

Flex Links Implementation Guidelines

First-Party Specifications

Version 2.0

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Introduction

Flex Links are a new way of using embedded links with LinkShare's affiliate program. They allow you to create videos, widgets, banners, and many other kinds of clickable ad units for your products. LinkShare converts these ad units into tracking links so publishers can post your ads on their site. This document provides several examples for implementing Flex Links. Any embedded link you use to drive traffic to your site can be modified in a manner similar to the examples here and offered to your publisher-partners as a Flex Link.

Please note: All the components of Flex Links must be hosted by you.

Creating Flex Links with Flash

There are numerous ways to create a Flex Link using Flash. Here we look at two of them. Let's say you have a Flash video that you want to make clickable and accept a landing page for the click as a parameter.

First, make it clickable by adding an action script to your Flash file:

```
on (release) {  
    escape(getURL(clickTag, "_blank", "GET"));  
}
```

Next, write HTML code so the Flash file accepts the landing page for the click as a parameter. This HTML code will be added to the Flex Links section of the LinkShare interface. Here's an example with the parameters **defined**:

```
<object width="width of Flash file" height="height of Flash file">  
<param name="movie" value="URL of your Flash file" /></param>  
<param name="quality" value="high" /></param>  
<param name="allowScriptAccess" value="always"></param>  
<param name="FlashVars" value="clickTag=[LSNTRACK=URL of landing page where  
Flash file will redirect upon click]"></param>  
<embed src="URL of your Flash file" width="width of Flash file" height="height of  
Flash file" quality="high"  
pluginspage="http://www.macromedia.com/go/getflashplayer"  
type="application/x-shockwave-flash"  
allowScriptAccess="always" FlashVars="clickTag=[LSNTRACK=URL of landing  
page where Flash file will redirect upon click]"></embed>  
</object>
```

Please note that a variable name different from **clickTag** can be used as long as it is consistent in the action script and the embedded code.

Here's the same example with actual values:

```
<object width="728" height="90">
<param name="movie"
value="http://www.lipsy.co.uk/Images/product_images/Banners/
728X90_dressfortheparty.swf" /></param>
<param name="quality" value="high" /></param>
<param name="allowScriptAccess" value="always"></param>
<param name="FlashVars" value="clickTag=[LSNTRACK=
http://www.lipsy.co.uk/]"></param>
<embed src="http://www.lipsy.co.uk/Images/product_images/Banners/
728X90_dressfortheparty.swf" width="728" height="90" quality="high"
pluginspage="http://www.macromedia.com/go/getflashplayer"
type="application/x-shockwave-flash"
allowScriptAccess="always" FlashVars="clickTag=[LSNTRACK=
http://www.lipsy.co.uk/]"></embed>
</object>
```

The LinkShare system will replace the value for

```
[LSNTRACK=http://www.lipsy.co.uk/]
```

with a LinkShare click link:

```
http://click.linksynergy.com/fs-
bin/click?id=XXXXXXXXXX&offerid=11111.11111111&type=13&subid=0
```

Internally, the LinkShare system will redirect all clicks to the above link to this URL:

```
http://www.lipsy.co.uk/
```

Here is another way to make your Flash video clickable and accept a landing page for the click as a parameter:

First, make it clickable by adding an action script to your video:

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

Next, write JavaScript-wrapped Flash code to accept the landing page for the click as a parameter. Here is an example with the parameters defined:

```
<script language="JavaScript">
document.write('<object width="width of Flash file" height="height of Flash file"
classid="clsid:d27cdb6e-ae6d-11cf-96b8-444553540000"
```

```
codebase="http://fpdownload.macromedia.com/pub/shockwave/cabs/flash/sw
flash.cab#version=9,0,28,0">');
document.write('<param name="movie" value="URL of your Flash file" />');
document.write('<param name="quality" value="high" />');
document.write('<param name="allowScriptAccess" value="always" />');
document.write('<param name="FlashVars" value="clickTag= ' +
escape(" [LSNTRACK= URL of landing page where Flash file will redirect upon click] ") +
' " />');
document.write('<embed src="URL of your Flash file" width="width of Flash file"
height="height of Flash file" quality="high"
pluginspage="http://www.macromedia.com/go/getflashplayer"
type="application/x-shockwave-flash"allowScriptAccess="always"
FlashVars="clickTag= ' + escape(" [LSNTRACK= URL of landing page where Flash
file will redirect upon click] ") + ' "></embed>');
document.write('</object>');
</script>
```

Using Flex Links to Distribute Trackable QuickTime Movies

You can use Flex Links to distribute a QuickTime movie. A user who clicks on the movie is taken to your Web site and the transactions they make are tracked. Here is an example with the parameters defined:

```
<object classid="clsid:02BF25D5-8C17-4B23-BC80-D3488ABDDC6B"
codebase="http://www.apple.com/qtactivex/qtplugin.cab" height="Height of
your QuickTime movie" width="Width of your QuickTime movie">

<param name="src" value="URL of your QuickTime movie file" >

<param name="ENABLEHREF" value="True" >

<param name="HREF" value="[LSNTRACK=URL of landing page where your movie will
redirect upon click]">

    < param name="TARGET" value="_blank" >

<embed src=" URL of your QuickTime movie file" height=" Height of your QuickTime
movie" width=" Width of your QuickTime movie" type="video/quicktime"
pluginspage="http://www.apple.com/quicktime/download/"
enablehref="True" href="[LSNTRACK= URL of landing page where your movie will
redirect upon click]"/>
</object>
<center>
<!-- The code below is an optional text link that you can include
beneath your QuickTime movies to try to increase conversion -->
```

```
<a href=[LSNTRACK= URL of landing page where your movie will redirect upon click]
target="_blank">LAST CHANCE! Send Mom flowers from
$39.99!</a></center>
```

Here is the same example with actual values:

```
<object classid="clsid:02BF25D5-8C17-4B23-BC80-D3488ABDDC6B"
codebase="http://www.apple.com/qtactivex/qtplugin.cab" height="490"
width="640">

<param name="src"
value="http://a1516.g.akamai.net/f/1516/9236/1h/affiliate.1800flowers.
com/flowers/Movies/Martha/DRIVING TFS-300508D 30.mov" >

<param name="ENABLEHREF" value="True" >

<param name="HREF"
value="[LSNTRACK=http://www.1800flowers.com/landing.do?landing=17&cm_c
id=wb8]">

    < param name="TARGET" value="_blank" >

<embed
src="http://a1516.g.akamai.net/f/1516/9236/1h/affiliate.1800flowers.co
m/flowers/Movies/Martha/DRIVING TFS-300508D 30.mov" height="490"
width="640" TYPE="video/quicktime"
pluginspage="http://www.apple.com/quicktime/download/"
enablehref="True"
href="[LSNTRACK=http://www.1800flowers.com/landing.do?landing=17&cm_ci
d=wb8]"/>
</object>
<center>
<!-- The code below is an optional text link that you can include
beneath your QuickTime movies to try to increase conversion -->
<a
href=[LSNTRACK=http://www.1800flowers.com/landing.do?landing=17&cm_cid
=wb8] target="_blank">LAST CHANCE! Send Mom flowers from
$39.99!</a></center>
```

Creating Flex Links with JavaScript

Let's say you have an existing JavaScript ad unit that displays a banner and allows you to specify a landing page URL when the user clicks on the ad. The code might look something like this:

```
<script type="text/javascript">
    server = "http://www.merchant.com";
```

```
width = 728;
height = 90;
type = 'leaderboard';
theme = 'seasonal gifts';
landing_URL = "http://www.merchant.com/products/product124.html";
</script>
<script
src=" http://www.merchant.com/scripts/ads/MyProdAd.js"
type="text/javascript">
</script>
```

You can update the code so that the landing page URL is converted to a LinkShare tracking link when the code is posted to the Publisher Interface. Here are the modifications needed to do this:

```
<script type="text/javascript">
server = "http://www.merchant.com";
width = 728;
height = 90;
type = 'leaderboard';
theme = 'seasonal gifts';
landing_URL
=" [LSNTRACK=http://www.merchant.com/products/product124.html] ";
</script>
<script
src=" http://www.merchant.com/scripts/ads/MyProdAd.js"
type="text/javascript">
</script>
```

The LinkShare system will replace the value for

[LSNTRACK=http://www.merchant.com/products/product124.html]

with a LinkShare click link:

```
http://click.linksynergy.com/fs-
bin/click?id=XXXXXXXXXX&offerid=11111.11111111&type=13&subid=0
```

Internally, the LinkShare system will redirect all clicks to the above link here:

```
http://www.merchant.com/mylandingpage.html
```