

ADOperator Banner Specification

- **Banner sizes:**

Please see banner sizes here <http://www.adoperator.com/banners.jsp>

- **Formats:**

- GIF files hosted either by customer or by ADOperator
- Flash Files (SWF) hosted either by customer or by ADOperator
- Scripts / Iframes – *See section below*

- **Flash specification:**

All flash files must implement a so called clickTag in order for measuring clicks properly. Upon click on the banner a new window should be opened, linked to the page referenced by clickTag, see example below:

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

Please note the capitalization of clickTag.

- **Common rules for all banner types**

- Maximum weight of banners: ~ 30 kb
- Please send banner material to ad@adoperator.com at least three days before campaign start
- Sound only allowed on *mouseover* and *click*.
- The redirect url / landing page should contain proper tracking codes in order for measure tools to work correctly. A tracking tool only relying on the http referer (such as Google Analytics) will not work without proper tracking. For proper measurement using Google Analytics please use this page:

<http://www.google.com/support/analytics/bin/answer.py?hl=en&answer=55578>

- **Scripts / Iframes**

- Scripts / Iframes must be hosted by the customer.
- Scripts / Iframes must implement a clickTag / clickThrough in order for measuring clicks properly.
- The customer must send along information on how to call the Scripts / Iframes. This includes; any special parameters needed for the script/iframe to work and how they want the clickTag/clickThrough implemented.

A clickThrough can be passed either as a URL-conforming parameter or as part of the url using semicolon (;) as a separator.

ADOperator uses the first version, meaning our clickThrough will look something like this:

<http://www.adoperator.com/redirect.jsp?id=2&id=2&redirect=>

It can also look something like this, in order to be URL-conforming:

<http://www.adoperator.com/redirect.jsp%3Fid=28%26id=2%26redirect=>

The customer must specify in which version they expect the clickThrough.

- The customer must append a properly URL-escaped redirect url on the clickThrough before redirecting the user, see example:

```
var adopClickThrough = 'http://www...../redirect.jsp?id=2&id=2&redirect='  
var customerLandingPage = "http://www.customer.se/landingPage.html?trackingId=2"  
visitor.redirect( adopClickThrough + escape(customerLandingPage) );
```

This will ensure that the visitor, upon click, first travels to ADOperators tracking servers and upon successful tracking continues on to the customers landing page.

This is required even when the campaign is CPM based.