

ORIGINAL IMPACT ENGINE TAGS – (From HTML Templates)

```

<div id="ie_full_rich_display_205229"></div>
<script language="javascript">
(function(d, t) {
    var g=d.createElement(t),s=d.getElementsByTagName(t)[0];
    g.async = true;
    g.src = 'http://adserv.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_205229",
                'content_base_url':"http://adserv.impactengine.com/",

                'campaign_json':"http://adserv.impactengine.com/www/tj/ez/6n/3q/loader.json/@@1366104206@@",
                'clickTag1':"${CLICKURL}http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=20&mc=click&pli=6546995&PluID=0&ord=${REQUESTID}",
                'clickTag2':"${CLICKURL}http://www.sampleclick2.com",
                'clickTag3':"${CLICKURL}http://www.sampleclick3.com",
                'clickTag4':"${CLICKURL}http://www.sampleclick4.com",
                'clickTag5':"${CLICKURL}",
                'clickTag6':"${CLICKURL}",
                'clickTag7':"${CLICKURL}",
                'clickTag8':"${CLICKURL}",
                'clickTag9':"${CLICKURL}",
            });
        }
    }
})(document, 'script');
</script>
```

MODIFIED TAGS with iframe impression tracking code added at bottom

```

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```

'campaign_json':"http://adserv.impactengine.com/www/tj/ez/6n/3q/loader.json/@@1366104206@@",
'clickTag1':"${CLICKURL}http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=20&mc=click&pli=6546995&PluID=0&ord=${REQUESTID}",
'clickTag2':"${CLICKURL}http://www.sampleclick2.com",
'clickTag3':"${CLICKURL}http://www.sampleclick3.com",
'clickTag4':"${CLICKURL}http://www.sampleclick4.com",
'clickTag5':"${CLICKURL}",
'clickTag6':"${CLICKURL}",
'clickTag7':"${CLICKURL}",
'clickTag8':"${CLICKURL}",
'clickTag9':"${CLICKURL}",
});
}
}
})(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 \${REQUESTID}

```

http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=19&mc=imp&pli=6546995&PluID=0&ord=${REQUESTID}&rtu=-1
(INSERT 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 impression 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 \${REQUESTID}

```

http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=tf&c=20&mc=click&pli=6546995&PluID=0&ord=${REQUESTID}

```

(INSERT THIS AS CLICK THRU IN IMPACT ENGINE)