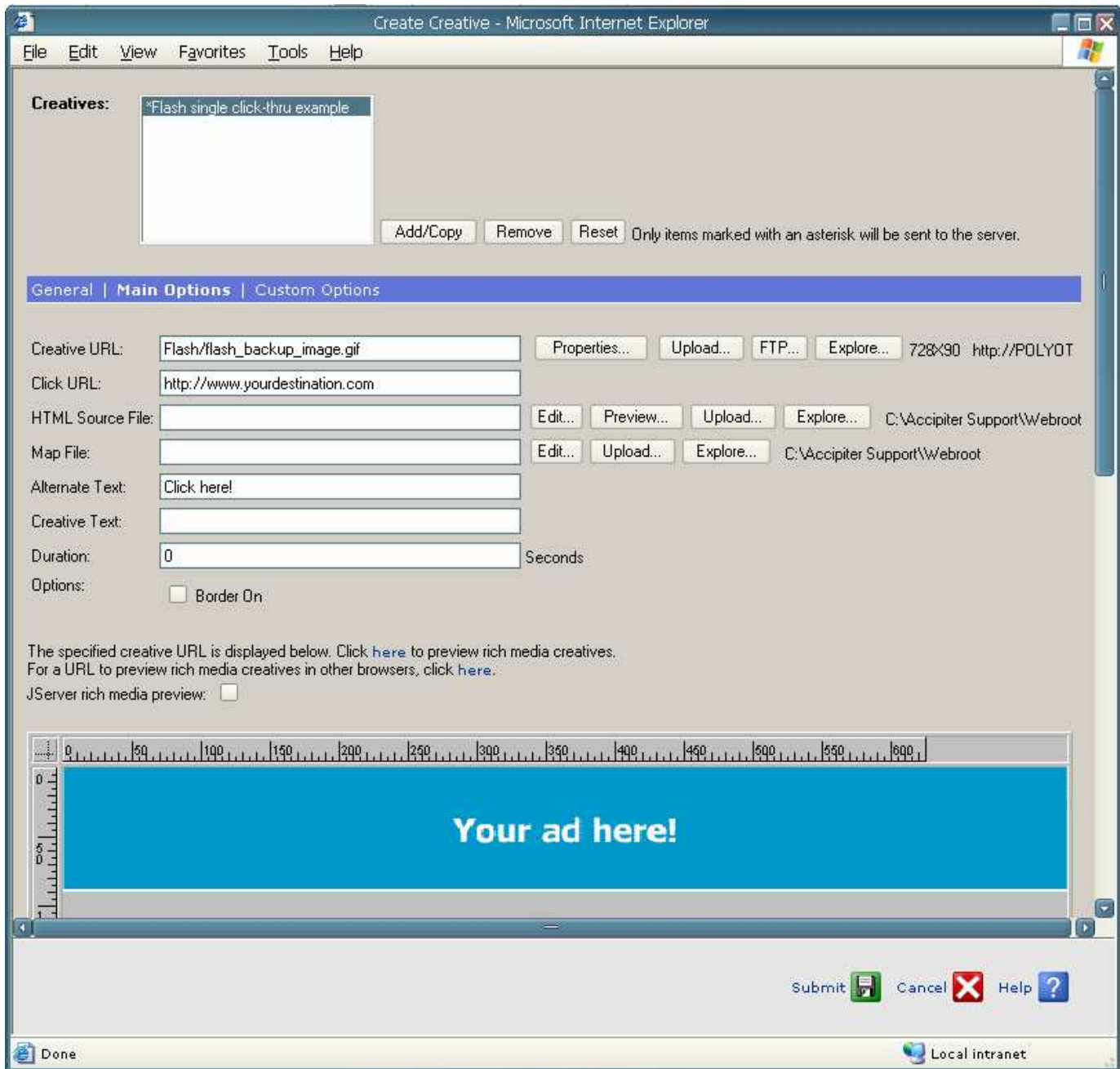
Note that the word **clickTag** is not quoted since it is a variable name and not a hard-coded URL. Flash is case-sensitive with respect to the variable name so **clickTag** should match the casing in the AdManager Flash Template file. The variable name **clickTAG** can be used as long as **clickTAG** is also used in the AdManager Flash Template file.

1.4: The .SWF file can now be 'Published'. Check "Files -> Publish Settings -> Formats " to confirm that the output is "Flash (.swf)" since you will be using the Flash Template supplied in AdManager. Also select the "GIF Image (.gif)" option if you plan on entering a back-up gif image when creating the advertisement.

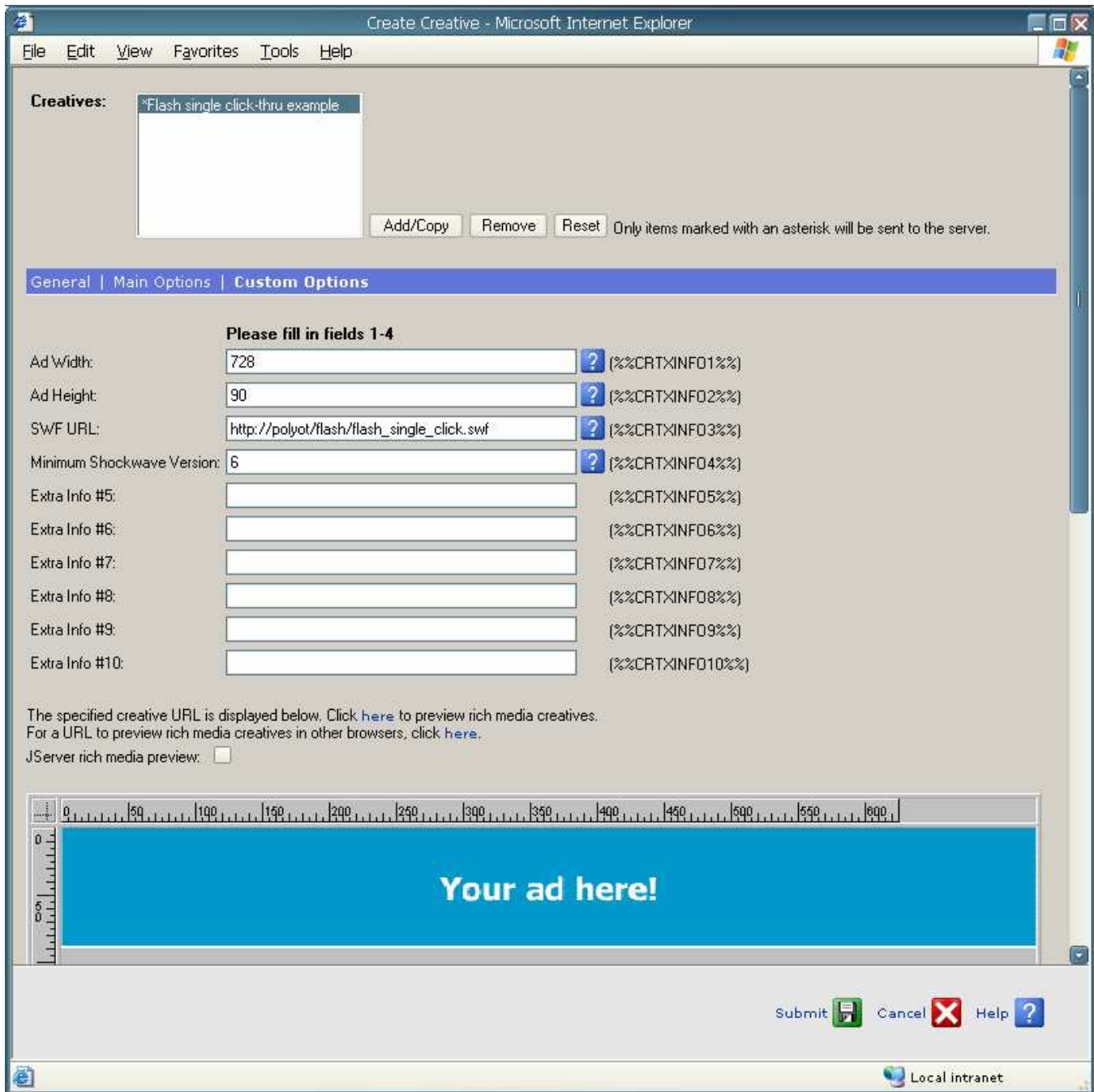
1.5: Log in to the AdManager UI and create the ad. Select "Flash Template" in the General section of the Create Creative window as the Creative Format for the ad:



1.6: Upload the .SWF and .GIF files. In the Main section of the Create Creative window use the Explore button to select the GIF file as the Creative URL entry. Enter the click URL for the creative:



1.7: Go to the Custom Options section of the Create Creative window and enter the height, width, URL to the SWF file, and the minimum Shockwave Version for the browser plug-in:



1.8: Go back to the Main section and select the Preview button to confirm that the ad renders.

2.0 Multiple Click Flash

Multiple Click ads are much the same as above with the exception that each instance of `getURL` code associated with an object will include a 'unique identifier'. The unique identifier will be used in the mapfile to associate the click-action with the appropriate destination URL.

2.1: Open the .FLA file file in the Flash Editor.

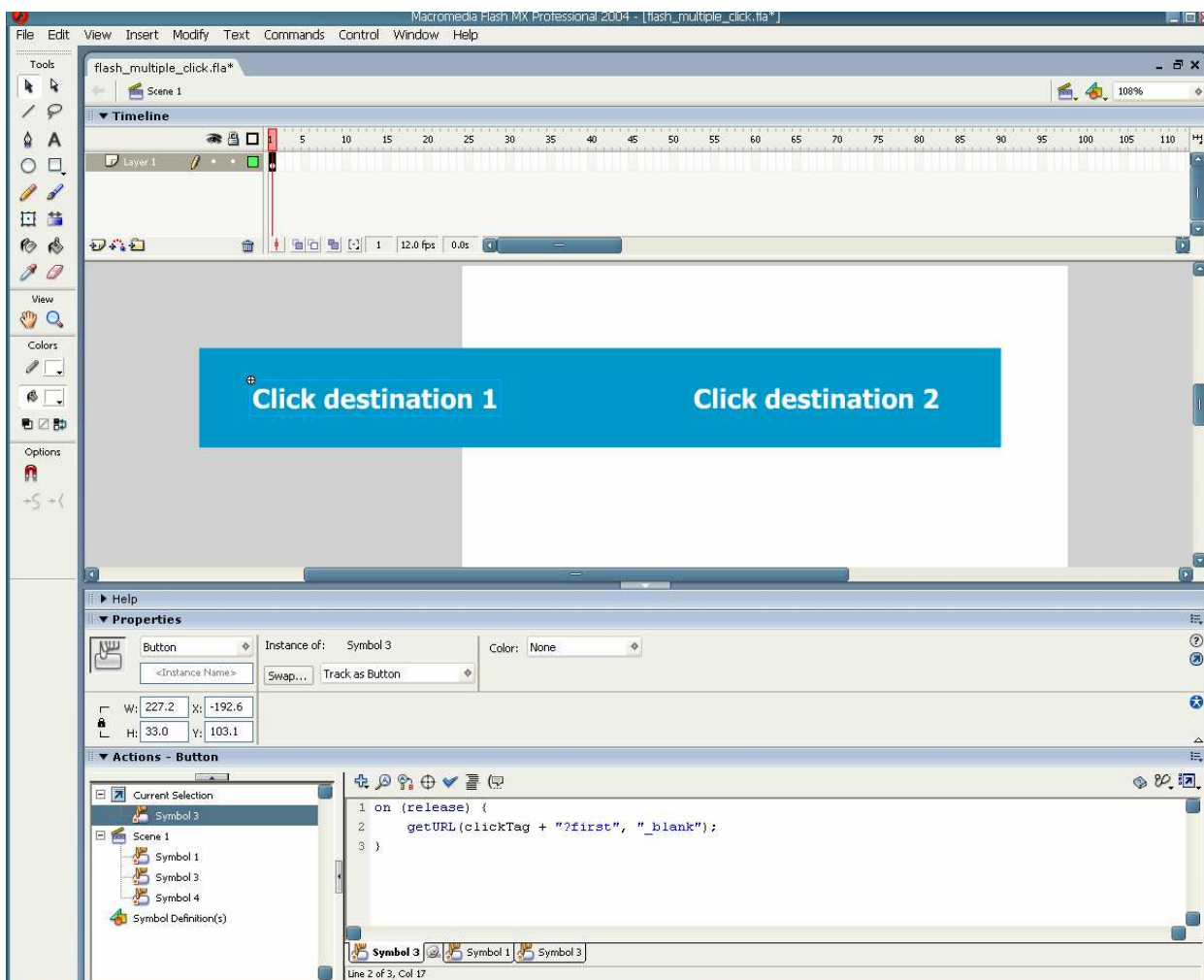
2.2: Select the first object that will be clickable. If the object is not a symbol, right-click and select the "Convert to symbol" option. When converting the object to a symbol select the "Button" behavior.

2.3: Add the click-tracking code to the object in the Actions text area:

```
on (release) {
    getURL(clickTag + "?first", "_blank");
}
```

<or>

```
on (release) {
    getURL(clickTAG + "?second", "_blank");
}
```



2.4: For each URL a 'unique identifier' should be used. In this instance, the string **?first** is used.

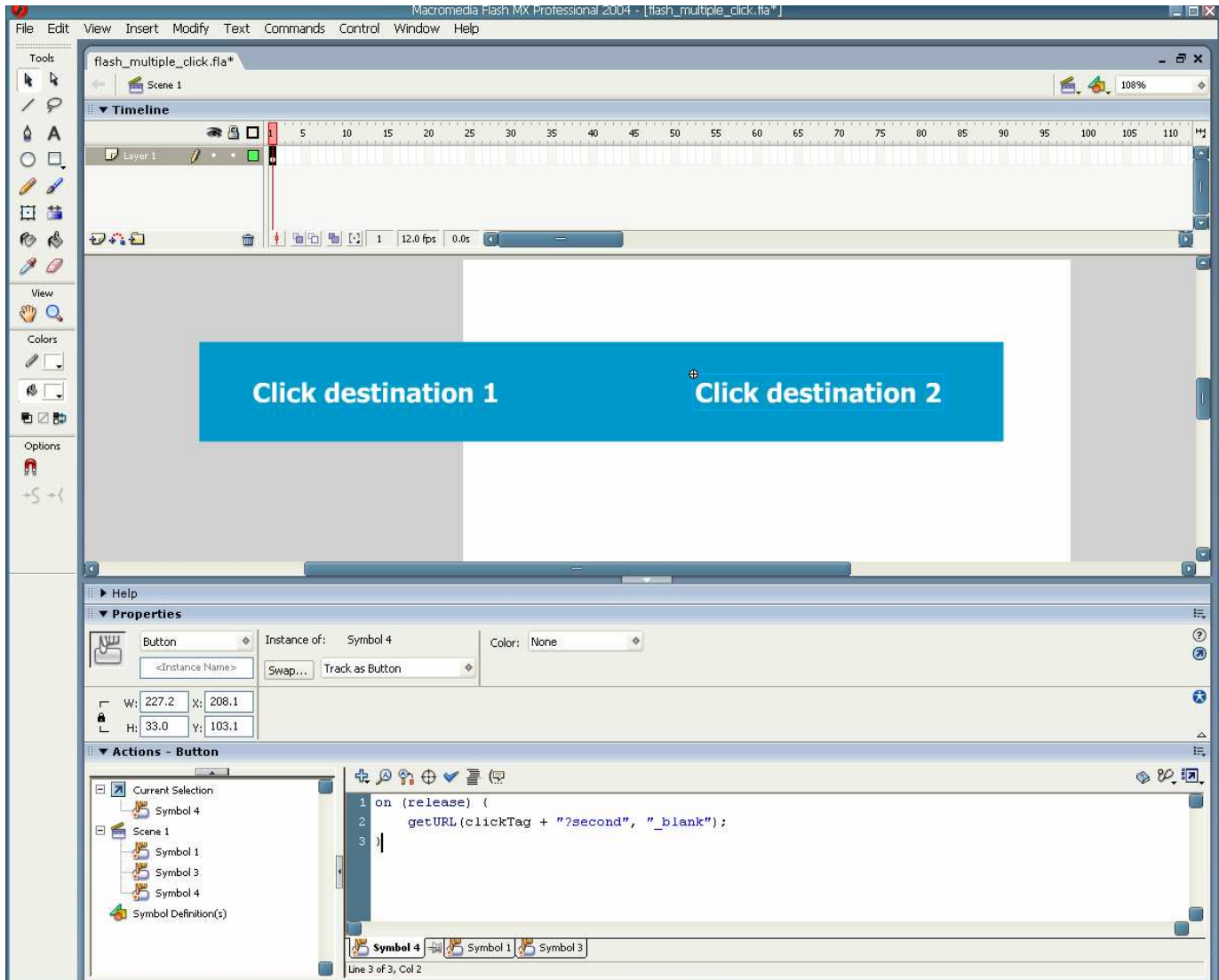
2.5: Select the second object that will be clickable. If the object is not a symbol, right-click and select the "Convert to symbol" option. When converting the object to a symbol select the "Button" behavior.

2.6: Add the click-tracking code to the object in the Actions text area:

```
on (release) {
    getUrl(clickTag + "?second", "_blank");
}
```

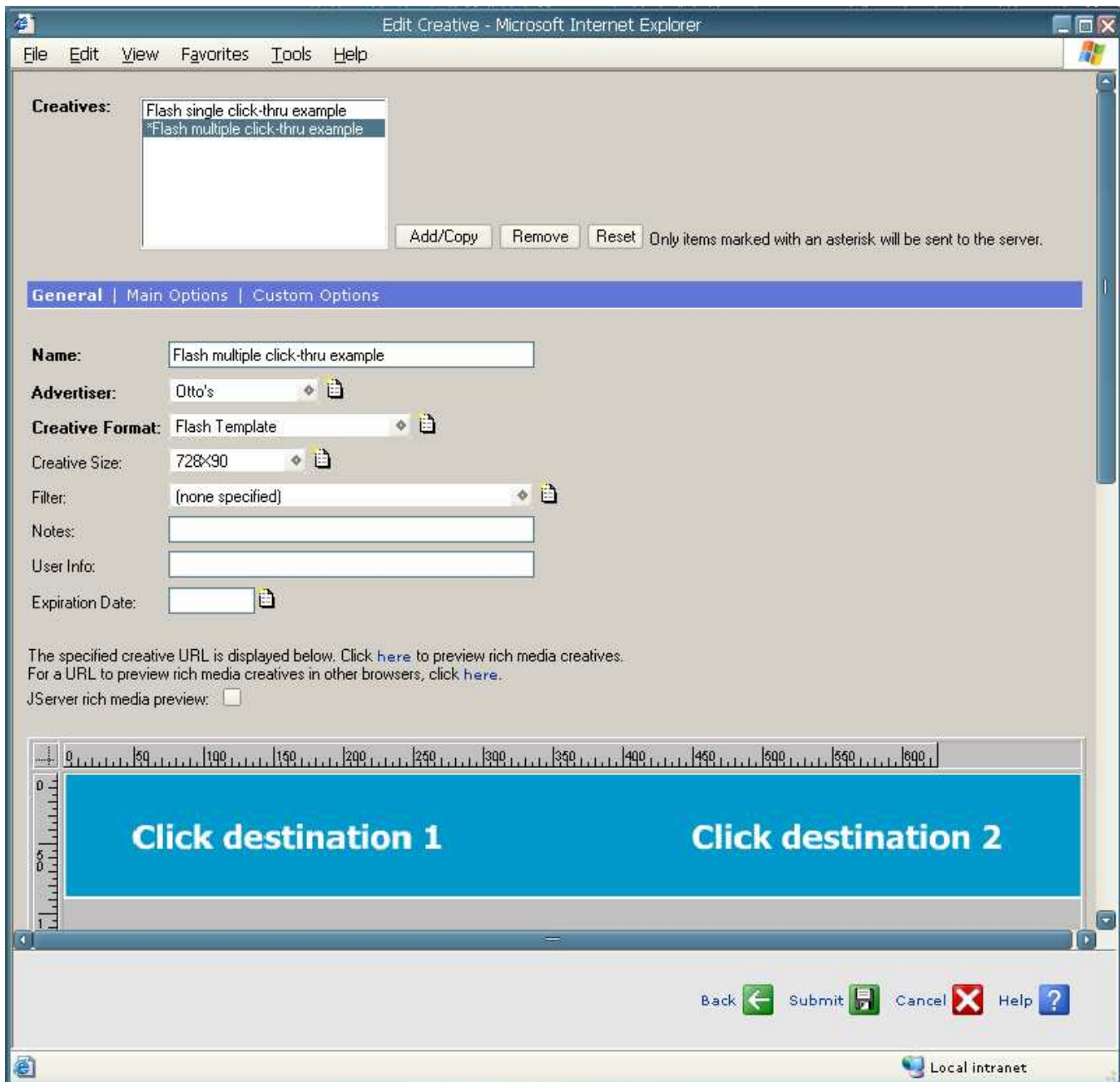
<or>

```
on (release) {
    getUrl(clickTAG + "?second", "_blank");
}
```



For this object the unique identifier string **?second** is added.

2.7: Log in to the AdManager UI and create the ad. Select "Flash Template" in the General section of the Create Creative window as the Creative Format for the ad:

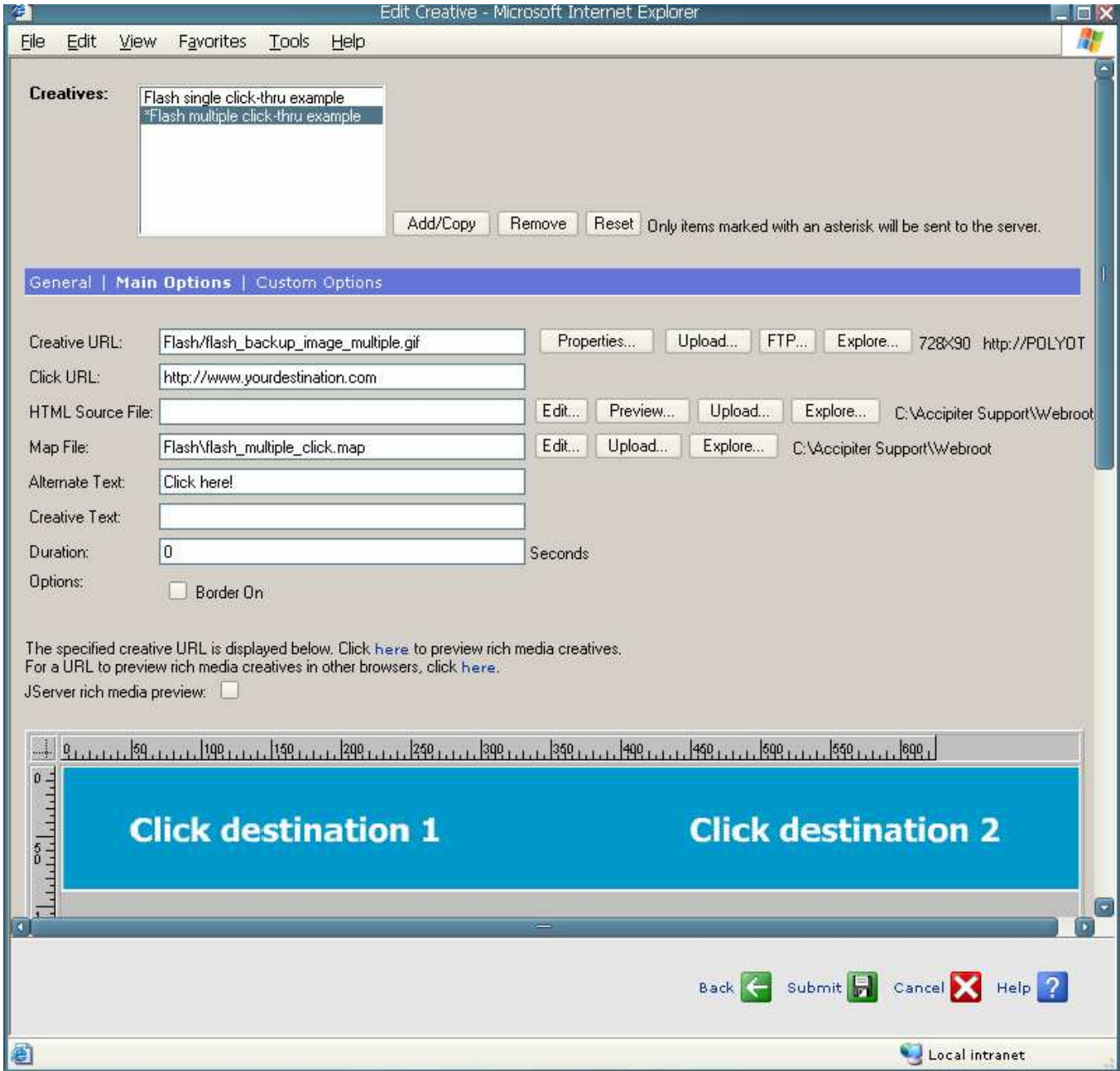


2.8: Upload the .SWF, .GIF, and map files. In the Main section of the Create Creative window use the Explore button to select the GIF file as the Creative URL entry and the map file as the Map File entry. Enter the default Click URL for the creative.

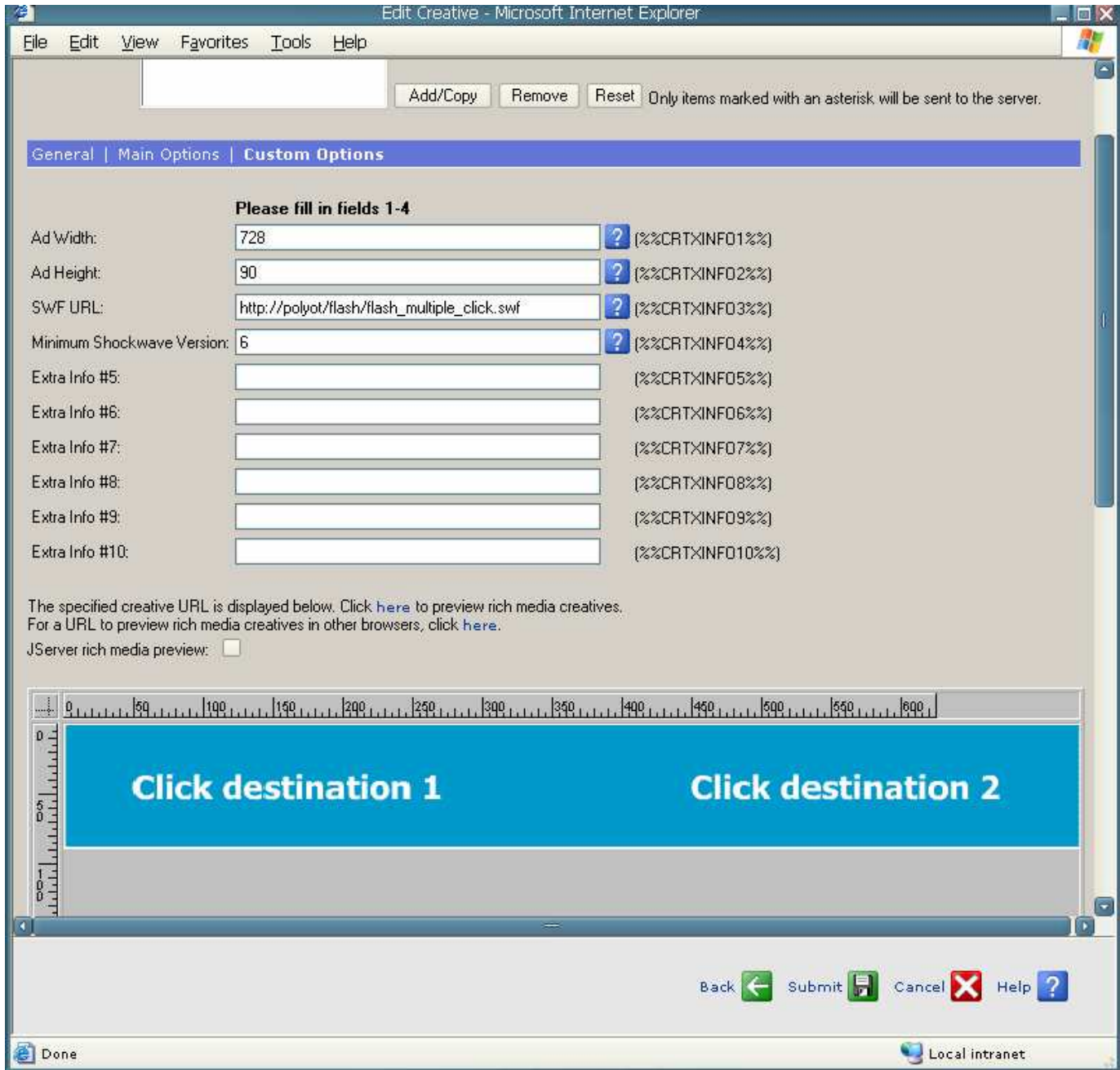
2.9: You will need the mapfile contents to appear as shown below, using the "first" and "second" unique identifier strings to associate specific URLs with the objects in the .SWF file.

default http://www.yoursestination.com

form http://www.pricewatch.com (first;)
form http://www.planethalflife.com (second;)



2.10: Go to the Custom Options section of the Create Creative window and enter the height, width, URL to the SWF file, and the minimum Shockwave Version for the browser plug-in:



2.11: Go back to the Main section and select the Preview button to confirm that the ad renders.