

## REQUIRED SUBMISSIONS

### ► Published .swf

Meets file size limit and has clickTag script coded into creative. More info [Page 2.](#)

### ► Backup image

When submitting Flash creative (*jpg, 40k or less*). This is served in event viewer does not have flash.

## FILE SIZE LIMITS

### STATIC

Size	Max File Size	<b>Acceptable formats: .jpg, .gif, .png</b>
300x250 pixels	40k	
728x90 pixels	40k	
300x600 pixels	40k	

### FLASH | ANIMATED GIF

Size	Max File Size	<b>Acceptable formats: .swf, .gif</b>
300x250 pixels	40k	
728x90 pixels	40k	
300x600 pixels	40k	

## HELP?

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## CREATIVE GUIDELINES

- SNMG Interactive allows Flash versions published up to Flash 8
- All click through urls must open in a new browser window.
- Frame rate may not exceed 24 frames per second due to performance considerations.
- SNMG Interactive reserves the right to reject any insertion, graphic, text description, or URL.
- Ads may not employ rapid/strobing animation of any graphic, copy, or background elements.
- All white and light colored ads should be encased in a border. Test your ad in a web browser to ensure the border is not cut off or misaligned.
- Continual looping ads are accepted but highly discouraged. Maximum non-loop animation duration is 30 seconds.

### ► How do I build a basic flash ad?

**Color:** RGB, **Resolution:** 72 pixels/inch, **Publish settings:** Flash 8 or lower, **Frames per second (FPS):** Under 24

**Total .SWF size:** Under 40 kilobytes. Flash for the first time: [http://www.adobe.com/devnet/flash/articles/intro\\_flash\\_print.html](http://www.adobe.com/devnet/flash/articles/intro_flash_print.html)

### ► How do I make my flash ad under 40 kilobytes?

1. Attempt to stay away from raster graphics and bitmaps. Anything that you can build in flash as a shape will have a much smaller footprint than loading in a bitmap (png, jpg, gif...) of the same object. Which leads us to #2

2. Use vector fonts whenever possible and don't ever use fonts in a bitmap if you can help it. Fonts in flash are stored as vectors that are interpreted at runtime, just like a shape, so they have a much smaller footprint than other fonts. Also, fonts in bitmaps will generally have more aliasing than vector fonts and so the use of fonts from inside flash will not only reduce file size but also increase readability.

3. Use empty movieclips to hold duplicated content. Simply load in your content from the library and only have one copy resident in the swf.

4. Use tweens to do simple motion as much as possible rather than have several new objects on different key frames. This allows flash to only keep one object and move it around the stage and transform it rather than creating new objects on each frame.

5. Choose the option to compress movie from the publish settings. This can have a major impact on file size, please test the creative to assure that this compression doesn't damage the quality of your creative.

6. Compress images before importing to flash, this guarantees that you have the image quality you want as well as the file size you expect. Also, for files that are largely outline or cartoonish use .gif whereas for photographs you should use .jpg for the best quality. Below is a link to a good explanation of the differences: <http://www.siriusweb.com/tutorials/gifvsjpg/>

### ► How do I make a button invisible?

[http://www.adobe.com/devnet/flash/articles/intro\\_flash\\_pt2\\_05.html](http://www.adobe.com/devnet/flash/articles/intro_flash_pt2_05.html)

It's required to have an invisible button cover the entire ad to make whole ad clickable. If you have other buttons like a "click here" button you can modify the invisible button to not cover that button so it can function properly. You must add "clickTag script" to all buttons. See below.

### ► How do I add clickTag script?

First make a button or invisible button. See above. Next copy this code:

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

Be careful not to add any spaces or alter code. Do not add a URL to this code. Now click on the invisible button and open your actions palette.

Make sure you have the button selected and not a frame on the timeline.

You can tell by looking at bottom of actions palette, you should see what you named your button. Now paste the code in the actions palette. Try and keep buttons on main timeline. You must alter

code if button is inside a movie clip. To test ad, publish and roll mouse over ad, your cursor should change to finger. We add the click through URLs on our ad server when deployed.

### ► How do I have multiple click throughs in a creative?

Simply make more than one button/invisible button, we support up to 6. Then modify the clickTag code with numbers 1-5 starting with "clickTag" without numbers, thus 6 URLs. Then provide us with a text file that communicates what clickTag goes with what URL.

Example Code	URL	URL 1	URL 2
	<pre>on (release) {     getURL (_level0.clickTag, "_blank"); }</pre>	<pre>on (release) {     getURL (_level0.clickTag,1 "_blank"); }</pre>	<pre>on (release) {     getURL (_level0.clickTag,2 "_blank"); }</pre>

\*Note the "1" added after clickTag two times in code.