
smartAD Standard

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 Standard is a regular banner that is placed in the fixed place on the participating web site.

The banner sizes in pixels are:

- sizes are 728x90 or other agreed size
- flash or image (jpg, gif)
- background is not transparent

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 to 50 kB respects webpage visitor, up to 100 kB is tolerable. In case banner capacity exceeds 100 kB it should be clarified and agreed on with smartAD team.

2. Technical requirements

2.1 Flash version

SmartAD script checks that webpage visitor would have at least flash player of version 8 installed so flash clip as to be exported as SWF version 8

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 Responding to clicks

The flash banner must recognize two 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.

The banner must respond to the user's click by opening up the given URL in "clickTAG" in the "target" browser window.

In ActionScript this can be implemented simply using:

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

3. Additional possibilities

3.1 Video in banner

If agreed with smartAD team flash banner 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 acces through flash variables:

- "videopath" – url of the video file. This variable can be accessed through `_root.videopath` 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 manger 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 SWF file (height and width in pixels)