

# Creating tear back banners

Tear Back Flash Banners are an alternative way to get the user's attention and provide the advertisement message in a more interesting way which enhances the browsing experience. Tear Back Flash Banners (also known as Peel Back Banners) consist of two Flash files. An initial Flash banner resides in the upper right corner of the web page. When the user clicks on the initial banner, it tears down the page to reveal the full content banner. There are no limitations for the size or content of both – initial and content banners. These banners can combine several banner techniques (video streaming, interactive content, order/purchase forms, etc.). Below you will find instructions for creating Tear Back Flash Banners to be hosted by Adform.

## Instructions

1. There must be two banners – initial and content.
2. Content banner must have a close button, which executes the following JavaScript code:

- a) In case you are using ActionScript 2

```
on(release) {  
    getURL("javascript:ADFClose("" + _root.ADFname+ "");");  
}
```

- b) In case you are using ActionScript 3

```
import flash.external.ExternalInterface;  
import flash.display.LoaderInfo;  
ExternalInterface.call("ADFClose", LoaderInfo(this.root.loaderInfo).parameters.ADFname);
```

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 tear back banners, please contact Adform Traffic Team at [traffic@adform.com](mailto:traffic@adform.com).