Specification for Rich Media Advertising

The following requirements need to be met for the correct integration and click count of rich media advertising in ADITION adserving.

Delivery

The rich media advertising to be placed in ADITION always consists of an independent HTML fragment, which is delivered without a header (<HTML>, <HEAD>, <TITLE>, <META>, <BODY>). In addition, as many files as desired can be uploaded. If the file name corresponds to the HTML fragment, then these files are automatically recognised. Please note that all file information is to be given without the path.

Correct: grafik.jpg   <->   Incorrect: directory/grafik.jpg

If it should prove impossible to automatically recognise and replace the graphics, the attached files have the wildcards %file1% to %fileN% at their disposal.
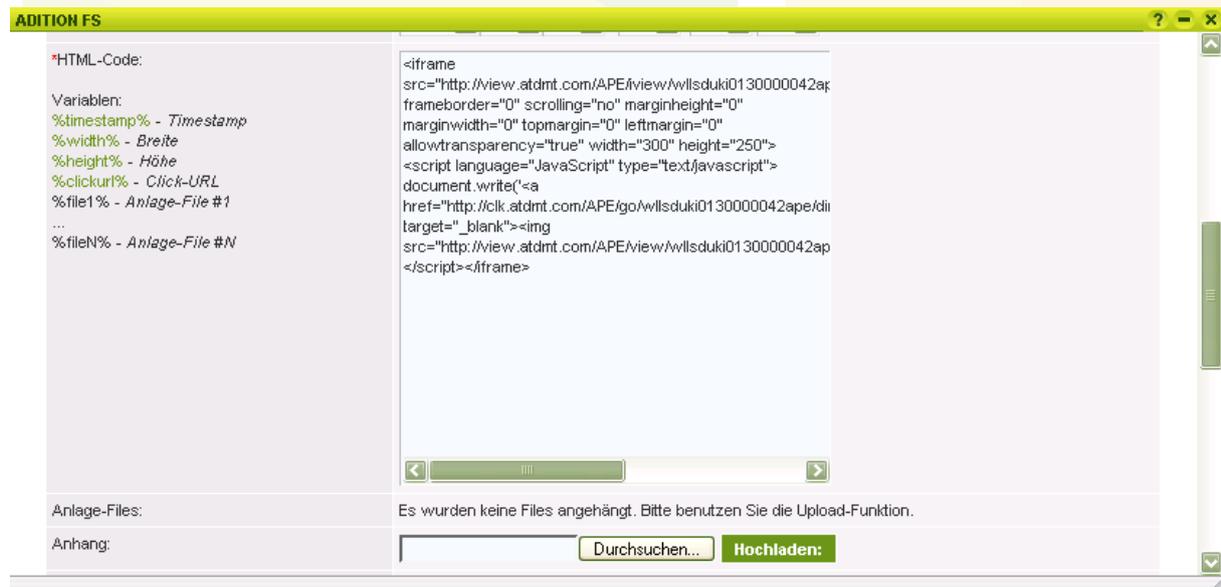
Click Count

Permanently assigned, absolute URLs are automatically recognised and have "clickURL" added to them.

The following freely definable parameters are available for click counting:

a)   %clickurl:e% for the URL encoded or URL encoded ADITION clickURL.
b)   %clickurl% for the URL unencoded or URL unencoded ADITION clickURL.

The "clickurl" set in the advertising is used as the URL of the target page. Where multiple target URLs are used, these can be attached, correctly encoded, directly after the freely definable parameters.

Example

Link 1   //will be automatically replaced

or with multiple target urls:

```
<script language="JavaScript">
<!--
  document.write('<a href="%clickurl%' + escape('http://www.url1.de') + '" target="_blank">Link 1</a>');
  document.write('<a href="%clickurl%' + escape('http://www.url2.de') + '" target="_blank">Link 2</a>');
//-->
</script>
```

Concluding Information

Pointers which are directed by JavaScript should be stored in a variable at the beginning of the <SCRIPT> block and subsequently only addressed via this. The whole of the advertising should be contained in a <TABLE> element, the height and width of which is fixed to the dimensions of the advertising.

Further freely definable parameters which are available:

%width%:   width of the advertising
%height%:   height of the advertising
%keyword%:   keyword passed
%contentunit%:   ID of the content unit
%timestamp%:   unique ID per call

JavaScript variables reserved by ADITION:

The following designations **_may not be used_** for JavaScript variables:

a)   'ad_hidelayer'
b)   'ad_count'
c)   'ad_wid'

Information on Forms:

Form Elements

In general the form method 'GET' should be used. However, in situations where the use of the 'POST' method is unavoidable, it should be noted that in this case a click count cannot be carried out.

Form Fields

The following designations **_may not be used_** for form fields:

a)   'lid'
b)   'clickurl'
c)   'url'