

Designer's Guide: Building Macromedia Flash Banners with Tracking Capabilities

To insert click throughs into a Macromedia Flash banner:

In Macromedia Flash, clickable elements are usually assigned to buttons. A button is a special type of symbol that contains 4 frames. Each frame represents one of the following "states" of the button: Up, Over, Down, or Hit. These four states determine how the button will visually behave when the user rolls their mouse over it or clicks on it.

Create a Button Symbol:

1. Select Insert > New Symbol, or press Control-F8 (Windows) or Command-F8 (Macintosh).
2. In the Symbol Properties dialog box, enter a name for the new button symbol and choose Button as the Behavior option. Click OK.

Macromedia Flash will switch to symbol-editing mode. The Timeline header changes to display four consecutive frames labeled Up, Over, Down, and Hit. The first frame, Up, is a blank keyframe.

3. To create the image for the button's **Up** state, you can use the drawing tools, import a graphic, or place an instance of another symbol on the Stage. You can use either a movie clip or a graphic symbol in a button, but you cannot use another button in a button. To create an animated button, use movie clip symbols.
4. Select the second frame, labeled Over, and choose Insert > Keyframe. The button image from the first frame will appear on the Stage.
5. Repeat step 4 for the Down frame and the Hit frame.

Note: The Hit frame is not visible on the Stage on playback, but it defines the area of the button that responds when clicked. Make sure that the graphic for the Hit frame is a solid area large enough to encompass all the graphic elements of the Up, Down, and Over frames. It can also be larger than the visible button. If you do not specify a hit frame, the objects in the Up state are used as the hit frame.

6. After defining the images of the four button states, choose Edit > Edit Movie to exit Symbol Edit mode.

7. Open the Library window by choosing Window > Library. Locate the button in the Library window and then drag the button symbol out of the Library onto the Stage. This creates an instance of the button in the flash player.

To assign a simple action to a button:

1. Select the button instance created in Step 7 above.
2. Choose Window > Actions to open the Actions panel.
3. Make sure you have selected the Button Symbol and not the layer the button resides in. The action script must be attached to the button symbol to work.
4. Add the click tag code shown below as an action to your button symbol.

To assign a clickTAG for your advertisement:

The clickTAG is the tracking code assigned by the ad serving network to an individual ad. The clickTAG allows the network to register where the ad was displayed when it was clicked on. This click through data is reported to the ad serving servers so advertisers may determine the effectiveness of their campaign.

```
~~~~~  
~~~~~  
THE CLICK THROUGH URL IS ASSIGNED WITH THE AD SERVING  
SOFTWARE.  
DO NOT EMBED THE URL TO YOUR SITE IN THE AD ITSELF.  
~~~~~  
~~~~~
```

The code below will allow ad serving networks to dynamically assign a clickTAG to their ad.

OAS REAL MEDIA:

```
on(release) {  
    getURL(_root.clickTAG, '_blank');  
}
```

DART DOUBLE CLICK:

```
on(release) {  
  
getURL(clickTag, '_blank');  
}
```