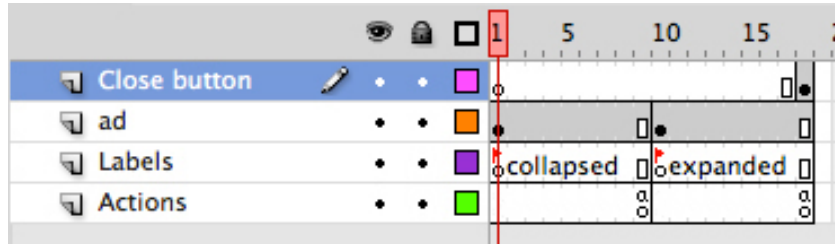


How to Develop a Push-Down Ad for Putman Media Sites

TIMELINE



The timeline in the main scene needs to be set up in four layers. In layer 1 we have the stop actions to tell the animation to stop on that frame of the button. In layer 2 we have the Labels for the actionscripts clicks to reference. In layer 3 you have the two buttons (collapsed and expanded). And in layer 4 you have the close button.

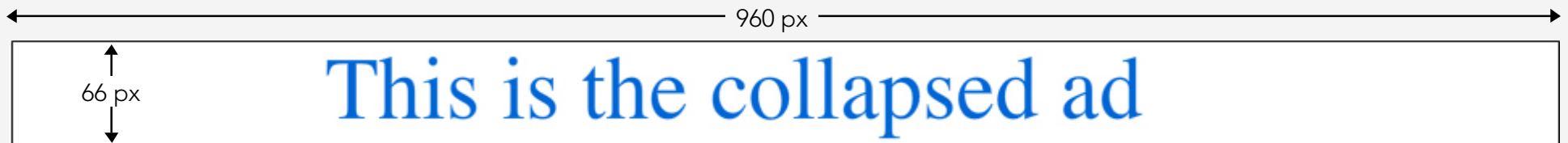
BUTTON SYMBOL



The buttons are the symbols we use to attach the actionscript to go from the collapsed ad to the expanded ad.

If you have animation in your ad, you will need to create a movie symbol and put your animations with that symbol, then place your movie symbol into the button symbol.

Also, make sure that you create a key frame in the hit frame and place a shape that is the size of your collapsed or expanded ad in that frame (collapsed is 960 pixels x 66 pixels and expanded is 960 pixels x 400 pixels).

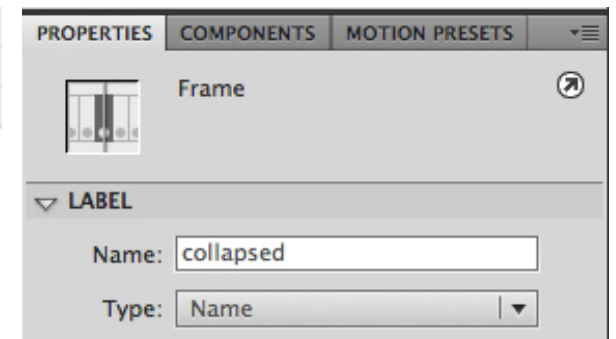




FRAME LABELS



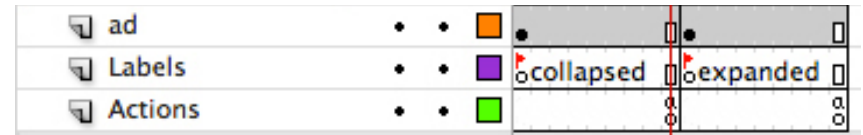
After you have your collapsed and expanded buttons created the way that you want, it's time to place the labels on the frames so you can go from the collapsed ad to the expanded ad. First, go to frame one on the "Labels" layer of the timeline. Then go to the Properties window and in the label drop down there is a field called "Name". Type collapsed in the field and you will see a flag now appear on the timeline. Now create a new keyframe in the "Labels" layer on the first frame of the expanded ad. Go to the Properties window again and type expanded in the name field. Now you are ready for the actionscript.



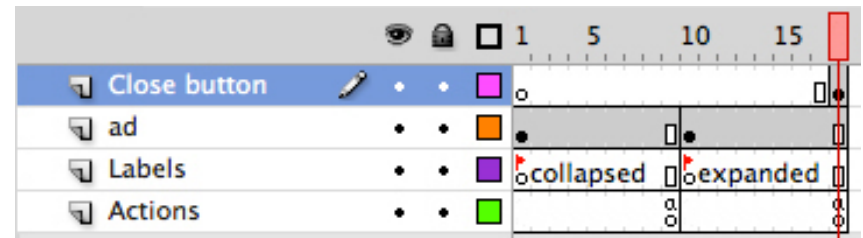
STOP ACTIONS Now go to the last frame of the collapsed ad. In the "Actions" layer add a keyframe and then go to the Actions Window. In the Action Window, type:

```
stop ();
```

Once that's done, you will see an "a" appear in the keyframe you created. Now go to the last frame of the expanded ad and repeat the process.



CLOSE BUTTON With your stop actions in place it's time to add your close button. The close button is for users to click and collapse the button on the page. In the layer that is named "Close button" go to the same frame that you put the stop action in the Actions layer (if there are frames after the stop action then your scene will stop before it gets to the end). Create a keyframe and create a button symbol, the same way you created your collapse and expanded buttons. Your close button can be any size but just make sure that it is visible for the user to see it in when your ad is expanded. Once the close button is created then place it in the keyframe on the "Close button" layer.




BUTTON ACTIONSCRIPT Once you have your collapsed, expanded and close button symbols created, it time to put the actionscript on the button so you can add the inter activity to you ad. Here are the two action actionscripts you should place on each button. Make sure you click on the button and not the frame in the timeline (you cannot put a clickTAG on a frame; only a symbol).

ACTIONSCRIPT FOR COLLAPSED AD

```
on (release) {
    gotoAndPlay("expanded");
    getURL(expandTAG, "_self");
}
```

ACTIONSCRIPT FOR EXPANDED AD

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

ACTIONSCRIPT FOR CLOSE BUTTON

```
on (release) {
    gotoAndPlay("collapsed");
    getURL(collapseTAG, "_self");
}
```

Now test your ad and check for errors. Your ad will pop up a blank browser page when clicking from collapsed and expanded on your test; this happens because of the actionscript references the code on our sites to active the pushdown on the page. If you see the functionality work on your ad then your ad should work properly on the site.