

Flash Banner Ads

General Specifications:

- Yahoo! allows Flash versions 5,6, 7 & 8
- Your Flash file must not exceed 30K. Up to 4 additional streams may load upon **user click**. Each additional stream may **not exceed 100K**. All files must be hosted by Yahoo!. Each stream must be initiated by separate clicks.
- Both flash 5-6 SWF files will be displayed for flash 6.0 to 6.0.0.65 plug in browsers only. If the browser doesn't support flash 6.0 and above the alternate image will be served. Flash 7 ads will be displayed for 7.0 plugin and above.
- Non-user-initiated audio is not permitted in flash ads. Sounds played on click are okay. All sounds are subject to approval by Yahoo!.
- For best results, we recommend having the button encompass the entire ad area throughout the entire timeline. Buttons must have the clickTAG expression (see below) in place of embedded URLs.
- The clickTAG expression must be attached to a button object and called onRelease.
- Do not embed any URLs in the Flash file—include linking URLs in an email or other document.
- Make sure the dimensions of the movie meet the specs for the ad you are creating (See <http://solutions.yahoo.com>).
- Frame rate may not exceed 24 frames per second due to performance considerations. Banners that exceed 24 frames per second will not be accepted. 12 frames per second is preferred.
- All Flash ads must be accompanied by both the SWF and FLA file as well as an alternate image (GIF or JPG) of the same dimensions. Images must meet the file size specs for that ad size. Yahoo! makes use of HTML templates—there is no need to include HTML files with your submission.
- Looping must be set to False.
- Loading files from cross domains is not permitted for security reasons.
- All Creative is subject to approval by Yahoo!.

Flash 6 Specifications

- The Flash 6 SWF file **CAN** be published as compressed.
- Loading JPGs, WAVs, and MP3s are allowed and must follow the same rule as additional SWF files of no more than 4 @ 100k each. All additional files must be hosted by Yahoo!.
- The use of Shared Objects is not permitted.
- Accessing the Users Microphone or WebCam is not permitted.

Flash 7 Specifications

- All Flash 6 specs apply to Flash 7 ads.
- Streaming video is allowed when using FLV streaming format. FLV files are treated the same as additional SWF files of no more than 4 @ 100k each. All additional files must be hosted by Yahoo!.
- The use of Clip board is not permitted.

Privacy Policy:

Yahoo! allows advertisements to collect personal identifying information; however you may be asked to make changes to the ad units or include additional disclosure in order to be acceptable for advertising on Yahoo!.

If you wish to collect personal information within advertisements, those ad units will need to:

- 1) Clearly identify your organization.
- 2) Provide a direct link to your privacy policy, adjacent to the submit button.
- 3) Clearly identify the purpose for collecting the information.

Additional disclosure may be required, depending on the type of advertisement. Please see your advertising representative for more information on required notices. Yahoo! will also label all such ad units with "ADVERTISEMENT".

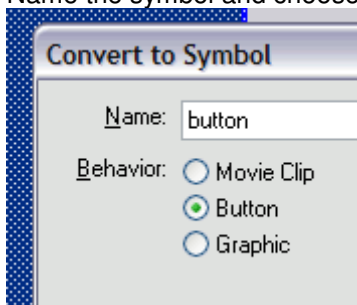
Note: As stated above, cookies may not be set on the Yahoo! network except by parties with a third party ad serving agreement.

Banner Button Instructions

Flash 5 and MX(6)

How to create a button:

1. Create a new layer (**Insert> Layer**) above all the other layers. Select the first keyframe in that layer.
2. Using the **Rectangle Tool**, draw a rectangle that encompasses the entire area of the ad.
3. Using the **Selection Tool**, double-click on the rectangle then right-click and select **Convert to Symbol**. Name the symbol and choose the "button" behavior.



4. Double-click on the rectangle again to edit it and drag the "UP" keyframe to the "HIT" frame.




Now select **Edit>Edit Movie** to return to scene 1. Your button will now look like a transparent, blue rectangle.

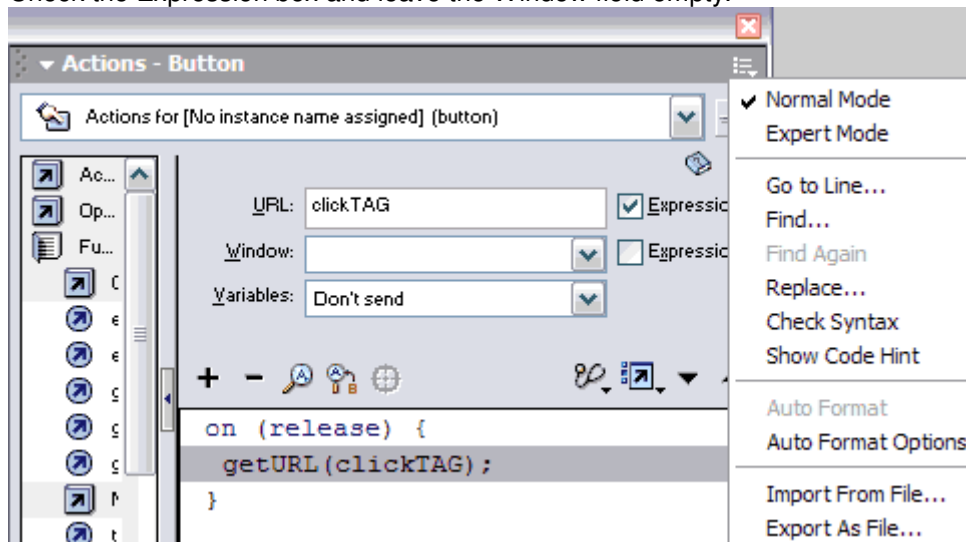
Adding the ActionScript

1. Select your button

Right-click (control + click for Mac) on your invisible button and select **Actions**.

This will bring up the Actions dialog. Make sure it says "Object Actions" or "Actions – Button" at the top of the dialog and that you're in normal mode.

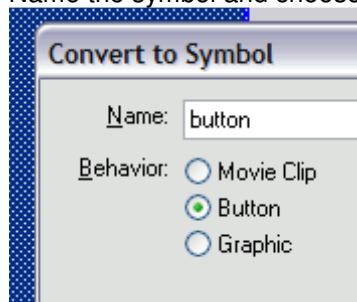
2. From the  menu (Basic Actions), select Get URL. In Flash 6 this is under Actions>Browser/Network>getURL. Now in the URL slot, type clickTAG. Check the Expression box and leave the Window field empty. Check the Expression box and leave the Window field empty.



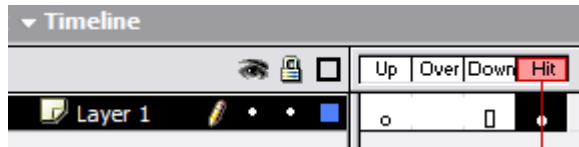
Flash MX 2004(7)

How to create a button:

1. Create a new layer (**Insert>Timeline>Layer**) above all the other layers. Select the first keyframe in that layer.
2. Using the **Rectangle Tool**, draw a rectangle that encompasses the entire area of the ad.
3. Using the **Selection Tool**, double-click on the rectangle then right-click and select **Convert to Symbol**. Name the symbol and choose the "button" behavior.



4. Double-click on the rectangle again to edit it and drag the "UP" keyframe to the "HIT" frame.



Now select **Edit>Edit Document** to return to scene 1. Your button will now look like a transparent, blue rectangle.

Adding the ActionScript

1. Select your button and locate the Actions panel. If this panel is not open, select **Window>Developmental Panels>Actions**. Make sure it says "Actions - Button" at the top of the panel.

2. Copy and paste the following into the ActionScript field:

```
on (release) {  
    getURL(clickTAG);  
}
```

For advanced ActionScript documentation, see http://solutions.yahoo.com/adspecs/advanced_actionscripts.pdf