

## Banner clicks (clicks from banner to target URL):

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Define clicks in body part of HTML banner by <a> with href and target attribute. Href URL could be arbitrary – it will be changed to dynamic variable when banner will be implemented to Ad server.

If you use attribute **target**, which could be changed too, implement **\_top** value (it will open target URL in original browser window even if will be banner is implemented through iFrame).

For click counting in Ad server, following code must be implemented in HTML, it must be implemented between <script> and </script> tags in head of HTML. This code will replace href value with requested REDIRECT.

```
function getQueryParam(paramName) {  
  
    var qs=location.search;  
    qs=qs.substr(qs.indexOf("?")+1);  
    allParams=qs.split("&");  
    for (var i=0;i<allParams.length;i++) {  
        keyVal=allParams[i].split("=");  
        if (keyVal[0]==paramName){  
            return unescape(keyVal[1]);  
        }  
    }  
    return null;  
}  
  
document.addEventListener("DOMContentLoaded",  
function(event) {  
    var aredir = document.getElementsByTagName('a');  
    for (var i=0; i<aredir.length; i++){  
        aredir[i].href= getQueryParam('redir');  
        aredir[i].target= getQueryParam('bbtarget');  
    }  
});
```