

# Creating expanding banners

## Instructions

1. Banner should have one *normal* size file and one *expanded* size file and two backup gif's in corresponding sizes, e.g. a 728x90 expanding banner consists of a 728x90 *normal* size file and a 728x300 *expanded* size file.

**Important!** Due to possible ad displaying issues Adform accepts only expanding banners made from two files.

2. If you do not want the banner to collapse on mouse out, a "close" button and ADFClose() JavaScript method should be implemented on *expanded* size file.

- a) In case you are using ActionScript 2

```
on(release) {  
    getURL("javascript:ADFClose()");  
}
```

- b) In case you are using ActionScript 3

```
import flash.external.ExternalInterface;  
ExternalInterface.call("ADFClose");
```

3. If you need banner to expand/collapse on specific action, you should call such functions:

- a) Expand:

- In case you are using ActionScript 2

```
btn.onRelease = function():Void  
{
```

```
        getURL("javascript:ADFEExpand("" +_root.ADFname+ "");");
    }
```

- In case you are using ActionScript 3

```
import flash.external.ExternalInterface;
btn.addEventListener(MouseEvent.CLICK, onClick);
function onClick(e:MouseEvent):void
{
    try{
        ExternalInterface.call('ADFEExpand',
LoaderInfo(stage.loaderInfo).parameters.ADFname);
    }catch (e:Error) {};
}
```

b) Collapse:

- In case you are using ActionScript 2

```
btn.onRelease = function():Void
{
    getURL("javascript: ADFClose("" +_root.ADFname+ "");");
}
```

- In case you are using ActionScript 3

```
import flash.external.ExternalInterface;
btn.addEventListener(MouseEvent.CLICK, onClick);
function onClick(e:MouseEvent):void
{
    try{
        ExternalInterface.call('ADFClose',
LoaderInfo(stage.loaderInfo).parameters.ADFname);
    }catch (e:Error) {};
}
```

4. You need to implement the clickTAG variable. Detailed instructions for clickTAG implementation can be found at <http://test.adform.com/Support/General.aspx>.

5. 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.
6. 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 expanding banners, please contact Adform Traffic Team at [traffic@adform.com](mailto:traffic@adform.com).