

## morrison media web specifications

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**120x240**

**Tower Ad**

max 30kb for flash  
and 20kb for gif/jpeg

**468x60 Banner Ad**

max 30kb for flash and 20kb for gif/jpeg

### Now the important stuff!!

To track clicks from your flash ads the following code must be inserted into the button within your flash creative.

GetURL/ClickTag Guideline

```
on (release) {  
getURL (_level0.clickTAG, "_blank"); }
```

This must be defined as being on a button instance. The clicktag variable is case-sensitive and must be specified as "clickTAG"

**For assistance please contact:**

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