



**Flash Banner Click Tracking,
FSCommands &
Security Features**

**Version 1.0
Date: 10.05.2006**

Preliminary Remarks

Copyright and confidentiality

All information from the "Online-Help" as well as any chapter of the "ADTECH User Guide" is proprietary and to be treated as strictly confidential.

Data is exclusively destined for the own and internal use of the ADTECH customer. Any use other than contractual, transmission or provision of access to third parties, circulation or any other utilisation of the data or of information provided thereof is specifically prohibited.

Address and contact

ADTECH AG
Robert-Bosch-Str. 32
63303 Dreieich
Deutschland
Phone: +49 (0) 61 03 - 57 15-0
Fax: +49 (0) 61 03 - 57 15-111
E-Mail: info@adtech.de
URL: <http://www.adtech.de/>
Vorstand: Dirk Freytag

Registergericht: Amtsgericht Offenbach
HRB 34657, USt-IdNr.: DE192720884

Content

1.	General	5
1.1.	Implementing the Click Counting	5
1.1.1.	clickTAG	5
1.1.2.	Alternative FSCCommand for the Link	5
1.2.	Several clickTAGs	6
1.3.	Reloading Files and Flash Movies	6
1.3.1.	pathTAG	6
2.	Functions for Layer Ads	7
2.1.	Close	7
2.1.1.	closeTAG	7
2.1.2.	Alternative FSCCommand for Close	7
2.2.	openTAG	8
2.3.	FSCCommand for Show Layer	8
3.	Expandables	9
3.1.	Expand	9
3.1.1.	expandTAG	9
3.1.2.	Alternative FSCCommand for Expand	9
3.2.	Collapse	9
3.2.1.	collapseTAG	9
3.2.2.	Alternative FSCCommand for Collapse	10
3.3.	FSCCommand for Expand Height	10
3.4.	FSCCommand für Expand Width	10
4.	Security Settings	11
4.1.	CURRENTDOMAIN	11
4.2.	System.security.allowDomain	11

Abstract

There are several variables and functions available for flash banners that are bookable in HELIOS IQ. This documentation describes the variables, functions and fscommands that are supported. Implement the necessary ActionScripts at the according position in your flash.

From flash player version 7 onwards, there are some restrictions that need to be taken into consideration and which result from security measurements in the flash player. They will be described under chapter "security settings".

1. General

1.1. Implementing the Click Counting

1.1.1. clickTAG

The click URL is available in the flash in form of the variable clickTAG. It is necessary to observe the exact spelling of clickTAG in order to ensure the clicks on the banner. The URL is entered during the campaign booking in the IQ front end.

ActionScript for Flash version 6 and below:

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

ActionScript for Flash version 7 and higher:

```
on (release)
{
    getURL(_root.clickTAG, "_blank");
}
```

1.1.2. Alternative FSCCommand for the Link

ActionScript:

```
on(release)
{
    fsccommand("link");
}
```

1.2. Several clickTAGs

If several target URLs will be used in the flash, you may use the variables clickTAG, clickTAG1, clickTAG2 etc.

ActionScript:

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

ActionScript:

```
on(release)
{
    getURL(clickTAG1, "_blank");
}
```

ActionScript:

```
on(release)
{
    getURL(clickTAG2, "_blank");
}
```

Note: Helios IQ supports up to 10 clickTAGs in a flash movie (e. g. clickTAG2, clickTAG3). The maximum number of characters depends on the overall length of all URLs, since most browsers cut off a URL after about 1000 characters.

1.3. Reloading Files and Flash Movies

1.3.1. pathTAG

The variable pathTAG contains the path to the banner files you upload. It is used to reload further flash movies that were loaded together with the other banner files in HELIOS IQ.

2. Functions for Layer Ads

2.1. Close

2.1.1. closeTAG

The variable closeTAG contains the URL which is needed to close the layer.

ActionScript:

```
on(release)
{
    getURL(closeTAG, "_self");
}
```

Note:

Layer ads should be closed with the above mentioned function in any case, even if the flash remains completely transparent at the end of the animation since in some browsers, the links under the transparent layer are not clickable. With the above mentioned closeTAG, the flash layer will completely disappear.

2.1.2. Alternative FSCCommand for Close

ActionScript e.g.:

```
on(release)
{
    fscommand("close");
}
```

2.2. openTAG

The variable openTAG contains the URL for showing the layer. By default, a flash layer will be delivered open so that you will only need this variable to open the layer again after it was blinded away.

ActionScript:

```
getUrl(openTAG, "_self");
```

2.3. FSCommand for Show Layer

With the fscommand "show", you can show the layer.

ActionScript z.B.:

```
on(release)
{
    fscommand("show");
}
```


3. Expandables

3.1. Expand

3.1.1. expandTAG

The variable expandTAG contains the URL to expand a flash to the entire size. The expanded and collapsed size may be entered during the campaign booking in the HELIOS IQ front end.

ActionScript:

```
on(release)
{
    getURL(expandTAG, "_self");
}
```

3.1.2. Alternative FSCCommand for Expand

ActionScript:

```
on(release)
{
    fscommand("expand");
}
```

3.2. Collapse

3.2.1. collapseTAG

The variable collapseTAG contains the URL to reduce an expandable flash to the collapse size. The expanded and collapsed size may be entered during the campaign booking in the front end.

ActionScript:

```
on(rollOut)
{
    getURL(collapseTAG, "_self");
}
```

3.2.2. Alternative FSCCommand for Collapse

```
on(rollOut)
{
    fscommand("collapse");
}
```

3.3. FSCCommand for Expand Height

The command "expandheight" changes the height of the layer. The desired height may be entered as parameter.

ActionScript e.g.:

```
on(rollOver)
{
    fscommand("expandheight", 500);
}
```

3.4. FSCCommand für Expand Width

The command „expandwidth“ changes the width of the layer. The desired width may be entered as parameter.

ActionScript e.g.:

```
on(rollOver)
{
    fscommand("expandwidth", 500);
}
```

4. Security Settings

From flash version 7, Macromedia changed the security settings for flash movies. If the movie is to be controlled via JS functions or if external files or movies will be reloaded, the respective domain needs to be "allowed" with "`system.security.allowDomain`" from within the flash movie.

4.1. CURRENTDOMAIN

In this variable, we store the current domain name (e.g. www.adtech.de) of the website the banner will be delivered on. You may pass on this variable to the function "`System.security.allowDomain`", to permit JS access to the flash movie. This is necessary if the movie will be started and stopped via JS functions. „`System.security.allowDomain`“ should be implemented at the beginning of the code.

ActionScript:

```
System.security.allowDomain(_root.CURRENTDOMAIN)
```

4.2. System.security.allowDomain

Example 1:

A flash movie (a) booked in HELIOS IQ loads a flash movie (b) which is stored at an external server. The reloaded flash movie (b) accesses the link URL of the first flash movie. This is only possible if the `system.security.allowDomain` parameter is implemented correctly. In order for the banner to function correctly even if delivered via different (ad)server, the URL of the parent element may be identified with the variable `parent._url`. This way, you do not need to enter manually all necessary domains.

Necessary ActionScript in the flash movie (b):

Flash version 6 and 7: `system.security.allowDomain(_parent._url);`

Flash 8: It is possible to permit all domains with the placeholder "*":
`system.security.allowDomain("*");`

Example 2:

Access to ActionScript methods via JavaScript

A flash movie is to be restarted via JavaScript. In order for Macromedia to allow this , we need to allow the current domain. We use the parameter "CURRENTDOMAIN" which will be transferred to the flash.

Flash 6 and 7: `System.security.allowDomain(_root.CURRENTDOMAIN);`

Flash 8: `System.security.allowDomain("*");`

Note: It needs to be assured that this ActionScript will be executed!