

Flash Ads Walk-Through

Thehomepage.com.au

Millionplus.com.au

Flash is the advertising technology widely used to create animated and interactive banners for web pages. While the majority of web based ad placements accept Flash, every ad must be accompanied by a backup Gif or JPEG version of the ad so this can stand in for any users without the required shockwave plug-in and/or JavaScript installed on their computer.

Implementing the click ActionScript:

1. Create a new layer above all existing ones and draw a rectangle covering the whole of the banner canvas.
2. Convert the rectangle to a button object
3. Double click this button to edit
4. Create a key frame on the HIT state of the button instance
5. Select all 4 states of the button and delete the rectangle
6. Return to your main timeline and select your – now – translucent button
7. Add the ActionScript exactly as provided – Thehomepage/Millionplus will assign your landing page URL to the case sensitive **clickTag** variable at the time of implementation to our adserver.

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

Please note:

- Strobing effects and fast animations are not allowed.
- Click through URL tags must be provided. Any ads without working click through URL tags will not be published.
- To allow testing, troubleshooting and implementation, all rich media creative must be delivered to Thehomepage/Millionplus 5 business days prior to launch date.

Don't have an ad to display?

Don't have time to produce an ad yourself?

Take advantage of our in-house ad production!

Static: \$250

Animated: \$350

Please see our Media Kit for further information on the ad specifications

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