



**American Water Works
Association**

Guidelines for Flash Advertisements

6666 West Quincy Avenue
Denver, CO 80235-3098
T 303.794.7711
F 303.794.2461
www.awwa.org

AWWA Flash Guidelines

1. All Flash files should use 7.0 through 9.
2. SWF (Flash) files must not exceed 50k in size.
3. Audio (music, voiceovers, etc.) is not permitted.
4. The use of blinking, flashing, oscillating or otherwise intermittent images is prohibited. Transparent background ads are permitted; the outer boundary of the ad must be visible and defined.
5. Flash animation files must run only one cycle: no looping is permitted. The cycle should complete in no more than 20 seconds and each element should run for no more than 5 seconds, or less than 3 seconds. We recommend that a clickable button element should span the entire live area of the ad throughout the entire timeline of the animation.
6. Your Flash movie and click buttons must use a clickTAG, and must not redirect to URLs directly. In addition, the file needs to specify the exact casing of the clickTAG variable, since it is case-sensitive. (See “clickTAG” below)
7. All content should exist within the provided Flash movie; loading content dynamically from other web sources is not permitted.
8. Flash ads are not permitted to utilize forms or other data collection mechanisms.
9. Access to the user’s webcam, microphone or clipboard is not permitted.
10. Flash banner ads are not available on the AWWA home page.

clickTAG

The clickTAG function is a standard technique designed to permit ad servers (including ours) to dynamically track click-through rates on your served advertisements, and are required for all Flash ads.

Experienced producers of Flash banner ads will understand this standard approach. Please note that the file needs to specify the exact casing of the clickTAG variable, since it is case-sensitive.

If you are new to the clickTAG function, or require assistance in implementing them, please visit the Adobe Rich Media Advertising Resource Center at the following URLs:

<http://www.adobe.com/resources/richmedia/tracking/>
http://www.adobe.com/resources/richmedia/tracking/designers_guide/