

Creative and Traffic Instructions

STANDARD CREATIVE UNITS

Unit	Dimensions	File Size
Box	300x250	30 KB
Leaderboard	728x90	30 KB
Banner	468x60	30 KB
Skyscraper	120x600	30 KB
Wide Skyscraper	160x600	30 KB

FLASH

A. Advertisers must provide both the .swf file as well as the .fla files and the names of the font used in the creative.

B. You need to have a clickTAG implemented in your swf. Instructions for clickTAG: Go to the "getURL action" of your Flash ad.

1. In the "URL" field, delete the clickthrough URL and write: clickTAG (if the button is in sub movie clip you will need to write: `_root.clickTAG`).
2. Check the expression box next to that field.
3. In the "Window" field (right below the "URL" field) write: `_blank` (for popups, do not check the expression box next to that field).
4. Leave variables as "don't send."
5. Export as .SWF file - preferably Flash 4 (this method of tracking only works in Flash 4 and above).

Finished code:

```
on (release) {  
  getURL (clickTAG, "_blank");  
}
```

C. Frame Rate should be less than 24.

D. SWF version should be 8

SCHEDULING

*All time estimates refer to business days

1 Day	2 Days	3 Days
GIF	HTML	Flash
	I-FRAMES	DHTML
	3rd Party Rich Media	Shockwave
	Javascript	Audio

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TRAFFIC INSTRUCTIONS

Please send all creative traffic instructions to traffic@ohana-media.com

Insertion orders and creative materials are due at least **2 Business days** prior to launch date and should include:

- Name of advertisers
- Product
- Start and end dates
- URL to which creative points
- Name and telephone number of the client/agency contact