

General Technical Specifications for online advertising at Hi-Media-Network

1. Genral information & delivery of ads

- The ads must be characterized as advertisement. If they are not identifiable as advertisement, they must be named like that.
- Overlayer must have a visible closebutton. Fake-Closebutton are not permitted. The overlayer must contain an autoclose after max. 13 sec.
- Only visible elements may be clickable. If there are transparent areas in the ads, the areas may not be clickable.
- Please don't use more than 18-22 fps in your ads to assure the performance of older user-systems.

IMPORTANT: Please send the ads under specification of customer, campaign, placement, runtime, plus (if necessary) the used flash version to

trafficde@hi-media.com

If there are any questions left, please contact:

Ad Operations Team

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2. Formats

Hi-Media works with the OVK's standards.

2.1. Size & Weight

Name	Max. Weight	Allowed file formats
Halfsize-Banner (234 x 60 Pixel)	40 KB	jpg, gif, html, swf+gif
Fullsize-Banner (468 x 60 Pixel)	40 KB	jpg, gif, html, swf+gif
Bigsized-Banner (728 x 90 Pixel)	40 KB	jpg, gif, html, swf+gif
Banner (150 x 150 Pixel)	40 KB	jpg, gif, html, swf+gif
Rectangle (300 x 250 Pixel)	40 KB	jpg, gif, html, swf+gif
Skyscraper (120 x 600 Pixel)	40 KB	jpg, gif, html, swf+gif
Wide-Skyscraper (160 x 600 Pixel)	40 KB	jpg, gif, html, swf+gif
Billboard (120 x 200 Pixel)	40 KB	jpg, gif, html, swf+gif
Button (120 x 60 Pixel)	40 KB	jpg, gif, html, swf+gif

2.2 Special Ad-Formats

Name	Max. Weight	Allowed file formats
Pop Up / Under (max. 800x600 Pixel)	40 KB	jpg, gif, html, swf+gif
Interstitial (800 x 600 Pixel)	40 KB	jpg, gif, html, swf+gif
Overlayer (400 x 400 Pixel)	40 KB	swf+gif
Rectangle-Ad (172 x 172 Pixel)	40 KB	jpg, gif, html, swf+gif
Litfass-Ad (120 x 350 Pixel)	40 KB	jpg, gif, html, swf+gif
Halfpage-Ad (363 x 600 Pixel, 300 x 600 Pixel possible)	40 KB	jpg, gif, html, swf+gif
Expandable Skyscraper (160x600/420x600 Pixel)	40 KB	swf+gif
Expandable Bigsize-Banner (728x90/728x300 Pixel)	Click Tracking specs have to be respected	
Layer (400 x 400 Pixel)	40 KB	swf+gif
Tandem Ad (Fullsize/Bigsize or Sky + Layer)	50 KB	swf+gif
Wallpaper (Bigsize + Skyscraper + Backgroundcolor)	40 KB each	jpg, gif, html, swf+gif

3. Flash Banner Click Tracking

3.1 General

Please use maximum flash version 8.

3.2 Implementing the Click Counting

3.2.1 clickTAG-Methode

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 frontend.

Actionscript example:

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

3.3 Several clickTAGs

If several target URLs shall be used, you may use the variables clickTAG1, clickTAG2, etc.

ActionScript example:

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

ActionScript example:

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

ActionScript example:

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

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

4. Sound + Videostreamings

4.1 Sounds & Soundloops

Sound may only start after user-interaction. You can use MouseOver/MouseOut or start/stop-button.

4.2 Streaming & Videos

Streamings may start directly, but without sound.

4.3 Reloading Files and Flash Movies (pathTAG)

4.3.1 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.

5. Functions for Layer Ads

5.1 Close

5.1.1 FSCCommand for Close

The fscommand is needed to close the layer (Close-Button).

ActionScript:

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

5.1.2 closeTAG as alternative

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.

5.2 FSCCommand für Show Layer

With „show“ the layer can be displayed after a break.

ActionScript z.B.:

```
on(release) {
```

```
        fsccommand("show");
    }
```

5.3 openTAG as alternative

The variable openTAG contains the URL for displaying a layer.

ActionScript:

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

6. Expandable Ads

6.1 Expand

6.1.1 FSCommand for expand

Please give us the full size of the expanded ad.

ActionScript:

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

6.1.2 expandTAG as alternative

The variable expandTAG contains the URL for expanding.

ActionScript:

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

6.2 Collapse

6.2.1 FSCommand for collapse

With „collapse“ the ad retracts.

ActionScript:

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

6.2.2 collapseTAG as Alternative

The variable collapseTAG contains the URL for retracting.

ActionScript:

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

6.3 FSCCommand for Expand Height

„expandheight“ changes the height of the layer.

ActionScript z.B.:

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

6.4 FSCCommand for Expand Width

„expandwidth“ changes the width of the layer.

ActionScript z.B.:

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

6. 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 the external files or movies will be reloaded, the respective domain needs to be “allowed” with “system.security.allowDomain” from within the flash movie.

6.1 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)
```

6.2 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 to an correct functionality of the banner even if delivered via different (ad)server, the URL of the parent element may be identified with the variable `_parent._url`.

Necessarys ActionScript in the flash movie (b):

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

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

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

Hi-media Deutschland AG