

Creating synchronized banners

Synchronized Flash Banners are often desired when the advertising campaign needs several Flash banners to cooperate on one Media – e.g. ended streaming video in one banner starts another streaming video in another banner or answering to quiz questions in one banner invokes congratulatory animations in all banners, etc. Adform Synchronized Flash Banners must consist of at least two Flash files. The communication between the banners can be directed in any convenient way – senders/listeners or all banners can be senders and listeners at the same time. There are no limitations for the content of Adform Synchronized Banners. These banners can combine several advertising techniques (video streaming, interactive content, order/purchase forms, etc.). Below you will find instructions for creating Synchronized Flash Banners to be hosted by Adform.

Instructions

1. There must be at least two flash banners that depend on each other.
2. Both banners must communicate through LocalConnection object The below examples show the necessary code for sending and receiving commands among separate Flash banners.
 - a) In case you are using ActionScript 2 the following code must be implemented in a Flash banner depending if it is sending or receiving commands:

//WHEN SENDING A COMMAND TO ANOTHER BANNER

```
//Creating the LocalConnection object
var ADFsendLC = new LocalConnection();

//Assigning a send action to some event in the banner – in this example
//it is a click of a button
ADFBUTTON.onRelease = function() {
    ADFsendLC.send("ADFconnection","ADFhide");
    //First parameter - connection name - must be the same in both –
    //sending and receiving banners
    //Second parameter - function name that is defined in
    //the receiving banner
}
```

//WHEN LISTENING FOR A COMMAND FROM ANOTHER BANNER

```
//Creating the LocalConnection object
var ADFreceiveLC = new LocalConnection();

//Defining the function called through the LocalConnection
ADFreceiveLC.ADFhide = function(){
    ADFlogo._alpha = 0;
    //In this example the remote Flash banner orders the receiver to
    //make the an object transparent
}

//Opening the connection and giving the instance a name so that the sender can
//connect to the receiver
ADFreceiveLC.connect("ADFconnection");
```

- b) In case you are using ActionScript 3 the following code must be implemented in a Flash banner depending if it is sending or receiving commands:

//WHEN SENDING A COMMAND TO ANOTHER BANNER

```
//Creating the LocalConnection object
var ADFsendLC = new LocalConnection();

//Assigning a send action to some event in the banner – in this example
//it is a click of a button
ADFBUTTON.addEventListener(MouseEvent.CLICK,ADFhide);
```

```
function ADFhide(e:MouseEvent) {  
    ADFsendLC.send("ADFconnection","ADFhide");  
    //First parameter - connection name - must be the same in both –  
    //sending and receiving banners  
    //Second parameter - function name that is defined in  
    //the receiving banner  
}
```

//WHEN LISTENING FOR A COMMAND FROM ANOTHER BANNER

```
//Creating the LocalConnection object  
var ADFreceiveLC = new LocalConnection();
```

```
//Defining the function called through the LocalConnection  
function ADFhide() {  
    ADFlogo.alpha = 0;  
    //In this example the remote Flash banner orders the receiver to  
    //make the an object transparent  
}
```

```
//Opening the connection and giving the instance a name so that the sender can  
//connect to the receiver and defining the client for the incoming connection  
ADFreceiveLC.connect("ADFconnection");  
ADFreceiveLC.client = this;
```

3. You need to implement the clickTAG variable. Detailed instructions for clickTAG implementation can be found at <http://test.adform.com/Support/General.aspx>.
4. Banners should be compiled with Flash 8 or higher version. There might be pop-up blocker problems when interacting with lower version banners in Internet Explorer 7.
5. Test the Flash banner in live web environment using Adform Creative Test Module which can be found here: <http://test.adform.com>.

Contact

If you have any questions regarding Adform requirements for synchronized banners, please contact Adform Traffic Team at traffic@adform.com.