

CMS Online Advertising Guide

Working with flash ad banners and click tags

In order for the Envision IT CMS to track when links within a flash banner are clicked, the flash banner needs to utilize a technique known as a "click tag" for the link in the flash banner. As the tracking system is currently implemented in the Envision IT CMS, this will only work for tracking one link within the banner. This means that you cannot have multiple links within the banner using the "click tag" technique.

To implement the "click tag" code within the flash file, please refer the flash developer to this article published by Adobe: http://www.adobe.com/resources/richmedia/tracking/designers_guide/

Once the flash file has been developed and utilizes the "click tag", this can be inserted into an advertisement very easily!

1. First, you need to enter the Ad Edit interface of the Envision IT CMS
2. Under the content tab, click on the "Insert/edit embedded media" icon in the WYSIWYG editor. (This button looks like a piece of filmstrip and is in the third row near the center of the row)
3. In the dialog box that comes up, you will need to make sure that Flash is selected as the type, and select the file
4. Clicking on the file browsing dialog to the right will facilitate uploading and selecting the flash file
5. Once you have selected the flash file, you must enter the dimensions of the flash file. This will typically be the same size as the ad spot that the ad will reside in
6. Lastly, you must set the clickTAG variable to enable the link to go to the correct location while maintaining tracking statistics. This is done by first clicking on the Advanced tab in the embedded media dialog box. You must know the destination of where clicking on the link will take the user, entered as a full URL as a variable for the clickTAG. This needs to be entered into the "Flashvars" field of the editor. For example, if clicking the link in the advertisement should take the user to <http://www.google.com>, then you want the text within the "Flashvars" field to say "clickTAG=http://www.google.com". **The capitalization of the clickTAG parameter is very important!** The standard, as defined by Adobe, is to capitalize all of the word TAG. However, should the advertiser use different capitalization, you must use the same capitalization that the advertiser uses. Once you have entered this variable you can click the "Insert" button in the dialog and you are all set!
 - a. Clicktag links do not natively support "&" they must be changed to be "%26"
7. Flash ads do NOT work in email
8. Flash ads may only have ONE link contained in them

Working with animated GIF advertisements

A few guidelines to remember when requesting advertisements from your advertisers:

- Ad resolution must be 72 dpi



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ERROR: stackunderflow
OFFENDING COMMAND: ~

STACK: