

# Creating polite banners

Heavy rich media banners can significantly slow down the loading of the Media site. Therefore creative agencies have less creative freedom. As a solution, Adform recommends using polite banners. Polite banners allow the campaign banner to be almost unlimited weight as a flash file of very little weight replaces the original banner during the Media site loading and only after the site has fully loaded, original banner is loaded into its place. Currently Adform supports only Flash banners made with ActionScript 2.

## Instructions

1. Banners' security settings should be defined to allow all domains:

```
System.security.allowDomain("*");
```

2. The following code should be copied to the first frame of the loader banner:

```
stop();
onEnterFrame = function (){
    if (_root.ADFSsiteLoaded != undefined) {
        gotoAndStop("loaded");//site loaded, start loading the original banner
        onEnterFrame = null;
    }
}
```

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