



## SourceSecurity.com – new website: website banners – new technical specifications

### Special feature

Dimensions: 265 (Width) x 65 (Height) pixels

Also 45 character headline + up to 135 characters text

File size: 100 kb (maximum)

File type: Static or animation - .jpg / .gif / .swf

Destination link

**Special feature graphic**

### Masthead banner

Dimensions: 728 (Width) x 60 (Height) pixels

File size: 30 kb (recommended) / 80 kb (maximum)

File type: Static or animation - .jpg / .gif / .swf

Destination link

**Masthead banner graphic**

### Block banner

Dimensions: 300 (Width) x 250 (Height) pixels

File size: 30 kb (recommended) / 80 kb (maximum)

File type: Static or animation - .jpg / .gif / .swf

Destination link

**Block banner graphic**

### Footer banner

Dimensions: 234 (Width) x 60 (Height) pixels

File size: 30 kb (recommended) / 50 kb (maximum)

File type: Static- .jpg / .gif (No animated banners)

Destination link

**Footer banner graphic**

**Please refer to important technical notes on next page!**



## Important technical notes:

- **Recommended file size** – It is preferable to observe the recommended file size or even lower, as lower sized banners load faster giving better visibility / exposure
- **Flash banners**
  - a. **Background colours** or images for flash banners should be placed upon layers rather than directly on stage. This will prevent the banner from losing its background as our banner embedding code sets the wmode parameter to transparent.
  - b. **clickTAG implementation** – The clickTAG variable is an industry-standard method of tracking Flash creative clicks; it allows to register where an ad was displayed when it was clicked on. Our banner serving software, DoubleClick for Publishers, does not accept flash banners without clickTAG.

The clickTAG variable is properly implemented in the action of the button. In the getURL() function of the action, make sure to specify the clickthrough URL as clickTAG and the target window as "\_blank". For example: `getURL(clickTAG,"_blank");`.

The ad server will only recognize the standard casing of "clickTAG" for the variable name (not "ClickTag" or "clicktag", for example).

Depending on the structure of a Flash creative, it may be necessary to prepend `_root.` or `_level0.` to clickTAG, resulting in `_root.clickTAG` or `_level0.clickTAG`. The code below illustrates proper use of the clickTAG parameter.

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

- i. The button associated with the ActionScript that contains the clickTAG is on the top-most layer through the timeline.
- ii. The button associated with the ActionScript that contains the clickTAG is extended throughout the entire frame and is applied to all existing frames.

More details about clickTAG, visit

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

*Please note:*

1. *Flash versions higher than 10.1 & Action Script versions higher than 2.0 are currently not supported.*
  2. *Do not insert destination URL in clickTAG.*
  3. *clickTAG applies to Flash banners only, not static jpegs or animated gifs.*
- c. **Fallback Image:** We recommend having a fall back image in a .jpg or .gif version for every flash banner that you send. The fall back image is displayed on browsers not supporting Flash. Currently 99% of browsers support Flash. The fall back image is to support the remaining 1% to ensure maximum visibility to your banners on SourceSecurity.com.
- **Footer banners** – Footer banners should be static. Animated banners will not be accepted.