FindLaw®

CLICKTAG INSTRUCTIONS

What is a clickTag?

The *clickTag* is the tracking code assigned by the ad serving network to an individual ad. It allows the network to register where the ad was displayed when it was clicked on, thus providing FindLaw the ability to track the results of an ad. A clickTag is inserted on an invisible button over an ad's clickable area of a Flash file.

Why do I need a clickTag?

For locally served (hosted by FindLaw's ad server) Flash ad units, the purpose of the clickTag is to track clicks on the ad unit. The advertiser will need to add the clickTag to all Flash ad units in order to determine the effectiveness of a campaign.

Do I need to insert the click-through URL?

No. FindLaw will add the click-through URL. Only the clickTag is needed.

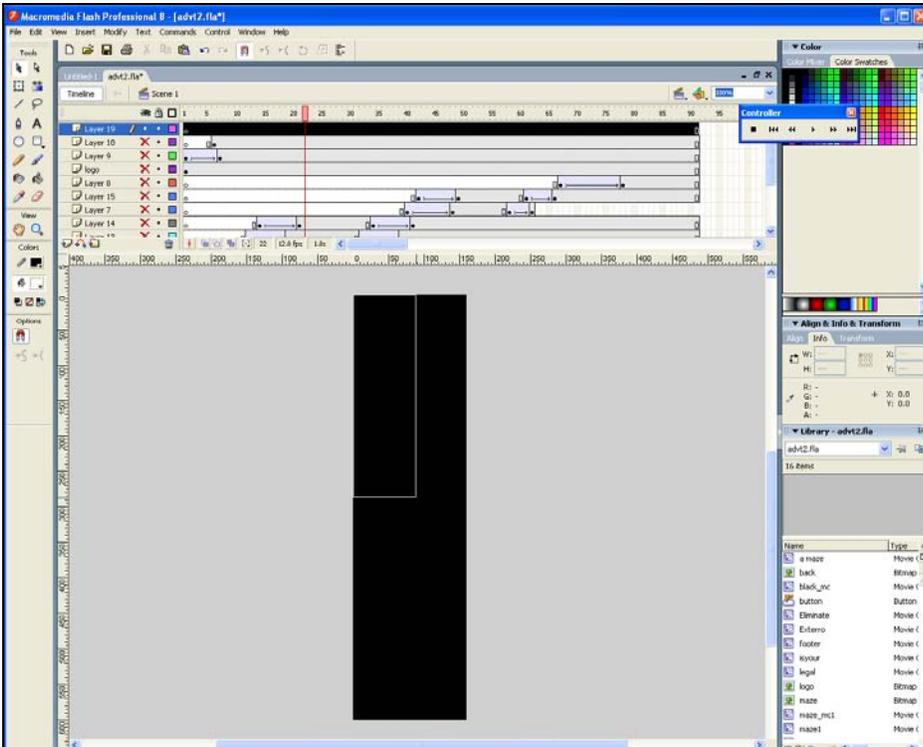## How do I create a clickTag in my Flash File?

Follow the 8 steps below:

STEP 1: ADD A NEW LAYER TO CREATE A BUTTON

In Flash, open the ad file and create a new layer on top. Hide all other layers.

STEP 2: DEFINE THE CLICKABLE AREA

Select the rectangle tool and draw a rectangle that is the size of your banner around the stage area.

New layer has been created. Using the rectangle tool, a box is drawn.

STEP 3: CONVERT TO SYMBOL

Once the area has been covered, highlight the rectangle you have just drawn using the Selection tool and click on Modify (in the top menu) » Convert to Symbol.
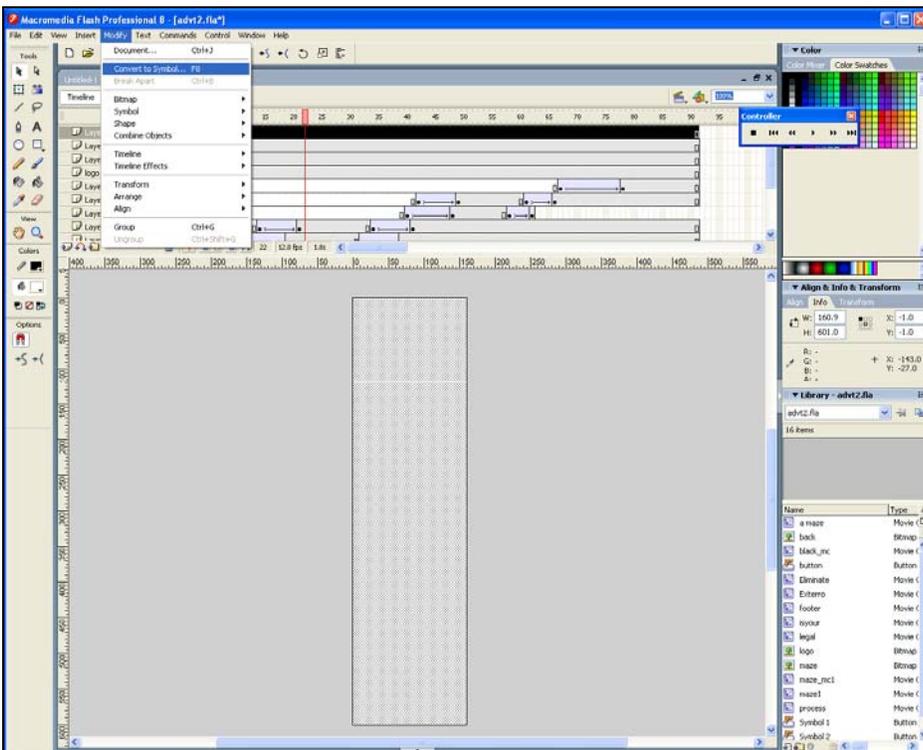
Layer has been selected. Select Convert to Symbol from the Modify menu

STEP 4: CREATE AND NAME THE BUTTON

Select "Button" by clicking the appropriate radio button. Type the name of your button in the "Name" field to give your button a name so you can recognize it.
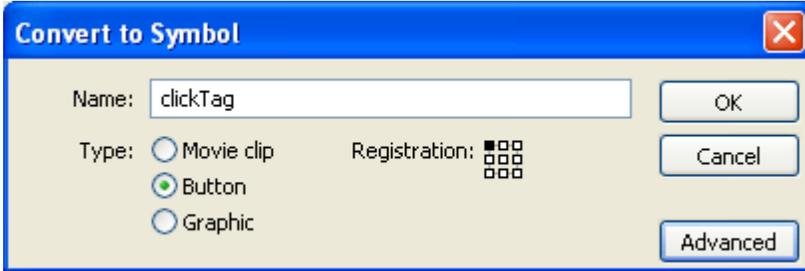
Symbol Dialog Box

STEP 5: MAKE THE BUTTON INVISIBLE

Now that the button is created you need to make it invisible so all other content can show through beneath. Highlight the button using the Selection tool and in the properties panel choose the Color dropdown menu. Select Alpha from the menu and set the value to 0%. You can manually type "0" or use the slider.
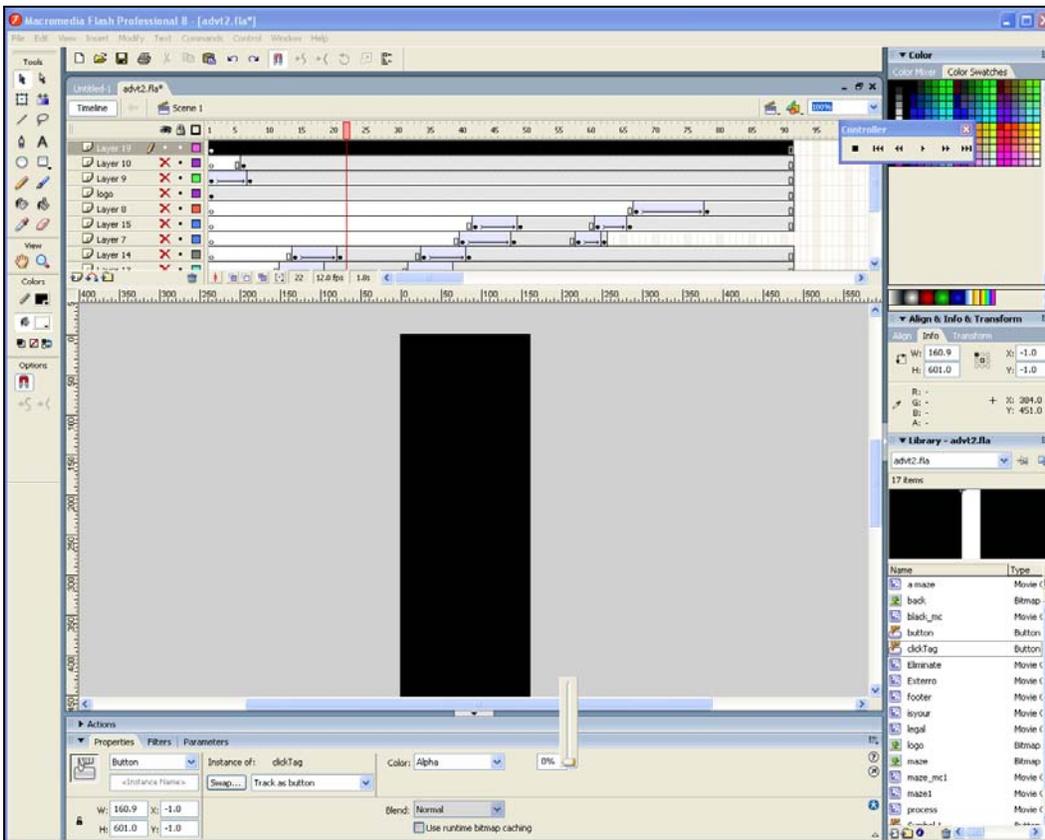

In the Properties window, change the Alpha value to 0%

STEP 6: ADD THE ACTION SCRIPT (CLICKTAG)

The button is now ready for action script code. First, make sure the button is selected (you will see a blue outline). On the actions panel, manually type the following:

```
on (release) {
getURL (_level0.clickTag, "_top");
}
```

(Notes: The clickTag code is case sensitive so all must be lower case when exporting to Flash 6 and above. Do not enter the click-through URL.)
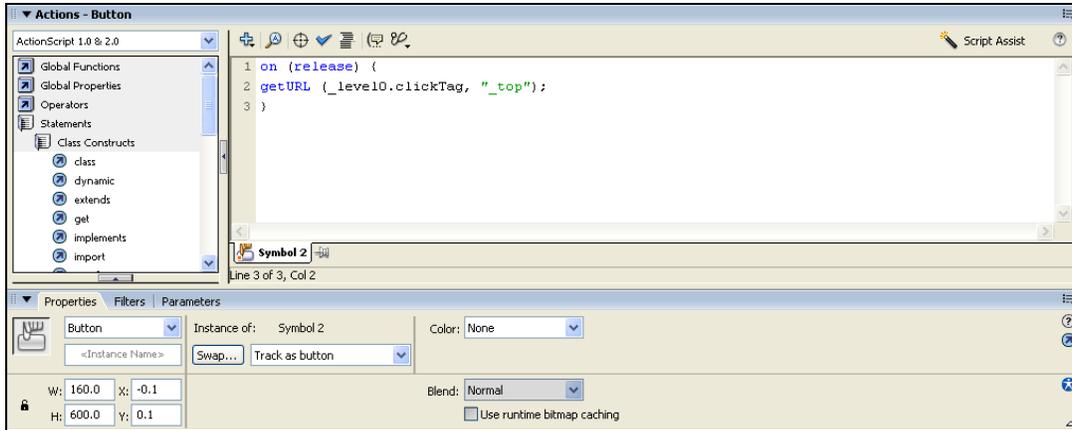

ClickTag has been typed in the Actions window

STEP 7: EDIT BUTTON

Double click the button to switch the view to editing mode and follow the following steps:

1. Right click the "Hit" frame. In the menu, select "Insert Keyframe" to add a keyframe.

2. Click on the "Up" frame and hit the "Delete" key on the keyboard to clear the frame.

3. Convert the "Over" and "Down" frames to blank keyframes by right clicking on them and selecting "Convert to Blank Keyframe" from the menu.
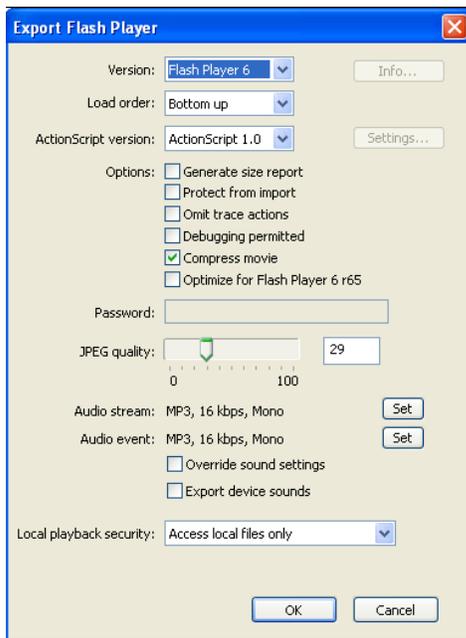
4. When finished, return to the main Timeline.
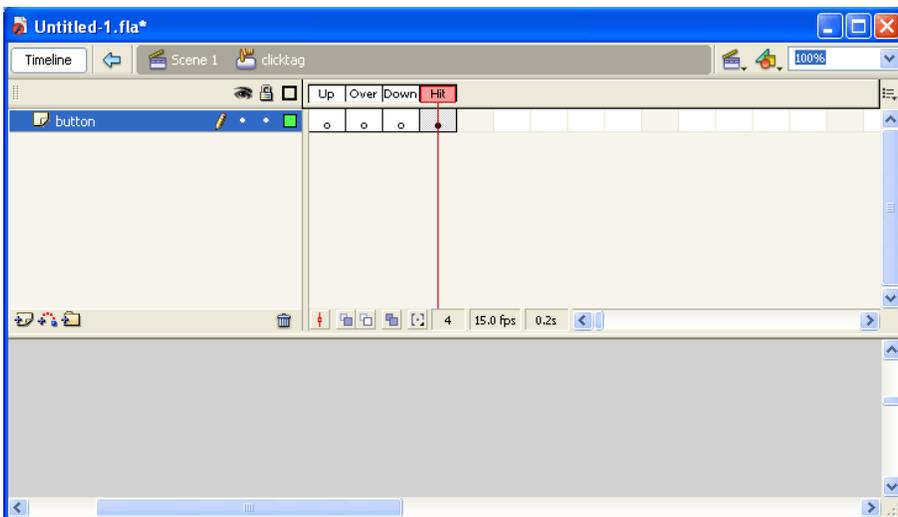
View after button has been fully edited

STEP 8: SAVE AND EXPORT

The final step is to save the document and export into Flash 6 or above:

1. Choose File » Export » Export Movie

2. Name the file

3. Choose Flash Player 6 or above from the Version dropdown menu and check the Compress Movie option.

4. Make sure ActionScript 1.0 or ActionScript 2.0 is used. (ActionScript 3.0 does not allow direct scripting onto button instances)

Export Flash Player Dialog Box

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