
smartAD Sidekick

1. Overview

smartAD is an advertisement network with its own information system for creating and managing online ad spaces. Therefore the technical requirements of banners are dictated by smartAD, not individual web sites. The smartAD Sidekick is a banner type that is overlaid on top of the participating web site, and is fixed to a right side of the browser window (usually the right side center). As such, it is not bound by strict space requirements and leaves much flexibility for the designer. When visitor clicks on banner or moves mouse over (recommended) it banner is extended to right side extending also website content.

Banner consist of 2 phases, but one flash file:

1. Initial phase:
 - Only left side of the flash is shown
 - Should not be more than 550 pixels high and not more than 120 pixels wide
 - Background is not transparent
 - May have close button on right upper corner if banner expands on click
2. Expanded phase:
 - All of the flash is shown
 - Should stay at the same height as initial phase and maximum 800 pixels wide
 - Background is not transparent
 - A clearly visible close button in Flash.

smartAD information system does not put any restrictions upon the capacity of the banner, but it should be optimized for the use on web. Banner with capacity up to 125 kB respects webpage visitor, up to 200 kB is tolerable. In case banner capacity exceeds recommended limit it should be clarified and agreed on with smartAD team.

Close button accompanied by word "Close" (translated into to the same language as the advertising message on the banner) must be visible and clearly distinguished from rest of the banner. If design does not permit to make close button as described then banner should be beforehand agreed with smartAD team.

2. Technical requirements

2.1 Flash version

Flash clip as to be exported as SWF version 8 in order to use ExternalInterface API through which banner will communicate with smartAD system. SmartAD script checks that webpage visitor would have at least flash player of version 8 installed.

2.2 ActionScript

Due the limitations of smartAD solution banner code should be written using ActionScript 2.0. Examples provided in this guideline are also considered to be used with ActionScript 2.0.

2.3 Allowing JavaScript control

Because smartAD's JavaScript is executing in the context of the participating web site, it does not have control over Flash clips due to cross-site scripting restrictions. To bypass these restrictions, flash clip must explicitly allow control from other domains immediately after loading:

ActionScript code example:

```
System.security.allowDomain("*");
```

2.4 Expanding banner

When visitor moves mouse or clicks (it needs to be agreed before which action is used – mouseover is recommended) on banner during phase 1, banner should send command to JavaScript function “smartad_expand” with argument id and move to phase 2. This will inform the JavaScript to resize flash object and extend website content.

ActionScript expanding code example:

Clicking example

```
on (release){
    flash.external.ExternalInterface.call("smartad_expand", _root.id);
}
```

Mouseover example

```
on (rollOver){
    flash.external.ExternalInterface.call("smartad_expand", _root.id);
}
```

2.5 Responding to clicks

The flash clip must recognize three parameters passed in “flashvars”:

- “clickTAG” specifies the destination URL of the click. URL can be unsecure (http) or secure (https);
- “target” specifies the target browser window, similar to the HTML target attribute;
- “id” specifies which banner is used.

The expanded banner must respond to the user’s click by opening up the given URL in “clickTAG” in the “target” browser window. Also banner has to launch JavaScript function “smartad_click” right after opening landing page. “smartad_click” function will let JavaScript know that clicking has occurred and will remove banner from website or make some additional actions. Parameter id is passed to flash through flashvars.

In ActionScript this can be implemented simply using:

```
on (release){
    getURL(_root.clickTAG, _root.target);
    flash.external.ExternalInterface.call("smartad_click", _root.id);
}
```

2.6 Closing banner

Clicking on the close button must call the JavaScript function “smartad_close” which would remove banner from html when the user clicks on it. Parameter id has to be passed to JavaScript also.

ActionScript example:

```
on (release){
    flash.external.ExternalInterface.call("smartad_close", _root.id);
}
```

3. Additional possibilities

3.1 Video in expanded phase

If agreed with smartAD team expanded flash can have video file in it, but video clip should not be up or downscaled in banner, as it is not pleasant to view for website visitor if video is up or downscaled.

If video is coming from smartAD server it can be accessed through flash variables:

- “videopath” – url of the video file. This variable can be accessed through `_root.videopath` in flash clip;
- “videopath1” – url of the secondary video file. This variable can be accessed through `_root.videopath1` in flash clip;
- “videopath2” – url of the third video file. This variable can be accessed through `_root.videopath2` in flash clip;

smartAD information system does not put any restrictions upon the capacity of the video file, but it should be optimized for the use on web. Video file with capacity to 500 kB respects webpage visitor, up to 1 MB is tolerable. In case video file capacity exceeds 1 MB it should be clarified and agreed on with smartAD team. In case video file will not be hosted on smartAD server, then hosting server has to have at least 10 Mbps bandwidth.

3.2 Passing variables

smartAD system has ability to send variables from banner to landing page. Variables which are passed should be added to clickTAG variable. Variables are passed by GET protocol as POST is not supported.

ActionScript example where var1 is flash variable which would be passed to landing page as custom_var1 variable:

```
var path = _root.clickTAG + "?custom_var1=" + _root.var1;
```

Responding to clicks code with custom variables

```
on (release){
    var path = _root.clickTAG + "?custom_var1=" + _root.var1;
    getURL(path, _root.target);
    flash.external.ExternalInterface.call("smartad_click", _root.id);
}
```

3.3 More than one landing page

In case there is more than one landing page campaign manager should be notified and landing page should be added dynamically to clickTAG by banner creator. This is very useful if landing page depends on the action done with banner.

ActionScript example – visitor will be redirected to address website.com

```
var path = _root.clickTAG + "http://website.com";
```

Responding to clicks code with custom landing page

```
on (release){
    var path = _root.clickTAG + "http://website.com";
    getURL(path, _root.target);
    flash.external.ExternalInterface.call("smartad_click", _root.id);
}
```

4. Sending banner

Banner should be sent to smartAD team for testing purposes at least 2 days before campaign start.

In order to put the banner to the smartAD information system, the following information must accompany flash clips:

1. Dimensions of the first phase in SWF file (height and width in pixels)
2. Dimensions of the second phase (expanded phase) SWF file (height and width in pixels)