



## Flash Banners (CPC/CPM)

We require that Mediaplex store all banner elements to insure that the banner will always be delivered. When delivering Flash banners to Mediaplex please provide the following for each banner a unique zip file per banner.

- .swf file
- default .gif file
- clickthrough URL

All banner clicks are required to open a new window.  
Please make sure that the action setting for the banner is as follows

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

If you are planning on using eTrax or %HOST% Flash banners may require additional configuration time.