

# MACROMEDIA FLASH SUBMISSION INSTRUCTIONS

Version I

When submitting flash creative for trafficking it is necessary that three main components be submitted. These three components are: the Flash SWF file, the HTML “sniffer” code and the Backup GIF. The backup gif is a very vital piece of this equation as it is the element that will be served in any event where the user is unable to view the original FLASH creative. The SWF file is the actual flash creative that the agency wishes the user to see. The HTML “sniffer” code is a javascript code that detects a users browser flash plug-in and determines whether the user will be able to see the creative or will need to see the backup gif.

These are the basic steps that need to be implemented when the original flash creative is being developed. The essential element is that a layer be built into the flash file that allows the user to click on and transport them to a URL. NOTE: This cannot be implemented after the SWF has been created, it MUST be done beforehand. This is a very simple procedure that all flash developers are quite familiar with. On this layer, an action must be placed using a mouseevent and a GetURL command. In this GetURL command, please insert clickTag where the URL is supposed to exist and mark off the box labeled “expression”. Below is an illustration to further explain this.

**ILLUSTRATION 1:** Macromedia Flash screen when entering a URL for a clickable layer

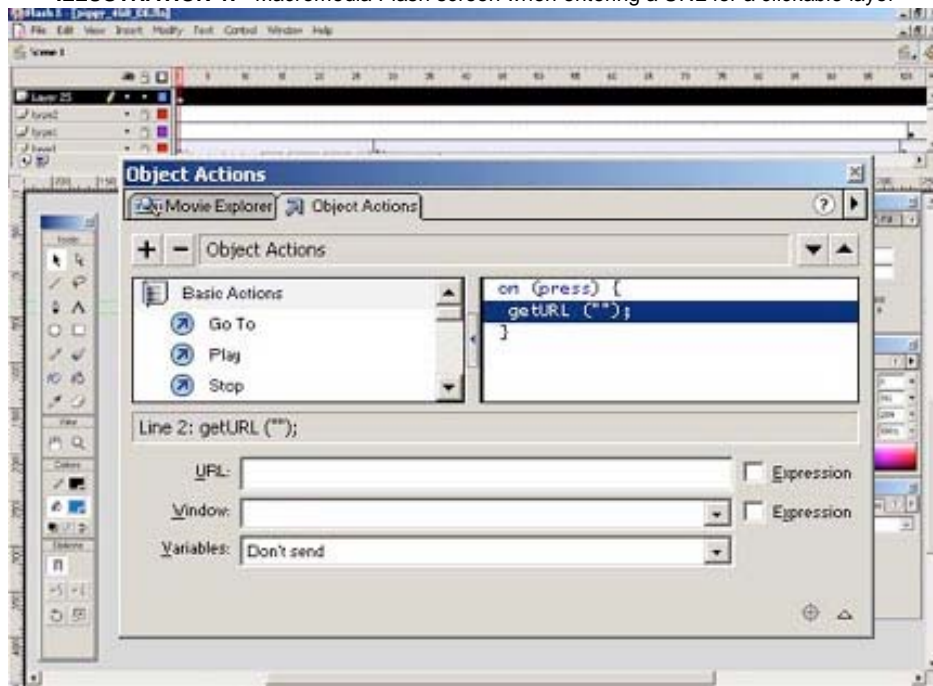
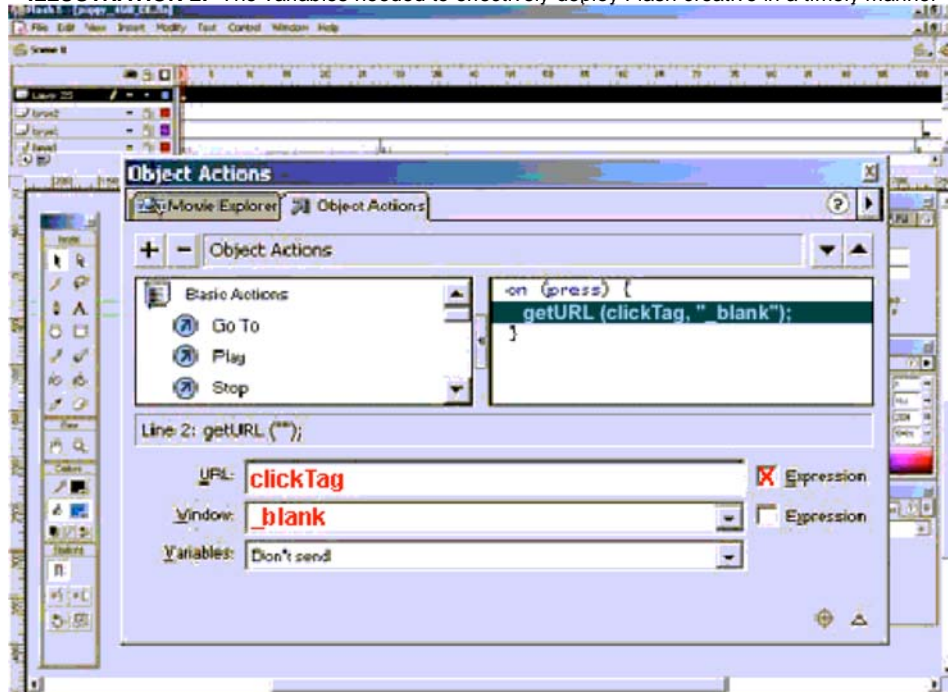


Illustration 1 shows the Macromedia Flash action that allows a URL to be entered into a flash creative while Illustration 2 shows the necessary variables that need to be entered. NOTE: the Window = \_blank allows a new window to be launched when the user clicks upon it.

**ILLUSTRATION 2:** The variables needed to effectively deploy Flash creative in a timely manner



NOTE: The Macromedia Tracking Kit works only in Flash 4, Flash 5, and Flash 6 creative. For a full description of how to track using the "Macromedia Flash Tracking kit" visit <http://www.macromedia.com/resources/richmedia/tracking/>.