


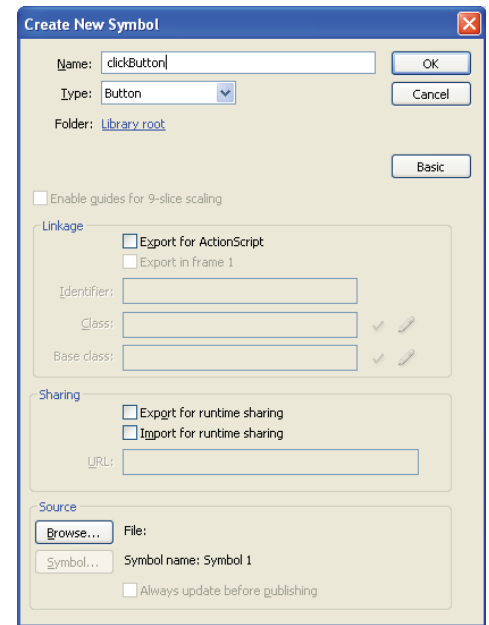
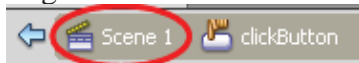
Following are the instructions to adding the correct click-through code into ActionScript. Click-through URL's may not be hard coded into ads or News & Record will not be able to track click-through traffic from the ad. If you have problems or questions regard adding the "clickTAG" code, please contact NRiads@news-record.com.

Create A Button Symbol

1. From the "Insert" ("Select" in older versions of Flash) menu select "New Symbol"
2. In the "Create New Symbol" dialog box, enter a name for the button, choose "Button" for the type and click "OK".
You will enter symbol-editing mode for the new button you have created.
3. If you wish to create a button that covers the entire ad, allowing the visitor to click anywhere on the ad to launch a site:
 - On your timeline, click on the "Hit" frame and select from the main menu - Insert > Timeline > Blank Keyframe.
Your timeline should look like this:

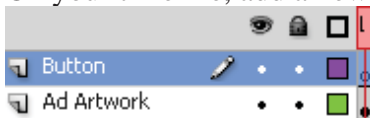



- Using the "Rectangle Tool"  from your toolbar, draw a box on the stage.
- Click on "Scene 1" in the upper left corner of the stage window

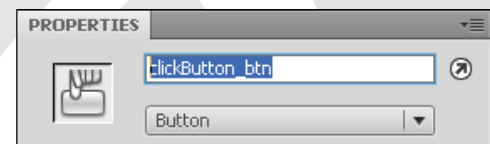


Adding Button to Stage

1. On your timeline, add a new layer and move it above the artwork for your ad



2. If your Library palette is not open, select from the Main Menu - Window > Library
3. Find the button you created and drag it to the stage, make sure it is in the layer you created in Step 1.
4. Using the "Free Transform Tool"  from the toolbar, drag the button to cover the entire ad.
5. Click on the button and open the Properties palette (if not open, in the Main Menu - select Window > Properties. Give the button a name where it has "<Instance Name>".



Assigning ActionScript to Button

1. If you do not already have a layer on your timeline for ActionScript, create one (follow step 1 of Adding Button to Stage). On the empty frame timeline, select the Actions palette from the Window menu.
2. Enter the following code, replacing “*yourButtonInstance*” with the name of the button you assigned in step 5 of Adding Button to Stage.

ACTIONSCRIPT 2.0

```
yourButtonInstance.onRelease = function(){  
    getUrl(clickTAG, "_blank");  
}
```

ACTIONSCRIPT 3.0

```
yourButtonInstance.addEventListener(  
    MouseEvent.CLICK,  
    function():void{  
        navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTAG), "_blank");  
    }  
);
```

Please note the code above IS case sensitive.

The clickTAG is assigned through the News & Record ad serving system.