Information Today, Inc.

DoubleClick for Publishers - Flash Creatives Guidelines

.SWF file size should be no larger than 200K

Acceptable file versions:
Flash 10.1 (and earlier versions), Action Script 3 (and earlier versions). *Flash 11 or later is NOT acceptable.*

Ad Dimensions   (pixels: width x height)

Leaderboard:	728 x 90	Banner:	468 x 60
Half Banner:	234 x 60	Skyscraper:	120 x 600 or 130 x 600
Wide Skyscraper:	160 x 600	Half Skyscraper:	130 x 300
Box:	336 x 280 or 300 x 250	Rectangle:	190 x 75 or 300 x 100
Tile:	125 x 125	"Welcome" pop-up:	640 x 480

clickTAG code
On all Flash ads for DoubleClick for Publishers, the .SWF file needs to contain an invisible "action button," the same size as the ad. This button contains code that sends people who click on the Flash ad to the DFP server, where it increments the click-through count, then gets re-directed to the click-through URL.

There needs to be an action object applied to the button (not the frame). Here is the script that needs to be copied into the action panel for Action Script 2:

```
on (release)
{
getURL(_level0.clickTAG, "_blank");
}
```

For Action Script 3 (change 'Link_1' to the instance name of your clickTAG button):

```
Link_1.addEventListener(MouseEvent.MOUSE_UP, function(event: MouseEvent): void {
var sURL: String;
if ((sURL = root.loaderInfo.parameters.clickTAG)) {
navigateToURL(new URLRequest(sURL), "_blank");
}
```

Advertisers should NOT embed their click-through URL in the .SWF ad. That URL is contained in the coding that serves the Flash ad on DFP, and is specified in that code as the "clickTAG" variable.

N.B. "clickTAG" must be spelled exactly as above ("click" in lower case, and "TAG" in capital letters).

Details on how to format clickTAG coding in Flash files:
http://support.google.com/dfp_premium/bin/answer.py?hl=en&answer=1085684

Flash (.SWF) file Validator:
https://doubleclick-support.appspot.com/validator/

Sample (.FLA) Creatives:
https://doubleclick-support.appspot.com/repository