

Installation and Using Eyeblaster Workshop and Upload with MediaMind

Juni 2010

Installation MXP Extension Kit

Hallo Creative-Team,

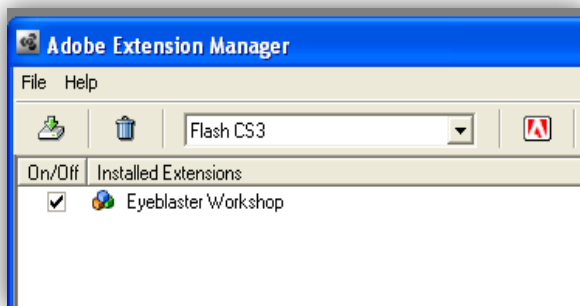
We are pleased that you work with MediaMind.

To facilitate your, we offer you the mediaMind Workshop MXP Extension kit, with which you can create and upload your Ads very simple. All needed Scripts are included.

Please download the Workshop here: [Download MXP Extension Kit](#)

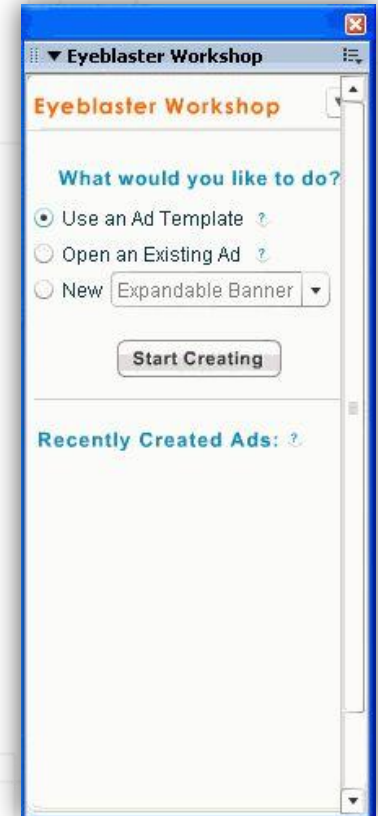
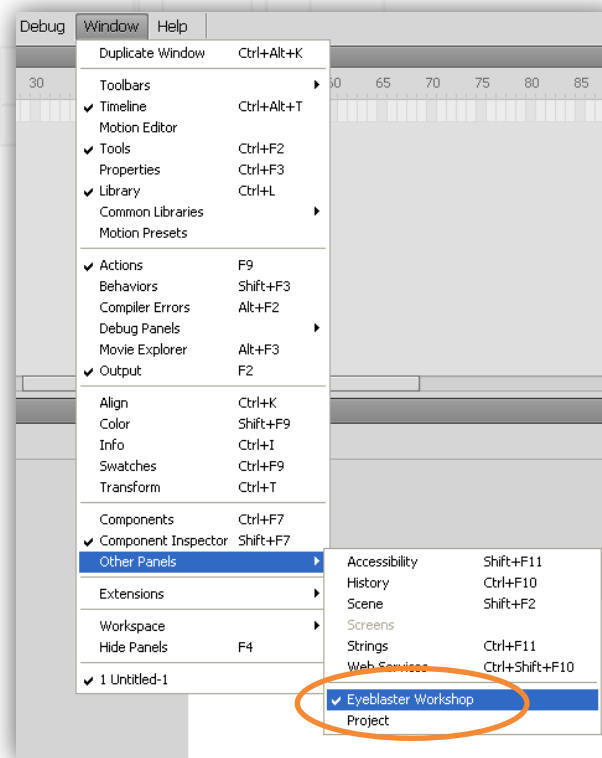
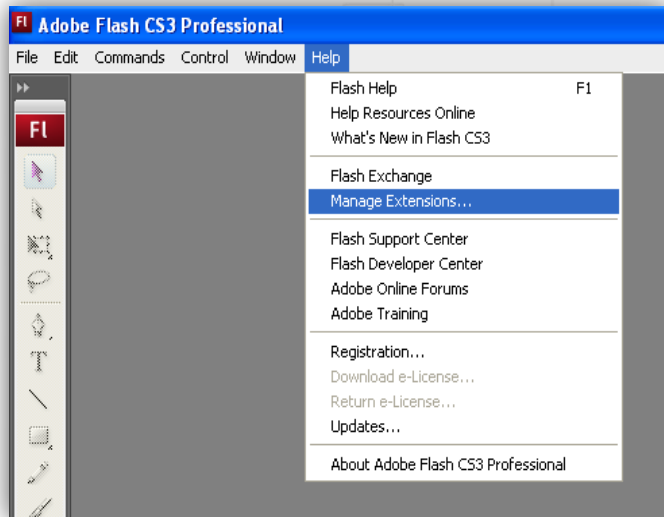
And install it with the den Adobe Extension Manager.

In some cases you have to install the [Macromedia Extension Manager](#), if it is not in part of your Adobe Creative Suite gehört.



Installation MXP Extension Kit

Open your Flash (Version CS3 or CS4) and go to Help – Manage Extensions
You can open the Workshop on Menu - Window – Other Panels.
If you have problems with something, please restart Flash. Do you have problems with installing or activating after that, please contact us directly.



Using the MXP Extension Kit

The Eyblaster MXP Extension Kit is:

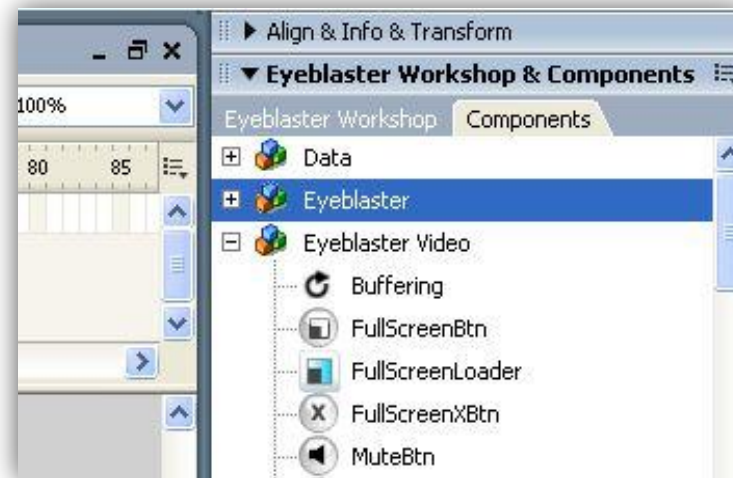
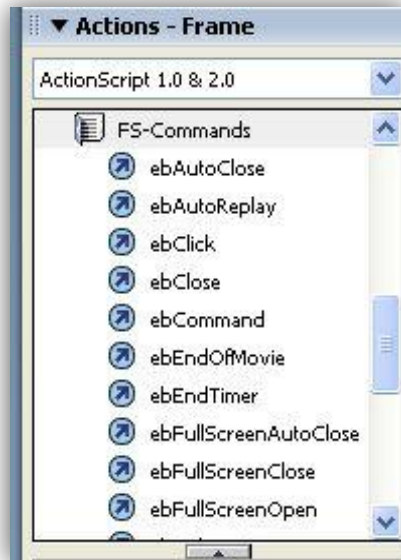
Surface area for producing Eyblaster creatives

Simplified upload function for Flash creatives (Workshop)

Predefined Action Scripts

Include possibilities from videos and controller buttons in Flash

Eyblaster help F1

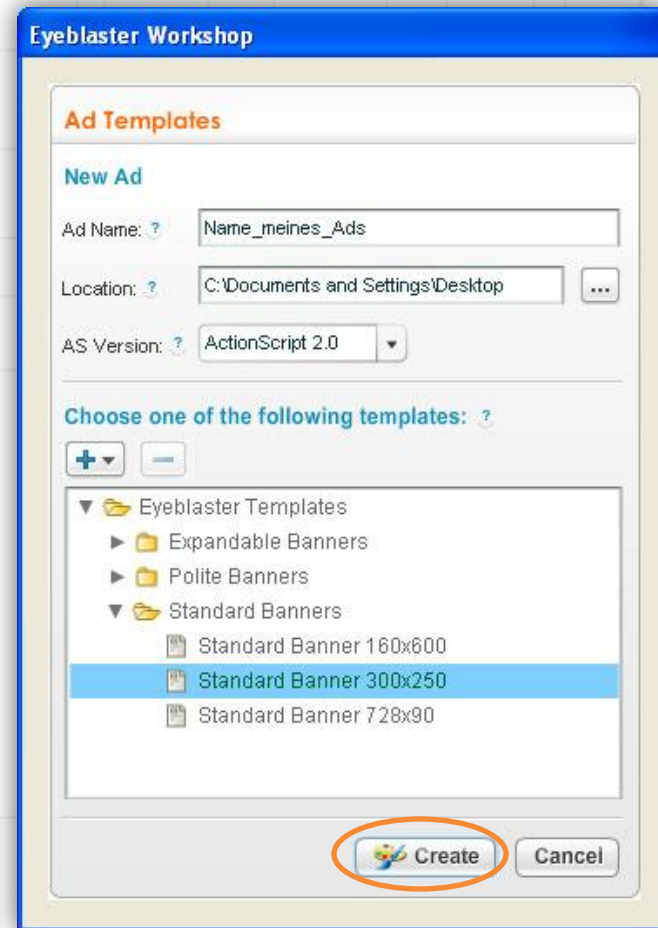


Create a Standard-Banners

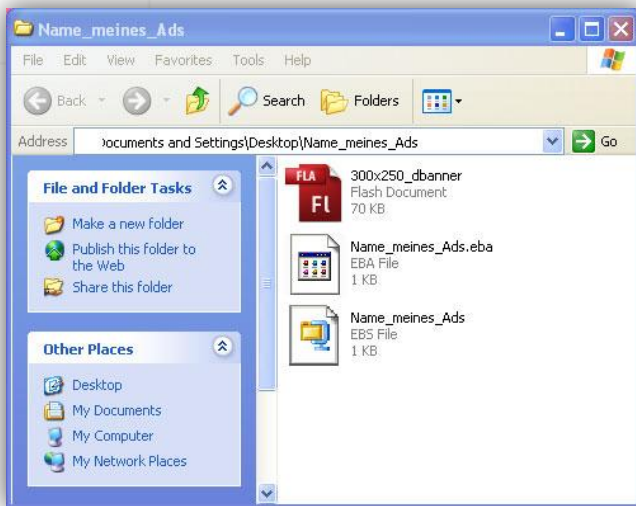
Please use a Template



- Name the Ad
- Choose a Location
- Choose a template
- Click "Create"



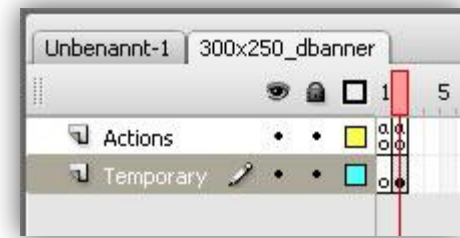
Standard-Banner at the Workshop



The Workshop created a new folder with your named files: .fla, .ebs and .eba



Workshop Window for overview your Standard Ad.
All needed Scripts are preset in templates.



Now the Standard Ad is opened in Flash and can be worked on.

Action Script

It is necessary to use the following Script in every Ad on the first keyframe:

AS2: `#include "ebFlashActions.as"`

AS3: `EB.Init(stage)`

Please do nothing else (movieclips or sounds) on the first keyframe.

All needed Scripts are preset in templates

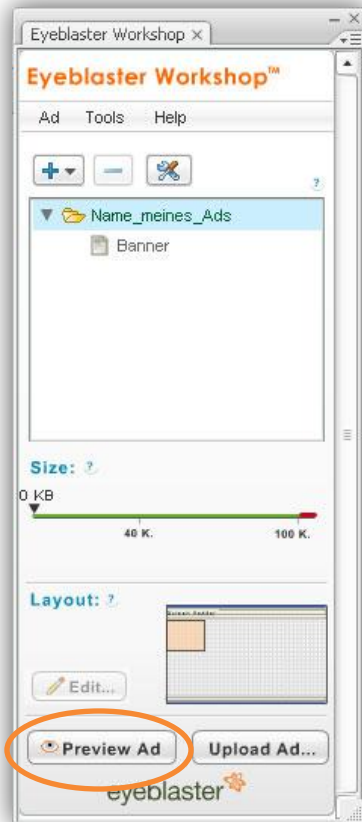
Button:

AS2:

```
on (release) {  
    EB.Clickthrough();  
}
```

Preview of a Standard-Banners

In the workshop-window you has to click on "Preview Ad" you view the preview



Preview Functions :

 **Positioning**

Preview URL :

 **Interactions Monitor**

 **Share Preview...**

Positioning: If you use more ads like expandable

Preview URL: to see how it looks on a website

Interactions Monitor: to check the EB-Actions Scripts

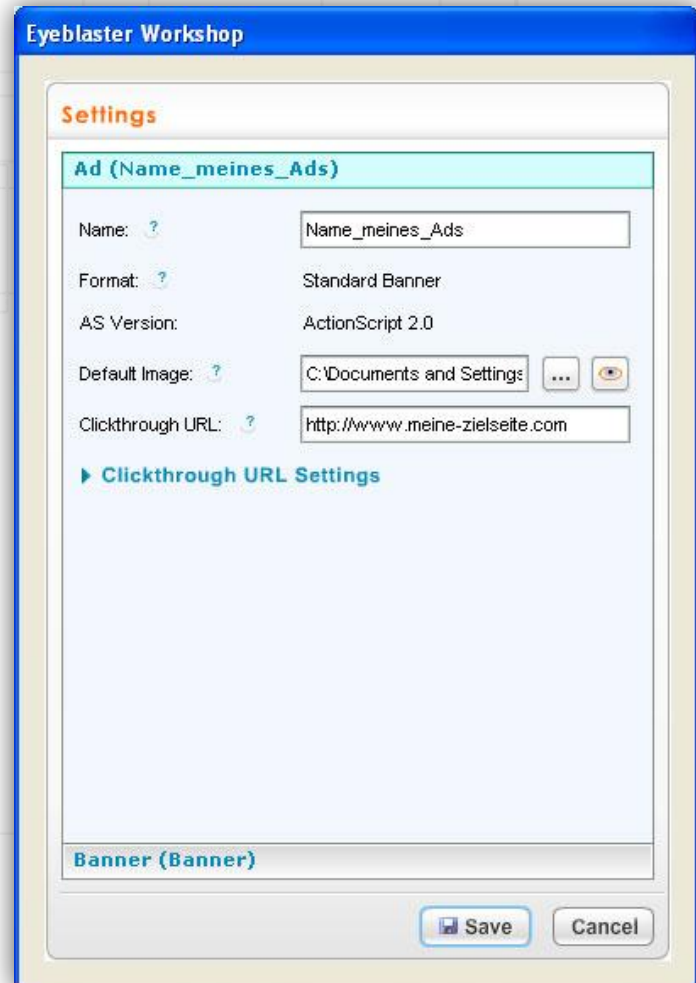
Share Preview: To send the Preview-URL to others

Adapted with Ad-Settings

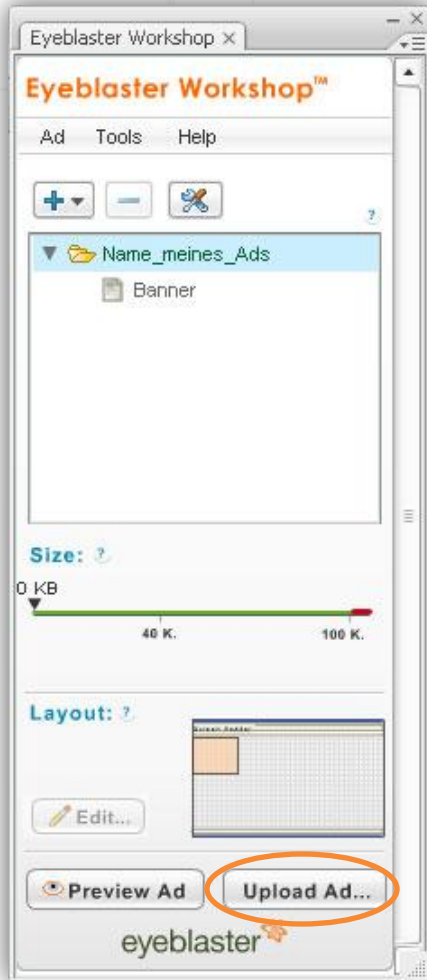


You can make different settings at the workshop with the tool-icon

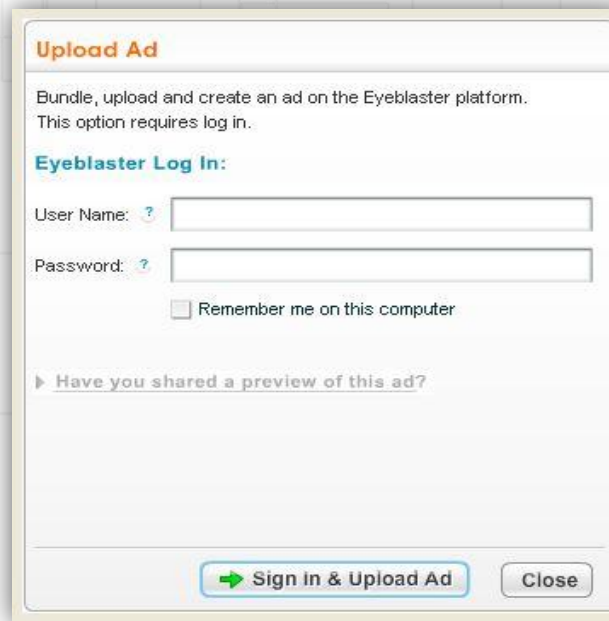
You can assign a default image and a target-url.



Upload at the Adserver



Please upload the Ads in a package (.ebs File) out of the workshop.



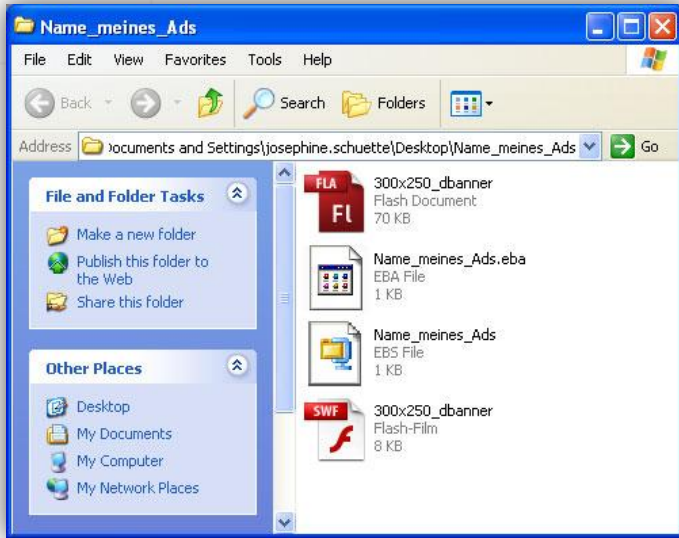
Please log in



Now, the Ad is complete uploaded on the adserver.

Clicking the EditAd Online-Link you can change it on the Adserver itself.

Definition of .ebs, .eba, .ebc



.ebs und .eba Dateien will be generated automatically after uploading the Bundles. There are local saved :

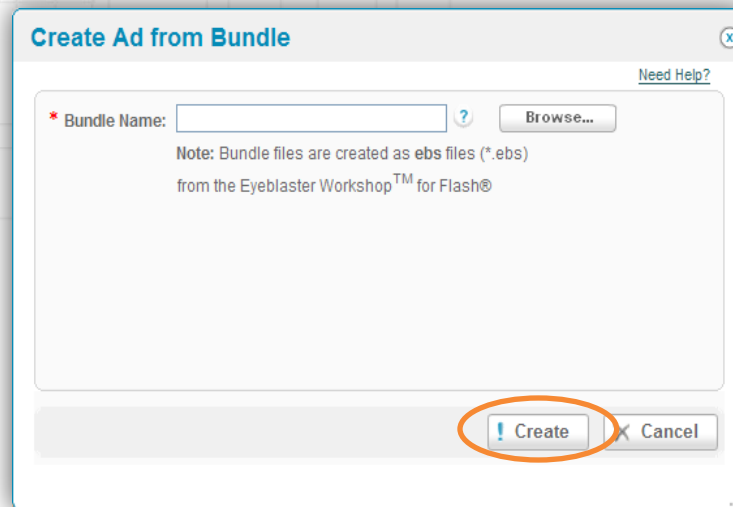
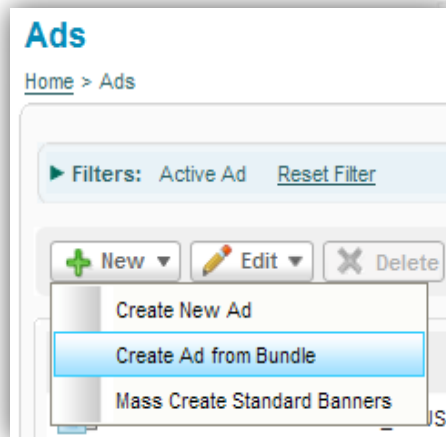
.eba-File is a Eyeblander Projekt File. Settings like Panel Positioning and Click Url are safed in it. Eba only can be opened in Flash-Workshop-Window (Open an Existing Ad). It is genereted automatically.

.ebs-File is a Eyeblander Bundle File. Backup Image, SWF's and .eba-Datei are compressed in. It can be uploaded at the Adserver (Create Ad from Bundle). It is generated automatically.

.ebc-File is a Eyeblander Sourcefile. All files actionscrips and are contained. Ebc only can be opened in Flash-Workshop-Window (Open an Existing Ad). It5s is generated per Click.

Upload Workshop to Adserver

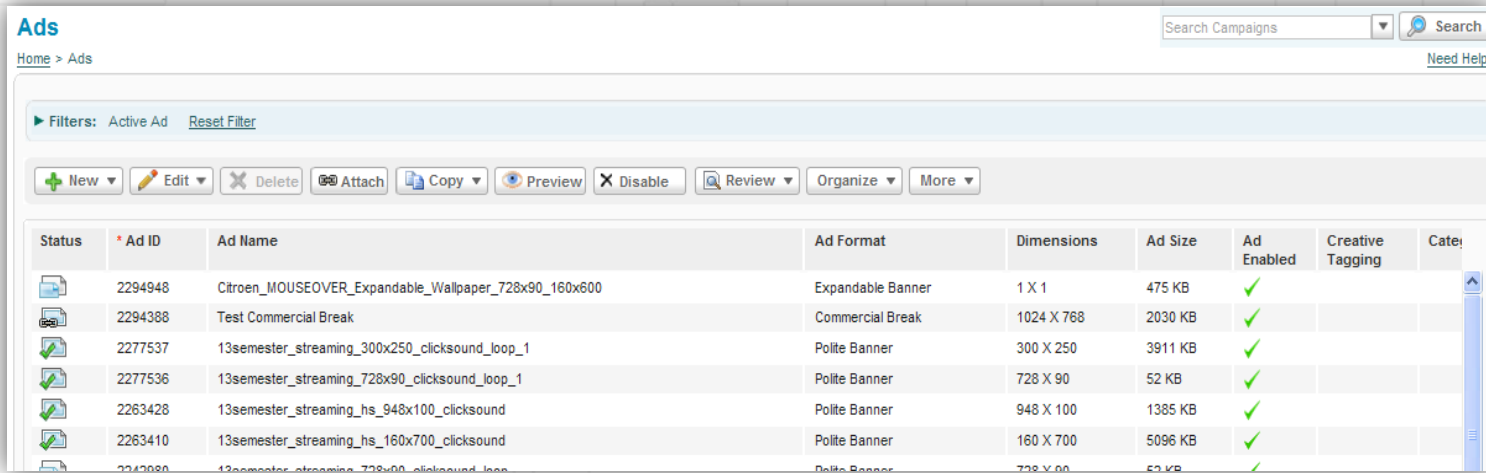
.ebs File can be uploaded without Flash.
You can upload it at the adserver: "Create Ad from Bundle"



After uploading bundle, the ad is completed with all settings of the .eba-file.

Workshop Ads at the Adserver

Your ad is completed at the adserver with an Ad ID and can be edited



The screenshot shows the Adserver interface with a table of ads. The table has columns for Status, Ad ID, Ad Name, Ad Format, Dimensions, Ad Size, Ad Enabled, Creative Tagging, and Category. The first row shows an ad with Ad ID 2294948, Ad Name Citroen_MOUSEOVER_Expandable_Wallpaper_728x90_160x600, Ad Format Expandable Banner, Dimensions 1 X 1, Ad Size 475 KB, and Ad Enabled checked. The second row shows an ad with Ad ID 2294388, Ad Name Test Commercial Break, Ad Format Commercial Break, Dimensions 1024 X 768, Ad Size 2030 KB, and Ad Enabled checked. The third row shows an ad with Ad ID 2277537, Ad Name 13semester_streaming_300x250_clicksound_loop_1, Ad Format Polite Banner, Dimensions 300 X 250, Ad Size 3911 KB, and Ad Enabled checked. The fourth row shows an ad with Ad ID 2277536, Ad Name 13semester_streaming_728x90_clicksound_loop_1, Ad Format Polite Banner, Dimensions 728 X 90, Ad Size 52 KB, and Ad Enabled checked. The fifth row shows an ad with Ad ID 2263428, Ad Name 13semester_streaming_hs_948x100_clicksound, Ad Format Polite Banner, Dimensions 948 X 100, Ad Size 1385 KB, and Ad Enabled checked. The sixth row shows an ad with Ad ID 2263410, Ad Name 13semester_streaming_hs_160x700_clicksound, Ad Format Polite Banner, Dimensions 160 X 700, Ad Size 5096 KB, and Ad Enabled checked. The seventh row shows an ad with Ad ID 2242080, Ad Name 13semester_streaming_728x90_clicksound_loop_1, Ad Format Polite Banner, Dimensions 728 X 90, Ad Size 52 KB, and Ad Enabled checked.

Status	Ad ID	Ad Name	Ad Format	Dimensions	Ad Size	Ad Enabled	Creative Tagging	Category
	2294948	Citroen_MOUSEOVER_Expandable_Wallpaper_728x90_160x600	Expandable Banner	1 X 1	475 KB	✓		
	2294388	Test Commercial Break	Commercial Break	1024 X 768	2030 KB	✓		
	2277537	13semester_streaming_300x250_clicksound_loop_1	Polite Banner	300 X 250	3911 KB	✓		
	2277536	13semester_streaming_728x90_clicksound_loop_1	Polite Banner	728 X 90	52 KB	✓		
	2263428	13semester_streaming_hs_948x100_clicksound	Polite Banner	948 X 100	1385 KB	✓		
	2263410	13semester_streaming_hs_160x700_clicksound	Polite Banner	160 X 700	5096 KB	✓		
	2242080	13semester_streaming_728x90_clicksound_loop_1	Polite Banner	728 X 90	52 KB	✓		

New Create New Ad

Edit Edit Ad

Delete Delete ad

Attach Attach Ad to placement/flight

Copy Copy Ad

Copy Ad
 Copy to Another Account

Copy Copy Ad to another account

Copy Ad
 Copy to Another Account

Preview Preview Ads

Disable Deactivate Ad

Review Publish Ad

Add Note
 Publish Ad
 Reject Ad

Organize Archiv

Archive
 Un-Archive
 Bookmark
 Category

More Make sync unit for preview them together

Sync Ads Unit
 Create Library Ad
 Assign to Sync Ads Unit
 Remove from Sync Ads Unit
 Attach Sync Ads Unit
 Copy Sync Ads Unit

Workshop Ads at the Adserver

You can edit your ad clearly and uncomplicated in MediaMind

The screenshot displays the MediaMind ad editor interface for an ad titled "Neues Ad (2168468)". The interface is divided into several sections:

- Setup:** Includes fields for Clickthrough URL (www.test.de), Agency Third-Party Tracking, Publisher Third-Party Tracking, and Brand Test.
- Interactions & Ad URLs:** Contains fields for Ad Name (Neues Ad), Ad Format (Expandable Banner), Ad Comments, and Ad is Archived.
- Ad Summary:** Shows Ad Status (Not Attached), Ad Dimensions (300 X 250 (Medium Rectangle)), and Ad Size (21 kB).
- Creative:** Features fields for Default Image and Banner, each with a file selection and preview option.
- Panels List:** A table listing the ad panels with columns for Default Panel, Panel Name, Creative Asset, Size, Dimensions, Auto Expand on Mouse Over, Delayed Expansion, Auto Retract When, Transparent, Position Type, X, and Y.
- Panel Settings:** Includes checkboxes for "Show Single Panel at a Time" and "Auto Expand Default Panel when Ad is Loaded", and a "Default Panel Frequency" section.

Text overlay on the screenshot: "You can change assets for example new swfs. And you can make the positioning of panels."

Text overlay at the bottom left: "Actions and Tracking: You can insert your target-url and trackingpixel here. Custom Interactions you can give your banners seperated links"

Advantage of MediaMind Workshop

- Individual adjustable Templates
- Uncomplicated Upload out of Flash
- Preview in Flash
- Interaction Monitor
- Bundling all Files to one Ad

General

- You can only use Eyebaster Workshop with MXP Extension Kit. [Download](#)
- Ad Name = Asset Folder Name
- You can make settings (positionierung, links) at the adserver or directly in Flash
- You can save the files wherever you want
- You can ajust some templates
- All files are bundeled to one file (.ebs)
- Download Step-for-step-Video-Documentations about making Ads with Workshop ([Download](#))
- Please ask for a log in to Eyebaster Adserver:
creative_de@mediamind.com

Thank you

If you have any more questions, please ask:

Creative_de@mediamind.com

