

Flash and Rich Media Instructions

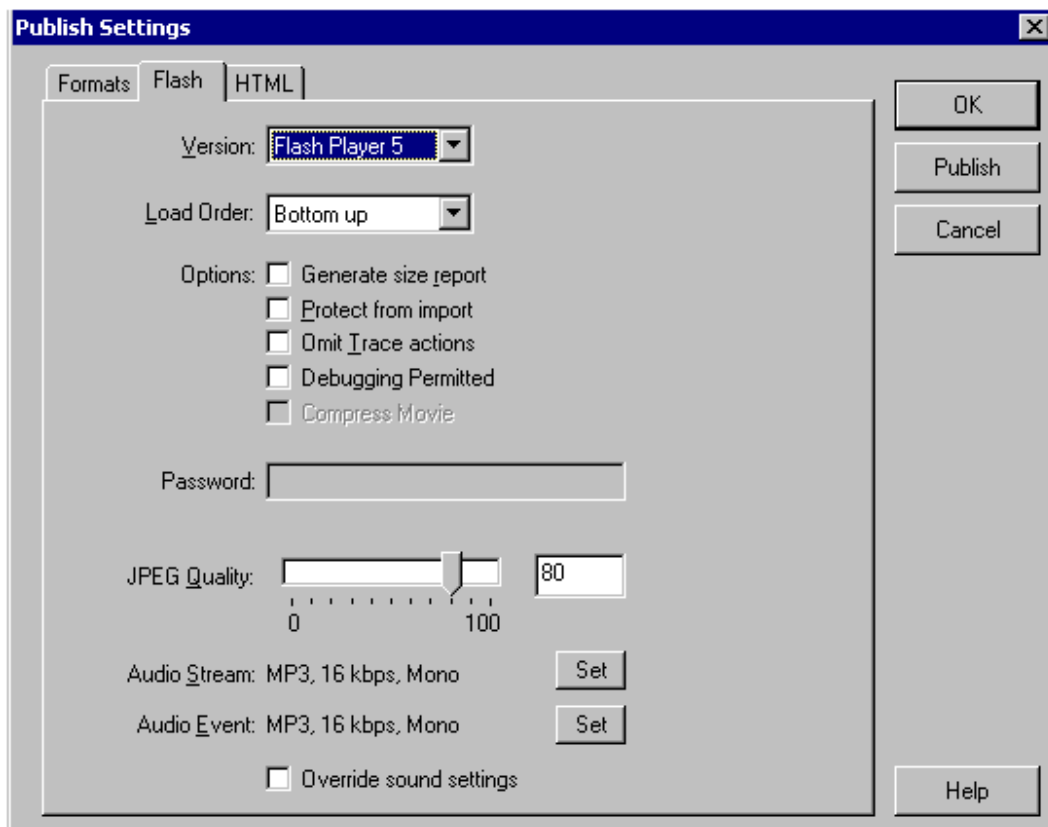
For us to be able to handle flash please read the following instructions.

1. Please provide us with the following information:
 - Flash builder/designer name
 - Flash builder/designer phone number
2. Please provide us with the following items for each creative:
 - Both the original flash file (.fla) which has been modified to our requirements as below in the instructions and the corresponding shockwave file (.swf)
 - Clickthrough URL
 - Alternative GIF
 - Whenever a banner is supplied that has a background colour other than black or white, we need the hexadecimal code supplied to us (ie - the 6 figure code made up of letters and numbers).

Instructions and specifications on how to build flash banners.

1 We can only accept shockwave/flash up to version 5

- There are currently several versions of the shockwave/flash player in use. The earlier the version (version 3 for example), the higher the penetration of users. There are pros and cons with using earlier or later versions of the player, higher penetration versus the level of functionality available. As a compromise we have settled on a maximum of version 5 compatible .swf files. You can, of course use Macromedia Flash MX (Version 6 of the Flash application) to develop your fla files, but you must then publish them so they can be viewed by users using the Flash 5 player. These publish settings are found under (File | Publish Settings...)



2 We use the ClickTag method for passing URLs to flash media and tracking clicks

For a detailed run through of how to use this method for passing URLs to flash media and tracking clicks, please see <http://www.macromedia.com/resources/richmedia/tracking/> . If this aspect of the fla file has not been properly implemented (ie: in close accordance with the instructions linked above) problems will arise that may lead to the delay or under-performance of your campaign. There is no need to insert any URL or link in your fla file – that is all handled using the ClickTag layer.

The code you will be using in your ClickTag layer button will look like this:

```
on (release) {  
  if (clickTag.substr(0,5) == "http:") {  
    getURL(clickTag, '_blank');  
  }  
}
```

We draw your attention particularly to the '_blank' part of this code. We frequently encounter problems when this is omitted by designers.

Notes:

A. Rich Media Tags.

We can, of course, accept rich media through third party tags. We accept standard banner and button rich media through third party tags but would advise the following:

1. Please inform us of the number of creatives pulled by a piece of code. This is important as we need to test all creatives but cannot test what we are unaware of.
2. Please do not change the creatives pulled by a piece of code without informing us and getting our approval. It is important that all creatives appearing on our site has been fully tested and approved.
3. This section of our policy does not cover expandable banners - these are addressed below.

B. Expandable banners.

We accept expandable banners, with the following provisos

1. As we fire all our banners, buttons and skyscrapers through iFrames we require iFrame busting code to allow the banner to expand out of its frame. This is a technically difficult thing to achieve and as a result we discourage clients from trying to accomplish this using technologies other than the following, which have been fully tested and offer a high standard of reliability:
 - Eyeblander (www.eyeblander.com)
 - Tangozebra (www.tangozebra.com)
 - Dart Motif (<http://www.doubleclick.com/motif/>)
2. If you do not use one of the technologies recommended above it is your responsibility to provide us with all the code we need to allow your creatives to function reliably on our sites. This, in normal practice, would require that you supply us with fully function iFrame busting code for the technology you wish to use. This code would have to be fully tested by our team, which will increase the lead-time for such campaigns.
3. All expanding banners must adhere to the following standards:
 - Any sound must be user click activated.
 - Banner must contract on roll off
 - Page must be restored to normal after banner contraction