

Create an Expandable Banners for MSN Today

June 2010



Installation MXP Extension Kit

Hello Creative-Team,

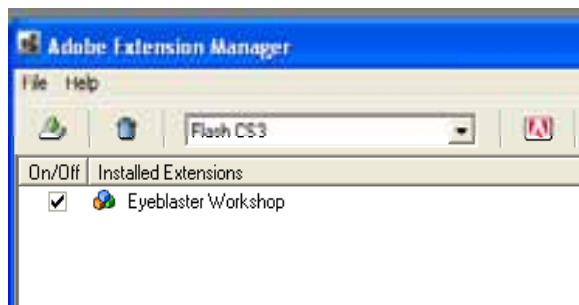
We are pleased that you work with MediaMind.

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 MSN-Today Ad

A Today Ad contains:

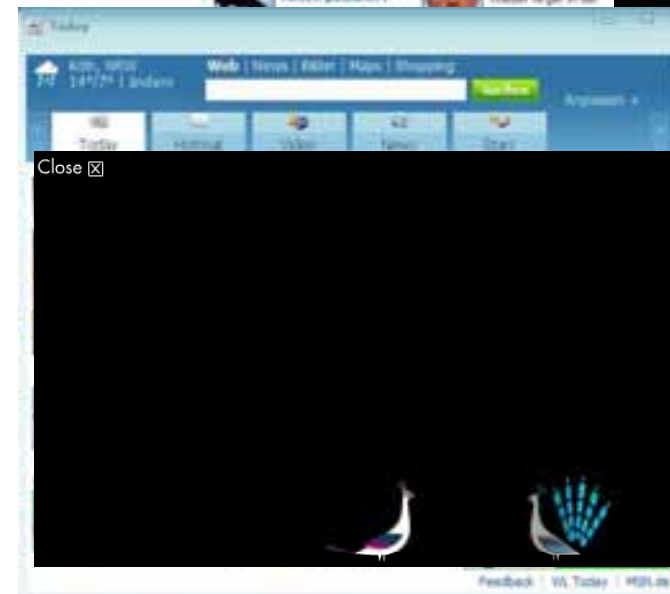
- **180x150 (Fallback Gif/Jpeg) max 40 KB**
- **180x150 SWF max 40 KB**
- **530x365 SWF (expandable) max 100 KB with Autoclose**
- **530x365 SWF (expandable) max 100 KB without Autoclose**

The 530x365 pre expands when Today window opens, closes itself after 7 Seconds and after that it opens on roll over again, without autoclose. Both 530x365 have a closebutton.

Expansion: bottom left

You can make this positioning setting on MediaMind Platform

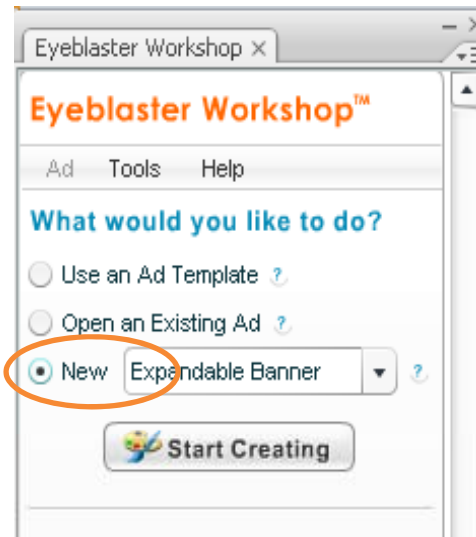
- Video possible
 - Sound: only user-initiated per Click – Sound On/Off Button
 - Videotime: maximal 30 Sec.
 - size: 2,1 MB
 - No Looping
 - Play/Stop Button



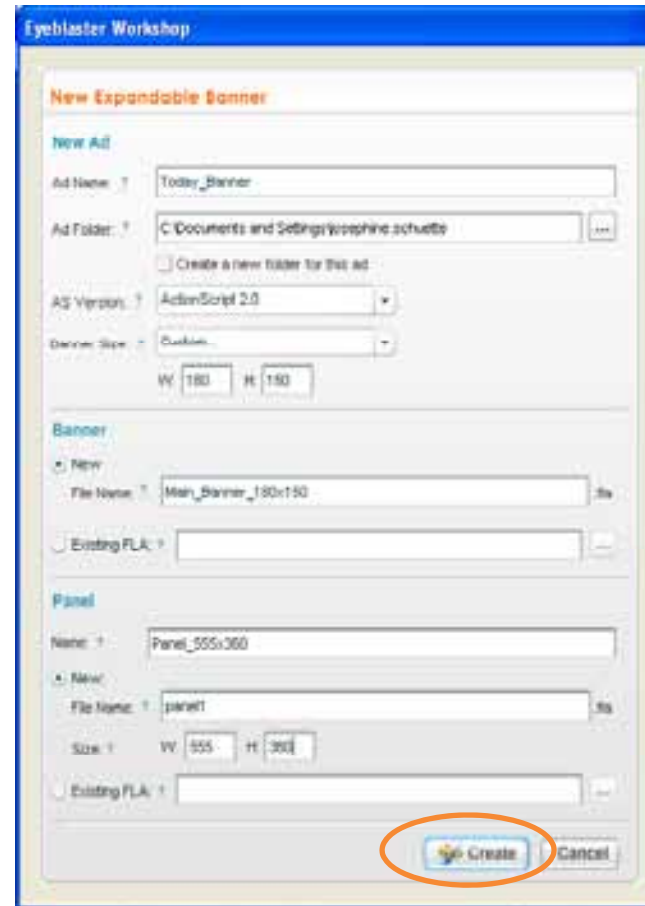
mediamind™

Create a MSN-Today Ad

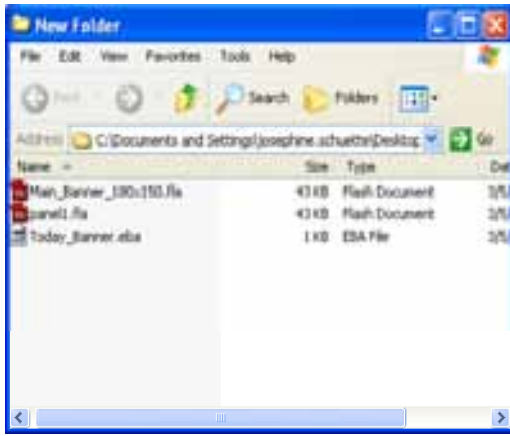
Please use Template Expandable Banner and resize your flash-stage like you need it



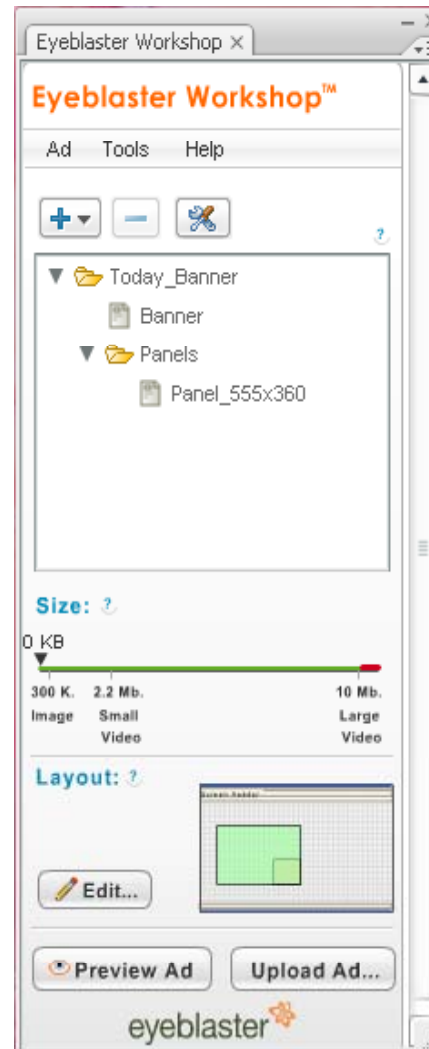
- Name the Ad
- Choose a Location
- Choose a template
- Click "Create"



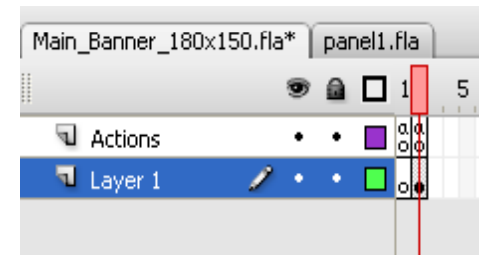
MSN-Today Ad at the Workshop



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



Workshop Window for overview of Basisement (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 180x150 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

It will be expanded by mouse over. This settings will be done on platform.

No actionscript is needed for this.



Action Script for 530x365 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");
```

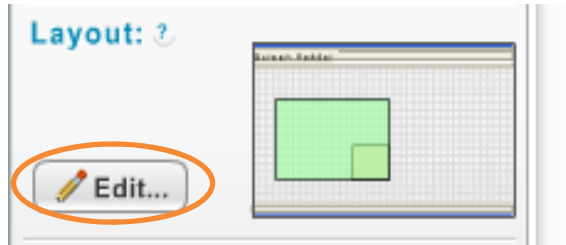
Please use Stringname "panel1"

.



Positioning Panel

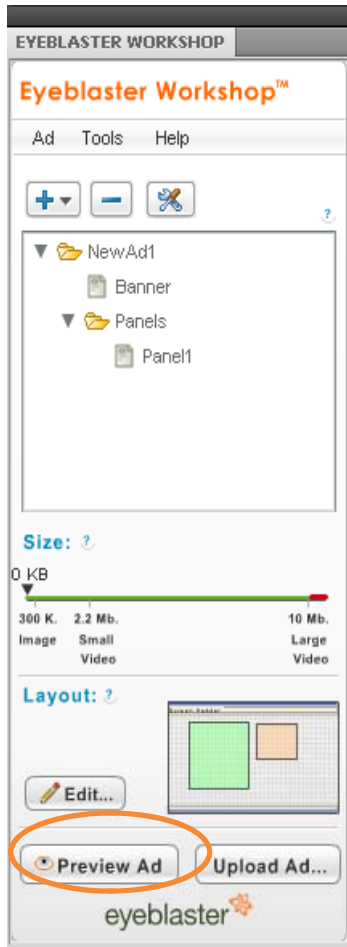
Panel-Positioning can be set directly in Flash



Shift panel manual by mouse

Preview of a Expandable Ad

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



Preview Functions :



Positioning: If you user more ads like expandable



Preview Url: to see how it looks on a website



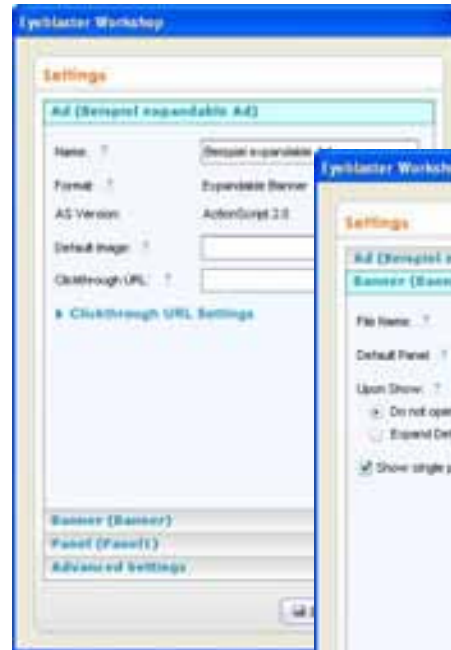
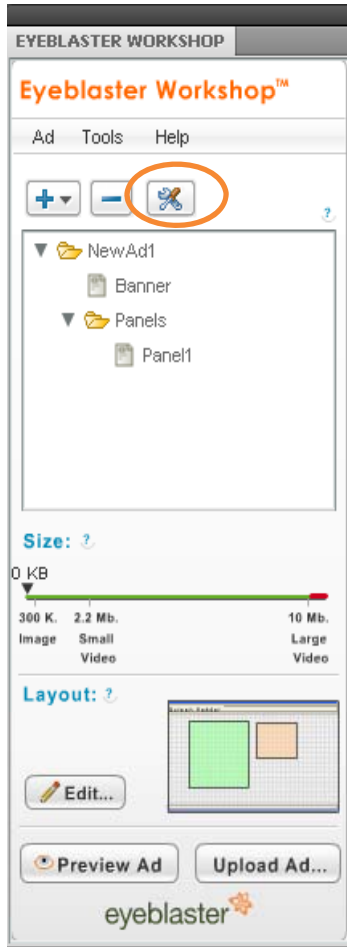
Interactions Monitor: to check the EB-Actions Scripts



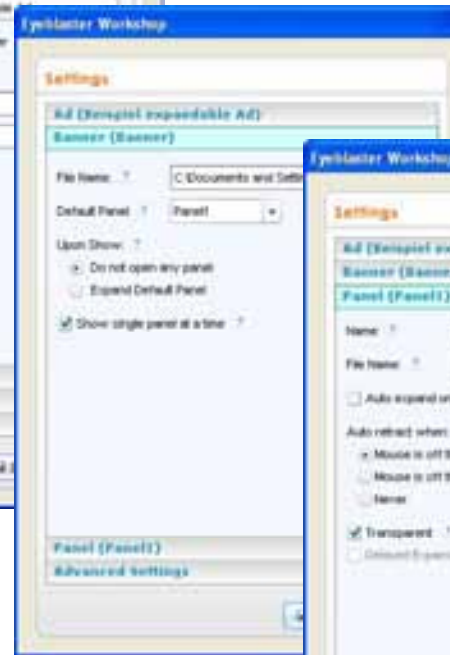
Share Preview: To send the Preview-URL to others

Adapted by Ad Settings

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



Ad: Insert Default Image and Url



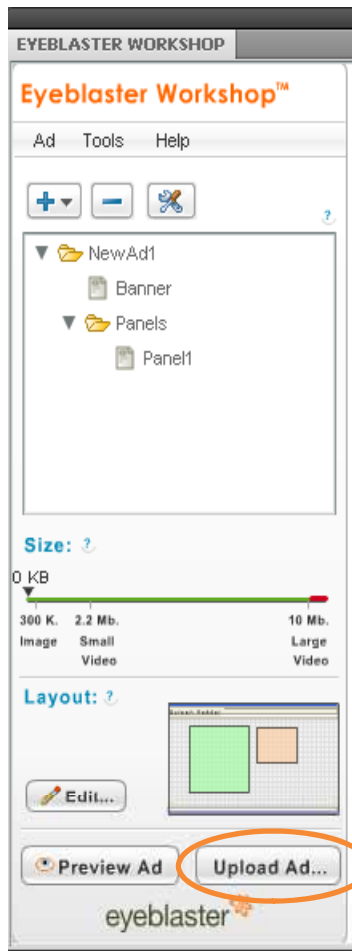
Banner: Settings for das Basis-Ad



Panel: Settings for Panel



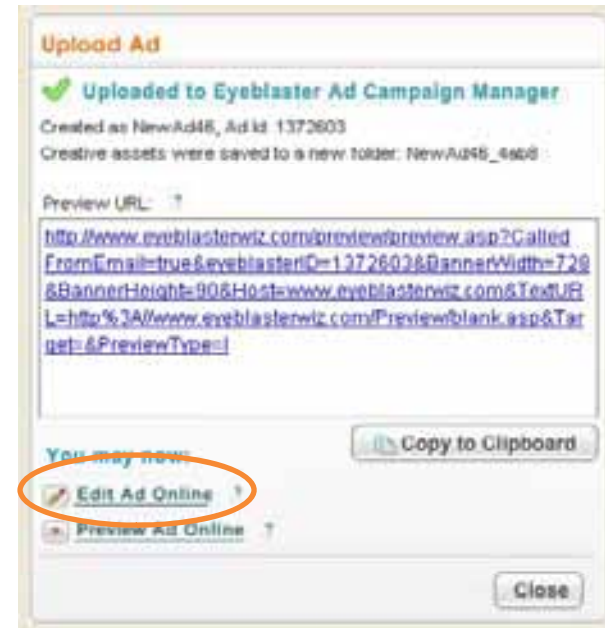
Upload Workshop at the Adserver



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 actionscrips 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 Eyebalster 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 adjust some templates
- All files are bundled to one file (.ebs)
- Download Step-for-step-Video-Documentations about making Ads with Workshop ([Download](#))
- Please ask for a log in to Eyebalster Adserver:
creative_de@mediamind.com

Thank you



Vielen Dank

Bei weiteren Fragen zur Umsetzung bitte wenden an:

Creative_de@mediamind.com

