

Technical specification

easyAd Group AG

Format	Pixel(s)	Weight, GIF/JPG	Weight, Flash
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Universal Ad Package

Content Ad	300x250	40 K	40 K
Full banner	468x60	40 K	40 K
Popup/Popunder	200x300/800x600	40 K	40 K
Skyscraper	120x600	40 K	40 K
Superbanner	728x90	40 K	40 K
Wide Skyscraper	160x600	40 K	40 K

Layer Ad

Flash Layer	e.g. 400x400	--	40 K
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Specification for RichMedia advertising materials

The following requirements must be satisfied to properly link and/or count the clicks from RichMedia advertising materials in the Adserver:

Delivery

The RichMedia advertising material to be stored in the Adserver always comprises a stand-alone HTML fragment which is always supplied without a header (<HTML>, <HEAD>, <TITLE>, <META>, <BODY>).

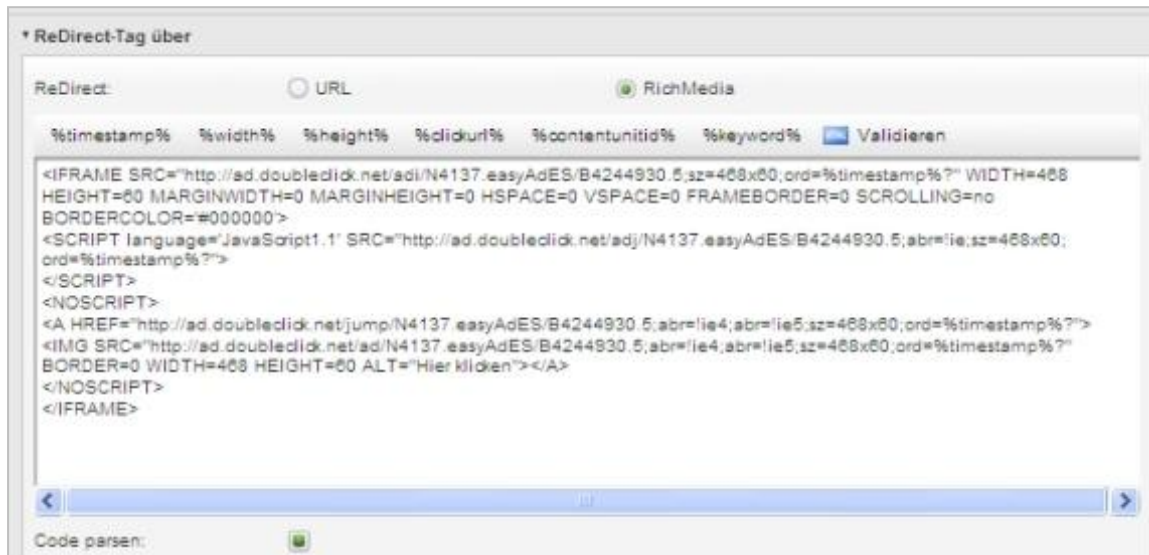
In addition, any desired number of files can be uploaded. Should a filename not match the designation in the HTML fragment, the file(s) is/are detected automatically. Please note that all file information must be entered without path details:

Correct: graphic.jpg

Incorrect: folder/graphic.jpg

In the event of automatic recognition and replacement of graphics not being possible, dummies are available for the files to be attached: i.e. %file1% to %fileN%.

The following graphic shows the user interface for the ReDirect Tag:



Counting

Absolute URLs which have been permanently allocated are recognised automatically and are assigned "ClickURL".

The following dummies are available for counting clicks:

- a) %clickurl:e% for the URL-encoded and/or URL-encoded Adserver clickURL
- b) %clickurl% for any non-URL-encoded and/or URL-encoded Adserver clickURLs.

The set 'Clickurl' in the advertising material is used as URLs on the target page. In the event of several target URLs being used, these can be attached, correctly coded, and placed directly after the dummies.

For example:

```
<a href=http://www.url.de>Link 1</a> //would be replaced automatically
or with several target URLs:
<script language="JavaScript">
<!--
document.write('<a href="%clickurl%' + escape('http://www.url1.de') + "'
target="_blank">Link 1</a>');
document.write('<a href="%clickurl%' + escape('http://www.url2.de') + "'
target="_blank">Link 2</a>');
//-->
</script>
```

Closing remarks

References to be activated using Javascript should be saved in a variable at the beginning of the <SCRIPT> block and should then only be addressed via that variable. The entire advertising material should be incorporated in a <TABLE> element, the height and width of which matches the size of the advertising material.

Other available types of dummies

%width%: width of advertising material

%height%: height of advertising material

%keyword%: issued keyword

%contentunit%: ID of the content unit

%timestamp%: unique ID for each call

Javascript variables reserved by the Adserver

The following names must not be used for JavaScript variables:

- a) 'ad_hidelayr'
- b) 'ad_count'
- c) 'ad_wid'

Notes relating to forms

Form elements:

The 'GET' form method should be used in all cases. If it is, however, necessary to use a 'POST' method, always note that this means a click count is not possible.

Form fields:

The following names must not be used for form fields:

- a) 'lid'
- b) 'clickurl'
- c) 'url'

Specification for Flash advertisement material

The following requirements must be satisfied to properly link and/or count the clicks from Flash advertisement material in Adserver.

Counting

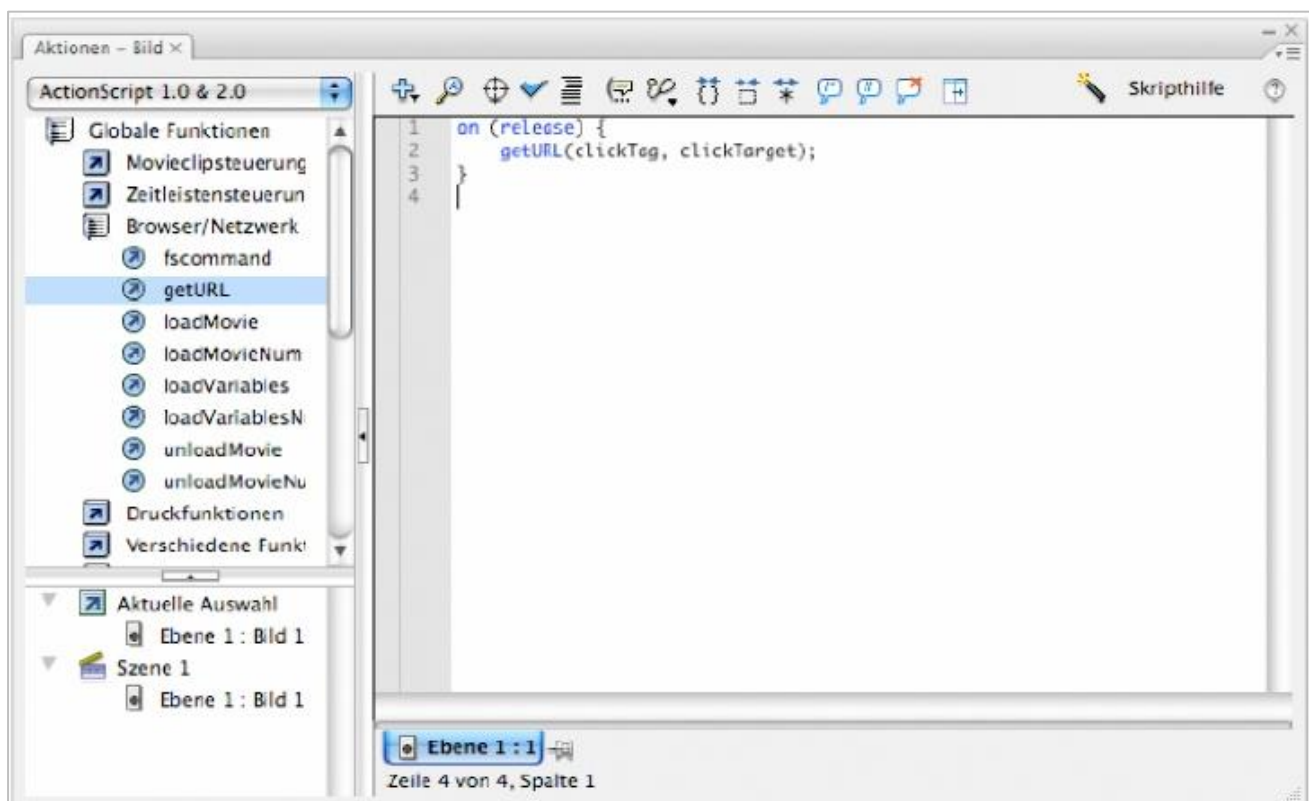
Method 1: Transfer using clickTag

With this method, clickURLs in the Adserver are transferred to the Flash advertisement material as a parameter.

The getURL command must be used when setting up click actions. Ensure that the following settings are in place, whenever the clicks are to be counted:

- a) the 'clickTag' entry is in the URL field
- b) the Print setting is enabled
- c) the settings for the target window are controlled by a variable, just like the Click function ('clickTarget'), or can, for example, be set to '_blank'.

The following graphic shows the user interface running under Flash CS 3 (MacOS) with the recommended settings:



Note:

If the clickable range is not on the highest level, the 'clickTag' and 'clickTarget' variables must be preceded by a '_level0:' variable!

Several click-through ranges

If your Flash contains several click-through ranges with different target URLs, the corresponding target URL can also be attached to the clickTag variable. (This may first require the target URL to be URL-encoded, but this will not be explained at this point).

For Example:

```
getURL(clickTag + http://www.zielurl.de, clickTarget);
```

Method 2: Calling an FSCOMMAND

As an alternative to getURL, the Flash method 'FSCOMMAND' can be executed as a click action. 'click' must be used as the first parameter. The second can then be left blank.

For Example:

```
On (release) }  
FSCOMMAND(„click“);  
}
```

Note on IAB standard

If a Flash file is depicted as a layer, the so-called Close button must be implemented according to the valid IAB standard. This button executes the FSCOMMAND ('adlayerhider') action. This action, used to fade out the Flash, should be carried out automatically after 15 seconds, if the user has not already closed the Flash by that point in time.

Flash parser

The Adserver contains what is known as a Flash parser which automatically recognises the type of click action stored in the Flash. If the usual 'clickTag' method was not used, the Flash parser looks for the corresponding Javascript / FSCOMMAND and implements this in the Banner code.

However, if an error message reading 'unable to determine clickTag' appears on screen, automatic recognition of the click action has failed. In this case, consider using the above click counting methods.

Delivery without click count

If a click count is not necessary, delivery can take place via the Adserver, provided that

- a) the campaign involved was logged in with '0' [zero] clicks and
- b) the target URL is permanently stored in the Flash file.

Point of contact

for campaign management: service@easyad.info

for Banner delivery: ads@easyad.info