



# Guide For Flash Banner Localization

Quick Reference

## 1. Text and Graphics

### a. Formatting

- i. Formatting center text as center justified (rather than centering by eye) will allow for quick text insertion when localizing and less preparation work on our end.
- ii. Allowing room for expansion (up to 50%) by leaving borders will allow translated languages to look more natural and reduce the need for size adjustments.
- iii. Rasterized text is easiest to localize when one file is used for each "chunk" of text. This way, each chunk can be replaced with a new file inside flash and minimal formatting will need to be done.

### b. Animation

- i. Animating by letter is very unfriendly for localization and requires re-doing animation to fit new letters. Avoid animating individual letters if possible.
- ii. If the banner has only parts of sentences being used for some kind of animation, this may not work in all languages due to different sentence construction in different languages.

### c. Graphics

- i. Be cautious of banners visually relying on specific graphics in case these graphics need to be changed for localized versions.
- ii. Images: Keep in mind that images might work in some regions but might need to be changed in others. Different sets of images is usually a good idea. (The last campaign worked great in this regard, where specific images with different kinds of foods or skin colors were provided). Although this process might have nothing to do with what JWT is in charge of.

## 2. File Types and Sizes

### a. Weights

- i. On-Network: Many regions do not support weights above 100kb or 150kb.
- ii. Off-Network: Many regions do not support weights above 40kb or 50kb

- iii. An alternative solution for these size limitations for some regions is to create 2 sets of banners, one with higher quality and resolutions and a lighter one with less functionality (static images vs videos for example, motion blur vs. no motion blur.)

## b. Resolutions

- i. Some regions require stage resizes. Ideally, any actionscript would minimally (or not at all) rely on stage size for functionality.

## c. ActionScript

- i. Many regions do not support ActionScript 3

## d. Flash Version

- i. Many regions require SWF Version 10 or lower (FP ≤10.1)
- ii. Some off-network regions do not allow preloaders

## e. SSL Compliance

- i. Check if this is a requirement for the banners and make sure they're appropriately coded for SSL compliance.

**General Note:** Flash CC and Flash CC 2014 no longer support TLF text, therefore no longer support any right-to-left languages and more complicated Asian languages.

Flash CS6 must be used for languages including, but not limited to: Arabic, Hebrew, Hindi, Farsi, Urdu