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Our client provided us with a Synced Banner but no Click Through URL. What should we do?

Author: **Jeremy Argue** Reference Number: **AA-00265** Views: **4669** Created: **2010-11-19 15:47**

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Typically, when a client does not provide a Click Through URL, we recommend that the trafficker just add the link to the station's home page since the URL field is required.

This applies to pre-roll video ads as well. Anytime you are prompted for a click through URL in the system, either add a link to the client's web site or a link of your preference since these are always required.