

Coding guidelines for banners on Fluffy Clouds network

**From Kindergarten to Masters.
These guidelines are for both beginner
and experienced banner makers.**

produced by



These guidelines are broken down into 3 simple sections.

- A. General Guidelines
 - B. Technical Guidelines – clickTag code for banners
 - C. How do I tell if my banner is clickable?
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A. General Guidelines

- Flash should be published at the latest version or lower. Audio may not play automatically—all audio must be user-initiated.
- Be aware that the larger your file the more time it will take to load so keep it within reasonable limits. 50k or thereabouts.
- Care should be taken that the fps (frames per second) be no faster than 12—18 fps
- All links should be configured target=_blank
- Flash-based media must be submitted three (3) days before the campaign start date to ensure adequate testing.
- Supply a destination URL and a GIF backup.



B. Technical Guidelines – clickTag code for banners

This example assumes the use of Adobe Flash CS3 Pro, using Actionscript 1.0/2.0

1. Create a new flash file
2. Add a new layer to the file
3. Select the Rectangle Tool from the vertical toolbar on the left side of your window
4. In the properties of the tool, change the stroke and fill alpha to 0%
5. Draw the invisible rectangle over your entire scene
6. Right click inside the rectangle and select the option "Convert to Symbol..."
7. Select the "Button" option and name the button "clickTAG"
8. Right click inside the rectangle (now a button), select "Actions"
9. Make sure that your current selection is the button clickTAG, then paste then insert the following script:

```
on(press) {  
    if (clickTAG.substr(0,5) == 'http:') {  
        getURL(clickTAG, "_blank");  
    }  
}
```

10. Close the action box, and export the animation as a movie by going...
File > Export > Export Movie...

The following is the test Fluffy Clouds will carry out to see if the banner works.



C. How do I tell if my banner is clickable?

The easiest and most effective way of testing your Flash banner in a standalone fashion is to manually pass it a URL and see if it redirects correctly when clicked upon.

There are two ways of doing this. You can either access the banner directly from your computer using a local directory path, or put the banner on a website.

A local path test might look like:

C:\testdirectory\test.swf?clickTAG=http://www.google.com

A website URL would look like this:

<http://www.mydomain.com/banner/test.swf?clickTAG=http://www.google.com>

For the rest of this example I will use the test website URL, this is not a real URL and you will have to change “mydomain” for the place where you keep your banners.

To test this, stick the following URL into your browser address bar and hit enter:

<http://www.mydomain.com/banner/test.swf?clickTAG=http://www.google.com>

Now, if you click on the resulting Flash animation which is displayed in your browser, you will be redirected to Google. If you are NOT redirected, something is wrong with your banner button or your clickTAG script. Take careful note of the result of clicking on your banner.

- No redirect at all usually means the button has no clickTAG script at all.
- Different website than <http://www.google.com> usually means the banner is redirecting statically and NOT using the clickTAG parameter.
- A HTTP error, usually 404, usually means that the clickTAG script is incorrect and it is probably trying to redirect to a relative link.

For example, a relative link error in this case might look like:

<http://www.mydomain.com/banner/http://www.google.com> -- which is clearly an invalid URL.



A bit about us

About Fluffy Clouds Ltd

Fluffy Clouds are the education advertising specialists. We know the market and agenda better than anyone – because we ONLY market in education.

Our co-directors Tim McShane and Richard Crossland have backgrounds in primary and secondary teaching respectively, as well as considerable commercial experience. We work on a number of national education initiatives, and have a broad and comprehensive knowledge of current and future issues affecting the sector. It's this point of difference that enables us to offer tailored and effective online marketing campaigns.

We have already helped the likes of ceop.gov.uk, RSPCA, Harper Collins, Coventry University to improve their marketing.

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