

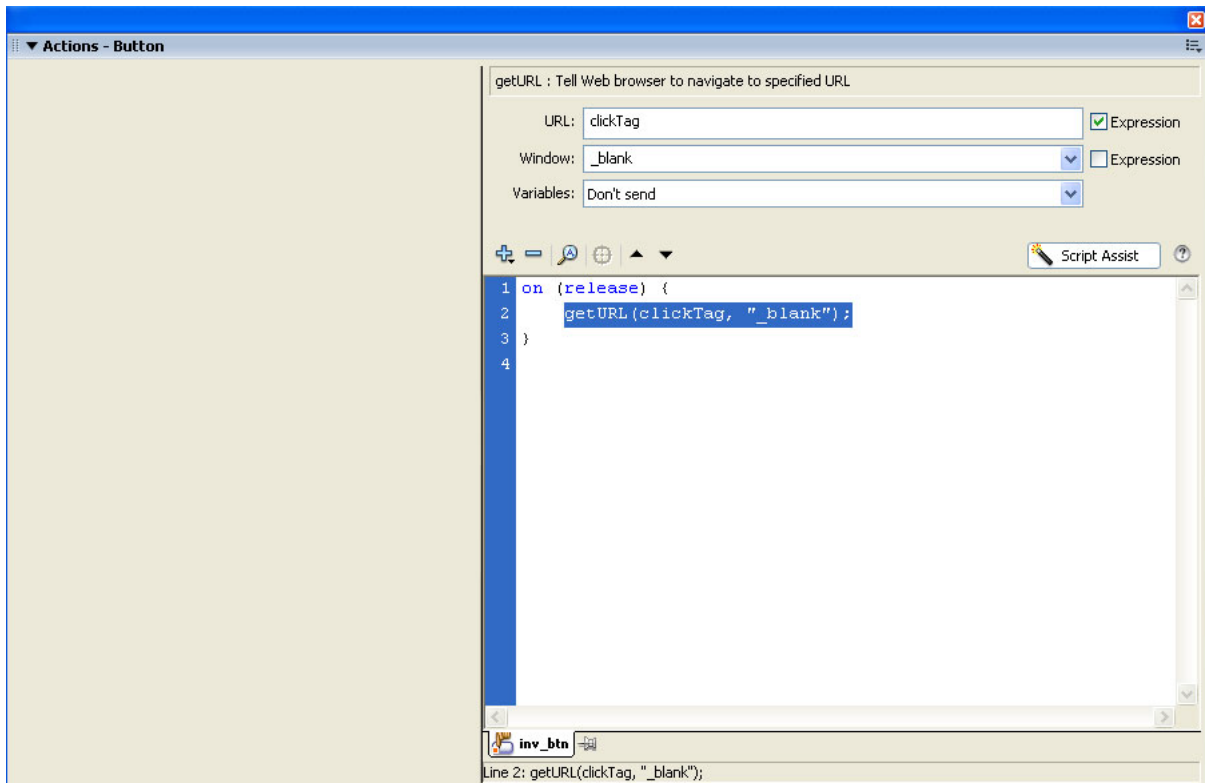


Directions for Creating Flash Ads for Advanstar Web Sites.

When configuring the click through for your ad the "getURL" action script should be placed on a button on the top layer of the scene. Please format the actions for the button exactly as shown below and provide the click URL (where you want the ad linked to) when sending your ad to us.

1. URL: clickTag (this is case sensitive)
2. Check the Expression box to the right of the URL: field
3. Window: _blank
4. Variables: Don't send

Please note, when placing a background color on your ad, the background color should be added as shape, filled with the color of your choice. NOT selected from the properties window.



Please contact your Advanstar Web Manager with any questions.

Enabling Your ActionScript 2/Flash 8 or Flash 9 Ad Creative to Click Through

To enable your ActionScript 2/Flash 8 or Flash 9 creative to click through, follow the instructions for one of the options listed below:

Option 1:

1. Add an invisible button over the stage, making the entire area of the banner or overlay clickable.
2. Attach the following `getURL()` call to the button's release event. One option is to add the code to the button itself:
3. `on (release){`
4. `getURL(clickTag, "_blank");`
5. `}`

Option 2:

Name the button instance and attach the `onRelease` handler through code.

In the following example, the button has been given the instance name **clickTag_bn** in the Flash IDE properties panel. This code would then be placed on the button's parent timeline:

```
clickTag_bn.onRelease = function(){
    getURL(clickTag, "_blank");
};
```

In both of these cases, the `clickTag` argument will be undefined at the time of compiling, but will be populated dynamically with a value at run-time. This allows the click-through URL to be modified at any time during a campaign, as opposed to hard-coding the URL in the SWF file. The second parameter of the `getURL()` command ("`_blank`") is required as it ensures that the URL call will be made in a new browser window. Note that the name of the `clickTag` argument is not case-sensitive.

Using this code allows for much easier trafficking of a click-through URL. To add this code, you can apply the first sample directly to the button (typically covering the stage), or add the second sample to frame 5 of the "code" layer.