

ORIGINAL IMPACT ENGINE TAGS FOR DFP – (From HTML Templates; with click tracking click url)

```

<div id="ie_full_rich_display_238147"></div>
<script language="javascript">
(function(d, t) {
    var g=d.createElement(t),s=d.getElementsByTagName(t)[0];
    g.async = true;
    g.src = ('https:' == location.protocol ? 'https://' : 'http://') + 'cdn.impactengine.com/js/dispatcher.js';
    s.parentNode.insertBefore(g, s);
    g.onload = g.onreadystatechange = function( _ , isAbort ) {
        if ( isAbort || !g.readyState || /loaded|complete/.test( g.readyState ) ) {
            /* Handle memory leak in IE */
            g.onload = g.onreadystatechange = null;

            var ieLoader = new ImpactLoader();
            ieLoader.init({
                'container_id':"ie_full_rich_display_238147",
                'content_base_url':"http://cdn.impactengine.com",
                'campaign_json':"http://cdn.impactengine.com/www/tz/op/ad/6g/loader.json?ver=1394042126",
                'clickTag1':"%%CLICK_URL_ESC%%http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=20&mc=click&pli=9261543&PluID=0&ord=%%CACHEBUSTER%%",
                'clickTag2':"%%CLICK_URL_ESC%%http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=20&mc=click&pli=9261543&PluID=0&ord=%%CACHEBUSTER%%",
                'clickTag3':"%%CLICK_URL_ESC%%",
                'clickTag4':"%%CLICK_URL_ESC%%",
                'clickTag5':"%%CLICK_URL_ESC%%",
                'clickTag6':"%%CLICK_URL_ESC%%",
                'clickTag7':"%%CLICK_URL_ESC%%",
                'clickTag8':"%%CLICK_URL_ESC%%",
                'clickTag9':"%%CLICK_URL_ESC%%",
                'cachebuster':"%%CACHEBUSTER%%"
            });
        }
    }
})(document, 'script');
</script>
```

MODIFIED TAGS with iframe impression tracking code added at bottom (also with updated click url)

```

<div id="ie_full_rich_display_238147"></div>
<script language="javascript">
(function(d, t) {
    var g=d.createElement(t),s=d.getElementsByTagName(t)[0];
    g.async = true;
    g.src = ('https:' == location.protocol ? 'https://' : 'http://') + 'cdn.impactengine.com/js/dispatcher.js';
    s.parentNode.insertBefore(g, s);
    g.onload = g.onreadystatechange = function( _ , isAbort ) {
        if ( isAbort || !g.readyState || /loaded|complete/.test( g.readyState ) ) {
            /* Handle memory leak in IE */
            g.onload = g.onreadystatechange = null;

            var ieLoader = new ImpactLoader();
            ieLoader.init({
                'container_id':"ie_full_rich_display_238147",
                'content_base_url':"http://cdn.impactengine.com",
```

```

        'campaign_json':"http://cdn.impactengine.com/www/tz/op/ad/6g/loader.json?ver=1394042126",
        'clickTag1':"%%CLICK_URL_ESC%%http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=20&mc=click&pli=9261543&PluID=0&ord=%%CACHEBUSTER%%",
        'clickTag2':"%%CLICK_URL_ESC%%http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=20&mc=click&pli=9261543&PluID=0&ord=%%CACHEBUSTER%%",
        'clickTag3':"%%CLICK_URL_ESC%%",
        'clickTag4':"%%CLICK_URL_ESC%%",
        'clickTag5':"%%CLICK_URL_ESC%%",
        'clickTag6':"%%CLICK_URL_ESC%%",
        'clickTag7':"%%CLICK_URL_ESC%%",
        'clickTag8':"%%CLICK_URL_ESC%%",
        'clickTag9':"%%CLICK_URL_ESC%%",
        'cachebuster':"%%CACHEBUSTER%%"
    });
}
}
})(document, 'script');
</script>
<iframe width="1" height="1" frameborder="0" src="INSERT_IMPRESSION_TRACKING_CODE_HERE"></iframe>

```

Original Media Mind impression tracking code

```

http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=19&mc=imp&pli=6546995&PluID=0&ord=[timestamp]&rtu=-1
(DO NOT INSERT THIS INTO IFRAME CODE AS IS)

```

Modified Media Mind impression tracking code – converted [timestamp] to %%CACHEBUSTER%%

```

http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=19&mc=imp&pli=6546995&PluID=0&ord=%%CACHEBUSTER%%&rtu=-
1
(ININSERT THIS INTO IFRAME CODE AT VERY BOTTOM OF IMPACT ENGINE TAG – replace
INSERT_IMPRESSION_TRACKING_CODE_HERE - see above)

```

CONVERTING CLICK TRACKING CODE FOR HTML TEMPLATES

Original Media Mind click tracking code

```

http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=20&mc=click&pli=6546995&PluID=0&ord=[timestamp]

```

Modified Media Mind click tracking code – converted [timestamp] to %%CACHEBUSTER%%

```

http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=20&mc=click&pli=6546995&PluID=0&ord=%%CACHEBUSTE
R%%

```

(INSERT THIS AS CLICK THRU IN IMPACT ENGINE)