

Create a Tandem Ad for MSN

June 2010

Installation MXP Extension Kit

Hello Creative-Team,

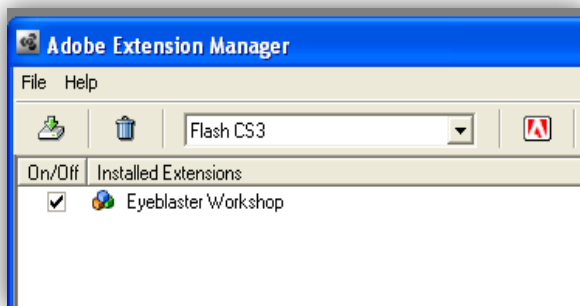
We are pleased that you work with MediaMind.

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.



Definition of a Tandem Ads

A Tandem Ad contains:

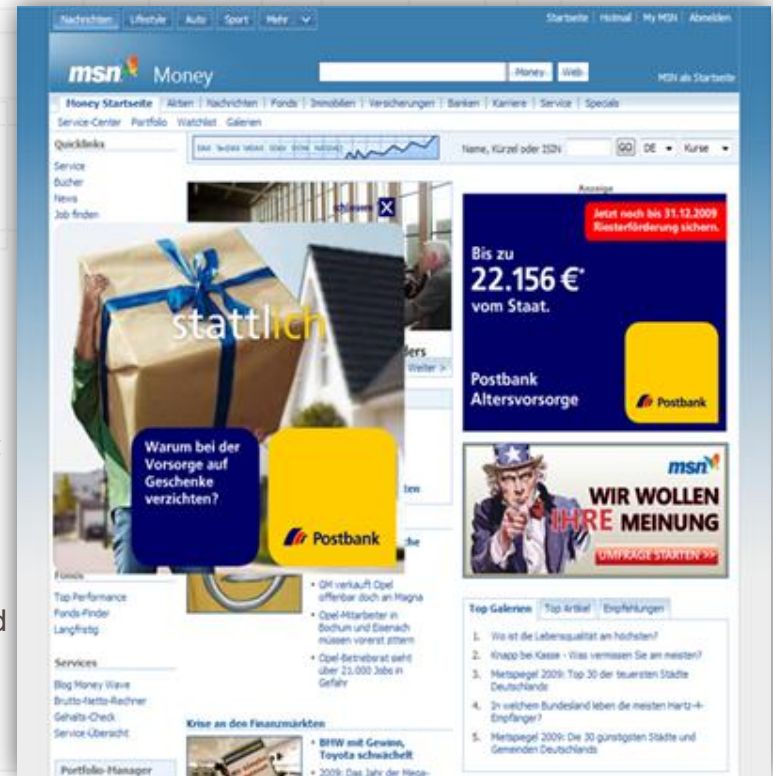
- **Main Banner (728x90, 300x250 or 160x600) swf**
- **Fallback Gif/Jpeg maximal 40 KB**
- **Expand Layer / Panel zB 450x450 SWF**

Layer Element:

- Viewable Close-Button
- Nothing lays over the navigation
- 450x450 Layer needs an autoclose after 8 seconds
- Local Connect between Content Ad and Layer please don't forget Frequency Capping (FC1) settings

In Medium Rectangle a video is possible:

- Sound: only user-initiated per Click – Sound On/Off Button is needed
- Videotime: maximal 30 Sec.
- size: 2,1 MB
- no Looping
- Play/Stop Button

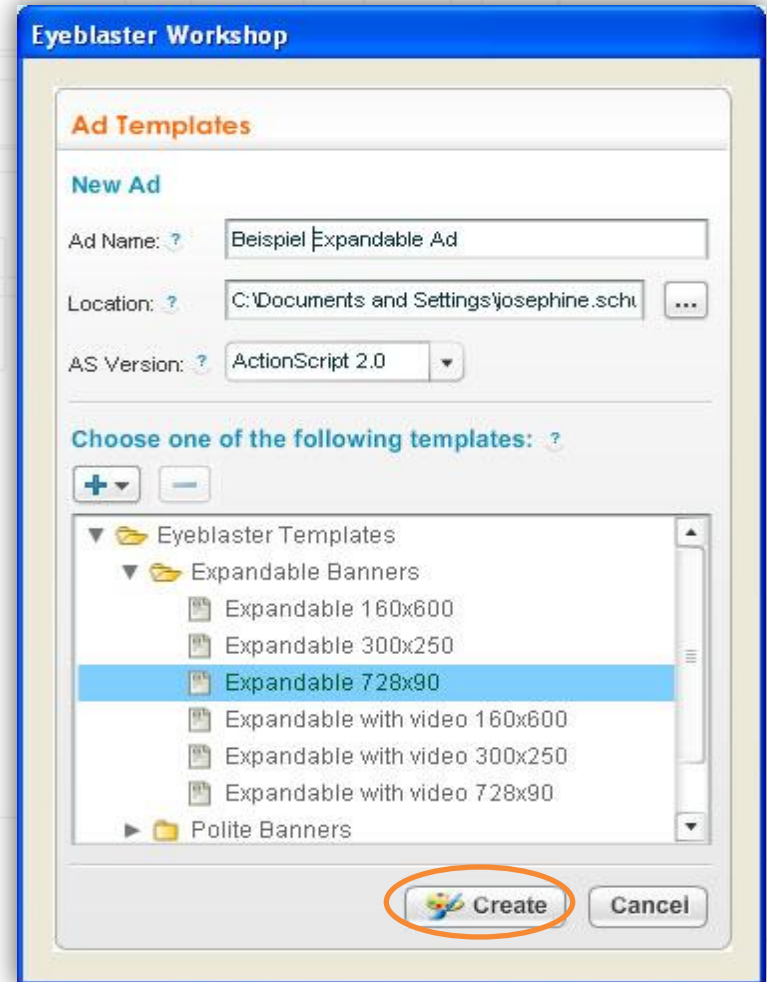


Create an Tandem Ad

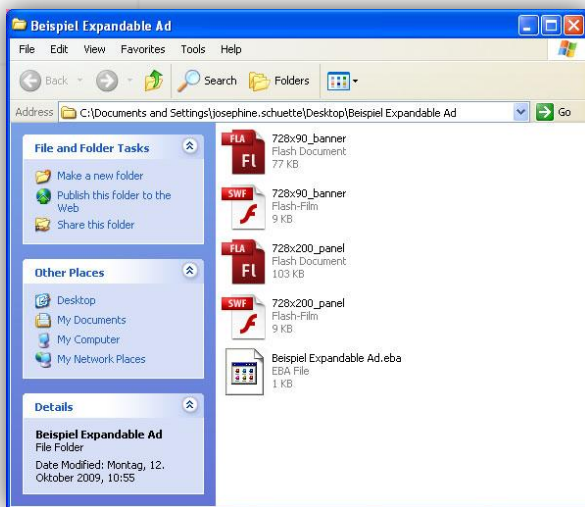
Please use Template Standard Banner and resize your flash-stage like you need it



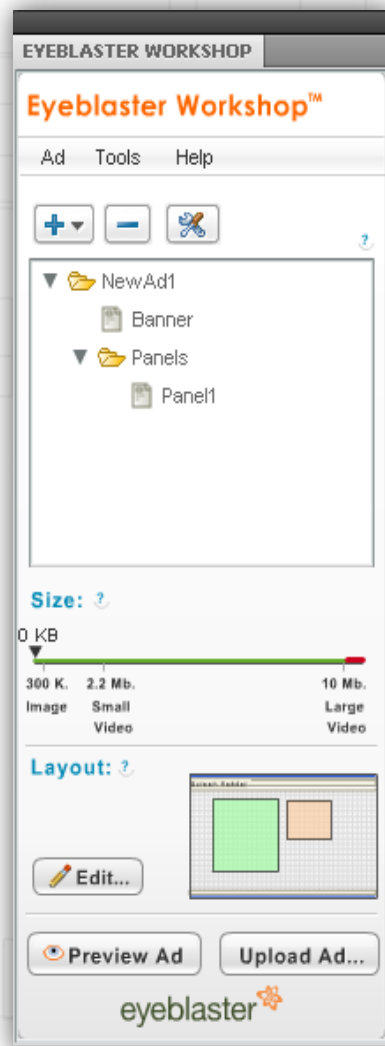
- Name the Ad Expandable
- Choose a Location
- Choose a template
- Click "Create"



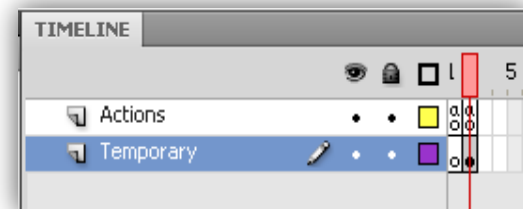
Tandem Ad at the Workshop



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



Workshop Window for overview of Basiselement (Banner) and Expandedelement (Panel1). All needed Scripts are preset in templates.



Now the Basis- and Panel-Elements are opened in Flash and can be worked on.

Action Script for Main Banner

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

Link-Button:

AS2:

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

Use "banner" or choose an own string name

Expand-Button:

AS2:

```
on (rollOver) {  
    EB.ExpandPanel("panel1");  
}
```

Please use Stringname "panel1"

Action Script for Panel

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

Link-Button:

AS2:

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

Use "banner" or choose an own string name

Close-Button:

AS2:

```
on (release) {  
    EB.CollapsePanel("panel1", "user");  
}
```

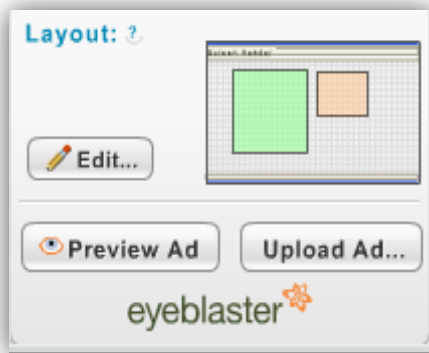
Please insert an auto-close after 8 Seconds on theTimeline:

```
EB.CollapsePanel("panel1", "auto");
```

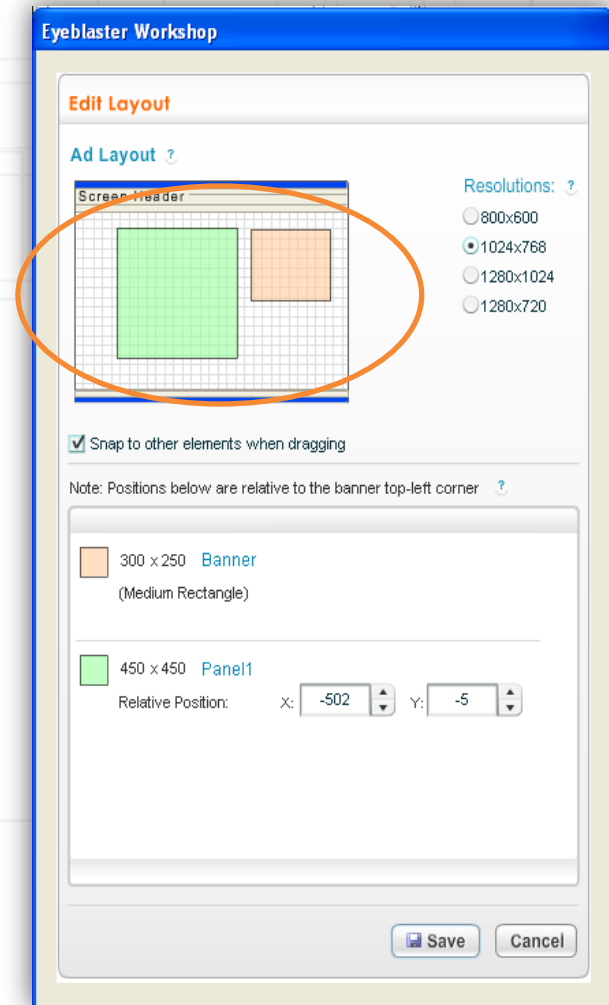
Please use Stringname "panel1"

Positioning Panel

Panel-Positioning can be set directly in Flash

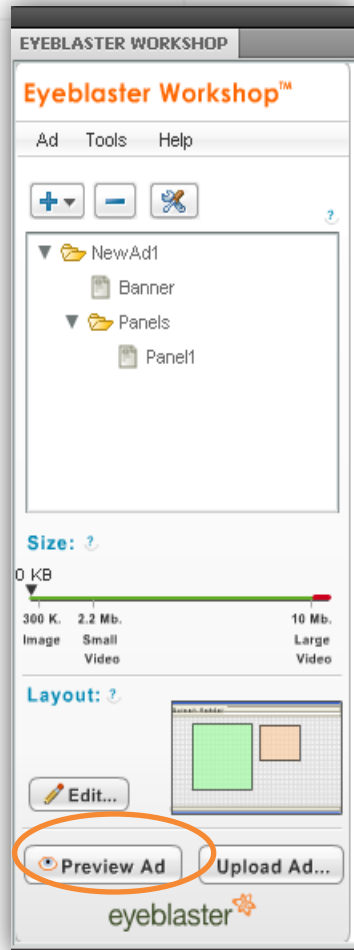


Shift panel manual by mouse



Preview of a Tandem Ad

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



Preview Functions :

 **Positioning**

Positioning: If you use more ads like expandable

Preview URL :

Preview Url: to see how it looks on a website

 **Interactions Monitor**

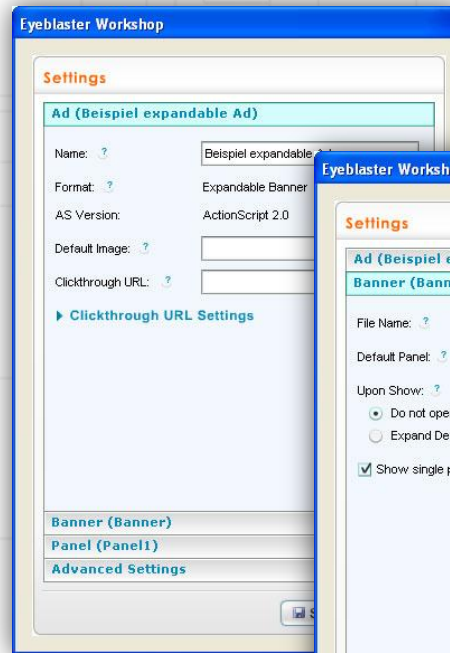
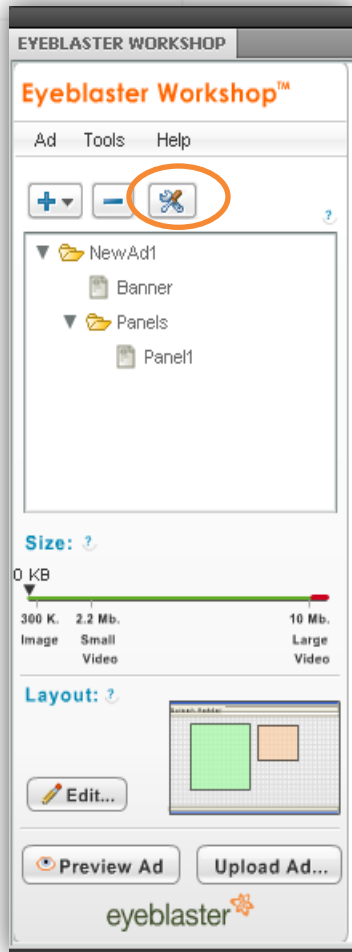
Interactions Monitor: to check the EB-Actions Scripts

 **Share Preview...**

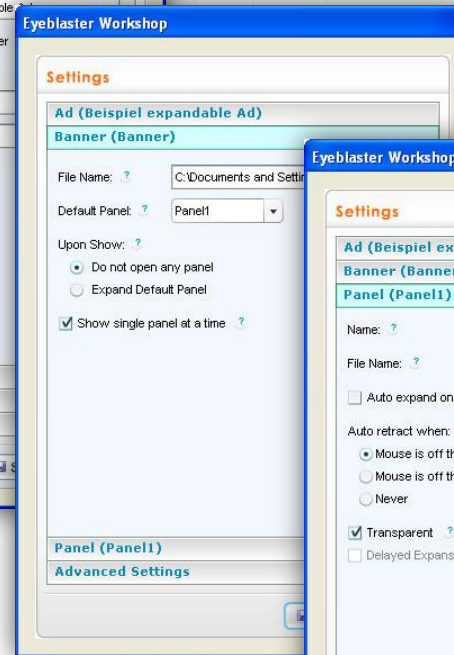
Share Preview: To send the Preview-URL to others

Adapted by Ad Settings

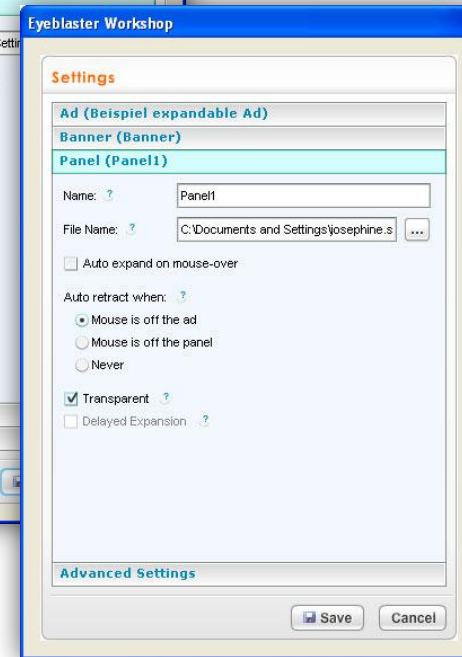
You can make different settings at the workshop with the tool-icon



Ad: Insert Default Image and Url

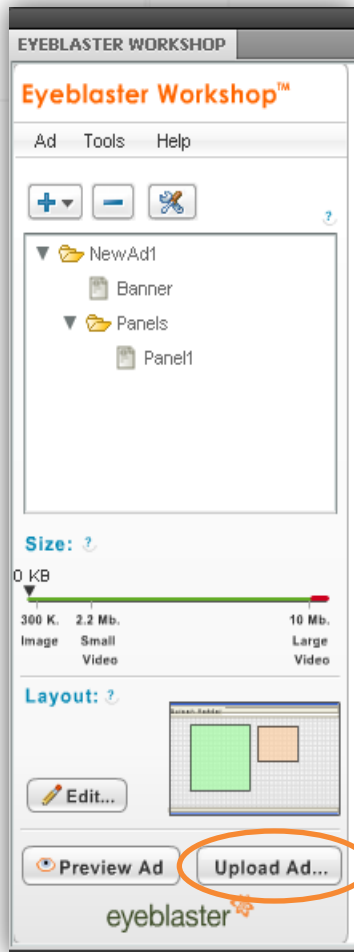


Banner: Settings for das Basis-Ad

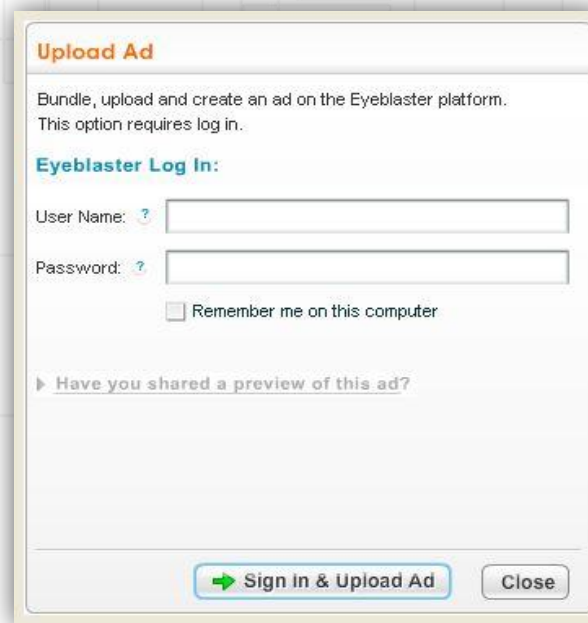


Panel: Settings for Panel

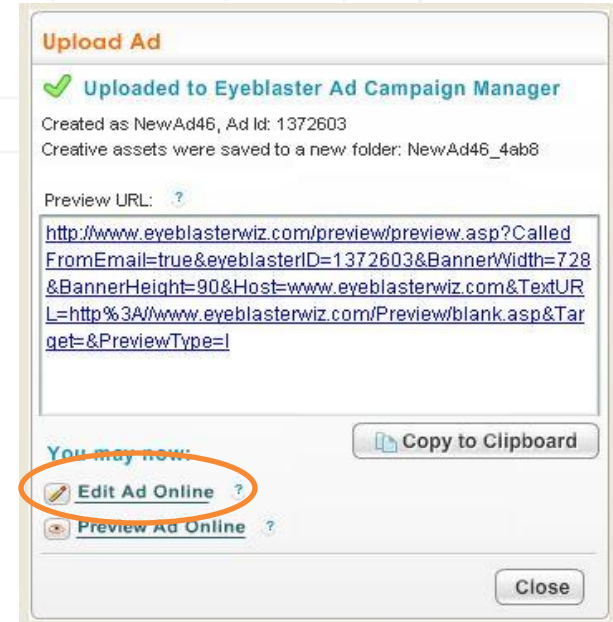
Upload Workshop at the Adserver



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



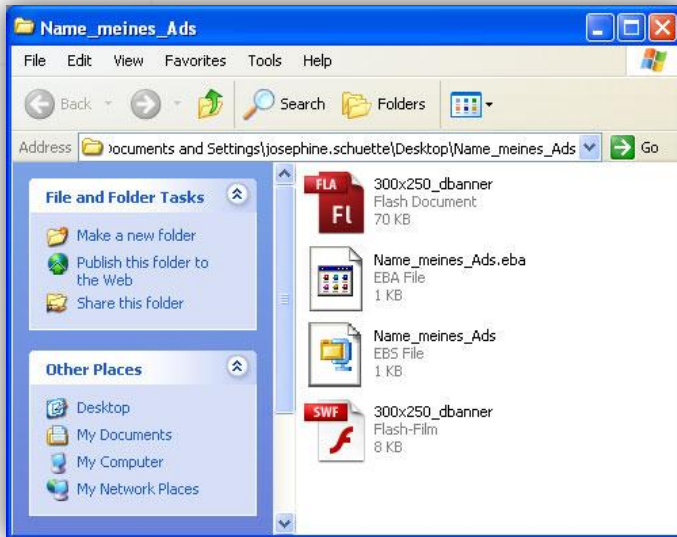
Please log in



Now, the Ad is complete uploaded on the adserver.

Clicking the Edit Ad 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 MediaMind Projekt File. Settings like Panel Positioning and Click Url are saved in it. Eba only can be opened in Flash-Workshop-Window (Open an Existing Ad). It is generated automatically.

.ebs-File is a MediaMind 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 MediaMind Sourcefile. All files actionscripts and are contained. Ebc only can be opened in Flash-Workshop-Window (Open an Existing Ad). It's generated per Click.

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

