

Advertising Specifications

THE GLOBAL BANKING RESOURCE™



Accuity uses DART for Publishers to serve ads to its websites. DART for Advertisers clients are encouraged to send Internal Redirects to expedite the ad traffic process.

Accepted Ad Formats

- > Static GIF
- > Animated GIF
- > JPEG
- > Flash
- > Accuity also accepts redirects from a variety of DART approved third-party Rich Media Agencies such as Atlas, Mediaplex, Point Roll, EyeBlaster, etc.

All files must be 30K or less.

Submission Information

- > The dimensions are 120 pixels wide by 90 pixels high for the Button Ad and 120 pixels wide by 240 pixels high for the Half-Skyscraper Ad.
- > The naming convention of the image should not exceed twelve (12) characters, for example, ('newad.gif')
- > A one-pixel border is recommended around ads that have a white background so the user may be able distinguish it from white background areas of the site.
- > Your ad will be hyperlinked to an address of your choice although Accuity will not schedule any campaigns with inactive referring URL/link (destination page/site) or 1x1 tracking pixels.
- > Send materials and files using the following FTP. Please use the name of the folder or the subject line of the e-mail to specify that your ad will run on TGBR. E-mail to your online ad traffic coordinator firstname.last@sourcemediacom.com.

FTP Site Address: <ftpfiles.sourcemediacom.com>

Username: aduser

Password: fulcrum29

Flash Instructions

Adobe Flash: (We support up to Flash version 9)

Please include the following:

- > Compressed Flash file (*.swf)
- > A backup GIF or JPEG image file

Compiling your *.fla file into a *.swf file.

1. Create the Flash ad in the form of a **button**.
In the button object Action (TOP LAYER):
 - > **Use clickTag** command as part of the getURL and check the URL Expression box. The clickTag variable means that you do not need to hard code a click through URL or click command into the .swf file. The clickTag variable is given a value in the Rich Media code in DART, which is passed into the clickTag variable in the .swf file once the ad is clicked on.
 - > **Set** the target Window as `_blank`. Do not check the Window Expression box.
 - > **Set** the Variables as "Don't Send."
2. Use a single click-through URL for your campaign.
Button Object Action getURL example:

```
on (release) {  
    getURL (_level0.clickTag, "_blank");  
}
```
3. All files should begin with the same file name and may not exceed 12 characters excluding the extension name. For example, `abc120x240.fla`, `abc.120x240.swf` and `abc120x240.gif`
4. In order to preview the background color of your .swf file in DART for Publishers, ensure it is not set in Flash. Instead, set the bottom/last layer to have a graphic that spans the complete movie, so no matter what the background color is set to the user will always see the background color.

Note: When submitting a Macromedia Flash banner(s) you must supply a compiled .swf file and a standard GIF or JPEG image file used as back-up for non-Rich Media enabled browsers. Please include the URL for each ad campaign.



For More Information

To learn more about Accuity's solutions, visit www.AccuitySolutions.com or call +1 847 676 9600 or +44 20 7014 3480 International.