Flash creatives: Enabling clickthrough URLs

Enabling one clickthrough URL
To build Flash ads using the Flash Tracking Kit with one clickthrough URL:

1. Go to the "getURL action" of your Flash ad.
2. 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`).
3. Check the expression box next to that field.
4. In the "Window" field (right below the "URL" field) write: `_blank` (for popups, do **not** check the expression box next to that field).
5. Leave variables as "don't send."
6. 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");
   }
   ```

Enabling multiple clickthrough URLs
To build Flash ads using the Flash Tracking Kit with multiple clickthrough URLS:

1. Go to the "getURL action" of your Flash ad.
2. In the "URL" field, delete the clickthrough URL and write:
   in Flash 5: clickTag add "http://YOURURLGOESHERE"
   in Flash 4: clickTag & "http://YOURURLGOESHERE"
3. Check the expression box next to that field.
4. In the "Window" field (right below the "URL" field) write: `_top` (for popups, write `_blank` and do **not** check the expression box next to that field).
5. Leave variables as "don't send."
6. Repeat steps 1 through 5 for every URL in your Flash ad.
7. Export as .SWF file - preferably Flash 4 (this method of tracking only works in Flash 4 and above).

   Finished code:
   ```
   on (release) {
   getURL (clickTag + "http://YOURURLGOESHERE", "_blank");
   }
   ```

For full documentation about the Flash Tracking Kit, see
http://www.macromedia.com/resources/richmedia/tracking/designers_guide/.