

## 1. To assign a clickTAG for your advertisement:

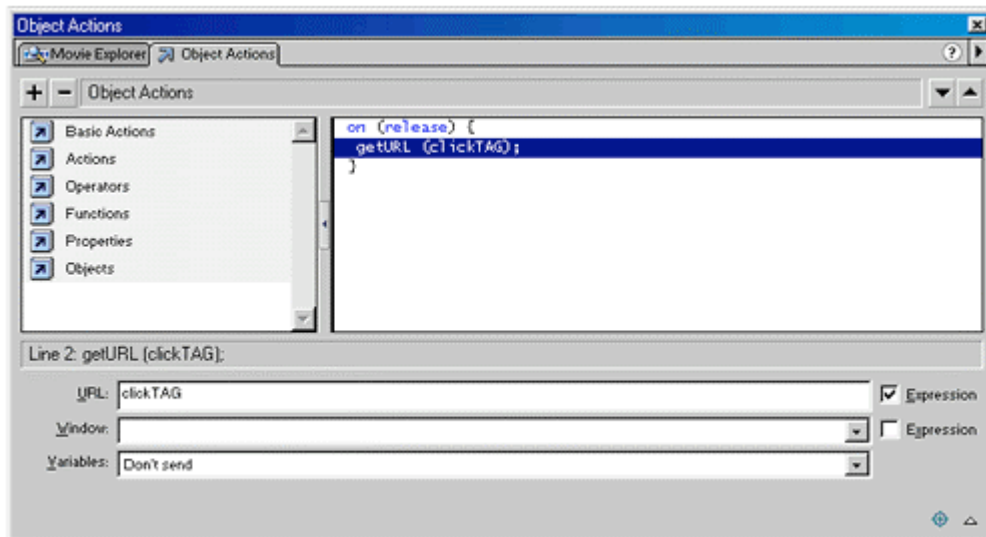
- The Flash File (.fla extension) must first be modified.
- The clickTAG is the tracking code assigned by the ad serving network to an individual ad. The clickTAG allows the network to register where the ad was displayed when it was clicked on. This click through data is reported to the ad serving servers so advertisers may determine the effectiveness of their campaign.
- The code below will allow ad serving networks to dynamically assign a clickTAG to their ad.

### Flash MX/Flash 6

▪ In this example, a `getURL` action is being assigned to a button that will navigate the browser to `[clickTAG]`. The `getURL(clickTAG)` statement appends the variable data passed in via the OBJECT EMBED tag and navigates the browser to that location. It is the tracking code assigned by the ad serving network, which allows them to register a user's click on that advertisement.

▪ The expression box must be checked for the clickTAG variable to work properly. See picture below.

▪ In order to have a new browser window open when clicking on the banner, choose `"_blank"` by the window option in the action window. See picture below.

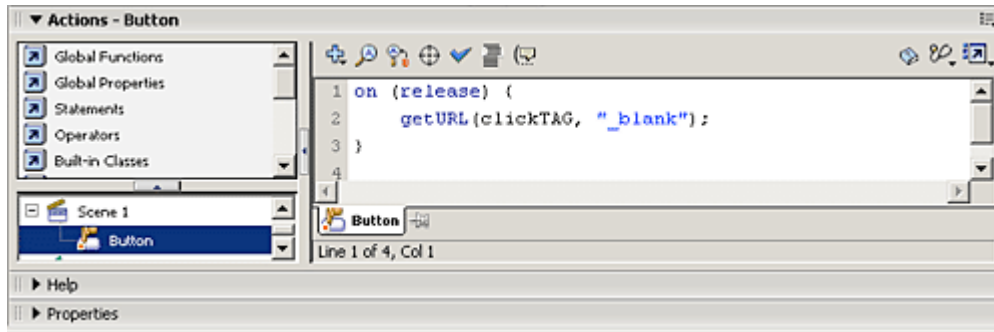


### Flash MX 2004/Flash 7

▪ In this example, a `getURL` action is being assigned to a button that will navigate the browser to `[clickTAG]`. The `getURL(clickTAG,"_blank")` statement appends the variable data passed in via the OBJECT EMBED tag and navigates the browser to that location. It is the tracking code assigned by the ad serving network, which allows them to register a user's click on that advertisement.

▪ The url variable, clickTAG should be inserted without "" for the creative to work properly. See picture below.

▪ In order to have a new browser window open when clicking on the banner, enter `"_blank"` for the window variable. See picture below.



- Upload the gif into the OAS creative portion first and then upload the swf file and finally upload the HTML which makes all the calls.
- To learn more about modifying flash files, please visit the website at <http://www.macromedia.com/resources/richmedia/>