

# AudioClipstream™ Banners

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**Banners**

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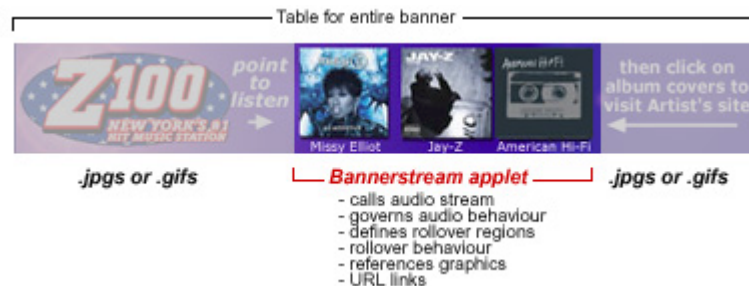
## Creating an AudioClipstream Banner

By using a special applet that uses AudioClipstream technology called Bannerstream, a banner ad (or any application for that matter) can have any region play audio of any length when the user rolls over with the cursor.



This banner was created to promote a radio station as part of a newsletter

In the example above, the region in the middle with the album covers plays streaming audio when different albums are rolled over. They stop playing once the user rolls off. This is accomplished by placing a special **Bannerstream** applet between the graphic regions (.gifs or .jpps) to the left and right of the album covers. The album cover graphics themselves are called from the applet.



The Bannerstream applet has code for calling the AudioClipstream sound clips (in .32 and .20 versions) as well as code for governing the behavior of the clips such as telling the applet to stop playing the clips once the rollover event is over and for specifying regions.

### The Bannerstream Applet

The Bannerstream Applet was developed as a lighter version of the AudioClipstream applet to allow the web designer to create custom applets tailored for ad and email applications. Not only is the applet smaller (only 11-12 Kb in size), but it allows for some controls within the applet parameters that are normally only available as JavaScript methods. (most email clients do not support JavaScript by default)

The special Bannerstream applet (bannerstream.zip) is available through your Clipstream Account Manager. It is understood that the creator of Bannerstream content has at least an intermediate understanding of html. There is no applet code generator for Bannerstream.

### Constructing the Rollover Audio Banner

The banner was constructed in four steps. First, the graphics and layout were designed in Photoshop. Using Photoshop 6's slice options, the interactive regions were separated from non-interactive regions. It was then exported as jpps, gifs and HTML containing the table within which the banner is defined. The slices that included the regions that would become the rollovers were renamed to make them easier to identify later.

Secondly, the audio was encoded using the **AudioClipstream Encoder**. The Encoder exported AudioClipstream compressed files (a .32 and .20 version of each audio clip) and also gave an option to produce the needed applet code with the correct file names inserted.

Bannerstream is different from regular Clipstream applet code in that it contains extra parameters for enabling audio to be played once graphics are rolled over. *(This is accomplished using JavaScript methods in the standard AudioClipstream implementation.)* In this third step, the Bannerstream code is edited to identify which of the banner's sliced graphics would be used as rollover regions. Also, the correct **code key** for the remote server is inserted. You may need to ensure that the code in both the applet and the banner HTML is checked for absolute links so that the banner can be playable from email or remote site.

In the table containing the banner, the sliced regions where the rollover will occur are cut out and replaced by the applet code itself. The applet code width and height will correspond to the missing graphics to keep with the banner design. In the example above, the three album graphics (three separate slices) were cut out. Their three separate table <td>s were combined into one which had the combined width and height of all three graphics combined. The applet code is then pasted into that space. *\*note: the album graphics themselves were not deleted, they must be uploaded along with all the other graphics as they are called by the applet.*

Upload Checklist	
1. bannerstream.zip	
2. HTML Page	
3. All Graphics	
4. Audio Files	

In the final step, all the graphics (including the rollover graphics), the page containing the table with the banner and embedded applet, and the AudioClipstream files are uploaded to the remote server. The banner was tested for audio and appearing graphics.

### Applet Parameters

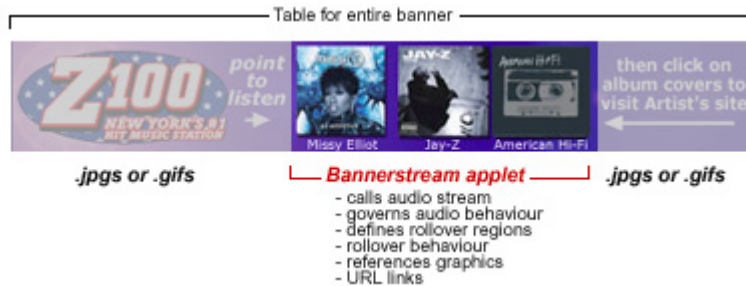
Although the basic implementation of the HMTL applet code for Bannerstream is very similar to the regular version of AudioClipstream, Bannerstream has it's own set of unique and enabling parameters.

Parameter	Value	Default	Function
BannerURLSize	Integer	8	Number of active images in the banner
BannerIconURL (1-x)	URL	None	Location of banner images
BannerLinkURL(1-x)	URL	None	Link for each image
AudioStreamURLSize	Integer	1	Number of audio clips
AudioStreamURL(1-x)	URL	None	Location of audio streams
AudioIconURL	URL/Image	None	Location of play button
AudioPlayURL	URL/Image	None	Location of play button
AudioStopURL	URL/Image	None	Location of stop button
PlayOnMouseOver	True/False	True	Toggle rollover start
StopOnMouseOver	True/False	True	Toggle rollover stop
AudioBufferSize	Integer	10	Number of seconds for the audio to buffer

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Parameter	Value	Default	Function
AutoBitRate	True/False	True	Detect bandwidth
AudioTrackingURL	URL	None	Tracking.cgi location – operates similarly to regular parameter of same name
Key	String	None	Code Key
KeyURL	URL	None	Location of Key file on system

### HTML Applet Code Sample

The following sample shows the HTML Applet Code for the AudioClipstream section of the banner below.



```
<applet codebase="http://www.clipstream.com/" archive="bannerstream.zip" code="bannerstream.class"
alt="The Banner Applet" name="Banner" width=189 height=70 align="top">
  <param name="BannerURLSize" value="3">
  <param name="BannerIconURL1" value="z100banner_part2_03.jpg">
  <param name="BannerIconURL2" value="z100banner_part2_04.jpg">
  <param name="BannerIconURL3" value="z100banner_part2_05.jpg">
  <param name="BannerLinkURL1" value="http://www.elektra.com/retro/missy/">
  <param name="BannerLinkURL2" value="http://www.rocafellarecords.com/">
  <param name="BannerLinkURL3" value="http://www2.islanddefjam.com/frame/">
  <param name="AudioStreamURL1" value="Missy_Elliott_-_minute_man.22">
  <param name="AudioStreamURL2" value="01-_Jay-Z_-_Izzo.22">
  <param name="AudioStreamURL3" value="01-_perfectday.22">
  <param name="Key" value="A5NT2CFT7J5F5R7VDA7WM">
  <!-- This links to an image that appears if the user does not have Java enabled. The image is the
same size as the albums and has a URL link -->
  <a href="http://www.z100.com/"></a>
</applet>
```

The applet code above accomplishes the following:

- Specifies the location of the bannerstream.zip file using the codebase statement.
- Specifies that there are 3 sections to the audio portion of the banner using the BannerURLSize parameter.
- Specifies the three images to use, and the order to present them using the BannerIconURL parameter.
- Specifies the links to assign to each of these images using the BannerLinkURL parameter.
- Specifies the audio clip associated with each of the images using the AudioStreamURL parameter.
- Defaults Rollover start and stop playback.
- Defaults AutoBitRate.
- Specifies a Code Key using the Key parameter.
- Specifies a default image if Java is not supported.