



Behavioural Banners Guidelines

Updated January 2011

Flash Banners

When submitting Flash creative's, please provide:

1) Flash movie file (.swf)

- Flash movie files must be of 728 x 90 pixels dimension, with a maximum file size of **75KB**.
- Flash movie files (.swf) should be saved in Flash Player 9 or lower.
- State the Flash version the movie was saved in (i.e. Flash 9), as well as background color needed for the Flash creative (default is #FFFFFF).
- All creatives must be designed with a solid background color to avoid unwanted color conflicts with the displaying page. The wmode value in the HTML code will be set to "opaque".
- Flash creative with User-initiated audio used is permitted, however, ad must contain an easily identifiable mute, stop, or pause button that is at least 25 x 25 pixels, and clearly visible.
- Continuous looping allowed as long as used in a manner that does not excessively consume CPU resources.
- Cross domain loading is not permitted due to security concerns.
- All creatives are subject to approval by iMail Global

2) Alternate GIF Versions (.gif)

- Alternate GIF versions are served to browsers that do not have a compatible Flash Player Plug-In. These can be animated.
- GIF versions must be of 728 x 90 pixels dimension, with a maximum filesize of 75KB.

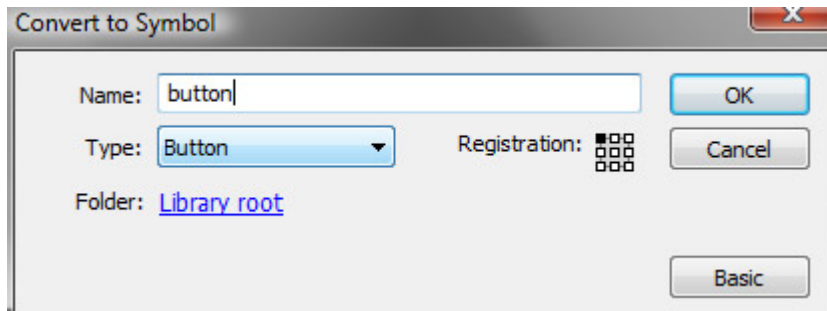
3) Click-Through URLs

- Please provide an absolute URL to your click-through URL separately in email for us to generate a unique iMail Global tracking tag.
- Upon receiving the iMail Global tagged URL, please embed it in the "Get URL" method within Flash.
- For best results, the button should span the entire banner ad area and last throughout the entire timeline of the Flash movie.

Here is how you can create a button to handle user clicks in your Flash ad:

Creating Banner Buttons in Flash CS3

1. Create a new layer above all the other layers (*Insert > Timeline > Layer*)
2. Select the first keyframe in that layer
3. Using the Rectangle Tool, draw a rectangle that encompasses the entire area of the ad
4. Using the Selection Tool, double-click on the rectangle then right-click and select *Convert to Symbol*
5. Name the symbol and choose the "Button" behaviour



6. Double-click on the rectangle again to edit it and drag the "UP" keyframe to the "HIT" frame



Now select *Edit > Edit Document* to return to scene 1. The button will now have a transparent blue rectangle.

Adding the ActionScript in Flash

1. Select the button. Locate the *Actions* panel. If this panel is not open, select *Window > Actions*. Make sure it says "Actions - Button" at the top of the panel.
2. Copy and paste the following into the ActionScript field:

```
on (release) {  
    getURL("http://reports.imailglobal.com/recorder/saveClick/test/0/1");  
}
```

Please change the URL in the code above to the one we will provide.

