



## Installing Adify's Ad Tags into Third-Party Ad Servers

Adify recommends making certain edits to our ad tags before loading them into third-party ad servers such as DoubleClick DART, 24/7 Open AdStream, or AdJuggler. These edits can minimize Javascript errors on the page where the Adify ads are displayed. Optional edits can enhance the functionality of the ad tags once they are loaded into the third-party ad server.

### Sample Adify Ad Tag

```
<!-- Begin Adify tag for Business Directory Skyscraper ID#561107 -->
<script type="text/javascript">
<!--
    sr_adspace_id = 561107;
    sr_adspace_width = 160;
    sr_adspace_height = 600;
    sr_adspace_type = "graphic";
    sr_color_back = "#FFFFFF";
    sr_color_text = "#000000";
    sr_color_url = "#E15F00";
    sr_color_title = "#3F66B3";
    sr_color_border = "#3366CC";
    sr_color_your_ad = "#2852A3";
    sr_color_your_adbk = "#FFDD81";
    sr_text_your_ad = "Advertise with this Site";
    sr_mode = 0;
    sr_show_footer = true;
    sr_yah_new_window = true;
    sr_ad_new_window = true;
-->
</script>
<script type="text/javascript"
src="http://js.afy11.net/srad.js?azId=561107"></script>
<script type="text/javascript">srExecute();</script>
<!-- End Adify tag for Business Directory Skyscraper ID#561107 -->
```

1. For simplicity, remove any comments in the Adify ad tags, shown here in **light blue**. (These comments are intended to visually delimit the Adify ad tag when it is pasted directly into the HTML code of a publisher's website and are thus not required when inserting an Adify ad tag into an ad server.)
2. Remove the line `<script type="text/javascript">srExecute();</script>` shown here in **green**. This line is optional and can cause Javascript warnings.
3. If you remove the **green** line in step 2 (`<script type="text/javascript">srExecute();</script>`) you may also need to remove the `<!--` and `-->` lines that appear in the middle of the tags, also shown here in **green**.

4. The section in **orange** can be optionally modified for display on HTTPS pages:

```
<script type="text/javascript"
src="https://js.afy11.net/srad.js?azId=561107"></script>
```

Note: In either case, you must replace the Ad Space ID in italics with your own Ad Space ID shown in the sample Adify ad tag above in **red**.

5. If all of the above edits are made and Javascript warnings still appear, add the following line to your list of variables, as shown in **dark blue**: `sr_mode = 0;`  
This line of code forces Adify's ad server to return an IFRAME-based ad, which can eliminate any remaining issues with Javascript warnings. (Note: This line cannot be used if the ad tag is intended to display expanding ads, such as Pointroll.)
6. (Optional) The section in **dark blue** also contains optional enhancements to your ad tag.

<code>sr_show_footer = true;</code>	Set this variable to TRUE if you wish to display a link to your Site Storefront underneath your ad. The text for this link is set by the <code>sr_text_your_ad</code> variable. To turn off this link, set this to FALSE.
<code>sr_yah_new_window = true;</code>	Set this variable to TRUE to open the link to your Site Storefront in a new window; otherwise set it to FALSE.
<code>sr_ad_new_window = true;</code>	Set this variable to TRUE to open a new window if a user clicks on the ad. Adify recommends setting this to TRUE when working with a third-party ad server, so that the ad's click-through URL does not open into the frame of the ad.

For additional assistance, please contact Adify Customer Support at [help@adify.com](mailto:help@adify.com) or 1-877-GO-ADIFY (outside the US: +1 650-392-6200).