Method 1 - Create Links Within the Working Files

This is the most effective and accurate way to ensure links work in a flip book. Popular publishing apps like Adobe InDesign and Quark allow for embedding links within ads, especially linking text. Here are articles explaining how to do this for each of these applications:

Adobe InDesign:
https://helpx.adobe.com/indesign/how-to/add-hyperlink.html

Quark:
https://support.quark.com/en/support/solutions/articles/19000107075-how-to-apply-hyperlinks-in-quarkxpress-2018-2019

By doing this once, then each time that ad gets used in a future edition, the embedded link should be preserved.

Here's a tip: Make sure that when exporting the file as a PDF that you don't have any settings toggled that would remove the embedded links upon export.
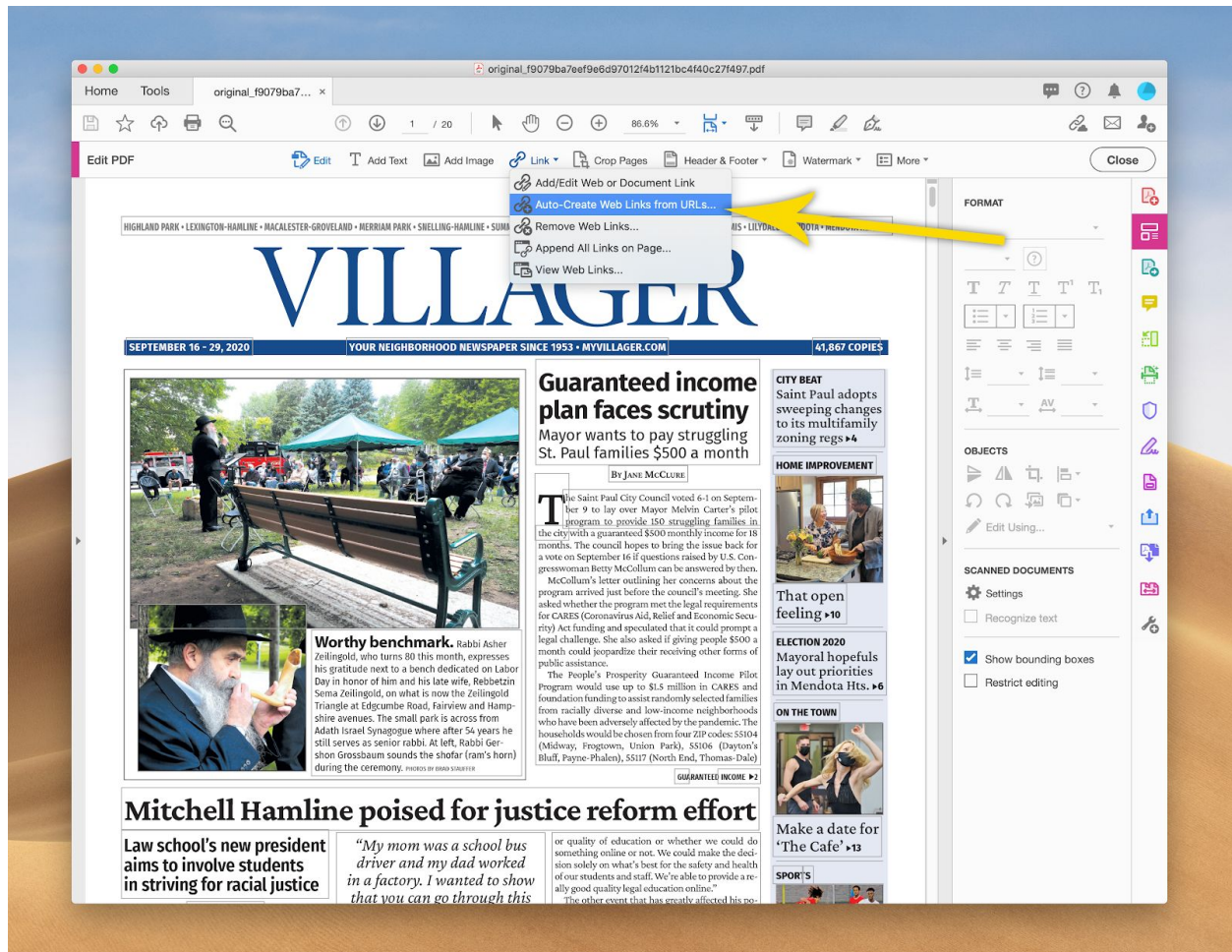
Method 2 - Auto-Create Web Links in Adobe Acrobat

Start by opening the PDF files in Adobe Acrobat and click on the option to "**Link > Auto-Create Web Links from URLs**"

This will scan the entire PDF and link up any text that appears to be a URL. This tool is most effective when the URL includes "www" in front of the domain.
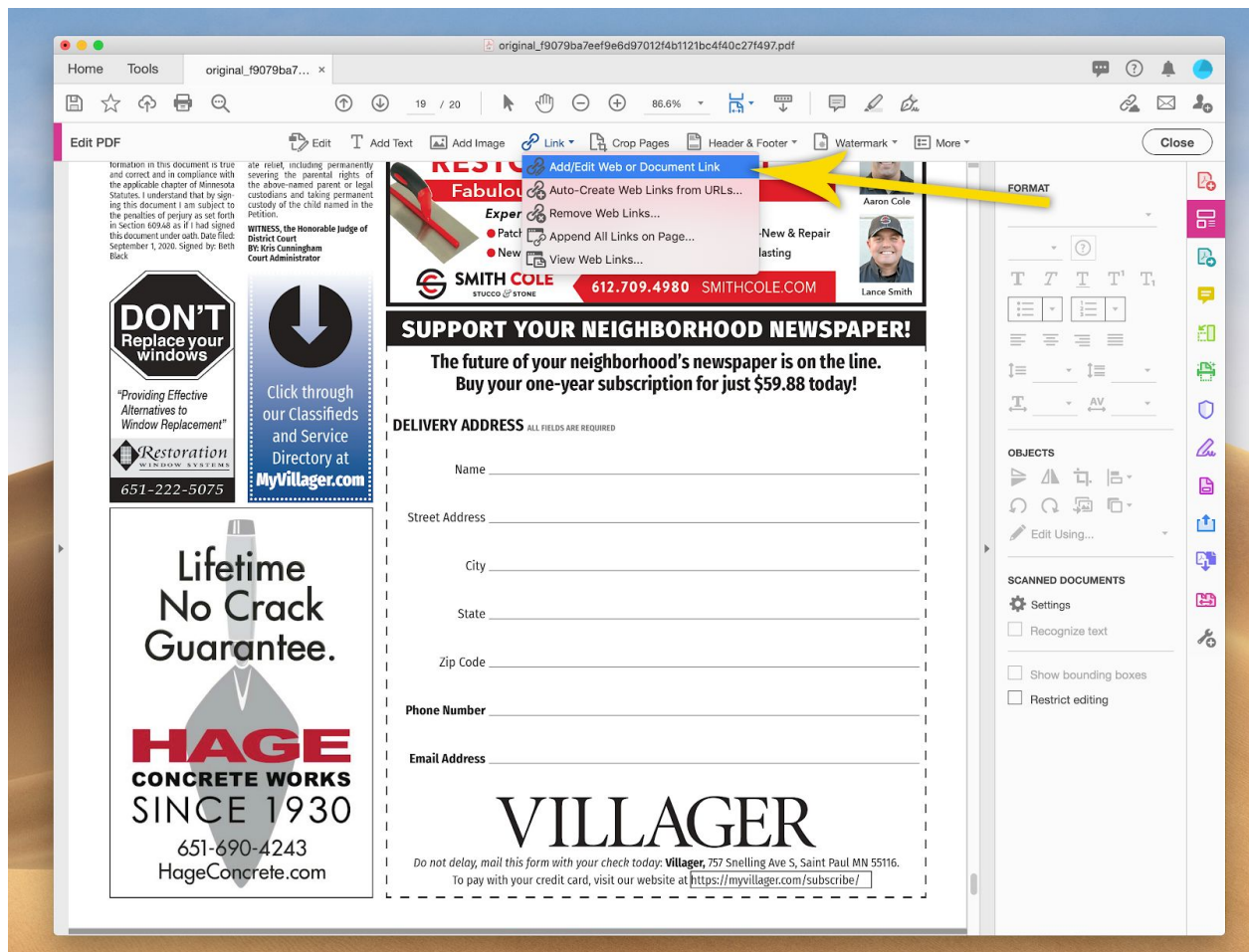
Here's a tip: It's always best to tell advertisers to include "www" in front of their website URL when it's featured within their ad.

Ex. (www.tonyspizza.com vs tonyspizza.com)

Method 3 - Manually Add Links in Adobe Acrobat

You can also manually embed links "post-production" in the PDF, using Adobe Acrobat, which is useful when some URLs may not automatically link. In Adobe Acrobat, click on "**Link > Add/Edit Web or Document Link**".

Use your mouse to create a border around the URL or entire ad, which will prompt you to type the website link.

Here's a tip: When building the ad, it's always best to make any text, especially the URL, as extractable text, rather than as part of a flattened image – and always include "www" in front of the domain. Doing so should avoid having to manually add the URL each time.

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