



Sizes

DirectaClick accepts creative for any [standard IAB ad unit](#).

Max File Size

No file can be larger than 40 KB without round downs.

Images

All GIF, JPEG or PNG files that accomplish with the previous specs will be accepted.

Links to external GIF, JPEG or PNG files will also be accepted, as long as the size of the image and the file type remains correct over time.

Flash

SWF files with a single click-through button will be accepted as long as they have the following action script on that button:

```
on (release) {getURL(_root.clickTag, "_blank");}
```

We will also accept links to SWF files that comply with these specs under the warranty of this compliance been kept over time. SWF files with multiple buttons should use this action script for each button:

```
on (release) {getURL(_root.clickTag + "<ACTUAL_LANDING_PAGE_GOES_HERE>", "_blank");}
```

For this kind of ads we request the SWF and the HTML files that are generated by the Flash application.

Web Site Pops

We also accept website's URLs to be used as popUnders. We won't be able to count clicks on these, so some kind of campaigns won't be available for this kind of ad (like CPC). Website must be properly shown on a 720*600 pixel window. The website should not resize the container window on loading. Mentioning the best window size to show your site in will be greatly appreciated.

External ad Tags

Links to JavaScript (.JS) or webpage that randomly displays ads, like the ad Tags composed of a SCRIPT or an IFRAME tag, will also be accepted. These must support the dynamic inclusion of a **click-tracking** parameter. It is strongly recommended for this ad tags to require the inclusion of a random number as a **cache-busting** technique.

Complex code

HTML creative will be accepted. We will also require click-tracking on this kind of ads. Sizes must be the IAB Ad Units already mentioned. We will upload one support file per HTML creative. If you want to use a single image with multiple click-through areas you should employ a **MAP** tag. Other kind of HTML creative should be submitted to check compatibility with the system.

Impression tracking pixels

Some ad servers use pixels to count impressions. We can take them as long as they return a 1*1 valid image. An empty response or a response not containing the appropriate **content/type** header won't be accepted.