

## PRINT SPECS

### AD SPECIFICATIONS FOR CARNETEC MAGAZINE (SPANISH AND PORTUGUESE EDITIONS)

UNIT	BLEED	TRIM	LIVE	NON-BLEED AD
<b>Page</b>	8 3/4" x 11"	8 1/2" x 10 3/4"	7 3/4" x 10"	7 1/2" x 10"
	222 x 279 mm	197 x 254 mm	191 x 254 mm	191 x 254 mm
<b>Spread</b>	17 1/4" x 11"	17" x 10 3/4"	15 1/2" x 10"	15" x 10"
	438 x 279 mm	432 x 273 mm	394 x 254 mm	381 x 254 mm
<b>2/3 Vertical</b>	5 1/2" x 11"	5 3/8" x 10 3/4"	4 3/8" x 10"	4" x 10"
	140 x 279 mm	137 x 273 mm	111 x 254 mm	101 x 254 mm
<b>1/2 Island</b>	5 1/2" x 8 1/4"	5 3/8" x 8 1/8"	4 3/4" x 7 1/2"	4 5/8" x 7 1/2"
	140 x 210 mm	127 x 207 mm	120 x 197 mm	117 x 197 mm
<b>1/2 Horizontal</b>	8 3/4" x 5 3/4"	8 1/2" x 5 5/8"	7 1/2" x 5 1/8"	7" x 5"
	222 x 146 mm	216 x 143 mm	197 x 130 mm	178 x 127 mm
<b>1/2 Vertical</b>	4 1/4" x 11"	4 1/8" x 10 3/4"	3 5/8" x 10"	3 5/8" x 9"
	108 x 279 mm	105 x 273 mm	92 x 254 mm	92 x 229 mm
<b>1/3 Vertical</b>	3" x 11"	2 7/8" x 10 3/4"	2 1/2" x 10"	2" x 10"
	72 x 279 mm	73 x 273 mm	64 x 254 mm	51 x 254 mm
<b>1/3 Square</b>	5 1/2" x 5 1/2"	5 3/8" x 5 3/8"	5" x 5"	4 5/8" x 4 7/8"
	140 x 140 mm	137 x 137 mm	127 x 127 mm	117 x 124 mm
<b>1/3 Horizontal</b>	8 3/4" x 4 1/2"	8 1/2" x 4 1/4"	8" x 3 7/8"	7" x 3 3/8"
	222 x 114 mm	216 x 108 mm	197 x 98 mm	178 x 86 mm
<b>1/4 Traditional</b>	4 5/8" x 5 3/4"	4 1/4" x 5 5/8"	3 3/4" x 4 1/2"	3 3/8" x 4 7/8"
	117 x 146 mm	108 x 143 mm	95 x 114 mm	86 x 123 mm
<b>1/4 Horizontal</b>	8 3/4" x 3 3/8"	8 1/2" x 3 1/4"	8" x 2 7/8"	7" x 2 3/8"
	222 x 86 mm	216 x 83 mm	197 x 73 mm	178 x 60 mm

\*Always keep live matter a half-inch (12 mm) from trim.

## AD SPECIFICATIONS FOR CARNETEC MAGAZINE CONTINUED

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**Printing Method:** Web offset, saddle-stitched.

**Color Proofs:** One press-suitable proof (color lasers are NOT acceptable for press; they are permissible for ID purposes only).

**Inserts:** Contact the publisher about specifications for supplied inserts or for a quote on printing.

**Send Print Advertising Materials to:**

**Production Manager**

CarneTec Magazine

Specify Portuguese and/or Spanish Edition

c/o Marketing & Technology Group

1415 N Dayton St, Chicago, IL 60642 USA

**Phone:** +1 312-274-2204 **Fax:** +1 312-266-3385

**Email:** Spanish edition materials to: [printmaterialsct@carnetec.com](mailto:printmaterialsct@carnetec.com) and Portuguese edition materials to [printmaterialsbsp@carnetec.com](mailto:printmaterialsbsp@carnetec.com) or **Upload:** <http://sendit.mtgmediagroup.com>

**Digital Specification Highlights:**

- The magazine is a 8 1/2" x 10 3/4" trim (216 x 273 mm), saddle-stitched publication.
- Ad corrections to be made by publisher will be rebilled at a rate of \$150/hour and require original native files from the client.
- We require press-optimized PDFs (PDF-X1a), but we also accept native Mac files: InDesign, Illustrator or Photoshop in CS3, CS4 or CS5 format.
- All artwork must be a minimum of 266-300 dpi.
- All art should be saved as CMYK or Grayscale (not RGB).
- All fonts must be embedded. If supplying native Mac files, please package all images and fonts.

# ONLINE SPECS: WEB ADS FOR WWW.CARNETEC.COM

## SEND WEB AD MATERIALS TO:

### Production Manager

CarneTec Magazine

c/o Marketing & Technology Group

[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials);

[webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) (Portuguese language materials)

**Phone:** +1 312-274-2204 **Fax:** +1 312.266.3385

## MATERIALS DUE

Unless otherwise indicated, all materials for web ads are due TWO (2) WEEKS prior to post date.

### CarneTec Lead System and Video Ad Option for Web Ads

Nearly all CarneTec web ads can be enhanced with video. Potential customers can interact with ads in three ways: 1) Request a contact (sales lead); 2) click-through to visit your website; and 3) play a video.

## BANNER AD

Your banner ad rotates randomly throughout CarneTec.



**Display size:** 728 (w) x 90 (h) pixels, 72 dpi gif or jpeg file

**File size:** 250k ideal, 400k max

**Appears:** At top of page, Run of Site

### Materials needed:

1. Gif or Jpeg (flash not recommended for view on iPad or iPhone)
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
4. Email GIF or jpeg and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials);  
[webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) (Portuguese language materials)

**Other:** Flash is not recommended because iOS devices don't support it but if flash specifications are needed, [click here.](#)

## FRONT PAGE ICON AD

Your logo and 30-word message are featured on the home page of CarneTec.

**Static ads only** – No animation

**Logo:** 80 (w) x 60 (h) pixels, 300 dpi gif or jpeg

**File size:** 250k ideal, 400k max

**Headline:** 8 words maximum

**Copy:** 30 words maximum

**Appears:** On CarneTec home page

### Materials needed:

1. Gif or Jpeg logo
2. 8 word headline and 30 words of copy maximum
3. URL (to generate click-throughs and drive traffic to your website)
4. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
5. Email GIF or jpeg logo, copy and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials);  
[webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) (Portuguese language materials)



## CONTACT CARNETEC PRODUCTION

PHONE: +1 312.274.2204 | FAX: +1 312.266.3385

## TOWER AD

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Tower ads appear prominently throughout CarneTec in the top of the right-hand column of the site. Tower ads appear most frequently on the highly-trafficked Daily News page. They also appear on Technical Articles, Supplier Showroom, Supplier Directory and many other sections.

**Static ads only** – No animation

**Display size:** 240 (w) x 400 (h) pixels, 72 dpi gif or jpeg

**File size:** 250k ideal, 400k max

**Appears:** Run of Site, most frequently on Daily News

**Materials needed:**

1. Gif or Jpeg
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website).  
[Video specifications and upload instructions.](#)
4. Email GIF or jpeg and URL to: webmaterialscol@carnetec.com (Spanish language materials); webmaterialsbol@carnetec.com (Portuguese language materials)



## NEWSPOT AD

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Your NewsSpot ad appears adjacent to CarneTec.com's Daily News stories. Ads are impression-based, meaning that you pay only for actual views from a buying influence member. Place your ad in the news categories that are a good fit for your brand:

- Beef News
- Export Markets
- Financial News
- Food Safety
- Foodservice News
- General News
- Pork News
- Poultry News
- Retail News
- Special Events

**Animation:** allowed only for the first three seconds of the ad and may not repeat

**Display size:** 250 (w) x 270 (h) pixels, 72 dpi gif or jpeg

**File size:** 250k ideal, 400k max

**Appears:** On Daily News page

**Materials needed:**

1. Gif or Jpeg
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website).  
[Video specifications and upload instructions.](#)
4. Email GIF or jpeg and URL to: webmaterialscol@carnetec.com (Spanish language materials); webmaterialsbol@carnetec.com (Portuguese language materials)



## BLOGSPOT AD (SPANISH ONLY)

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Your ad appears adjacent to one of CarneTec (Spanish only) Blogs. Ads are impression-based, meaning that you pay only when a buying influence member views your ad. Your ad can appear in any of the following blogs:

- **Animal Welfare and Health** – Belisario Roberto Eyzaguirre-Rojas, founder of the Peruvian National Service of Agricultural Safety, (Lima Peru) focuses on issues relating to animal health, well-being, handling and animal slaughter.
- **Development and Challenges of New Beef Cuts** – Dr. Antonio (Tony) Mata, creator of the Las Vegas Strip Steak, shares his perspectives on the U.S. and Latin American beef industry. The value, use and challenges of beef carcasses will be covered along with new and traditional beef cuts.
- **Experiences in Food Safety** – Eugenia Jimenez, M. C. , project manager for IDEA Consultants, shares her experience and views on topics and issues concerning food safety.
- **Innovations in Meat Processing Equipment** – Dr. Luis Moreno, director and founder, Gerencia de Procesos Alimenticios-GPA. (Maracaibo, Venezuela) Luis Moreno discusses developments and innovations in meat processing equipment.
- **Insight into the Pork Industry** – Erika Voogd, president of Voogd Consulting based in West Chicago, IL, discusses the ins-and-outs of the pork industry and experiences in Latin America in her monthly column. Pork health and handling, slaughter practices, along with safety and quality of pork meat products will be covered.
- **Poultry Science: Opinion and Analysis** – Dr. Christine Alvarado, associate professor in poultry science, Texas A&M University (USA) shares her insights on important topics to poultry processors, such as bird slaughter, first and further processing, food safety and quality, product packaging.
- **Meat Technology** – Dr. Jesus Velazco, editor at large and the founding editor of CarneTec magazine, shares his knowledge, experience and analysis on various aspects of the meat processing.

**Animation:** Only allowed for the first 3 seconds of the ad and may not repeat

**Display size:** 250 (w) x 270 (h) pixels, 72 dpi gif or jpeg

**File size:** 250k ideal, 400k max

**Appears:** Within CarneTec Blogs; Advertiser Specifies Blog

### Materials needed:

1. Gif or Jpeg
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website).  
[Video specifications and upload instructions.](#)
4. Email GIF or jpeg and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)



## TECHSPOT AD

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### Sample ad

Target buyers with precision using contextual advertising. TechSpot (Spanish only) ads appear adjacent to highly relevant editorial content in the Technical Articles, Supplier Showroom and Supplier Directory sections of CarneTec. Ads are impression-based, meaning that you pay only when a buying influence member views your ad. Select a topic area related to your brand from the list below.

- Casings
- Common Plant Equip.
- Cooking, Smoking, Frying
- Cooling, Freezing
- Further Processing
- Ingredients, Seasonings
- Packaging Accessories
- Packaging Machines
- Packaging Materials
- Poultry Killing/Cutting/Deboning
- Red Meat Killing/Cutting/Boning
- Rendering
- Safety
- Sanitation/Pollution Control
- Special Services
- Transportation

**Headline:** 5 words maximum

**Copy:** 25 words maximum

#### Materials needed:

1. 5 word headline and 25 words or less of copy
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
4. Email Spanish copy and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

## LOGO STOPPER AD

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Logo Stopper ads appear within each product listing in the online Supplier Directory (Spanish only), enhancing your brand and providing a high-quality link from CarneTec to your website.

145px X 34px

**Logo:** 145 (w) x 34 (h) pixels, 300 dpi gif or jpeg

**File size:** 250k ideal, 400k max

#### Materials needed:

1. Gif or Jpeg logo
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
4. Email GIF or jpeg logo and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

## ARTICLE SPONSORSHIP

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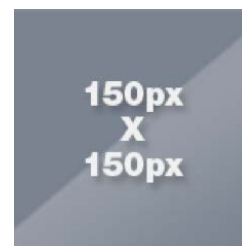
Article sponsorships connect your brand with quality technical content in the CarneTips/CarneDicas e-newsletters and on CarneTec.com. Your company's four-color logo and 50-words of copy appear below the article on CarneTec.com.

**Logo:** 150 (w) x 150 (h) pixels, 300 dpi gif or jpeg

**File size:** 250k ideal, 400k max

**Copy:** 50 words maximum

**Appears:** Within the CarneTips/CarneDicas newsletter and on Carnetec.com in the Technical Articles section



### MATERIALS DUE

One month prior to magazine issue date

#### Materials needed:

1. Gif or Jpeg logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)
4. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
5. Email GIF or jpeg logo, copy and URL to: webmaterialscol@carnetec.com (Spanish language materials); webmaterialsbol@carnetec.com (Portuguese language materials)

## SHOWROOM SUPER SPONSORSHIP

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A Showroom Sponsorship provides new product coverage in the CarneTips/CarneDicas e-newsletters and in the Supplier Showroom (Vitrina) on CarneTec.com. Generate sales leads, click-throughs to your website and views of your latest video.

**Product release:** Word document

**Photo:** 300 dpi gif or jpeg, at least 3" x 5"

### MATERIALS DUE

One month prior to magazine issue date

#### Materials needed:

1. Gif or Jpeg product photo
2. Product release word document
3. URL (to generate click-throughs and drive traffic to your website)
4. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
5. Email GIF or jpeg product photo, product release and URL to: webmaterialscol@carnetec.com (Spanish language materials); webmaterialsbol@carnetec.com (Portuguese language materials)

### CONTACT CARNETEC PRODUCTION

PHONE: +1 312.274.2204 | FAX: +1 312.266.3385

## SPONSORED CONTENT

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### Sample

CarneTec positions your whitepaper or other quality content where buyers will find it. Sponsored Content packages include:

- A synopsis of your white paper in the Sponsored Content area of the technical article index section for two weeks – with a link back to your website
- Front page icon ad for two weeks
- Article sponsorship – it will link to full white paper
- Second position in CarneTips/CarneDicas e-newsletters – it will link to full white paper.
- Executive summary in the print issue
- Positioning in technical article search engine

### **MATERIALS DUE**

Two weeks prior to posting date

### **Materials needed:**

1. Whitepaper
2. 8 word headline and 30 words of copy for front page icon ad ([click here for specs](#))
3. 50 words of copy for article sponsorship ([click here for specs](#))
4. Gif or Jpeg logo
5. URL (to generate click-throughs and drive traffic to your website) for icon ad and article sponsorship
6. VIDEO (to generate video plays and drive traffic to your website).  
[Video specifications and upload instructions.](#)
7. Email all items to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials);  
[webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) (Portuguese language materials)



# NEWSLETTERS

## SEND NEWSLETTER AD MATERIALS TO:

### Production Manager

CarneTec Magazine

c/o Marketing & Technology Group

webmaterialscol@carnetec.com (Spanish language materials);

webmaterialsbol@carnetec.com (Portuguese language materials)

Phone: +1 312-274-2204 Fax: +1 312-266-3385

### MATERIALS DUE

Unless otherwise indicated, all materials are due TWO (2) WEEKS prior to e-newsletter date

## NOTICIAS DE LA INDUSTRIA (SPANISH)/NOTÍCIAS DA INDÚSTRIA (PORTUGUESE)

Every weekday meat and poultry processors throughout Brazil receive their news update from CarneTec (Portuguese). Throughout Spanish speaking Latin America the news is delivered twice a week on Monday and Thursday mornings. Your company is featured prominently at the top of the e-newsletter with your logo and sponsorship copy. Sponsors can choose to run different copy each day if desired. Sponsorship generates leads and click-throughs. Requests to be contacted are forwarded to advertisers in real time as a sales lead.

**Logo:** 145 (w) x 34 (h) pixels, 72 dpi gif or jpeg

**File size:** 250k ideal, 400k max

**Copy:** 50 words maximum

### Materials needed:

1. Gif or Jpeg logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)
4. Email GIF or jpeg logo, copy and URL to:  
webmaterialscol@carnetec.com (Spanish language materials)  
webmaterialsbol@carnetec.com (Portuguese language materials)



## CARNETIPS/CARNEDICAS E-NEWS SPONSORSHIP

CarneTips (Spanish)/CarneDicas (Portuguese) is a weekly e-newsletter featuring new technical articles, new products and supplier news. Your company sponsors a technical article (articles are listed in the online editorial calendar) that appears in the e-newsletter. In addition to your logo and sponsorship copy appearing prominently at the top of the e-newsletter, an ad is placed adjacent to the technical article online. Readers can click on your website copy to view a video (optional), visit your website or request more information, which results in a sales lead for your company.

**Logo:** 145 (w) x 34 (h) pixels, 72 dpi gif or jpeg

**File size:** 250k ideal, 400k max

**Copy:** 50 words maximum

### Materials needed:

1. Gif or Jpeg logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)
4. Email GIF or jpeg logo, copy and URL to:  
webmaterialscol@carnetec.com (Spanish language materials);  
webmaterialsbol@carnetec.com (Portuguese language materials)



The screenshot displays the CarneTec e-newsletter interface. At the top, it shows the date 'Miércoles, 26 de septiembre de 2012' and the newsletter title 'CarneTips'. Below this, there is a section titled 'Tecnologías de Procesamiento' with the article 'Mejorando la rebanabilidad de los productos tipo deli'. The article includes a small image of a deli slicer and text describing the challenges of slicing deli products. Below the article is a sponsor advertisement for Weber, featuring the Weber logo and text that reads: 'Aprende como el gran rendimiento, la reducción de residuos del producto y el incremento de la producción, están ayudado a procesadores de medio tamaño como el sistema de Rebanado Weber 604 a recuperar su inversión en un periodo de 7 a 18 meses. Produce rebanadas perfectas en porciones de peso exactas a una velocidad de cuchilla de hasta 600 rpm.' At the bottom of the page, there are several small links for subscription management and technical support, and a footer with the copyright notice 'Derechos Reservados de Autor © 2012 Marketing & Technology Group, Inc.'

## CARNETEC BLOGS E-NEWS SPONSORSHIP (SPANISH ONLY)

The CarneTec Blogs e-newsletter (in Spanish) provides insightful commentary from industry thought leaders on a variety of topics:

- **Animal Welfare and Health Blog** – Belisario Roberto Eyzaguirre-Rojas focuses on issues relating to animal health, well-being, handling and animal slaughter. He is founder of the Peruvian National Service of Agricultural Safety (SENASA).
- **Experiences in Food Safety by Eugenia Jimenez, MC** – Industry consultant, Eugenia Jimenez, offers opinions on issues and concerns in food safety.
- **Development and Challenges of New Beef Cuts** – Dr. Antonio (Tony) Mata, creator of the Las Vegas Strip Steak, shares his perspectives on the U.S. and Latin American beef industry. The value, use and challenges of beef carcasses will be covered along with new and traditional beef cuts.
- **Innovations in Meat Processing Equipment** – Luis Moreno, director and founder, Gerencia de Procesos Alimenticios-GPA in Maracaibo, Venezuela, discusses developments and innovations in meat processing equipment.
- **Insight into the Pork Industry** – Erika Voogd, president of Voogd Consulting based in West Chicago, IL, discusses the ins-and-outs of the pork industry and experiences in Latin America in her monthly column. Pork health and handling, slaughter practices, along with safety and quality of pork meat products will be covered.
- **Meat Technology by Dr. Jesus Velazco** – Editor at Large of CarneTec, Jesus Velazco shares his knowledge, experience and analysis of meat processing.
- **Poultry Science: Opinion & Analysis** – Christine Alvarado, associate professor in poultry science, Texas A&M University (USA), shares insights on important topics to poultry processors, such as bird slaughter, first and further processing, food safety and quality as well as product packaging.

Your logo and 50-word sponsor message reach nearly 3,000 Latin American subscribers (excluding Brazil). Generate sales leads and click-throughs.

**Logo:** 145 (w) x 34 (h) pixels, 72 dpi gif or jpeg

**File size:** 250k ideal, 400k max

**Copy:** 50 words maximum

### Materials needed:

1. Gif or Jpeg logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)
4. Email GIF or jpeg logo, copy and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials)



# VIDEO ENHANCED

## VIDEO ENHANCED AD SPECIFICATIONS

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Nearly all CarneTec web ads can be enhanced with video, providing another way for a prospect to engage with your brand.

**Video Size:** 500 MB

**Duration:** 3 minutes maximum (1-2 minutes recommended)

**File Types:** 3g2, 3gp, asf (streaming for Windows Media Player), avi, dv, flv (VP6), mov (QuickTime multimedia), mp4 (H.264), mpeg, mpg (MPEG-1 and MPEG-2), qt (QuickTime), wmv (Windows Media Video). FLV (VP6) files cannot be played on iOS and some Android devices.

**Aspect ratios:** 16:9 or 4:3

### VIDEO UPLOAD INSTRUCTIONS

**Step 1:** Go to Site address: <http://sendit.mtgmediagroup.com>

**Step 2:** Fill out all required fields on page 1 of two-page upload form:

- Publication
- Advertiser Name
- Contact Name
- Phone Number
- Email Address
- Subject Line
- Description — identifying name for video & any special notes- you cannot go to next page without filling in every field

**Step 3:** Click NEXT to go to page 2 of two-page upload form

**Step 4:** Under SELECT A FILE prompt

- Browse system for appropriate video file to upload (You can add multiple files)

**Step 5:** Click SEND IT

- Video is uploaded to CarneTec production department

### Questions?

Contact CarneTec Production Department at +1 312-274-2204

# 3RD-PARTY TRAFFICKED ADS/FLASH

## 3RD PARTY TRAFFICKED ADS

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We accept third party trafficked ads on the website, but not in e-newsletters. Only ads from DoubleClick and Media Plex are fully integrated into our lead reporting system. **Contact your account executive** to make sure your third party trafficked ad provider is fully integrated with our system to receive maximum value for your web advertising. Please allow approximately 30 days for complete integration of 3rd party trafficked ads.

## FLASH ADS

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Because Flash is not supported on iOS mobile devices, your ad may not be viewable if designed in Flash.

### Requirements for Flash ads

- **Dimensions:** 728 (w) x 90 (h) pixels
- **Flash versions:** All ads must be published to Flash Player version 4-9.
- **ActionScript version:** 2 only.
- **Include an alternate image:** A static .gif or .jpg version of the banner should be included (it must have the same dimensions as the Flash ad).
- **Cover stage:** The stage of the movie (the visible area) should be covered completely by an opaque shape or symbol. See instructions below for more information.
- **Clicktag:** Ads must make use of a clicktag. Please use all lowercase when naming this parameter (i.e. 'clicktag'). Instructions for adding a clicktag and the invisible button required are included below.
- **Remotely hosted content:** Remotely hosted content such as .swf, .flv, or image files is not allowed.

## FLASH ADS CONTINUED

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### INSTRUCTIONS FOR CREATING A FLASH AD

When creating a Flash banner for CarneTec, following these steps will ensure that the ad displays and functions correctly.

NOTE: Please use ActionScript 2.0 and target Flash Player 9 or earlier (see Step C). This prevents problems when viewers have an older version of the Flash Player installed. Loading remotely hosted content (.swf, .flv, or image files) is not allowed.

#### A. Create an invisible button

NOTE: If you know how to create an invisible button, skip to Step B.

1. Add a layer named "button" to your Flash movie and drag it to the top of the list of layers.
2. With the "button" layer selected, use the rectangle tool to create a rectangle the size of the stage (the viewable area in Flash).
3. Double-click the rectangle and hit the F8 key (or select Modify > Convert to Symbol).
4. Give your button a name and make sure that "Button" is selected. Click OK.
5. Double-click the button you just created to open it.
6. In the timeline, click the frame labeled "Hit" to select it, then hit the F6 key (or select Insert > Timeline > Keyframe).
7. Now click the frame labeled "Up" to select it, then hit the Delete key to delete its contents.
8. The invisible button has been created. Click the Scene 1 button below the timeline to return to the main timeline.

#### B. Add the ActionScript

1. Select the button and open the Actions window (select Window > Actions).
2. If a button action already exists, please delete it.
3. Making sure that the button is still selected, copy and paste the following ActionScript into the Actions window (NOTE: it must appear exactly as shown):

```
on (release) {  
    if (clicktag.substr(0,5) == "http:") {  
        getURL(clicktag);  
    }  
}
```

#### C. Cover the stage completely

Be sure that the entire stage (the visible part of the movie) is covered by shapes or symbols. This prevents the background color of the HTML page from showing through in the banner. Placing a rectangle in the bottom layer that covers the stage and is filled with a solid color or gradient (no alpha transparency) is the easiest way to achieve this.

#### D. Publishing settings

On the Flash tab in Publish Settings (File > Publish Settings), Flash Player 9 or earlier should be selected under Version. The ActionScript version should be 2.0. If you were planning to use ActionScript 3.0 or target Flash Player 9+, please see the note at the top of these instructions.

#### E. Send the Flash files

Please send the Flash banner to [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) and/or [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) in both .fla and .swf formats, and include the destination URL for the banner.