



How-to Guide to Displaying and Tracking Rich-Media/Flash Ads

Image advertising varies from standard GIF, JPG, PNG to more interactive ad technologies such as Flash, or rich-media (HTML Ads). Ad Peeps can handle them all however the setup varies.

This guide will illustrate how to configure Rich-Media and/or Flash ads using Ad Peeps. Generally with Rich-Media the ad will display “exactly” as entered without any coding added around it. So for example, to make a rich-media ad “clickable” you will need to insert some extra coding.

Flash Ads

Flash ads (.swf) is an interactive banner ad type built using **Adobe Flash** (formerly **Macromedia Flash**) . It allows you to add animation, video, and interactivity to adverts. For example, when a user hovers over a button the button could light up, or allow you to draw on the screen.

Uploading flash ads into Ad Peeps is no different than uploading your standard GIF, JPG, and PNG ads with the exception that (1) you will need to tell Ad Peeps the dimensions of the ad and (2) clicks are tracking using the clickTAG.

Tracking Clicks with Flash Clicks using the ClickTAG

A click tag is a parameter used in Flash banner ads. The parameter is a variable that defines the destination URL from the markup code. By using a click tag, the advertiser can easily see and modify the URL without a Flash developer.

The click tag is supported by every major ad server. The reason you want the ad to support a clickTag is because without it, if the URL changed, you would have to modify the ad each time. By using clickTAG, you can simply change the URL inside the Ad Peeps Control Panel and the software will redirect to the proper website.

The click tag enables the ad serving network to gain metrics such as the amount of clicks and from which sites these clicks have been made. By reading the data gained by the click tag parameter, an advertiser can evaluate how effective the ad campaign has been.

NOTE: By default, Ad Peeps looks for “clickTAG” to redirect clicks. This is different than clicktag or clickTag since the syntax is case sensitive.

If tracking clicks to FLASH ADS, we will automatically use the clickTAG attribute to track clicks.
If your ad uses another case (ie clicktag or clickTag) you will need to append that to the url.
Example: clickTag=http://www.domain.com

Website Address: Enter the full web address visitor should be directed to after clicking ad.

Website URL: `clicktag=http://www.adpeeps.com`

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Or

How to Embed ClickTAG into your Flash Ads

To assign a clickTAG for your advertisement:

Instead of “hard coding” the URL to your website inside the ad, you need to make a small modification to instruct the image to use the “clickTAG” attribute.

```
on (release) {  
  if (clickTAG.substr(0,4) == "http") {  
    getURL(clickTAG, "_blank");  
  }  
}
```

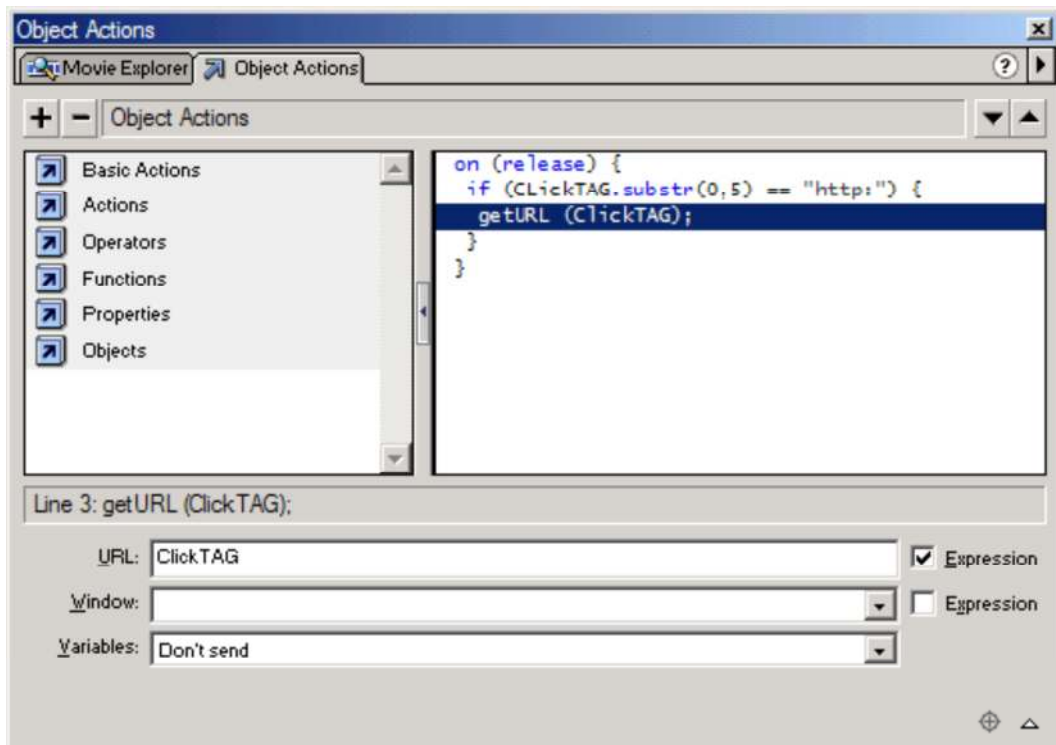
The only difference is, instead of the URL, it has the word clickTAG, for example:

clickTAG method action script example:

```
getURL(clickTAG, "_blank");
```

Hard-coded (direct link) method example:

```
getURL("http://www.domain.com/xxxx", "_blank");
```



Note: The ActionScript in this Flash advertisement is verifying that the clickTAG URL begins with "http:". This is an important security measure.

Rich-Media Ads

Rich-media ads are html ads that may include Javascript, IFRAMES, or other html formats. Ad Peeps supports these ad types by copying the ad contents directly into the *Rich-Media Content* box.



Rich-media ads can be fairly simple such as “<h1>This is a test </h1> (standard html) or complex with several layers of elements. If errors when trying to display the ad, you could try checking the “Correct Rich-Media Errors” button and Ad Peeps will attempt to show it using IFRAMES.

Tracking Clicks with Rich-Media

Ad Peeps will automatically track impressions of all ads with no special adjustments. However, since we display rich-media ads EXACTLY as pasted in the box, if you wanted Ad Peeps to track the click, you would need to insert <url> right before the destination URL. Ad Peeps will then insert its tracking code, and then direct the user to the site.

Remember, all ads can not have clicks tracked. For example, if the rich-media ad uses Javascript – its not possible for Ad Peeps to embed our code onto a 3rd party site (which host the Javascript).

Example: ` `

Ad Peeps will not use the URL field with Rich-Media Ads.

Cache-Bursting Rich- Media Ads (RNG)

Some providers may provide code and require cache bursting techniques to ensure a new image is generated each time – using random number generation (RNG)

RNG is the process of inserting a random number in HTML tags to prevent a browser or proxy server from caching an ad image. Random numbers change every time the tags are requested and sent. You can use any random string for cache busting; however, this string is most commonly a number.

In order to generate a random number in your rich-media ad, simply place `<rand>` where you want the number to be inserted.

For example, if the ad looked like this:

```

```

You would modify the properties to appear as this:

```

```

Add a tracking pixel to a creative

In some scenarios, an agency, advertiser, or other third party might decide to track impressions with a tracking pixel. A tracking pixel is simply code inserted into a custom or third-party creative that makes a server call and returns a transparent 1x1 image (normally a GIF file).

Where do I get a tracking pixel?

A third party typically sends you a URL. You then insert the URL into the tracking pixel code and add the tracking pixel code to the 'Code snippet' box in the third-party creative window.

What are some examples of tracking pixels?

Most tracking pixels have the same format with slight variations in the style variable. It is up to you and the advertiser to choose which format to use. Here are a few examples:

```

```

```

```

```

```

Where do I put this code into Ad Peeps? You would need to use Rich-Media box and copy the provided code before your rich-media ad calls. Make sure there is a hard return between the pixel code and the rest of the creative code.

Allowing Advertisers to Use Rich-Media

In order to allow Advertisers to submit rich-media, you will need to check the "Allow Rich-Media Box" on the Ad Rates page.

Name your Package. This is the Ad Package Name (First box) and Description (Second box).
e. 3 Months of Advertising on Homepage of Widgets.com)

Package Description: Homepage left upper

Show your ad on our homepage for a really low price and get exposure right away.

Note: Only Description Supports HTML Code

Select Ad Size: Select the ad size associated with this package. Advertisers will ONLY be able to select this size.

Ad Size: 190x250 - Custom Size

OR

Allow Rich-Media Ad (HTML)

Caution: Turning this on for Advertisers could be dangerous as malicious code could be passed through. We recommend you approve all ads if you will use this setting to ensure you have inspected the code and that the format is correct.

Need additional help?

Contact us at <http://www.adpeeps.com/cis>

Provide as much detail as possible so we can assist you quickly.