

Create a MSN Messenger Ad

04/2010

Installation MXP Extension Kit

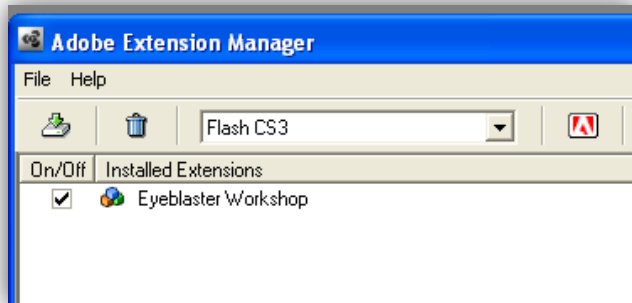
Hallo Creative-Team,

We are pleased that you work with Eyebalster.

To facilitate your, we offer you the Eyebalster 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](#)

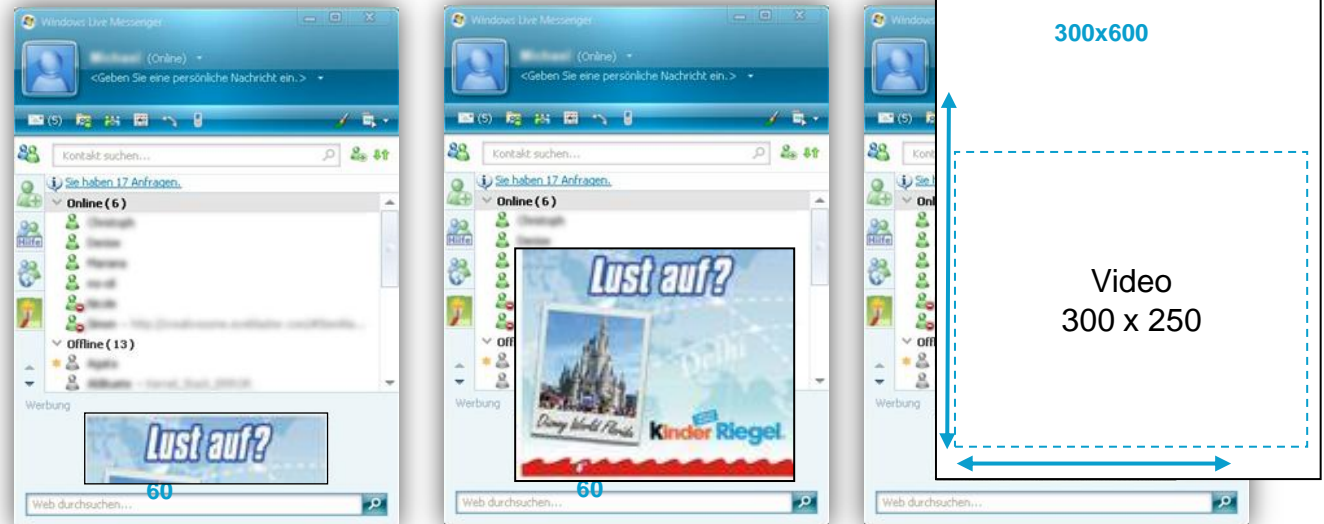
And install it with the den Adobe Extension Manager.



Definition of a MSN Messenger Ad

An expandable Messenger Ad contains:

- **234x60 (Fallback Gif/Jpeg) max. 40 KB**
- **234x60 SWF max. 40 KB**
- **300x250 or 300x600 SWF max. 100 KB**
- The Expanding Ad opens on Mouse Over with 1 Sek. delay
On MouseOut the Expandable closes.
- Videointegration possible
 - Sound: only user-initiated on Click – Sound On/Off Button necessary
 - Videorunningtime: max 30 Sek.
 - Size: 2,1 MB
 - No Looping
 - Play/Stop Button

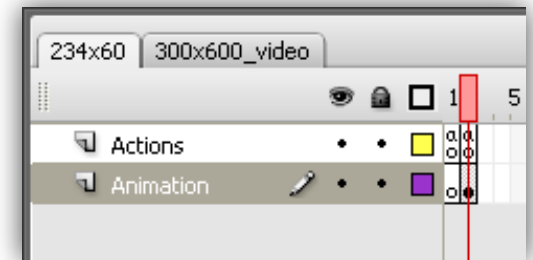


Create a MSN Messenger Ads

Its necessary to have the workshop installed and activated, but you don't have to use a template for the messenger ad.

Without the installation, some Eyebalster-scripts wouldn't be work.

Please create your two ads and integrate the Eyebalster-Actionscripts.



Eyblaster Actionscript – MSN Messenger Ad

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

AS2: *#include "ebFlashActions.as"*

AS3: *include "<local drive>/Documents and Settings/<username>/Local Settings/Application Data/Adobe/Flash CS3/<language>/Configuration/Include/ebFlashActionsAS3.as"*

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

Basisbanner 234x60:

Link-Button:

```
clickthrough_btn.onRelease = function(){  
    EB.Clickthrough("Bannername");  
}
```

You have to change the "clickthrough_btn" with your own button-name.
Or you can use a alternative Script on the button itself.

Panel 300x600 bzw 300x250:

Link-Button:

```
clickthrough_btn.onRelease = function(){  
    EB.Clickthrough("Bannername");  
}
```

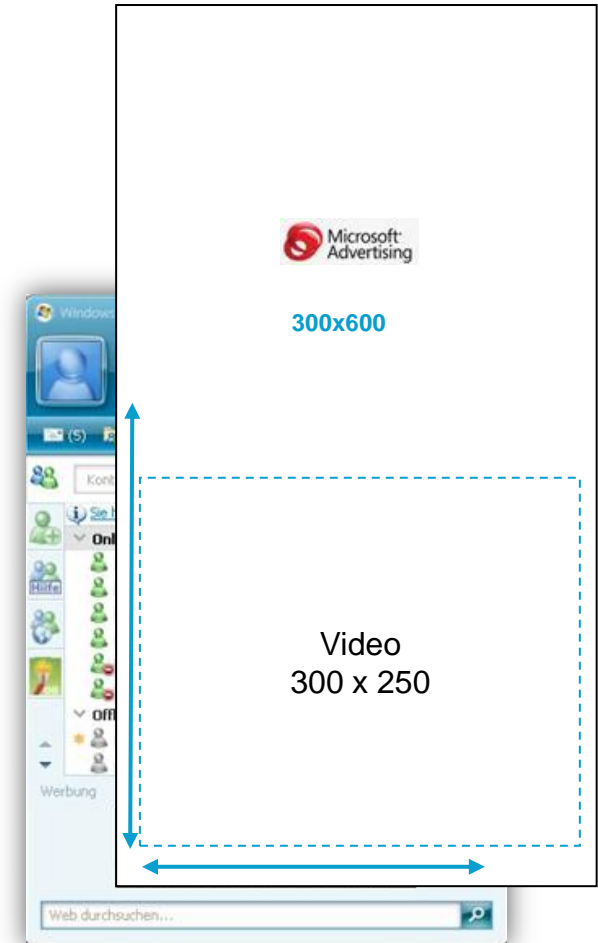
Close-Button for manual close (User Interaction):

```
close_btn.onRelease = function(){  
    EB.CollapsePanel("panel1", "user");  
}
```

You have to change the "close_btn" with your own button-name.
Or you can use a alternative Script on the button itself.
Please set an Name like panel1 or Layer in quotes in quotation marks.

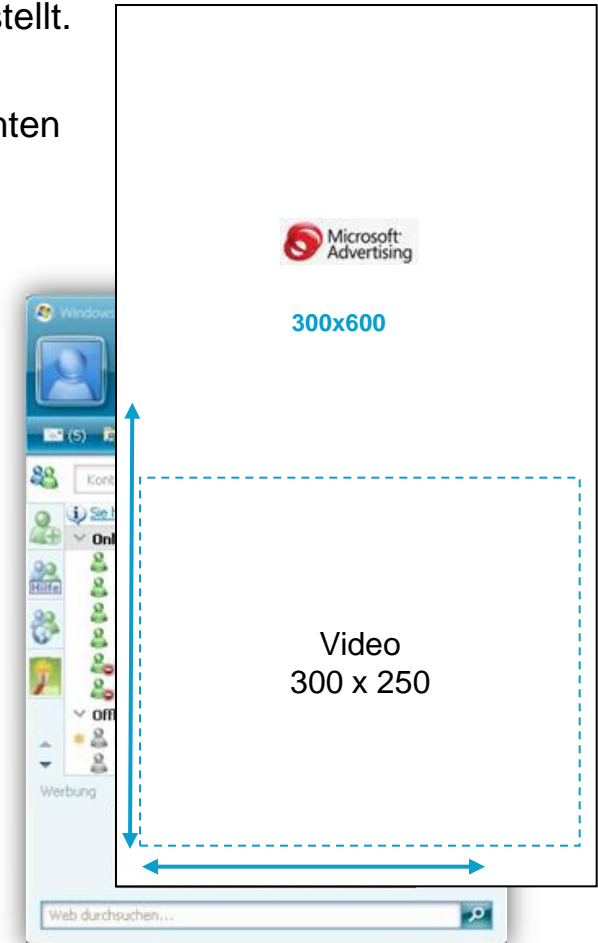
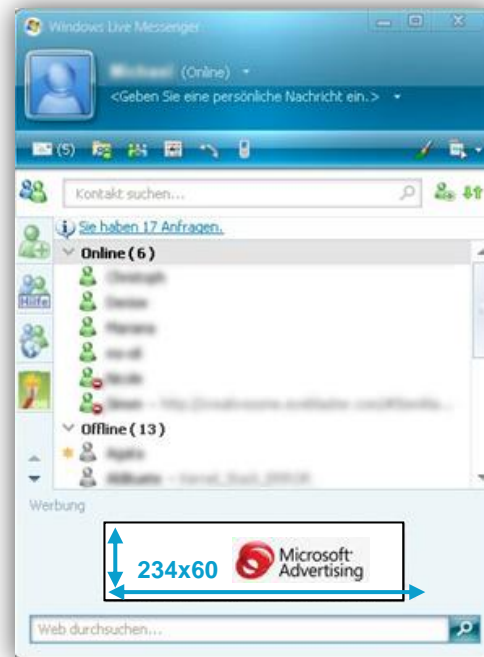
Positioning of Panel at the Adserver

Panel-Positioning will be made directly at the Eyebalster-Platform
It has to expand up (centered or right)



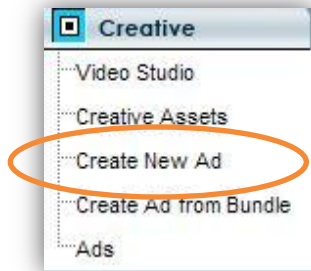
Positionierung des Panels auf dem Adserver

Die Positionierung des Panels wird direkt auf der Eyeblasterplattform eingestellt.
Es expandiert immer nach oben (zentriert oder linksbündig, wie im Beispiel)
Das Desktop Marquee expandiert nach links (wenn die Kontaktliste am rechten Monitorrand ist, expandiert sie nach rechts)

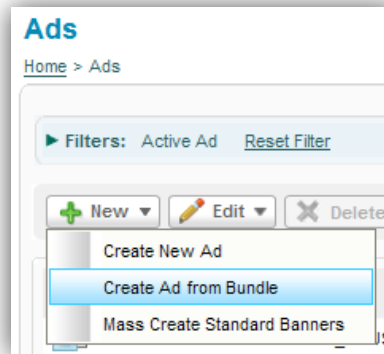


Workshop-Ads on Adserver

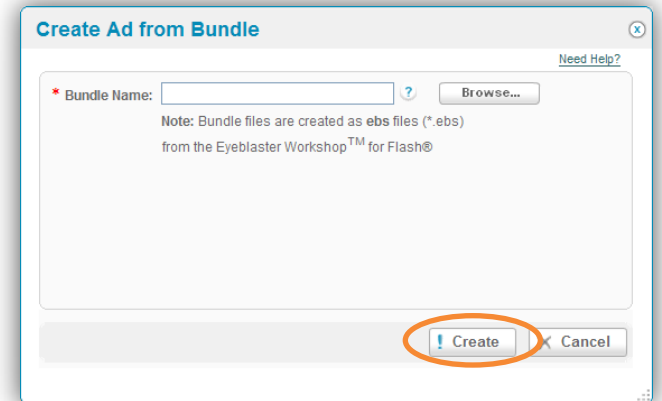
The swf-files will be uploaded directly in MSN-Account at the Adserver .



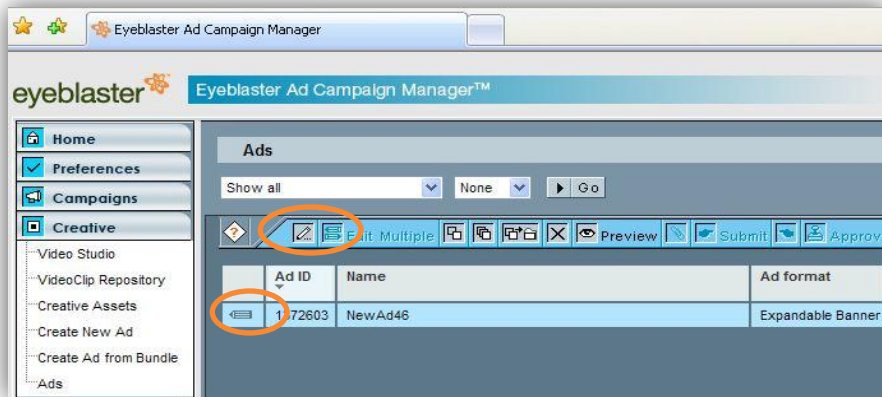
ACM



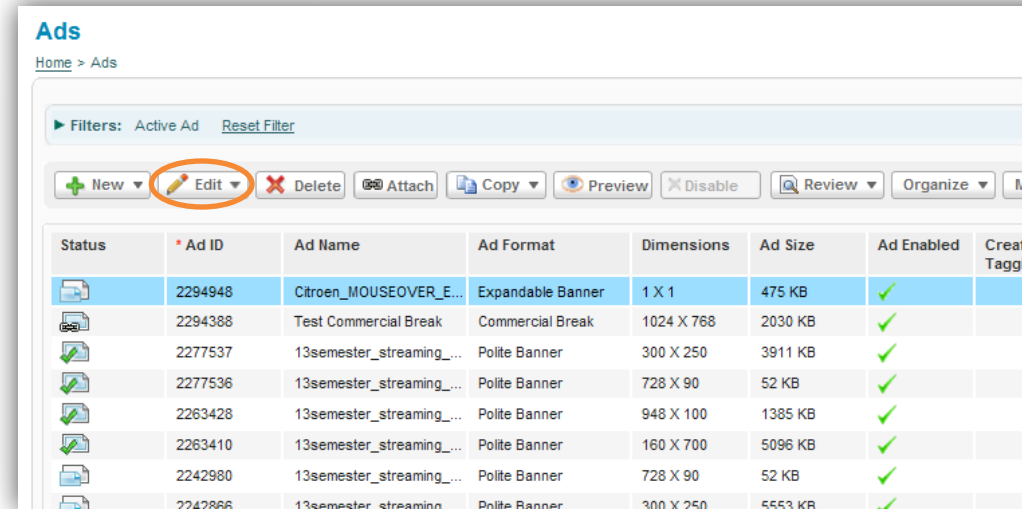
MediaMind



The Ad can be edited in Eyebalster



Ad Editieren: To edit, click the pencil-icon or doubleclick the ad



Edit the Ads on Adserver

ACM

The ACM Adserver interface shows the 'Ad Format' tab with the following settings:

- Ad Format: Expandable Banner
- Content Type: Flash - Image
- (*) Default Image: Select Folder: NewAd46_4ab8, Select Asset: Screen 00012 (8KB), Preview
- (*) Default Flash: Select Folder: NewAd46_4ab8, Select Asset: 728x90_banner (8KB), Preview
- Upon Show: Do not open any panel
- Show single panel at a time:
- Flash Panels: Panel name: Panel1

Ad Format: You can change the assets and upload corrected swfs without provide a new ad.

MediaMind

The MediaMind Adserver interface shows the 'Creative' tab with the following settings:

- Ad ID: 2168468
- * Ad Name: Neues Ad
- * Ad Format: Expandable Banner
- Ad Comments (None)
- Ad is Archived:
- Campaign Attachment
- Creative: Expandable Banner
- * Default Image: Sony/Vaio/ricardo_10jahre_leaderboard_728_90_de.jpg (18 KB), Clear, Select..., Preview
- * Banner: Sony/Vaio/TandemAd_Sync_Rectangle.swf (10 KB), Clear, Select..., Preview
- Panels List
- Buttons: Add Panel, Edit, Delete, Preview, Set as Default, Ad Positioning

Default Panel	Panel Name	Creative Asset	Size	Dimensions	Auto Expand on Mouse Over	Delayed Expansion	Auto Retra
<input checked="" type="checkbox"/>	panel	Sony/Vaio/TandemAd_Sync_Float.swf	11 KB	400 X 400	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Never

Total of 1 Panels

- Panel Settings: Show Single Panel at a Time, Auto Expand Default Panel when Ad is Loaded
- Default Panel Frequency: Unlimited, Auto Expand: 1 Times Per Campaign For a Unique User

Edit Ads on Adserver

Das Ad ist nun vollständig mit einer Ad ID in MediaMind angelegt und kann hier weiter bearbeitet werden

Ad ID: 2168468

Ad Name: Neues Ad

Ad Format: Expandable Banner

Ad Summary:

- Ad Status: Not Attached
- Ad Dimensions: 300 X 250 (Medium Rectangle)
- Ad Size: 21 KB (300 Kb, 2.2 Mb, 10 Mb)

Default Panel	Panel Name	Creative Asset	Size	Dimensions	Auto Expand on Mouse Over	Delayed Expansion	Auto Retract When	Transparent	Position Type	X	Y
✓	panel	Sony/Vaio/TandemAd_Sync_Float.swf	11 KB	400 X 400	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Never	<input checked="" type="checkbox"/>	Banner relative	-400	0

Clickthrough URL: www.test.de

Agency Third-Party Tracking:

Impression Tracking URL: [Test URL]

Click Tracking URL: [Test URL]

Publisher Third-Party Tracking:

Impression Tracking URL: [Test URL]

Click Tracking URL: [Test URL]

Brand Test:

Code Type for Ad-Download Trigger: JavaScript

Trigger on Ad-Download: [Test URL]

Code Type for Ad-Play Trigger: JavaScript

Trigger on Ad-Play: [Test URL]

Positioning: Panel and Ad can be positioned here

Actions and Tracking: You can insert your target-url and trackingpixel here.

- New** Create new Ad
- Edit** Edit Ad
- Delete** Delete Ad
- Attach** Attach Ad to a placement
- Copy Ad** Copy Ad
 - Copy Ad
 - Copy to Another Account

- Copy** Copy Ad to another account
 - Copy Ad
 - Copy to Another Account
- Preview** Preview Ad
- Disable** Deactivate/disable Ad
- Review** Publish Ad
 - Add Note
 - Publish Ad
 - Reject Ad

- Organize** Archiv
 - Archive
 - Un-Archive
 - Bookmark
 - Category

- More** Sync Ads to preview them together
 - Sync Ads Unit
 - Assign to Sync Ads Unit
 - Remove from Sync Ads Unit
 - Attach Sync Ads Unit
 - Copy Sync Ads Unit
 - Create Library Ad

Advantage of Eyeblander 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@eyebalster.com

Thank you

If you have any more questions, please ask:

Creative_de@eyebalster.com