

Adding a Clickthrough Button to a Flash File

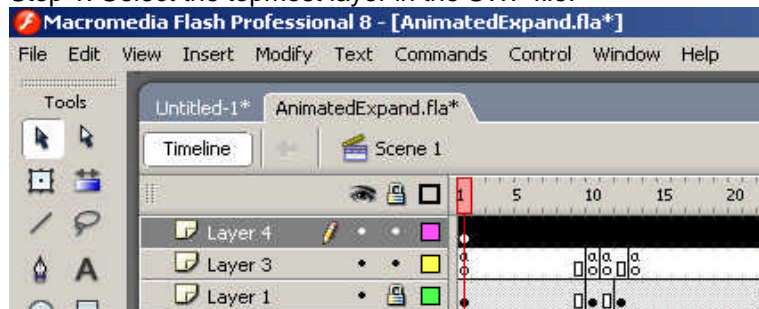
To track clickthroughs a SWF creative must have a button to register the click and go to the appropriate tracking URL.

To know which URL to go to the SWF uses a special variable called clickTAG. The URL for this is then supplied by the ad server.

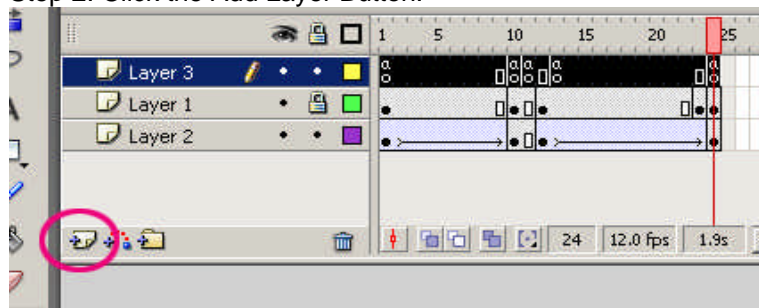
The best way to implement this is to place a button across the whole creative and to put this on the top layer.

How to add a clickTag Button to a Flash File

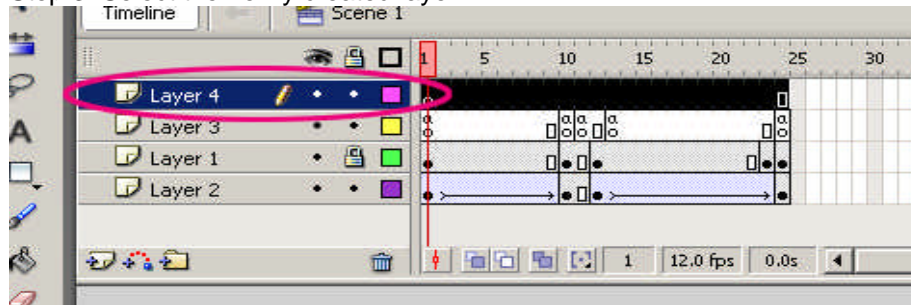
Step 1: Select the topmost layer in the SWF file:



Step 2: Click the Add Layer Button:



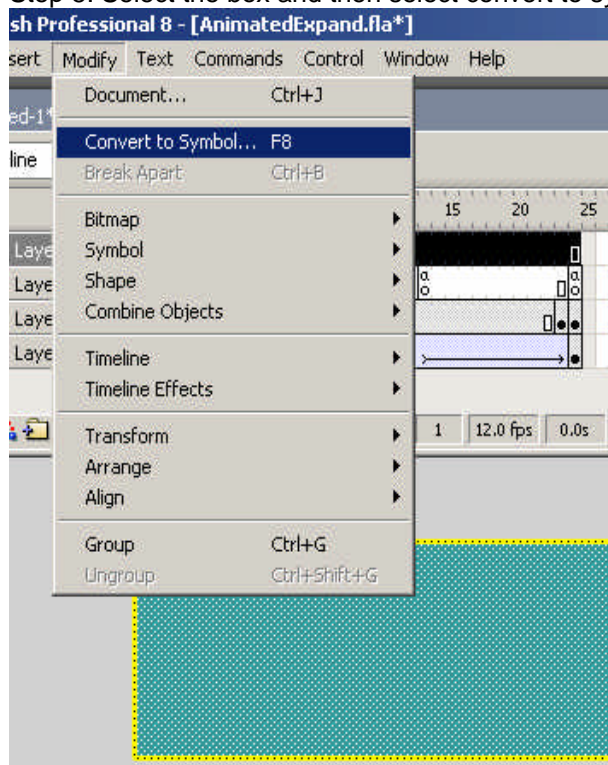
Step 3: Select the newly created layer:



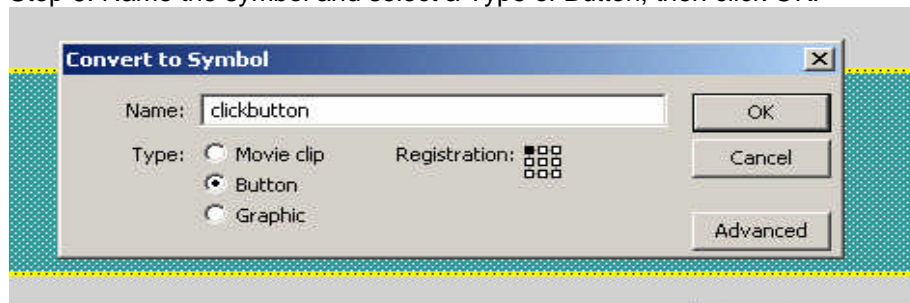
Step 4: Select the rectangle tool, make sure that a fill is selected and draw a box over the whole of the banner:



Step 5: Select the box and then select convert to symbol (Modify > Convert to Symbol):



Step 6: Name the symbol and select a Type of Button, then click OK:



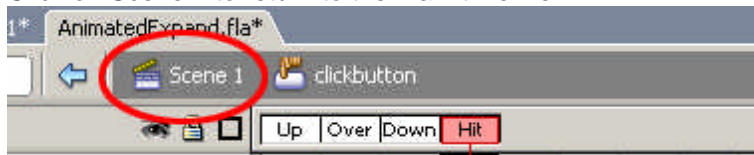
Step 7: Double click on the button, this will open the button symbol for editing.

Drag the first frame from Up to Hit:



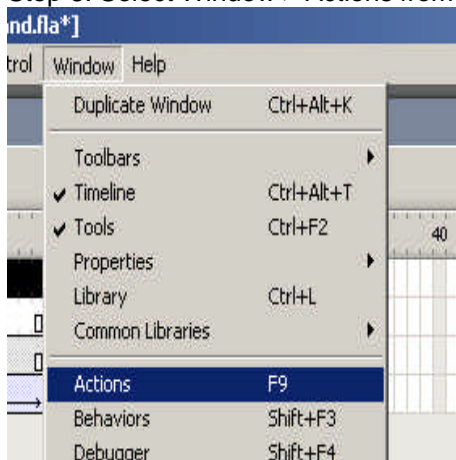
This makes the button an invisible detection area.

Click on Scene 1 to return to the main timeline:

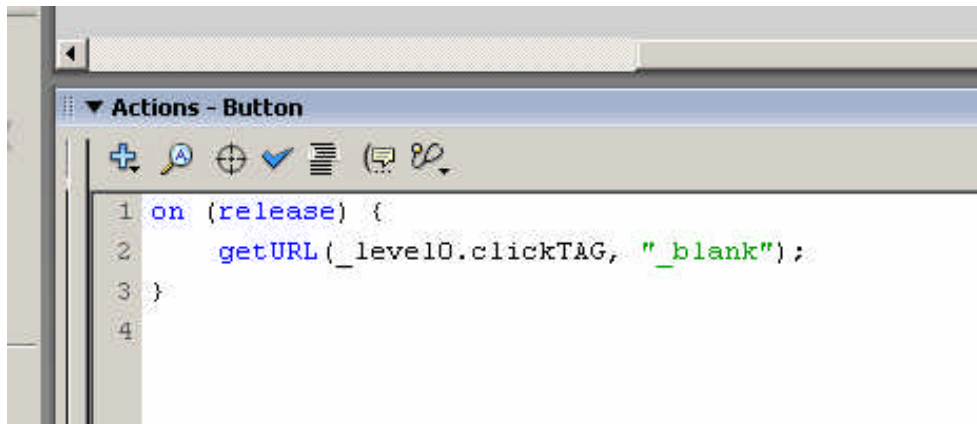


You will now see the button as a transparent cyan rectangle covering the ad.

Step 8: Select Window > Actions from the menus:



Step 9: Type the following code into the Actions for the button:



```

1 on (release) {
2     getUrl(_level0.clickTAG, "_blank");
3 }
4

```

This tells Flash to open the URL supplied by the ad server (clickTAG) into a new (“_blank”) window when the user presses and the releases the mouse on this button.



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