

Flash Guidelines – Please read these guidelines prior to commencing banners for realestate.com.au and associated sites.

Flash Ad Requirements

Flash Versions: .swf file should be exported in Flash V9 or below.

Backup Gif: A .gif file must be supplied to the same dimensions as the flash ad. This will be served to browsers that don't have a compatible flash player.

Frame Rate: 18fps

File Size: Cannot exceed 40kb

Design considerations: See page 3 for REA specific design requirements.

Adding 'Click' Functionality

A 'click layer' needs to be added to the .FLA file so the Advertiser's site opens in a new window when the banner is clicked. [Click here](#) for further guidelines on tracking Macromedia Flash Movies

How to setup Flash banner and allow for tracking

1. The clicktag Tracking Code

Set the dimensions of your clickable button layer to match the dimensions of the movie that it is in. Make sure your clickable layer is present on the timeline throughout the entire timeline. When publishing for AS1 or 2 the "click layer" containing the button MUST be the top layer of your movie.

ClickTags: Flash 9.0 or below – using ActionScript 2 or below:

Notes: Spell clicktag using only lowercase letters. Hardcoded URLs are not allowed to be passed via the "Get URL" action, they should be provided to REA separately. You may provide a direct link to your website or a third-party tracking url (NEVER a "mail-to" – these will be rejected)

Option 1 (preferred)	Option 2	Option 3
<pre>on (release) { if (_level0.clicktag.substr(0,5) == "http:") { getURL(_level0.clicktag, "_blank"); } }</pre>	<pre>on (release) { getURL(_level0.clicktag,"_blank") }</pre>	<pre>on (release) { getURL(clicktag,"_blank") }</pre>

ClickTags: Flash 9.0– using ActionScript3:

```
myButton.addEventListener(
MouseEvent.CLICK,
function():void
{
if (root.loaderInfo.parameters.clicktag.substr(0,5)=="http:")
{
navigateToURL(new URLRequest(root.loaderInfo.parameters.clicktag), "_blank");
}
}
);
```

ClickTag's: Multiple Clicks within one banner:

If there is more than one link to be tracked, you must have multiple buttons on the top layer in Flash. We recommend numbering each clickTAG variable. So clickTAG1 through to clickTAG10. We will only allow up to 10 individual exit links.

```
url1 – clicktag1
url2 – clicktag2
url3 – clicktag3
url4 – clicktag4
```

eg:

```
on (release) {
if (_level0.clicktag1.substr(0,5) == "http:") {
getURL(_level0.clicktag1, "_blank");
}
}
```

Tip: When using multiple clicktags, be sure to designate each clickable area with a button of its own and make sure that you don't overlap buttons. Please ensure the click layers are on the main timeline and not inserted elsewhere.

Supplying individual links –

Please make it clear which URL should be associated with each link eg:

```
clickTAG1 –http://www.gohere.com.au
clickTAG2 –http://www.goherenext.com.au
clickTAG3 –http://www.nowgohere.com.au
```

Common mistakes

Do not use on (press) instead of on (release) as the press event triggers pop-up blockers. This code is incorrect:

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

The clickTAG variable is case-sensitive. Check that all occurrences of the parameter name are spelt exactly the same. This code is incorrect:

```
on (release) {
  if (_root.CLICKTAG.substr(0,5)=="http:"){
    getURL (_root.ClickTAG, "_blank");
  }
}
```

Another common mistake is to replace "http:" in the ActionScript code with a link. The purpose of that code is to verify the protocol of your link is HTTP. Where your link actually goes is in your ad server, which will dynamically inject the link into the banner at the time of serving. No link(s) should ever be embedded in the Flash banner directly.

“_blank” should also never be replaced as this directs the click to open a new window instead of hijacking the current window.

For sample .fla files that demonstrate the concept of using Flash Variables to achieve proper tracking in our Ad Server go to <http://creative-repository.appspot.com/>

Exporting .SWF

- a. Export the click enabled Flash banner as a Flash 6 or higher SWF. This is done by choosing the version in the drop down of the Export Dialogue window.
- b. To minimise file size, select the “compress movie” option or alter the image quality in each individual image to “JPEG” instead of “Lossless”
- c. Adjust the “JPEG Quality” scale to further reduce file size when there are photos in the file. Please refer to the standard product specs for max allowed file size.
- d. Save creatives using the following naming convention – MMDDYY_agency_project/targetsuburb_bannersize.swf/gif (eg 120809_raywhitecroydon_Elwood_728x90.swf)
- e. Send the following files through to the Account Manager at realestate.com.au
 - * SWF Banner
 - * FLA File
 - * GIF Backup

IMPORTANT: Banners and their accompanying files must be supplied 3 working days prior to the campaign start date.

Design Rules & Creative Restrictions

- Text supplied cannot be in all capitals with the exception of capitalised brand names (e.g. SEEK.com.au).
- Character counts include spaces.
- If banner, button or tile background colour is white and/or does not fill the entire space, please include a one pixel border of HEX Web Colour #CCCCCC.
- Creative must not aim to look like site content such as editorial or search results listings; As such, creative that uses components that are similar in look to REA site content, such as the same image sizes, button styles, etc may be rejected.
- All creative must include a brand mark of the advertiser.
- The creative must not be designed to look like windows alert boxes or messages.
- Unless otherwise specified, all creative supports only a single click through URL.
- The creative must not contain any strobing effects or rapid alternating colours. Strobing is defined as any flicker with a frequency between 2Hz and 55Hz.
- All sound or video must be user-initiated.
- The creative should not disable any of the browser’s functionality or force the download of plug-ins.
- All Flash creative must be accompanied by a back up GIF/JPEG creative for browsers without a plug-in.

Deadlines

In order to ensure that all advertising campaigns begin on time and to avoid any delays the following information covers REA Group Media creative deadlines.

For all standard Ad Served placements:

- REA Group Media require a 3 day turn around from when the complete material has been received.
- Complete meaning all creative has been built to the required specifications.

For complex creative:

- REA Group Media require a 5 day turn around from when the complete material has been received.
- Complete meaning all creative has been built to the required specifications.