

Creating Standard Ads

November 2010

Installing the MXP Extension Kit

Dear Creative-Team,

We are pleased that you work with MediaMind.

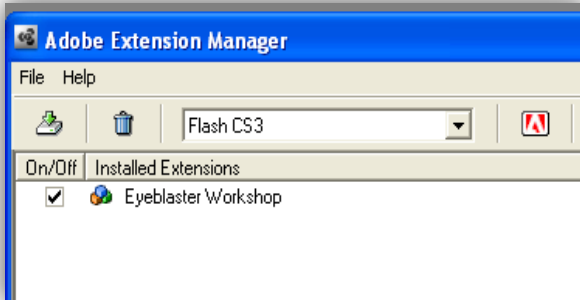
To make your work easier, we offer you the MediaMind Workshop MXP Extension kit, with our MXP you can in a very simple way create and upload your Ads. All the necessary Scripts are already included to the templates.

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.

Please note, that StandardAds only support one clickthrough.



Definition of a Standard Ad

A Standard Ad is composed of:

- Default / Backup Image max. 40 KB (jpeg or gif)
- Flash File / Basis-File (swf) max 40 kB

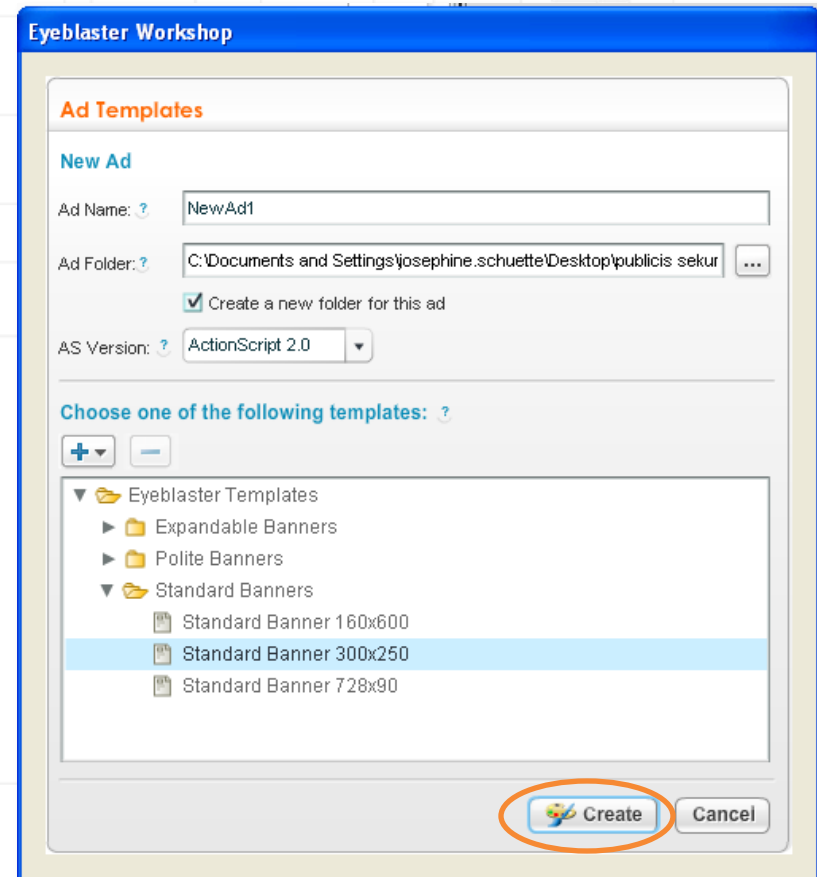


Creating a Standard Ad

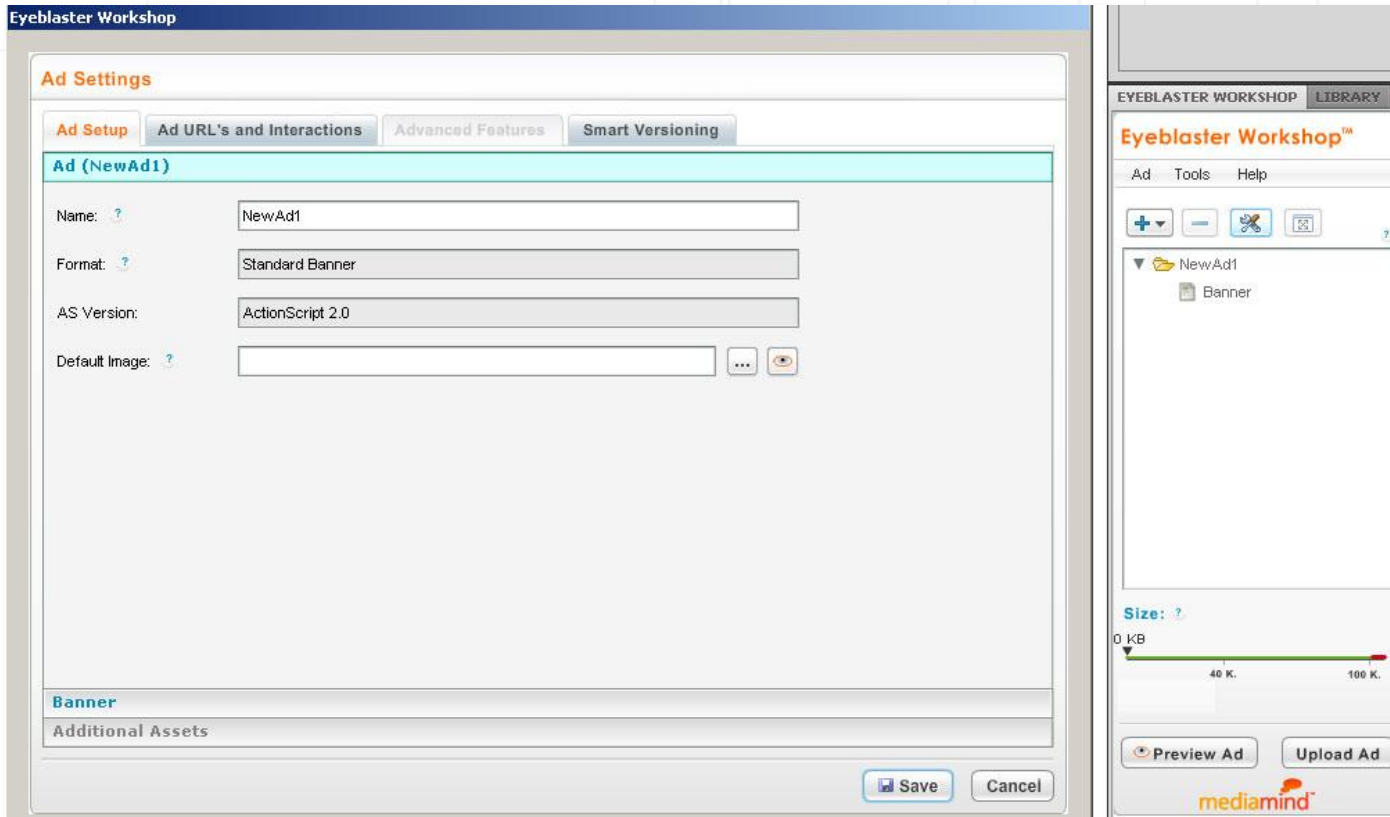
Using a Template



- Name the Ad
- Choose a Location to save it
- Choose a template
- Click "Create"



Standard Ad - Workshop



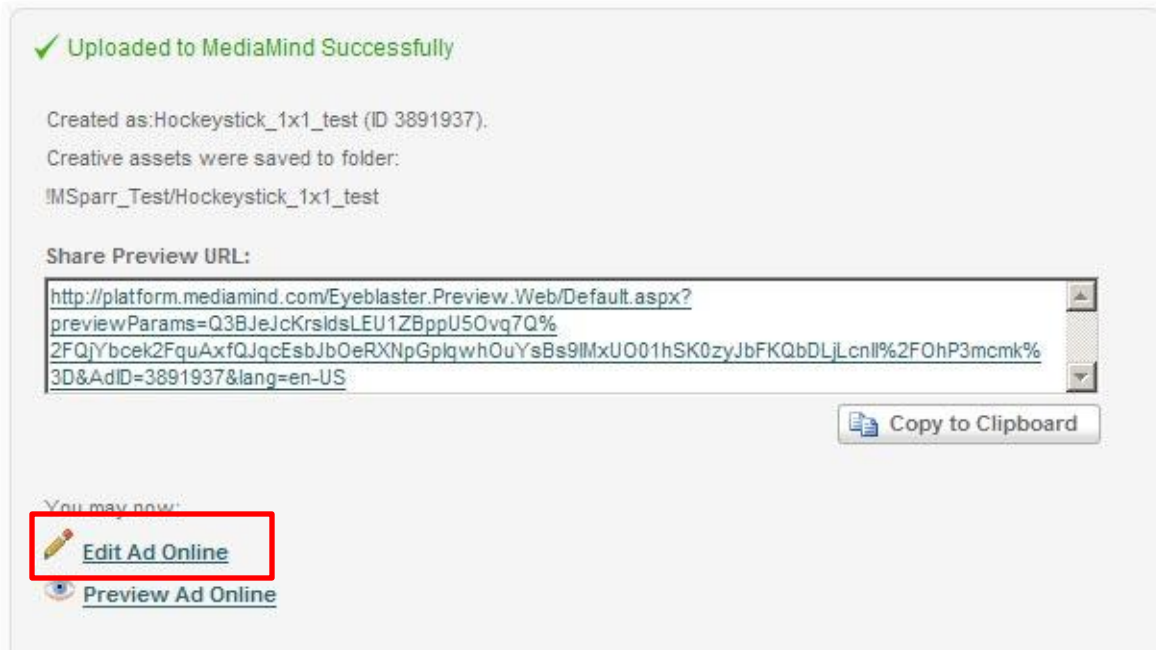
Under “Ad Setup” you can set/change the linkage to the .flas or to the Failover-Images. Under “Ad URLs and Interactions” you can set/change the clickthrough URL.

Uploading the Ad to MediaMind

To upload the ad to the platform, please click on “Upload Ad” and follow the instructions on your browser window.

You will get a message when the ad was uploaded successfully (Screenshot). There you will get a preview link and also a button which allows you to edit the Ad.

You could now open the Ad (by clicking on “Edit Ad Online”) and set up right away the linkage to the MediaAgency (see next page).



✓ **Uploaded to MediaMind Successfully**

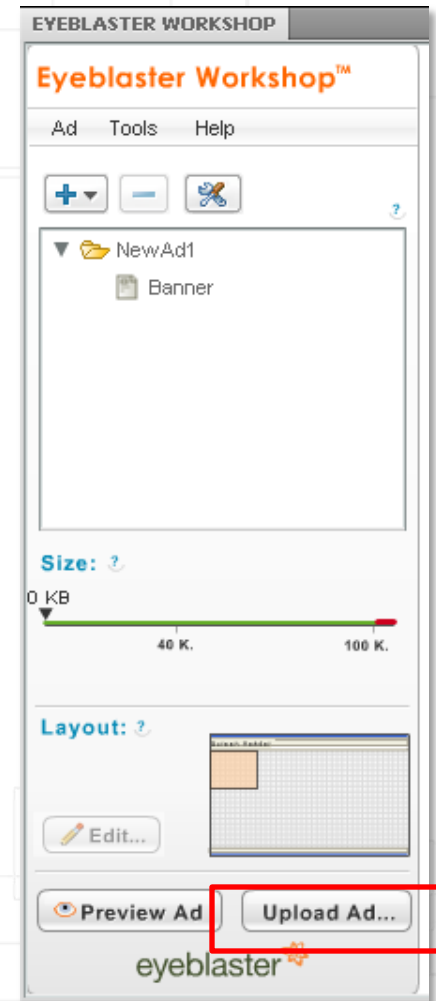
Created as:Hockeystick_1x1_test (ID 3891937).
Creative assets were saved to folder:
!MSparr_Test/Hockeystick_1x1_test

Share Preview URL:
<http://platform.mediamind.com/Eyeblander.Preview.Web/Default.aspx?previewParams=Q3BJeJcKrsldsLEU1ZBppU5Ovq7Q%2FQjYbcek2FquAxfQJqcEsbJbOeRXNpGplqwhOuYsBs9IMxU001hSK0zyJbFKQbDLjLcnll%2FOhP3mcmk%3D&AdID=3891937&lang=en-US>

[Copy to Clipboard](#)

You may now:

- [Edit Ad Online](#)
- [Preview Ad Online](#)



EYEBLANDER WORKSHOP

Eyeblander Workshop™

Ad Tools Help

+ - ✂

NewAd1
Banner

Size: ?
0 KB
40 K. 100 K.

Layout: ?

Edit...

Preview Ad Upload Ad...

eyeblander

Linking the Ad to the MediaAgency

To proceed with the Ad linkage to the MediaAgency, please expand the Tab “Campaign Attachment”, choose the MediaAgency and if available, the correct campaign and placement.

The screenshot displays the 'Setup' tab of the MediaMind ad management interface. It features three main sections: 'Ad Settings', 'Campaign Attachment', and 'Ad Enabled'. The 'Ad Settings' section includes fields for 'Ad Name' (Test), 'Ad Format' (Standard Banner), 'Ad Comments' (None), and 'Ad is Archived' (unchecked). The 'Campaign Attachment' section is highlighted with a red border and contains three dropdown menus: 'Media Agency' (MediaMind Germany), 'Campaign Name' (0706 Test), and 'Placement' (None). The 'Ad Enabled' checkbox is checked.

Field	Value
Ad Name	Test
Ad Format	Standard Banner
Ad Comments	(None)
Ad is Archived	<input type="checkbox"/>
Media Agency	MediaMind Germany
Campaign Name	0706 Test
Placement	None
Ad Enabled	<input checked="" type="checkbox"/>

Action Script for a Standard Ad

All the MediaMind ads must have our Include script on the first Keyframe, as follows:

```
AS2: #include "ebFlashActionsStd.as"
```

```
AS3: EB.Init(stage)
```

Besides that, to make the uploading process faster, please leave the first Keyframe free from any elements/movie clips. Our Ad Templates already contains the Actionscripts includes on them.

Link-Button:

```
AS2:
```

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

```
AS3:
```

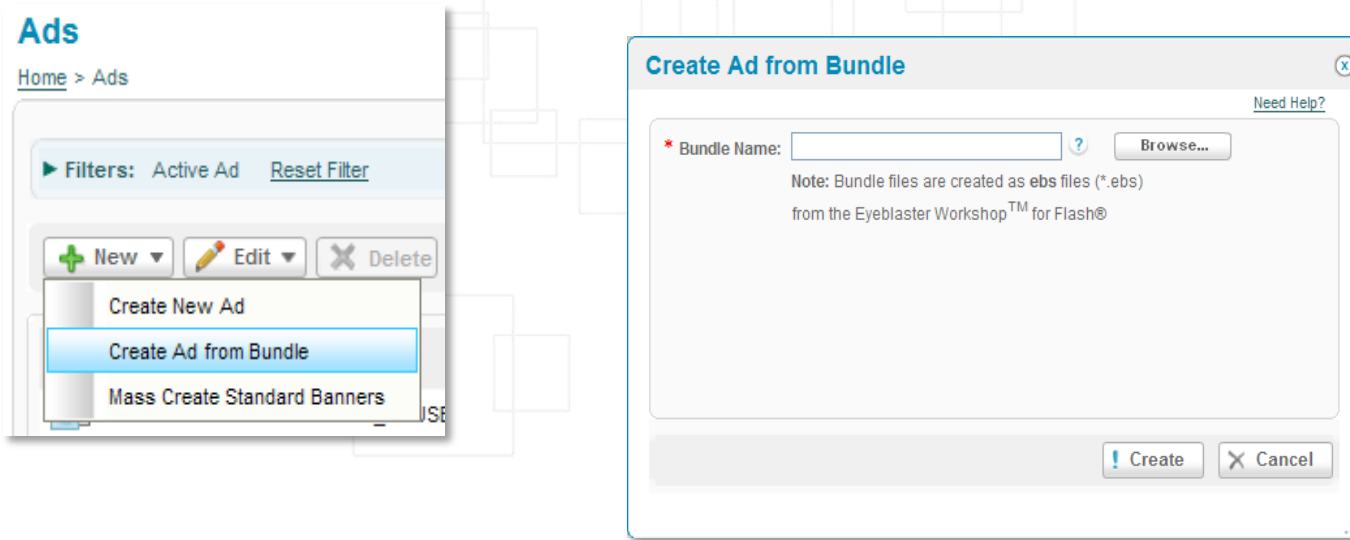
```
clickthrough_btn.addEventListener(MouseEvent.CLICK,ClickThruURL);  
function ClickThruURL(event:MouseEvent){  
    EB.Clickthrough();  
}
```

Please make sure that the files will be named the same way:

For instance: `myAD_300x250.swf` und `myAD_300x250.jpg`

Upload vom Workshop auf den Adserver

The .ebs File can be uploaded outside the Flash environment. Just generate the file as follows and upload It directly to the platform under "Create Ad from Bundle."



After clicking on "Create", the ad has been fully uploaded to the platform along with its settings/clickthroughs.

Thank You

If you have any questions, please contact:

Creative_de@mediamind.com

