



**Quick-start
Manual for Publishers**

**Ad Unit Specification
Flash Banner Specification
mephisto v3.8**

[This is a work in progress document and is continually being updated]
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Banner ad unit specification

	Recommended Maximum Initial Download File- weight	Recommended Animation Length (Seconds)
Rectangles		
300 x 250 IMU - (Medium Rectangle)	40k	:30
250 x 250 IMU - (Square Pop-Up)	40k	:30
240 x 400 IMU - (Vertical Rectangle)	40k	:30
336 x 280 IMU - (Large Rectangle)	40k	:30
180 x 150 IMU - (Rectangle)	40k	:30
300x100 IMU - (3:1 Rectangle)	40k	:30
720x300 IMU – (Pop-Under)	40k	:30
Banners & Buttons		
468 x 60 IMU - (Full Banner)	40k	:30
234 x 60 IMU - (Half Banner)	30k	:30
88 x 31 IMU - (Micro Bar)	10k	:30
120 x 90 IMU - (Button 1)	20k	:30
120 x 60 IMU - (Button 2)	20k	:30
120 x 240 IMU - (Vertical Banner)	30k	:30
125 x 125 IMU - (Square Button)	30k	:30
728 x 90 IMU - (Leaderboard)	40k	:30
Skyscrapers		
160 x 600 IMU - (Wide Skyscraper)	40k	:30
120 x 600 IMU - (Skyscraper)	40k	:30
300 x 600 IMU - (Half Page Ad)	40k	:30

Taken from the IAB Ad Unit Guidelines:

http://www.iab.net/Ad_Unit

http://www.iab.net/iab_products_and_industry_services/1421/1443/Rich_Media



Specification for serving FLASH ads

Click tracking (*clickTAG*) and Frame (*frameTAG*) variables

a8 will only accept flash banners that fully conform to the following specifications:-

- Always use a Button Symbol for the clickable object/frame.
- Always assign the following ActionScript code to the button:
IMPORTANT: It is imperative that your ActionScript code is **PRECISELY** as shown above. Try to use copy and paste whatever possible.

```
on (release) {  
if (clickTAG.substr(0,5) == "http:") {  
    getURL(clickTAG, frameTAG);  
}  
}
```

IMPORTANT: It is imperative that your ActionScript code is **PRECISELY** as shown above. Try to use copy and paste whatever possible.

Mephisto can only track the click-through for flash (swf) banners if the *clickTAG* variable is present. The click-through is added via the adserver and replaces the **clickTAG** when the ad is served. **No clickTAG variable. No flash click tracking.**

The presence of the **frameTAG** variable allows a browser window/frame (*_top*, *_blank*, etc) variable to be specified. This is really important if the ad is being served into an iFrame.

The ActionScript in this Flash advertisement is verifying that the **clickTAG** URL begins with "http:" (you may also amend the code to add "https:"). This is an important security measure. If you do not take this precaution, a malicious HTML page could source your SWF and pass a **clickTAG** URL that begins with "javascript:" or another scripting pseudo-protocol. If your ActionScript code were to call **getURL** with a maliciously crafted JavaScript URL, it would be possible for the site serving the malicious HTML page to obtain the contents of your HTTP cookies or perform other actions on your site's behalf.

The **clickTAG** variable is the tracking code assigned by the Mephisto adserver to an individual ad. The **clickTAG** allows the adserver to register where the ad was displayed when it was clicked on. This click through data is reported back to the adservers so advertisers may determine the effectiveness of their campaign.

The **frameTAG** variable is assigned by the Mephisto adserver to the ad. The **frameTAG** allows the adserver to specify a browser window frame (*target="_top"*, *target="_blank"* etc). The variable used will depend on how your adserving environment is set up. If you serve your banners into an iFrame then you should **NEVER** use the **_self** as Mephisto will try to open the click through within the iFrame. Instead use **_top** to display in the current page or **_blank** for displaying in a new window.

The **frameTAG** variable is a Mephisto-specific requirement, otherwise, these rules are fully compatible with the Macromedia Flash Advertising Alliance (MFAA) Specifications, so much so that MFAA-compliant Flash banners will also work in the Mephisto adserver.

NOTE: If the **frameTAG** variable is **NOT** included you will need to hardcode **target="_blank"** for displaying in a new window or **target="_top"** (not recommended) to

display in the current page, otherwise the click-thru will try to open within the iframe that the ad is served into.

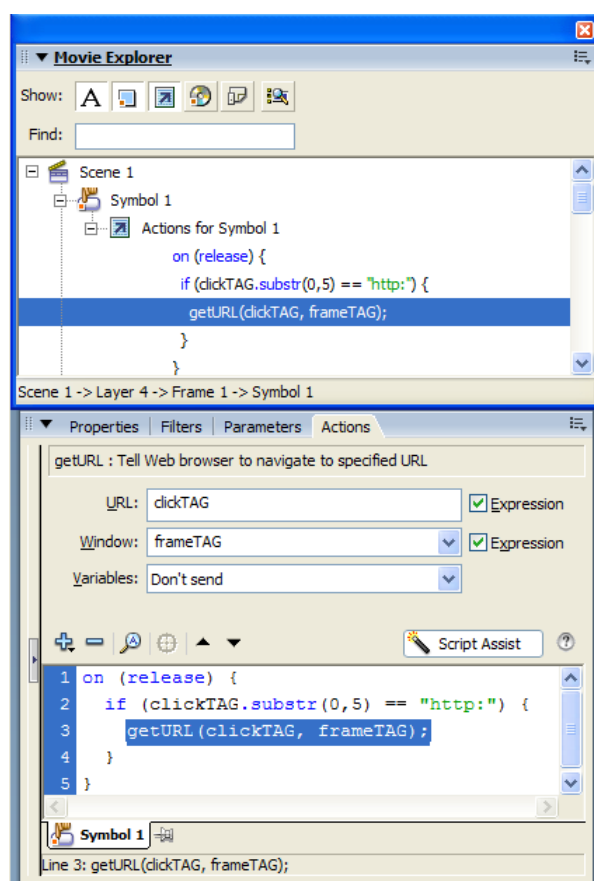
```
on (release) {  
if (clickTAG.substr(0,5) == "http:") {  
    getURL(clickTAG, "_blank");  
}  
}
```

Ref:

http://www.adobe.com/support/flash/action_scripts/actionscript_dictionary/actionscript_dictionary377.html

Details of the MFAA Specifications can be found at the following link:

http://www.adobe.com/resources/richmedia/tracking/designers_guide/index.html



Other Requirements

- Flash ads must not exceed 18 FPS due to impacts on user system performance. Flash ad units developed and designed at 12 FPS are preferred.



- When submitting Flash ads please also provide the original **.fla** file as well as the **.swf** (as this can save time in deployment of your ad).
- In addition please provide a back-up **.gif** ad to display in case the user does not have Flash installed on their computer. While most individuals users have Flash installed, many viewers using their workplace computers might have Flash deactivated.