

## Standard Ads with variable Linkage

Variable Linkage in a Standard Ad in MediaMind is possible (e.g. if a Post Code is added to the URL through an input text field in the Ad), by hardcoding the target URL directly into the swf file.

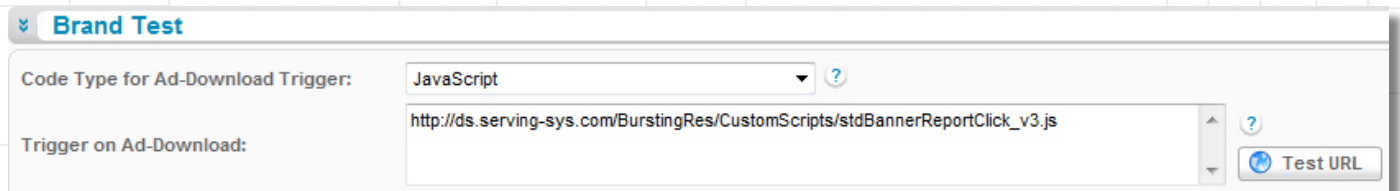
All you have to do is add a Javascript function onto the Clickbutton :

```
getURL ("javascript:reportClick();");
```

Example:

```
clickbutton.onRelease = function () {  
  if (txt_form.text == "") {  
    getURL ("http://www.website.de/support?submitMapSearch", "_blank");  
    getURL ("javascript:reportClick();");  
  } else {  
    getURL ("http://www.website.de/support?submitMapSearch=" + VARIABLE, "_blank");  
    getURL ("javascript:reportClick();");  
  }  
};
```

On a final note, you will have to add a Custom Script in the MediaMind platform :



[http://ds.serving-sys.com/BurstingRes/CustomScripts/stdBannerReportClick\\_v3.js](http://ds.serving-sys.com/BurstingRes/CustomScripts/stdBannerReportClick_v3.js)

This Custom Script causes the MediaMind system to count clicks.

In case you have any questions, feel free to contact us via email :

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