


Spezifikationen Layer Ad

Display Ads Werbeformate	Formate Pixel	KB-Größe	Dateitypen	Bemerkung	Platzierung
Layer Ad	400 x 400	80	Image: GIF/JPG/PNG Flash HTML(5) Third Party Tag	kein iFrame im Banner	

HTML5 clicks management:

For single click url:

```
var clickTag = "url of the click";
```

For multiple clicks:

```
var clickTag0 = "first click url";
var clickTag1 = "second click url";
var clickTag2 = "third click url";
```

Then creative has to use these variables in html:

```
FIRST EXAMPLE (RECOMMENDED):
<a id="clickArea"></a>
<script type="text/javascript">
var clickArea =
document.getElementById("clickArea");
clickArea.onclick = function(){
window.open(clickTag, "blank");
}
</script>
```

SECOND EXAMPLE:

```
<a id="clickArea"
target="_blank"></a>
<script type="text/javascript">
var clickArea =
document.getElementById("clickArea");
clickArea.href = clickTag;
</script>
```

FLASH clicks management:

Action script 2

```
on (release) {
getURL(_root.clickTag, '_blank');
}
```

Warning : Integrating clicktags in Flash files is done as follows for systems using UTF8 characters:

```
on (release) {
// Will not use the default encoding wich is
Unicode but take the one from the current page.
System.useCodepage = true;
getURL(_root.clickTag, _root.target);
// Will use the default encoding which is Unicode.
This line is not really necessary if the rest of the
code is UTF8 compliant.
System.useCodepage = false;
}
```