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When your flash file is loaded into the Web browser we pass in a variable called myURL via the FlashVars parameter.

This variable contains a dynamically generated URL which will log the click within our advertising database before forwarding the user onto your website.

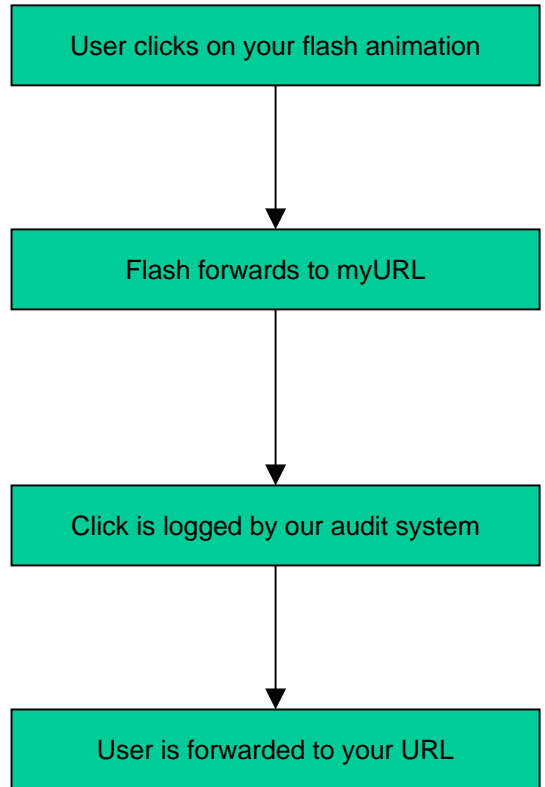
This approach allows the simplest integration Between your flash animations and our advertising model.

Somewhere in your banner you should attach an onClick mouse event which does the following:

```
getURL(unescape(myURL) );
```

You shouldn't in any way change the myURL variable since this would have unpredictable effects on your reports.

When you provide the banner to us you should also include a URL to which the user will be forwarded, this is embedded into our advertising system. If you direct the user straight to your website from your animation the click will not be logged by us.



### **Remember**

You should follow the IAB guidelines with respect to your banner dimensions

Do not direct users straight to your website from your animation

Do not alter the value of myURL

Try to keep your flash file sizes as small as possible, nothing over 50kb please

Do not stream audio or video into your animation, this will be supported at a later date

Please keep to a frame rate of 12fps

If you have any questions then please direct them to:

support@ipesearch.com