

Flash creative guide

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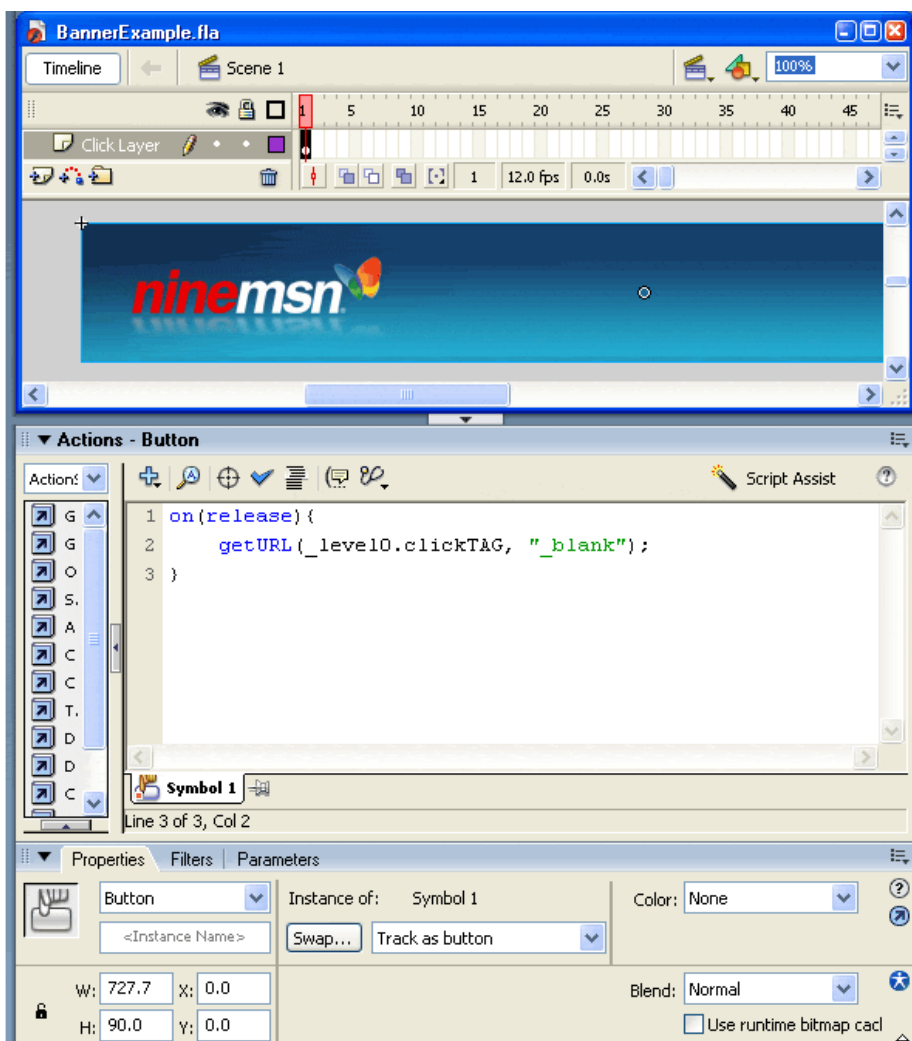
The following steps outline the correct click method to use when setting up Flash ads for ninemsn or MSN.

The current version of Flash we accept on our network is Flash 8, please ensure your swf is not published in a higher version. Please restrict your frame rate to 21fps. File size limitations apply for various ad dimensions. Please refer to our Spec Sheet for further details.

STANDARD SINGLE-CLICK FLASH:

Place the following code on a button instance in your movie:

```
on(release){  
    getURL(_level0.clickTAG, "_blank");  
}
```



Please note! The word clickTAG is case-sensitive. Do not include hard-coded url's or references to third-party sources from within your Flash creatives.

MULTIPLE-CLICK FLASH:

Please contact ninemsn with your Multiple-Click banner request, or other advanced scripting request, and we can help to test whether your banner is suitable to run on our network.

FORM INPUT FLASH:

Please note! We are not able to offer support for Form-type Flash banners where a user enters data to determine a dynamic landing URL (for example a search banner with a form input field). If you are unsure whether we support the banner you wish to run, please contact the Ad Operations department at ninemsn.