

User Guide

Using Flash Banners

ADTECH Helios IQ

2008-06-11

ADTECH AG

Table of Contents

Introduction	3
Chapter 1 Preparing Flash Files	4
Flash Functions for Tracking	5
Flash Functions for Layer Banners	7
Flash Functions for Expandable Banners	8
Flash Functions for Loading Additional Files	10
Security Settings.....	11
Chapter 2 Booking Flash Banners	13
How to Book a Regular Flash Banner.....	14
How to Book Layer Banners (Type 1).....	16
How to Book Layer Banners (Type 2).....	17
How to Book Expandable Banners (with 1 File)	19
How to Book Expandable Banners (with 2 Files).....	21
Chapter 3 Front End Reference	23
The Edit Banner Window.....	24
The Flash Banner Options Window.....	26
The Layer Options Window	29

Introduction

- About this document** This document describes how Flash banners are used in campaigns in Helios IQ. Parts of this document cover the following topics:
- How to prepare Flash files for tracking and other functions (see *Preparing Flash Files* on page 4).
 - How to book different types of Flash banners (see *Booking Flash Banners* on page 13).
 - Front end reference for Flash booking related windows etc. (see *Front End Reference* on page 23).
- This document does not cover the following topic:
- How to program Flash files: See your Flash software documentation (Adobe Flash for example).

Copyright and confidentiality All information from the ADTECH user guides is proprietary and to be treated as strictly confidential. Data is exclusively destined for the own and internal use of the ADTECH customer. Any use other than contractual, transmission or provision of access to third parties, circulation or any other utilization of the data or of information provided thereof is specifically prohibited.

Address and contact ADTECH AG
Robert-Bosch-Str. 32
63303 Dreieich
GERMANY

Phone: +49 (0) 61 03 - 57 15-0
Fax: +49 (0) 61 03 - 57 15-111

E-Mail: info@adtech.de
URL: <http://www.adtech.de/>

CEO: Dirk Freytag

Chapter 1 Preparing Flash Files

Introduction

To use Flash files for Flash banners in Helios IQ they need to be prepared: Variables for counting clicks and other functions have to be implemented into the Flash files.

getURL vs. Fsccommand

Most of the functions that are described here can be programmed in 2 ways. Both of these are fully functional, it's your decision which one you choose.

Content

This chapter contains the following topics:

Topic	Page
Flash Functions for Tracking.....	5
Flash Functions for Layer Banners	7
Flash Functions for Expandable Banners	8
Flash Functions for Loading Additional Files	10
Security Settings.....	11

Flash Functions for Tracking

Link URL with ClickTAGs

The link URL in the Flash file will be passed in the variable `clickTAG`. The variable will be connected to a button action in the most cases.

- The exact upper and lower case of the variable is mandatory! Although Helios IQ detects different variants for upper and lower case the given one is highly recommended: "clickTAG"!
- The link URL will be entered in the Helios IQ front end during banner booking (see [Booking Flash Banners](#) on page 13 and [The Flash Banner Options Window](#) on page 26).

The link URL is programmed with the following ActionScript commands:

Type	ActionScript Command
getURL (Flash version 6 and higher)	<pre>on (release) { getURL(_root.clickTAG, "_blank"); }</pre>
getURL (Flash version 5 and lower)	<pre>on(release) { getURL(clickTAG, "_blank"); }</pre>

Multiple ClickTAGs

If a Flash file needs to contain more than one link URL they will be passed by numbered variables (`clickTAG1`, `clickTAG2` etc.). Multiple clickTAGs will be programmed just like single clickTAGs. Helios IQ supports up to 10 clickTAGs in a Flash file.

Multiple link URLs are programmed with the following ActionScript commands:

Type	ActionScript Command
getURL (Flash version 6 and higher)	<pre>on(release) { getURL(_root.clickTAG, "_blank"); } on(release) { getURL(_root.clickTAG1, "_blank"); } on(release) { getURL(_root.clickTAG2, "_blank"); }</pre>

Type	ActionScript Command
getURL (Flash version 5 and lower)	<pre>on(release) { getURL(clickTAG, "_blank"); } on(release) { getURL(clickTAG1, "_blank"); } on(release) { getURL(clickTAG2, "_blank"); }</pre>

Flash Functions for Layer Banners

Open

The variable `openTAG` contains the URL to show the layer. By default a Flash layer will be delivered visibly. So this function will be needed only to show the layer again, after it was hidden.

The layer opening will be programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	<code>getURL(openTAG, "_self");</code>
fscommand	<pre>on(release) { fscommand("show"); }</pre>

Close

The variable `closeTAG` contains the URL to close the layer.

Note: Layer banners should be closed in either case! They should be closed too if the Flash banner is completely transparent at the end of the animation because links that are covered by the transparent Flash banner cannot be clicked in some browsers.

The layer closing will be programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	<pre>on(release) { getURL(closeTAG, "_self"); }</pre>
fscommand	<pre>on(release) { fscommand("close"); }</pre>

Flash Functions for Expandable Banners

Expand

The variable `expandTAG` contains the URL to expand the expandable Flash banner to its full size. The expanded and collapsed sizes will be defined in the Helios IQ front end during banner booking (see [How to Book Expandable Banners \(with 1 File\)](#) on page 19 and [The Flash Banner Options Window](#) on page 26).

The expanding is programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	<pre>on(release) { getURL(expandTAG, "_self"); }</pre>
fscommand	<pre>on(release) { fscommand("expand"); }</pre>

Collapse

The variable `collapseTAG` contains the URL to collapse the expandable Flash banner to its collapsed size. The expanded and collapsed sizes will be defined in the Helios IQ front end during banner booking (see [How to Book Expandable Banners \(with 1 File\)](#) on page 19 and [The Flash Banner Options Window](#) on page 26).

The collapsing is programmed with the following ActionScript commands:

Type	ActionScript Command
getURL	<pre>on(rollOut) { getURL(collapseTAG, "_self"); }</pre>
fscommand	<pre>on(rollOut) { fscommand("collapse"); }</pre>

Change height

The command `expandheight` changes the height of a layer. The desired height will be given as a parameter.

The changing of height is programmed with the following ActionScript commands (example with a height of 500 pixels):

Type	ActionScript Command
fscommand	<pre>on(rollOver) { fscommand("expandheight", 500); }</pre>

Change width

The command `expandwidth` changes the width of a layer. The desired width will be given as a parameter.

The changing of width is programmed with the following ActionScript commands (example with a width of 500 pixels):

Type	ActionScript Command
fscommand	<pre>on(rollover) { fscommand("expandwidth", 500); }</pre>

Flash Functions for Loading Additional Files

Loading additional files

To load additional files from a Flash file there are 2 ways, depending on where the file will be loaded from:

- Both Flash files were uploaded to Helios IQ: See “Additional file from Helios IQ” below in this topic.
- The second file will be loaded from an external source: See “Additional file from an external source” below in this topic.

Possible additional files are *.swf and *.flv.

Additional file from Helios IQ

Additional files can be loaded from Helios IQ with the variable `pathTAG`. The variable contains the path to the banner files that the user uploaded. The additional files have to be uploaded into Helios IQ.

The loading is programmed with the following ActionScript commands (example with a file `flash2.swf`):

Type	ActionScript Command
loadMovie (without <code>pathTAG</code>)	<code>loadMovie("flash2.swf")</code>
loadMovie (with <code>pathTAG</code>)	<pre>if(_root.pathTAG == undefined) { _root.pathTAG = ""; } _root.loadMovie(_root.pathTAG+"flash2.swf");</pre>

Additional file from an external source

Additional files can be loaded from external sources with the `loadMovie` command.

Note: You need to use security settings (see [Security Settings](#) on page 11).

The loading is programmed with the following ActionScript commands (example with a URL `http://www.adtech.de/movies/flash2.swf`):

Type	ActionScript Command
loadMovie	<code>loadMovie("http://www.adtech.de/movies/flash2.swf")</code>

Security Settings

Introduction

Since Adobe Flash version 7 the security settings for Flash files have changed.

- If the video in the Flash file is controlled with JavaScript function, or
- If external files or videos should be loaded,

then the respective domain has to be “unblocked” out of the Flash file with the command `system.security.allowDomain`.

Attention: It needs to be assured that these ActionScript security setting commands are executed!

CURRENTDOMAIN and System.security.allow Domain

In the variable `CURRENTDOMAIN` the name of the domain where the banner will be shown is stored (Example: `www.adtech.de`). The variable will be passed to the function `system.security.allowDomain` to give JavaScript access to the Flash video. For example this is necessary if the Flash video will be started or stopped with JavaScript functions.

The domain access is programmed with the following ActionScript commands:

Type	ActionScript Command
<code>system.security.allowDomain</code> (Flash version 7)	<code>system.security.allowDomain(_root.CURRENTDOMAIN);</code>

Security settings for loading external files

Scenario: A Flash video (a) booked in Helios IQ loads a Flash video (b) which is stored on an external server. The reloaded Flash video (b) accesses the link URL of the first Flash video.

This is only possible if `system.security.allowDomain` is implemented correctly.

- Flash 6 and 7: In order for the banner to function correctly even if delivered via different (ad)server, the URL of the parent element is identified with the variable `parent._url`. This way, you do not need to manually enter all necessary domains.
- Flash 8: It is possible to permit all domains with the placeholder “*”.

The access is programmed with the following ActionScript commands:

Type	ActionScript Command
<code>system.security.allowDomain</code> (Flash version 6 and 7)	<code>system.security.allowDomain(_parent._url);</code>
<code>system.security.allowDomain</code> (Flash version 8)	<code>system.security.allowDomain("*");</code>

**JavaScript access on
ActionScript functions**

Scenario: A Flash video is to be restarted via JavaScript. To allow this in Flash, the current domain has to be allowed. The domain is passed in the variable CURRENTDOMAIN.

The access is programmed with the following ActionScript commands:

Type	ActionScript Command
system.security.allowDomain (Flash version 6 and 7)	system.security.allowDomain(_root.CURRENTDOMAI N);
system.security.allowDomain (Flash version 8)	system.security.allowDomain("*");

Chapter 2 Booking Flash Banners

Introduction

This chapter describes how to book various types of Flash banners in the Helios IQ front end after the Flash files were prepared.

Content

This chapter contains the following topics:

Topic	Page
How to Book a Regular Flash Banner.....	14
How to Book Layer Banners (Type 1)	16
How to Book Layer Banners (Type 2)	17
How to Book Expandable Banners (with 1 File)	19
How to Book Expandable Banners (with 2 Files)	21

How to Book a Regular Flash Banner

Preconditions

- Websites, customers and advertisers are created.
- A campaign is created (Master Data and Schedule).
- Flash files exist and are prepared (see *Preparing Flash Files* on page 4).

Procedure

To book a regular flash banner:

Step	Action
1	Select a campaign (e.g. via the i-Center) and go to the Banner tab.
2	Create a new banner: Click Add Banner . Result: The Edit Banner window appears.
3	Assign a Flash file to the banner: Click Browse and select a Flash file (*.swf) from your local file system. Result: <ul style="list-style-type: none"> • The file name of the Flash file is automatically entered as the Name in the Base Data section. Note: You can change the value in the Name text box. This name is relevant for the banner overview because flash banners will be shown there with image placeholders and can only be identified there by their names. • In Banner Components the Flash file and its properties are listed. • In Banner Components > Available Features all features are listed that are available for the banner (e.g. "Flash Banner w/o alt. image").
4	Assign an alternative image to the banner: Click Browse again and select an image file (*.gif, *.png, *.jpg) from your local file system. Note: The alternative image is necessary for users with older Flash players. If the user works with a Flash player that is older than necessary for the Flash file the alternative image will be shown instead. Without an alternative image no banner will be shown! Result: <ul style="list-style-type: none"> • In Banner Components the alternative image and its properties are listed. • In Banner Components > Available Features the feature Flash Banner with alt. image is listed.
5	Configure the Flash banner: In Banner Components > Available Features click Add Feature . Result: The Flash Banner Options window appears.
6	In the URL text box define the link URLs. Notes: <ul style="list-style-type: none"> • If the system has identified the clickTAG variables in the Flash file they will be shown in grey. • If the system hasn't identified the clickTAG variables in the Flash file then select it from the Variable drop-down box in the same upper and lower case like in the Flash file (see <i>Flash Functions for Tracking</i> on page 5). If you don't know the exact case contact your Flash programmer.
7	If an alternative counting pixel is needed for a third party enter the URL of the counting pixel image file in the Optional impr. Counter url text box.

Step	Action
8	Save the settings: Click Save . Result: <ul style="list-style-type: none">• In Banner Components > Applied Features the configured Flash banner is listed.• In Banner Components > Available Features additional features are listed that are available for the banner.
9	Test whether the Flash banner works correctly. Click the respective test buttons (see The Edit Banner Window on page 24).
10	Save the banner: Click Save . Result: The Edit Banner window will be closed, and the banner will be shown in the banner overview of the campaign with a placeholder.

Result: The banner is booked and can be assigned to a placement.

How to Book Layer Banners (Type 1)

Introduction Flash banners can be booked as layer banners. For the website visitors the layers will be seen above the website content.

Type 1 is for simple layer options.

Preconditions

- Websites, customers and advertisers are created.
- A campaign is created (Master Data and Schedule).
- Flash files exist and are prepared (see [Preparing Flash Files](#) on page 4).

Procedure To book a layer banner with regular options:

Step	Action
1	Create the banner and assign Flash and image files: Follow the steps 1 to 7 in How to Book a Regular Flash Banner on page 14. You are in the Flash Banner Options window.
2	Define the layer transparency: In Flash options > Flash mode select the transparency type. Note: The correct setting depends on your Flash file. For details on the transparency types see The Flash Banner Options Window on page 26.
3	Configure the Flash banner as layer: In Layer options activate the check box.
4	Define that the layer should cover the other website elements: In the zIndex text box enter a high value (e.g. 5000).
5	Define the position where the layer should appear: In the Create at position text box enter the values for the left margin and the top margin.
6	Define how long the layer should be visible: In the and close after text box enter a value in seconds. The layer will be closed then if the given time is over and the user did not click a close button. Note: Although the layer will be closed by this option it is recommended to give the user the possibility to close the layer manually. It is therefore suggested that you provide a close button (for Flash programming see Flash Functions for Layer Banners on page 7).
7	Save the settings: Click Save . Result: <ul style="list-style-type: none"> • In Banner Components > Applied Features the configured Flash banner is listed. • In Banner Components > Available Features additional features are listed that are available for the banner.
8	Finish banner booking as described in steps 9 to 10 of regular banner booking (see How to Book a Regular Flash Banner on page 14).

Result: The Flash banner is booked as a layer and can be assigned to a placement.

Note: Layer banners must be booked on 1x1 placements!

How to Book Layer Banners (Type 2)

Introduction Flash banners can be booked as layer banners. For the website visitors the layers will be seen above the website content.

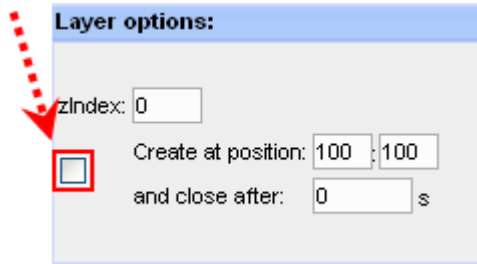
Type 2 offers advanced options compared to type 1.

Preconditions

- Websites, customers and advertisers are created.
- A campaign is created (Master Data and Schedule).
- Flash files exist and are prepared (see [Preparing Flash Files](#) on page 4).

Procedure

To book a layer banner with advanced options:

Step	Action
1	<p>Create the banner and assign Flash and image files: Follow the steps 1 to 7 in How to Book a Regular Flash Banner on page 14.</p> <p>You are in the Flash Banner Options window.</p>
2	<p>Be sure that in the Layer options section the check box is left unchecked. With this check box checked the advanced options don't work!</p> 
3	<p>Save the settings: Click Save.</p> <p>Result:</p> <ul style="list-style-type: none"> • In Banner Components > Applied Features the configured Flash banner is listed. • In Banner Components > Available Features additional features are listed that are available for the banner.
4	<p>Configure the Flash banner as layer: In Banner Components > Available Features for the feature Layer Ad click Add feature.</p> <p>Result: The Layer Options window appears (see The Layer Options Window on page 29).</p>
5	<p>Define layer positioning:</p> <ul style="list-style-type: none"> • In Positioning > Anchor define where the layer anchor should be set when the layer appears. <ul style="list-style-type: none"> • Mouse: The current cursor position is used as anchor. • Document: The browser window top left corner is used as anchor. • Banner Placement: The placement of the banner is used as anchor. • In Positioning > Banner alignment to anchor define how the layer should be aligned related to its anchor.

Step	Action
6	<p>Define layer size: For Layer Size enter the respective values.</p> <p>Note: Normally width and height of the banner will be identified automatically by the system. If these sizes are not predefined automatically define the layer size manually.</p>
7	<p>Define the layer position on the website: Define the respective values for the Banner offset to anchor text boxes.</p> <p>Note: Some banner arrangements override the positioning settings.</p>
8	<p>Define layer timing:</p> <ul style="list-style-type: none">• In the Timing > Hide Banner after text box enter a value in seconds. The layer will be closed then if the given time is over and the user did not click a close button. <p>Note: Although the layer will be closed by this option it is recommended to give the user the possibility to close the layer manually. It is therefore suggested that you provide a close button (for Flash programming see Flash Functions for Layer Banners on page 7).</p> <ul style="list-style-type: none">• In the Timing > Show Banner after text box enter a value in seconds. The layer will be opened delayed by this time.
9	<p>Save the layer settings: Click Save.</p> <p>Result: The Layer Options window will be closed, and in Banner Components > Applied Features the layer banner will be listed.</p>
10	<p>Finish banner booking as described in step 9 to 10 of regular banner booking (see How to Book a Regular Flash Banner on page 14).</p>

Result: The Flash banner is booked as a layer and can be assigned to a placement.

Note: Layer banners must be booked on 1x1 placements!

How to Book Expandable Banners (with 1 File)

Introduction

Flash banners can be booked as expandable banners. For the website visitor the banner will become bigger if the mouse is moved over it.

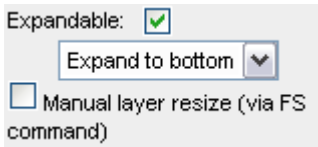
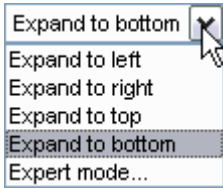
The type with 1 file is recommended by ADTECH.

Preconditions

- Websites, customers and advertisers are created.
- A campaign is created (Master Data and Schedule).
- Expandable Flash files exist and are prepared (see [Preparing Flash Files](#) on page 4).

Procedure

To book an expandable banner with one file:

Step	Action
1	<p>Create the banner and assign Flash and image files: Follow the steps 1 to 7 in How to Book a Regular Flash Banner on page 14.</p> <p>You are in the Flash Banner Options window.</p>
2	<p>Configure the banner as expandable: In Flash options check the Expandable check box.</p> <p>Result: In the Flash Banner Options window additional options appear in the Flash options section:</p> 
3	<p>Define in which direction the banner should expand: Select the respective option from the expanding direction box:</p> 
4	<p>Define the dimensions for the collapsed and expanded Flash banner:</p> <p>Dimensions:</p> <p>Expanded: 468 x 240</p> <p>Collapsed dimensions: 468 x 60</p> <p>Notes:</p> <ul style="list-style-type: none"> • The system identifies the dimensions for expanded Flash banner automatically and predefines the values in the fields for the expanded and collapsed dimensions. • If you have given a URL for the banner instead of uploading a file, no values are predefined.
5	<p>Save the settings: Click Save.</p> <p>Result: The Flash Banner Options window will be closed, and in Banner Components > Applied Features the expandable banner will be listed.</p>

Step	Action
6	Finish banner booking as described in steps 9 to 10 of regular banner booking (see How to Book a Regular Flash Banner on page 14).

Result: The Flash banner is booked as expandable and can be assigned to a placement.

How to Book Expandable Banners (with 2 Files)

Introduction Flash banners can be booked as expandable banners. For the website visitor the banner will become bigger if the mouse is moved over it.

The type of expandable Flash banner with 2 files is only recommended by ADTECH for special purposes and uses a banner template.

- Preconditions**
- Websites, customers and advertisers are created.
 - A campaign is created (Master Data and Schedule).
 - Expandable Flash files exist and are prepared (see *Preparing Flash Files* on page 4).

Procedure To book an expandable banner with two files:

Step	Action
1	Select a campaign (e.g. via the i-Center) and go to the Banner tab.
2	Create a new banner: Click Add Banner . Result: The Edit Banner window appears.
3	Use a banner template: In Banner Components > Available features click Add feature for the feature Template Plugin feature. Result: The Options window appears with a list of available banner templates.
4	From the list of available banner templates select AD-FlapOnFlashBanner with two flashes V1.0 .


Result: In the **Options** window all banner template options are shown:

Template: AD-FlapOnFlashBanner with two flashes V1.0
Description: Two Flashes, one below the other, visible by mouseover

- ▶ Top advertising medium
- ▶ Expandable advertising medium
- FlashMovie transparent
- Alt image
- ▶ clickTAG
- clickTAG1
- clickTAG2
- clickTAG3
- clicktag type
- Z-Index for the div
- Count pixel url
- Loop
- security allow domain
- close after seconds

Notes:

- All mandatory fields are marked with a blue triangle ▶.
- The banner template must be activated in your customer network. If the banner template doesn't appear please contact your ADTECH CS contact person.

Step	Action
5	<p>Assign the files to the banner:</p> <ul style="list-style-type: none"> Assign a Flash file for collapsed mode: For Top advertising medium click Browse and select a Flash file (*.swf) from your local file system. Assign a Flash file for expanded mode: For Expandable advertising medium click Browse and select a Flash file (*.swf) from your local file system. Assign an alternative image to the banner: For Alt image click Browse and select an image file (*.gif, *.png, *.jpg) from your local file system. <p>Note: The alternative image is necessary for users with older Flash players. If the user works with a Flash player that is older than necessary for the Flash file the alternative image will be shown instead. Without an alternative image no banner will be shown!</p>
6	<p>In the clickTAG text box define the link URL.</p> <p>Notes:</p> <ul style="list-style-type: none"> It is mandatory that the exact upper and lower case of “clickTAG” is used in the Flash file (see <i>Flash Functions for Tracking</i> on page 5)! Otherwise the click tracking doesn't work! If you need more than one link URL you can use the fields clickTAG1 to clickTAG3. In this case they also need to be programmed in the Flash file. The link URL can be tested with the Browse symbol .
7	<p>Configure additional options:</p> <ul style="list-style-type: none"> Define whether the Flash banner is displayed transparently: Check the FlashMovie transparent check box. Define that the Flash banner should cover other website elements: In the Z-Index for the div text box enter a high value (e.g. 5000). If an alternative counting pixel is needed for a third party enter the URL of the counting pixel image file in the Count pixel url text box. If the video in the Flash file should be repeated check the Loop check box. If the Flash file loads additional files check the security allow domain check box. Define how long the banner should stay expanded: In the close after seconds text box enter a value in seconds. The banner will be collapsed then if the given time is over and the user did not click a close button. <p>Note: Although the banner will be collapsed by this option it is recommended to give the user the possibility to collapse it manually. It is therefore suggested that you provide a close button (for Flash programming see <i>Flash Functions for Expandable Banners</i> on page 8).</p>
8	<p>Save the settings: Click Save.</p> <p>Result: The Options window will be closed and in Banner Components > Applied Features the expandable banner will be listed.</p>
9	<p>Finish banner booking as described in steps 9 to 10 of regular banner booking (see <i>How to Book a Regular Flash Banner</i> on page 14).</p>

Result: The Flash banner is booked as expandable and can be assigned to a placement.

Chapter 3 Front End Reference

Introduction In this chapter the structure of the Flash banner related windows is described.

Content This chapter contains the following topics:

Topic	Page
The Edit Banner Window.....	24
The Flash Banner Options Window	26
The Layer Options Window	29

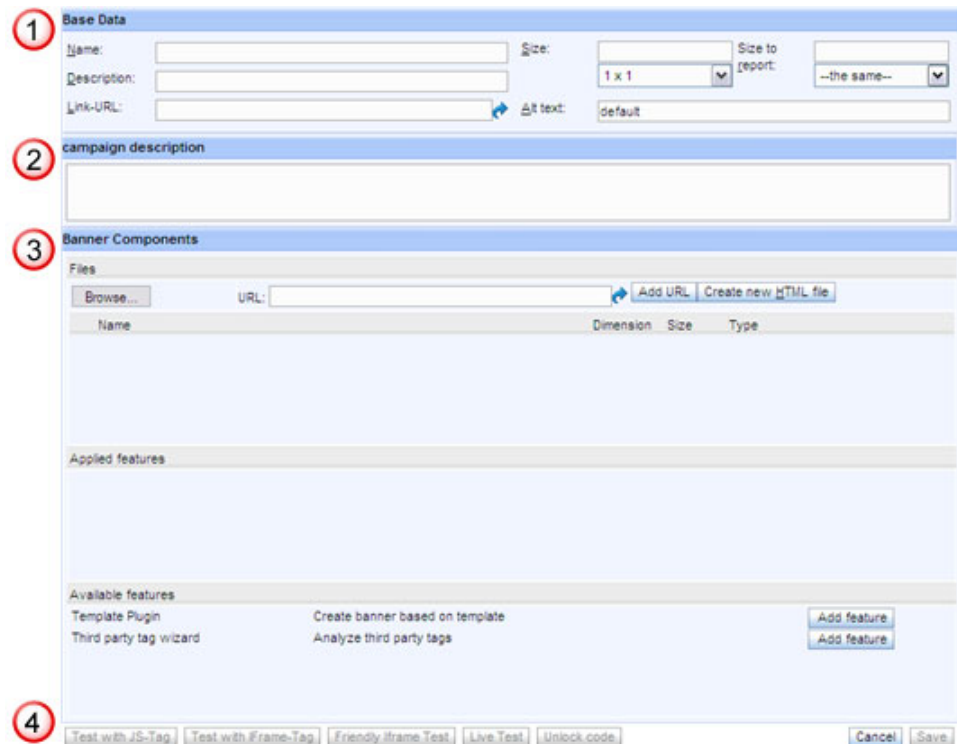
The Edit Banner Window

Introduction In this window a banner can be configured.

Navigation To open this window navigate to a campaign, then to the **Banner** tab, then


- click **Add Banner**, or
- click the edit symbol for an existing banner.

Image The following image shows the **Edit Banner** window:



Sections The window consists of the following sections:

No.	Section	Description
1	Base Data	Defines general banner data: <ul style="list-style-type: none"> • Name: Defines the name of the banner. Will be predefined with the file name automatically if a banner is uploaded. • Description: Defines banner description. • Link-URL: Defines the URL to where the banner will link (relevant only for image banners). If Flash banners are used, then the clickTAG from the Flash Banner Options window are relevant. The link URL can be tested with the Browse symbol . • Size: Defines the size of the banner for delivery (in pixels). This will be detected and predefined automatically if a banner is uploaded. To match with a placement the size can be changed. The drop-down box below shows all placement sizes available in the customer network, sizes can be chosen from there.

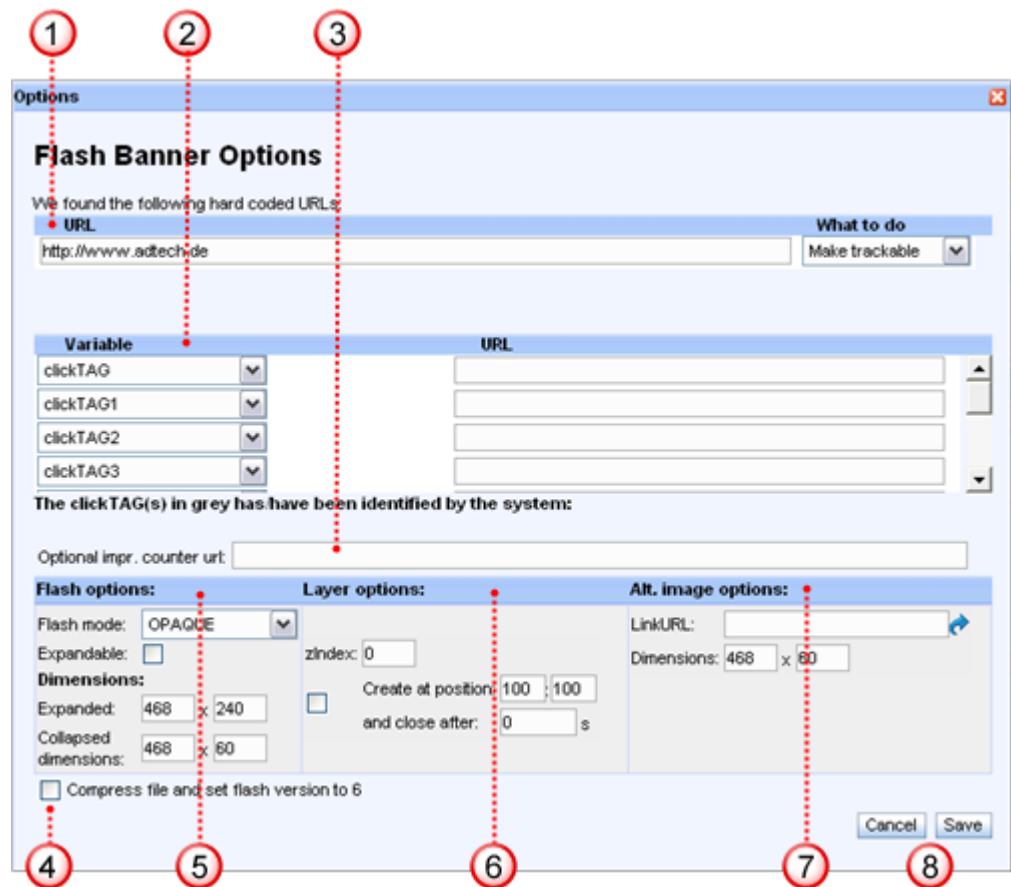
No.	Section	Description
		<ul style="list-style-type: none"> • Size to report: Defines the size of the banner that will be used in the report (in pixels). The drop-down box below shows all placement sizes available in the customer network, sizes can be chosen from there. • Alt text: Defines the alternative text for the banner that will be shown when the mouse is moved over the banner.
2	Campaign description	Shows the campaign description that is defined in the Description text box in the General tab of the campaign booking.
3	Banner components	<p>Defines the files for the banner and their features.</p> <ul style="list-style-type: none"> • Files: New files can be added. <ul style="list-style-type: none"> • Browse: Opens the Windows Choose file dialog box where a file can be selected for the banner. • URL: Defines the URL if a banner should be used that is located outside from Helios IQ. The banner URL can be tested with the Browse symbol . The URL has to be enabled with the Add URL button. • Add URL: Enables the defined URL as banner URL. • Create new HTML file: Creates an HTML banner and an empty <code>index.html</code> file. Clicking opens a new window where HTML code can be entered into an editor. • Name: List loaded files or URLs for the banner with information about name, dimension, size and type. Existing files can be edited or deleted. • Applied features: Lists features that are applied and configured for the banner. • Available features: Lists features that can be applied depending on the current banner configuration. Features can be applied with the Add feature button.
4	Buttons	<p>At the bottom of the window several buttons allow you to test the banners, to save them, and more.</p> <ul style="list-style-type: none"> • Test with JS-Tag: Tests the current banner configuration with JavaScript tag. • Test with IFrame-Tag: Tests the current banner configuration with IFRAME tag. • Test with both tags: Tests the current banner configuration with JavaScript tag and IFRAME tag. • Live Test: Tests the current banner configuration on the website it will run on. • Unlock code: Opens a new window where the banner code is shown and can be modified (not recommended for normal use). • Cancel: Discards the changes and closes the window. • Save: Saves all settings and closes the window.

The Flash Banner Options Window

Introduction In this window a Flash banner can be configured.

Navigation To open this window, go to the **Edit Banner** window (see *The Edit Banner Window* on page 24), add a Flash file, and from the list **Banner Components > Available Features** click **Add feature** for **Flash Banner with alt. image** or **Flash Banner w/o alt. image**.

Image The following image shows the **Flash Banner Options** window:



Sections The window consists of the following sections:

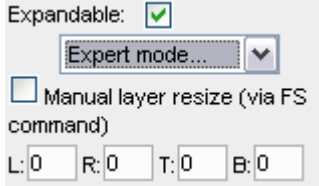
No.	Section	Description
1	Hard coded URLs	Shows hard coded URLs, if they are found in the Flash file (i.e. no clickTAG is used in the Flash file). For every found URL it is possible to: <ul style="list-style-type: none"> • Make trackable: The URL is used for tracking. • Create closeTAG: The URL closes the flash, if a layer banner is used. • Do nothing: The URL has no additional function.

No.	Section	Description
2	clickTAG-URLs	Defines the URLs for up to 10 clickTAGs. <ul style="list-style-type: none"> For every clickTAG versions with various upper and lower case variants are offered. When a clickTAG is found in the Flash file the actual case variant is preselected and grayed out. The possible case variants that can be identified by the system are: <code>clickTAG</code>, <code>clickTag</code>, <code>clicktag</code>, <code>ClickTag</code>, <code>CLICKTAG</code>.
3	Optional impr. counter url	Defines a third-party tracking URL for additional tracking (e.g. Doubleclick). Otherwise 1x1 placements must be used.
4	Compress file and set Flash version to 6	Upgrades the file to Flash version 6 if lower.
5	Flash options	Defines various options for Flash files, see “Flash options” below in this topic.
6	Layer options	Defines various options for Flash layers, see “Layer options” below in this topic.
7	Alt. image options	Defines various options for alternative images, see “Alt. image options” below in this topic.
8	General buttons	Cancel: Discards the changes and closes the window. Save: Saves all settings and closes the window.

Flash options (5)

The section **Flash options** consists of the following elements:

Element	Description
Flash mode	Defines how transparent Flash contents are handled when the Flash banner is displayed as layer or expanded. <ul style="list-style-type: none"> Opaque: The layer is displayed opaquely. Transparent: The layer is display transparently. Necessary if the layer is not a rectangle. Window: The layer is displayed in its own window. Necessary if Opaque doesn't work correctly.
Expandable	Check the check box if the Flash banner is expandable. If checked 2 additional elements appear below: <div style="border: 1px solid #ccc; padding: 5px; margin: 10px 0;"> Expandable: <input checked="" type="checkbox"/> <div style="display: inline-block; border: 1px solid #ccc; padding: 2px; margin-left: 10px;">Expand to bottom ▾</div> <input type="checkbox"/> Manual layer resize (via FS command) </div> <ul style="list-style-type: none"> Expanding direction box: Defines in which direction the Flash banner will be expanded. Manual layer resize (via FS command): Activate the check box if layer resizing was programmed with FS command (see Flash Functions for Expandable Ads on page 8). <p>Note: If Expert mode is selected an additional element appears below:</p>

Element	Description
	 <ul style="list-style-type: none"> The text boxes define the position for manual banner alignment. The values define how far the banner is adjusted into the 4 directions L (left), R (right), T (top), and B (bottom) (in pixels).
Dimensions – Expanded	Defines the width (left text box) and height (right text box) of the expanded Flash banner (in pixels).
Dimensions – Collapsed	Defines the width (left text box) and height (right text box) of the collapsed Flash banner (in pixels).


Layer options (6)

The section **Layer options** consists of the following elements:

Element	Description
zindex	<p>Defines the zindex for a Flash layer. The bigger the zindex is set the “higher” the layer will be shown on the website.</p> <p>Example: A zindex of “5000” will cover all possible webpage elements, but with a zindex of “3” the banner maybe is not reliably visible. This depends on the website programming.</p>
Layer check box	Check this if the Flash banner is a layer banner.
Create at position	<p>Defines the origin of the layered Flash banner.</p> <ul style="list-style-type: none"> Left field defines the margin to the left of the browser window (in pixels). Right field defines the margin to the top of the browser window (in pixels).
and close after	Defines how long the layer is shown (in seconds).

Alt. image options (7)

The section **Layer options** consists of the following elements:

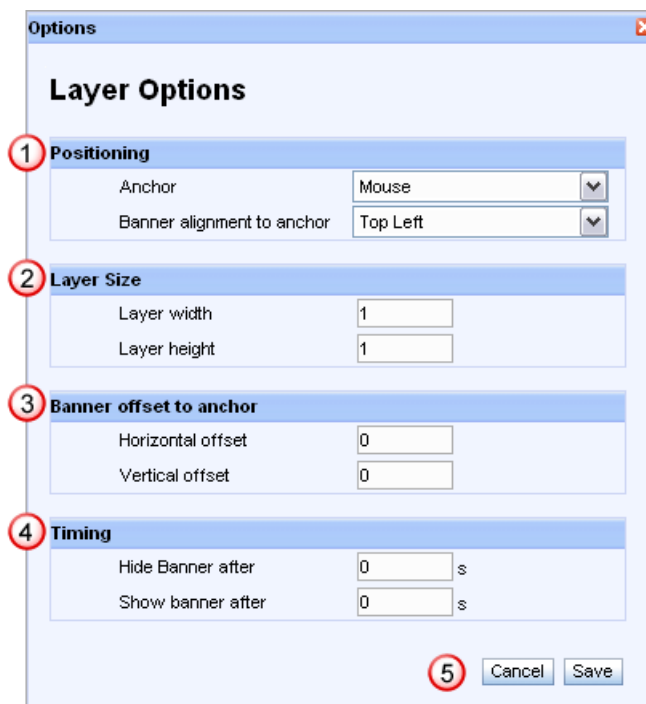
Element	Description
LinkURL	<p>Defines the link URL of the alternative image. The link URL can be tested with the Browse symbol .</p> <p>Note: If a link URL was defined in the Edit Banner window the text box is predefined with this URL.</p>
Dimensions	Define the width and height of the alternative image (in pixels).

The Layer Options Window

Introduction In this window Flash layer banners can be configured.

Navigation To open this window, go to the **Edit Banner** window (see [The Edit Banner Window](#) on page 24), add a Flash file, and from the list **Banner Components > Available Features** click **Add feature** for **Layer ad**.

Image The following image shows the **Layer Options** window:



Sections The window consists of the following sections:

No.	Section	Description
1	Positioning	<p>Anchor: Defines the anchor of the layer banner.</p> <ul style="list-style-type: none"> Mouse: The current cursor position is used as anchor. Document: The browser window top left corner is used as anchor. Placement: The placement is used an anchor. <p>Banner alignment to anchor: Defines the alignment of the banner related to to defined anchor.</p> <ul style="list-style-type: none"> Example: Top Left means that the layer banner is aligned at the top left position related to the defined anchor.
2	Layer Size	<p>Layer width: Defines the width of the layer banner (in pixels).</p> <p>Layer height: Defines the height of the layer banner (in pixels).</p>

No.	Section	Description
3	Banner offset to anchor	Horizontal offset: Defines how far the layer banner is horizontally adjusted related to the anchor point (in pixels). Vertical offset: Defines how far the layer banner is vertically adjusted related to the anchor point (in pixels).
4	Timing	Hide Banner after: Defines after how long the layer banner is hidden (in seconds). Show banner after: Defines after how long the layer banner is shown (in seconds).
5	Buttons	Cancel: Discards the changes and closes the window. Save: Saves all settings and closes the window.