



Atlas Rich Media

Publisher Implementation Instructions

This document contains implementation guidelines and related information for publishers setting up Atlas Rich Media tags.

For more information about Publisher implementation of Atlas Rich Media tags, please visit:
<http://www.atlasrichmedia.com/resources/publishers/>

Background

What is Atlas Rich Media?

Atlas Rich Media gives agencies a wide range of options when developing creative for their clients. Creative designers can build rich, highly interactive creative executions using the Macromedia Flash authoring tool. These ads are then trafficked through the Atlas system and can be served into a variety of publisher inventory, such as in-page banners, expanding banners, floating ads, or other over-the-page units.

Atlas Rich Media serves four format types:

- **In-Page:** An ad that resides in a fixed placement (banner space) on the publisher site.
- **Expanding:** An ad that resides in a fixed placement (banner space) on the publisher site that is capable of expanding outside that placement and over page content.
- **Floating:** An ad capable of displaying over page content but is not associated with any fixed banner space on the publisher's page.
- **Custom:** An ad that combines expandable and floating behavior, or uses other unique features, such floating ads that resolve into a banner space, page peel-backs, and roadblock ads.

All formats have advanced tracking, polite download, audio/video capabilities and are served through Atlas Rich Media ad tags.

Serving and tracking Atlas Rich Media

Atlas Rich Media is normally served through a set of HTML script tags. If the publisher serves ad tags into iframes, some additional coordination is required for expanding, floating, or custom ads (see below).

The Atlas Rich Media tag can be embedded in the publisher's page or, more commonly, served through the publisher's ad serving system. Atlas Rich Media is compatible with all major ad servers, including DART Classic, DFP/DFA, Ad4ever, Falk eSolutions, 24/7 Real Media Open Ad Stream, and other proprietary and commercial systems.



Atlas Rich Media tag format

In-page vs. over-the-page Atlas Rich Media

Atlas allows users to serve rich media ads into in-page placements (banners, skyscrapers, etc.), as well as over-the-page units (like floating ads, expanding banners, and other formats that can overlay content on the page).

Atlas Rich Media also allows over-the-page ad tags to be served into iframes, if the publisher hosts a static file (sometimes referred to as an “iframe buster” or “publisher side file”) on their site that the ad can reference (see below).

Script: over-the-page

JavaScript tags are the most common tag format for Atlas Rich Media.

Sample tag:

```
<script language="JavaScript" type="text/javascript"
src="http://view.atdmt.com/ARM/jview/thbmbarm0010000001arm/direct;vt.1/01?buster_ur
l=&pub_view_url=&click=">
</script>
<noscript>
<a href="http://clk.atdmt.com/ARM/go/thbmbarm0010000001arm/direct/01/"
target="_blank">

</a>
</noscript>
```

Serving over-the-page ads into iframes

To serve over-the-page Atlas Rich Media ad tags into iframes, a static HTML file, or “publisher-side file,” must be hosted on the publisher’s site in the same domain as the placement calling the over-the-page tag. This file can be obtained here:

http://www.atlasrichmedia.com/resources/iframes/downloads/atlas_rm.htm

Once this file is in place, enter the URL of the publisher-side file after “buster_url=”.

For example:

Sample tag (with sample buster URL implemented):

```
<script language="JavaScript" type="text/javascript"
src="http://view.atdmt.com/ARM/jview/thbmbarm0010000001arm/direct;vt.1/01?buster_u
rl=http://www.domain.com/atlas_rm.htm&pub_view_url=&click=">
</script>
<noscript>
<a href="http://clk.atdmt.com/ARM/go/thbmbarm0010000001arm/direct/01/"
target="_blank">

</a>
```

</noscript>

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Although it is recommended that an absolute URL be used, a relative path can be used when necessary (such as when the publisher has several different sub-domains that are running the Atlas Rich Media tag. This would avoid the need for running separate tags per sub-domain, but the publisher side file must still reside on all of the sub-domains that the ad is running on). Example: `buster_url=/atlas_rm.htm`

When the Atlas Rich Media ad is served, it references the publisher-side file, and will be displayed over the page itself rather than being confined to the iframe.

Tracking Atlas Rich Media over-the-page formats

Atlas Rich Media allows publisher to track both clicks and impressions (i.e., "plays"; note that only requests resulting in the display of an ad will register as impressions). This tracking information is passed to Atlas by appending it to the redirect URL. When an ad play or clickthrough occurs the tracking information is invoked, notifying the publisher of the activity.

To add publisher-side tracking, view and click tracking URLs are entered after the `pub_view_url=` and `click=` parameters at the end of the Atlas Rich Media tag.

In the example below, the publisher tracking information is represented by the word **VIEW URL** for impressions/plays, and **CLICK URL** for tracking clickthroughs on the ad.

Sample tag:

```
<script language="JavaScript" type="text/javascript"
src="http://view.atdmt.com/ARM/jview/thbmbarm0010000001arm/direct;vt.1/01?buster_ur
l=&pub_view_url=VIEW URL&click=CLICK URL">
</script>
<noscript>
<a href="http://clk.atdmt.com/ARM/go/thbmbarm0010000001arm/direct/01/"
target="_blank">

</a>
</noscript>
```

VIEW URL and **CLICK URL** should be replaced by the site with a dynamically-created URL, a static URL or a macro command.

Positioning and display options for over-the-page ads

Agency traffickers and Atlas Customer Support representatives can modify almost any aspect of an Atlas Rich Media ad's display and positioning through the Atlas interface.

Atlas Rich Media ads can be assigned either absolute or relative sizing and positioning, enabling a consistent display on sites with a fixed or variable layout.

If testing reveals that an Atlas Rich Media ad's display requires adjustment, contact your agency trafficker or contact.

Atlas Rich Media



Browser and platform compatibility

Browser

MS IE 5.0 and above

OS

MS Windows 95 and above

No support for non-Windows operating systems

Flash Plugin Support

Flash 4 and above

Other

Browser must be JS enabled

Comments

If the user's machine does not meet the above criteria, an alternate advertisement will be served, but the browser must be JS enabled.

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