

Guideline for @IT MONOist / EE Times Japan/EDN Japan

Oct. 2011

■ Banner Ad

Materials	<p>gif Banner Please send us gif file and URL</p> <p>Flash Banner Please send us the following ;</p> <ol style="list-style-type: none"> 1. swf file(object file published with Flash) 2. gif file (for readers not having condition for Flash) 3. fla file (source file of Flash) 4. URL
Note	<ul style="list-style-type: none"> •You cannot set Alt text •Outline around the material is needed for dividing ad area from the editorial. •The time of animation is Max: 30 seconds. exception. Welcome Screen is Max:10 seconds. •Loop: Max 3 times

■ Third Party Running

Materials	<ol style="list-style-type: none"> 1. Text file of delivery tag 2. Flash file (fla, swf, gif file)/ Gif file* * Necessary for running test in advance 3. URL
Note	<ul style="list-style-type: none"> •Please make materials adjusted to our rule when you run Flash, but the description of getURL is needed to be adjusted to the server you use. •Please insert semicolon [;] in the end line of the description of <script>. •Please set the material moving to the URL with the same window after it is clicked. •Comment Tag is unavailable.

■ Check points when you make Flash banner

Display Condition	Internet Explorer 7 (Browser: Javascript valid, ActiveX valid) Installed with Plug In Flash Player more than 6.
Version	fla file : up to Flash CS5 swf file : published Flash 6
Frame Rate	Within 30 fps
Font	Please outline the font(set the font as image)
Action Script	<p>Version : up to Action Script 2.0</p> <p>【 Prohibition 】</p> <ul style="list-style-type: none"> •To use [getURL] in the timeline •To correspond with outside server •To change the user's condition •To set program to get the reference data outside ex. [LoadMovie][LoadVariable]
Background Color	Background color is to be set the lowest layer Back color of property cannot be reflected.
Sound	Disapproved
Onmouse Action	<ul style="list-style-type: none"> •First action :to be set to stop within 15 seconds •Action :limitless •Set the condition to stop within 10 seconds after mouse is released •Prohibition : Action corresponding with mousepointer (except onmouse)
getURL Setting	<ul style="list-style-type: none"> •URL: Input [clickTAG], check the box of [Function] •Window: Input [TargetTAG] •Please set the following script;

```

on (release) {
    if ( (clickTAG.substr (0, 5) == "http:") or (clickTAG.substr (0, 6) == "https:") ) {
        getURL (clickTAG,targetTAG);
    }
}
    
```

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【Note: FLASH】

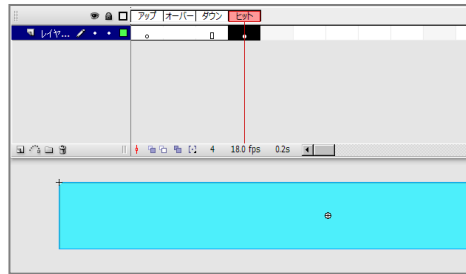
- Please attach name to the layer for easily understanding of the structure.
 - Please avoid complex structure*(*ex. All layers or symbols in one scene)for click button to act correctly.
- 【Recommendation】 To put all symbols and layers in one class

How to insert click TAG

click TAG is necessary to count clicks. Please input Action script in the button symbol as below.
click TAG inserted in creative is only one.

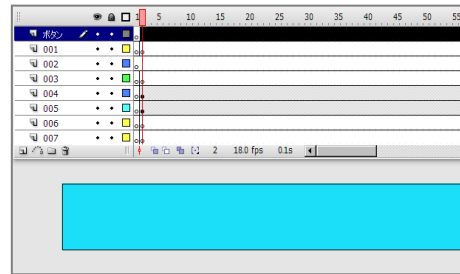
Step1. Make button symbol to insert Action Script of click TAG.

※Set[UP][Over][Down] blank frame, only [HIT] is to be key frame.

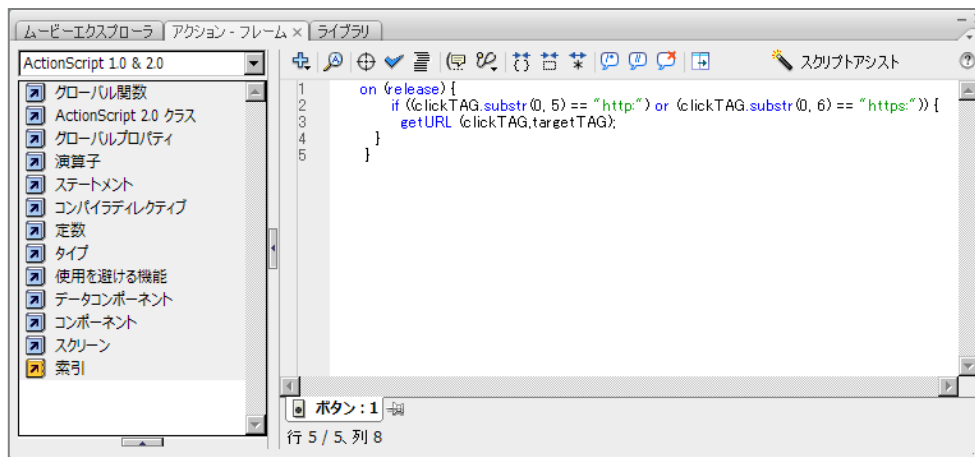


Step 2. In the top layer of the scene, copy & paste the button symbol you made [step1].

※Please make the size which can cover all creative

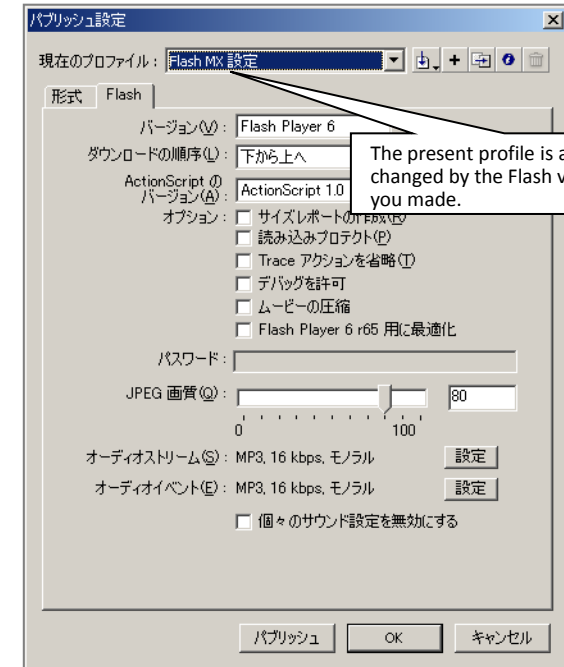


Step 3. Insert Action Script in the button symbol of Step2.(Sample image : Expert mode)



Setting when you publish swf file (Macromedia Flash MX2004's case)

Setting of file publication is to be set the version [Flash Player 6].



* Input[click TAG] in the URL for counting clicks