

Creating Polite Ads

November 2010



Installing the MXP Extension Kit

Dear Creative-Team,

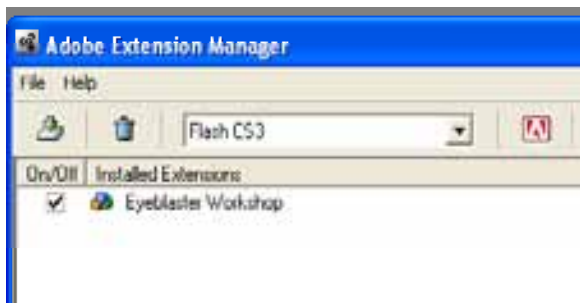
We are pleased that you work with MediaMind.

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.



Definition of a Polite Ad

A Polite Ad is composed of:

- Default / Backup Image max. 40 KB (jpeg or gif)
- Default Flash File / Basis-File (swf) max 40 kB
- Rich Flash File (swf) max 300 kB

Its also possible to create an ad with Video - see

Our Specs for: [Video Ad](#)

The “Default Flash” works like a preloader. It will be displayed until the websites content have been completely loaded. After that, it will be switched automatically to the “Rich Flash”.



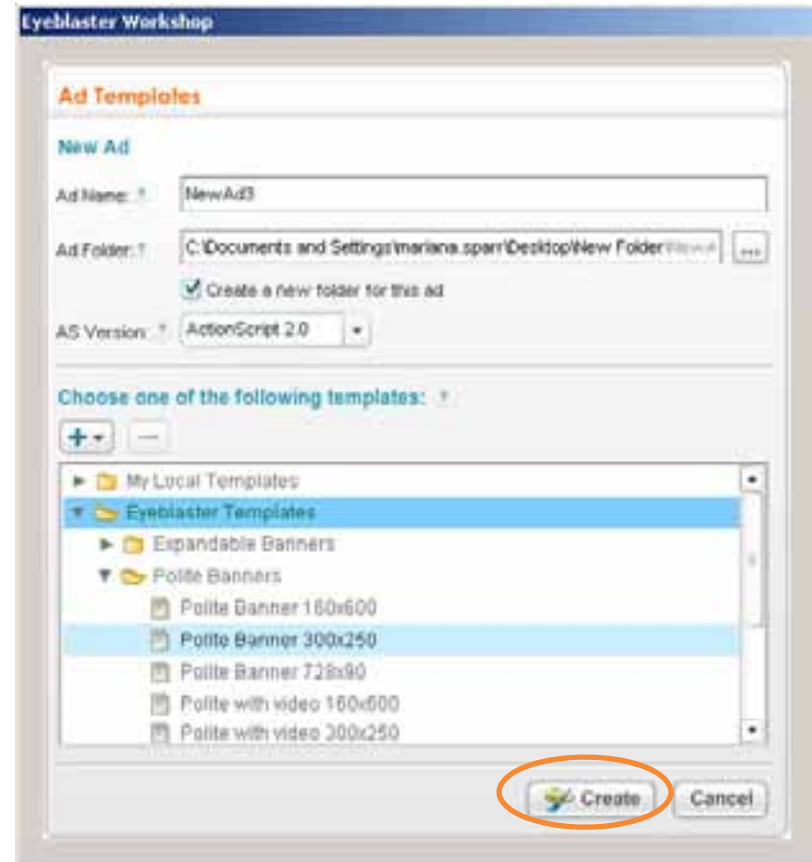
Download fla-Template: http://demo.eyebalster.com/Training_Zone/templates_v2/EB_Polite_Banner.zip

Creating a Polite Ad

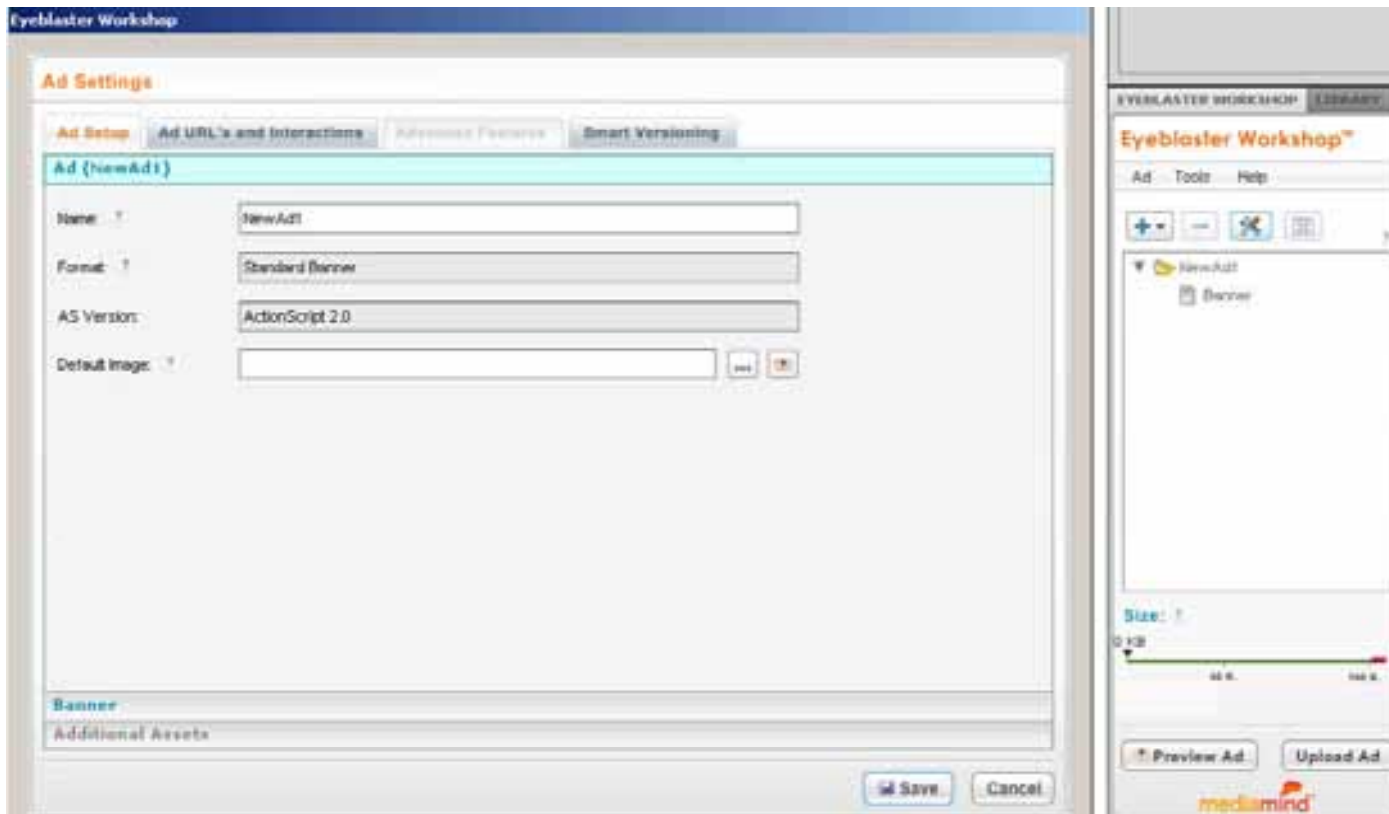
Using a Template



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



Polite 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 URLs und Interactions.

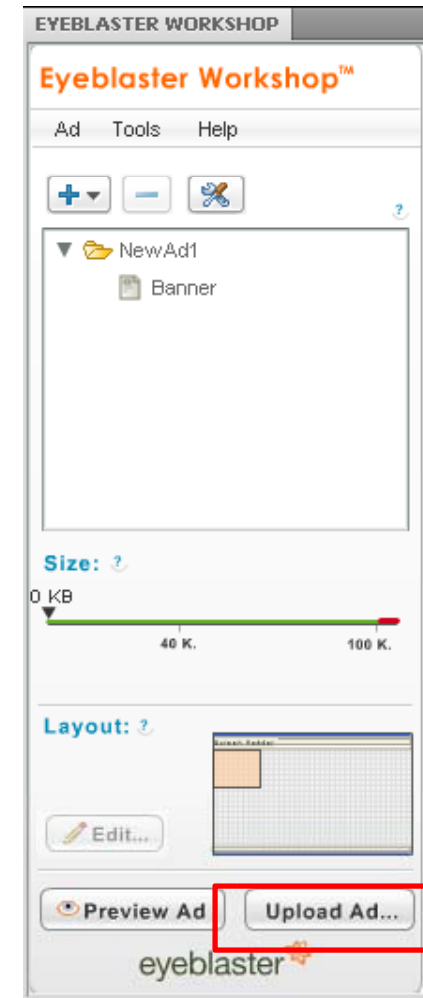
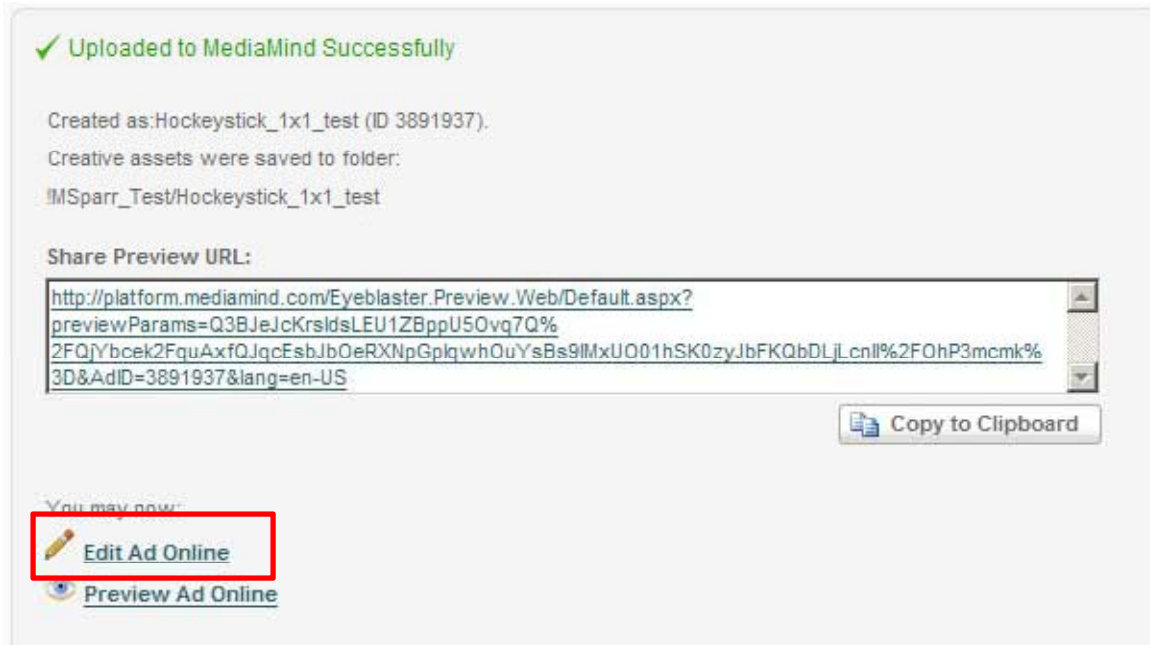


Uploading the Ad to MediaMind

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).



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 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 box and contains three dropdown menus: 'Media Agency' (MediaMind Germany), 'Campaign Name' (0706 Test), and 'Placement' (None). The 'Ad Enabled' checkbox is checked.

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

Action Script for a Polite Ad

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

AS2: *#include "ebFlashActions.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();  
}
```

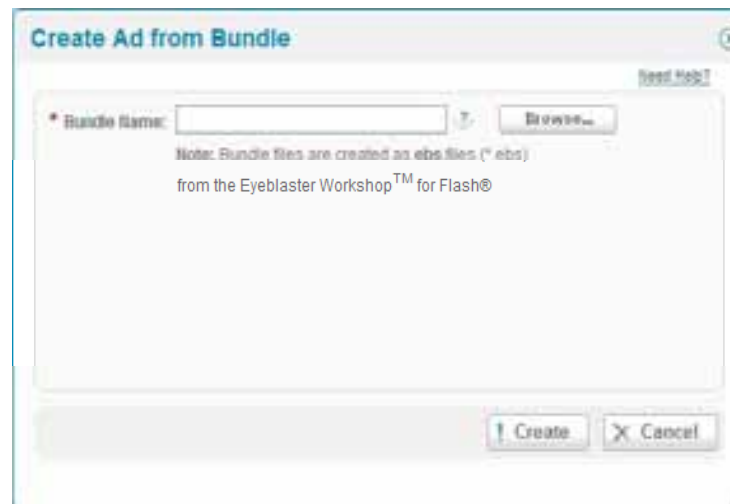
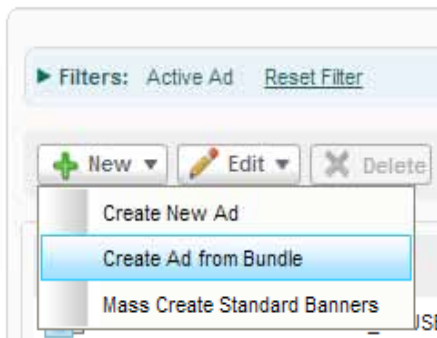


Bundle Upload to the Adserver

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.

Ads

Home > Ads



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

