

Create a Sidekick Banner

04/10

Definition of a Sidekick Banner

A Sidekick contains:

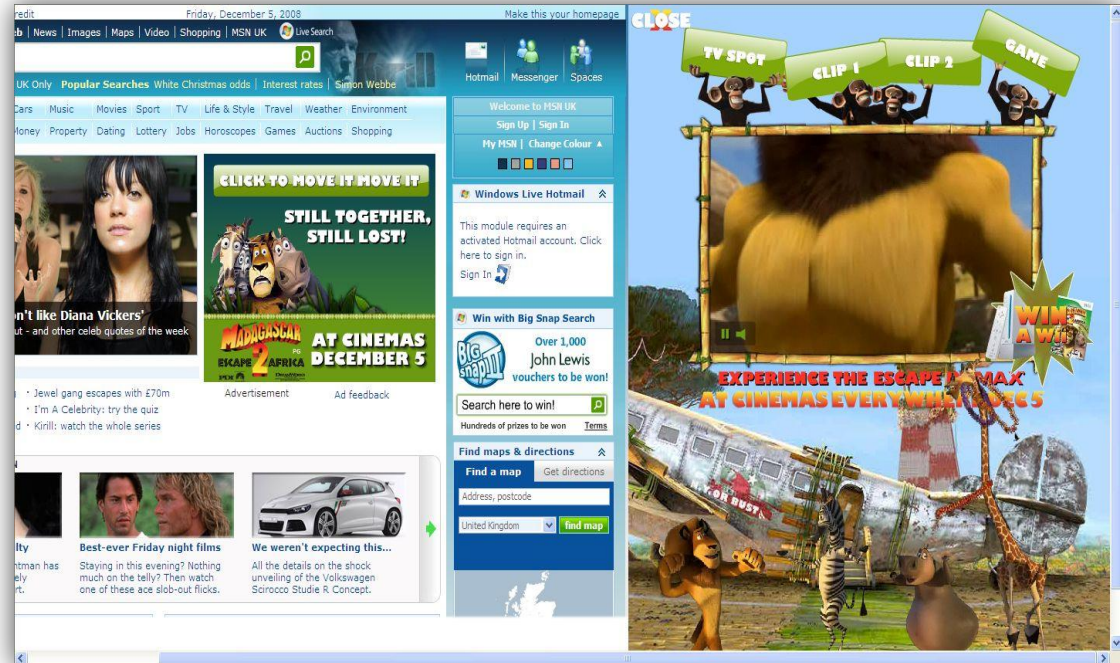
- 300x250 Content Ad Gif/Jpg (max. 40 kb)
- 300x250 Content Ad (max. 40 kb)
- Sidekick-Panel max. 200 kb

Sidekick Ad:

- On Click, the Content Ad scrolls the Website to the left and the Sidekick opens on the right
- Viewable Close-Button is needed

Video im Sidekick Ad:

- Video (FLV or WMV) max. 2.1 MB
- Sound only user-initiated (On/Off Button)
- Video maximal 30 Sekunden
- No Looping of Videos
- Play/Stop Button



ContentAd Default
300x250 Pixel

Sidekick Ad
zB 624x768 Pixel

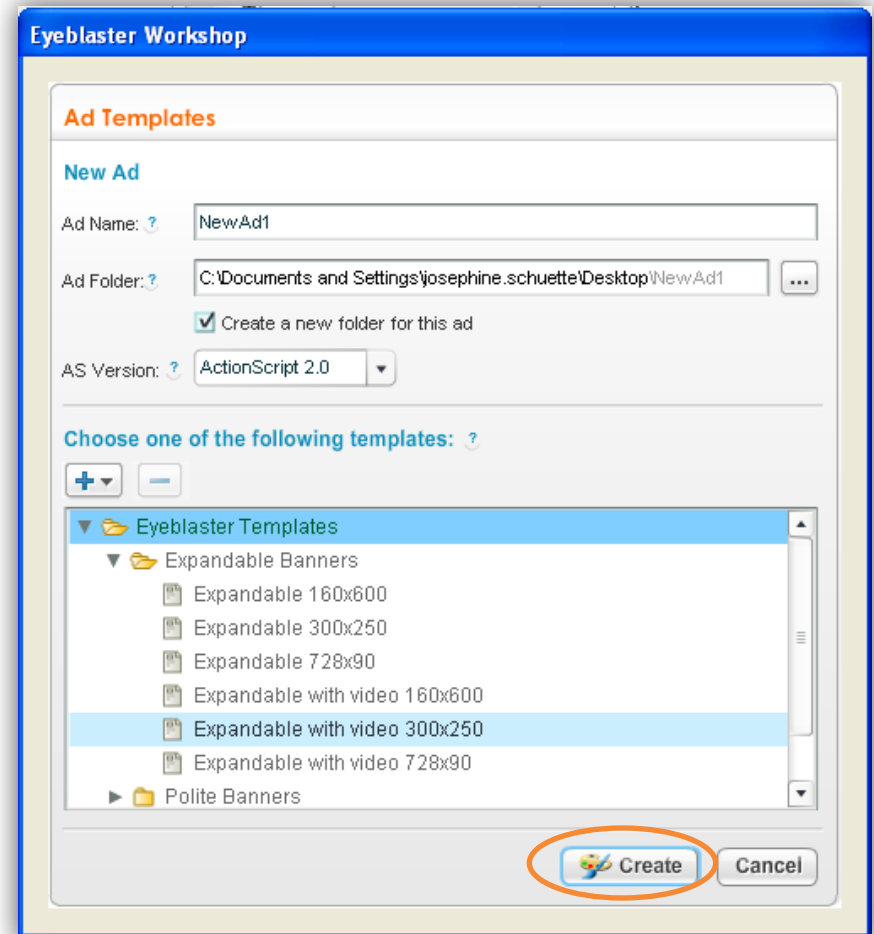
[Online Demo](#)

Create a Sidekick Banners

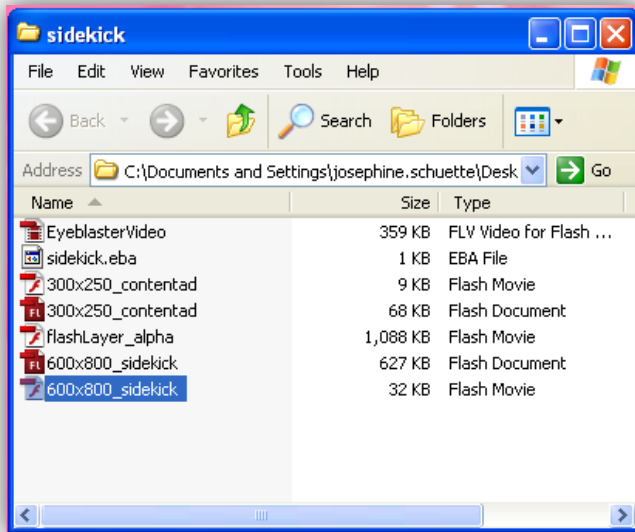
Please use a Template



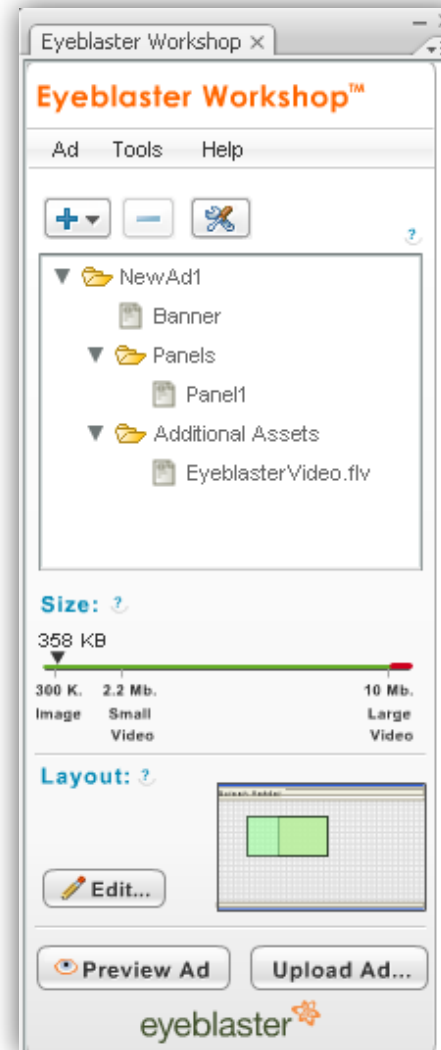
- Name the Ad
- Choose a Location
- Choose a template
- Click “Create”



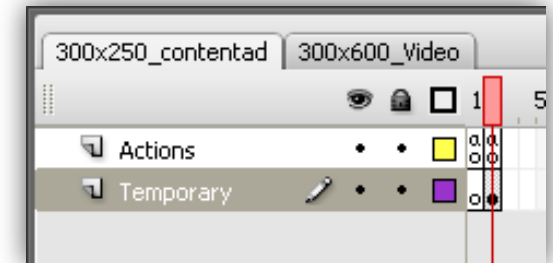
Sidekick as Expandable Banner in Workshop



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



Workshop Window for overview your Standard Ad.
All needed Scripts are preset in templates.



Now the Standard Ad is opened in Flash and can be worked on.

Eyebalster Actionscript - Basisbanner

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"*

All needed Scripts are preset in templates

Basisbanner:

Click Button for Links:

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

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

Expandieren on Mouse Over:

```
show_roll_btn.onRollOver = function(){  
    EB.ExpandPanel("panel1", "user");  
}
```

You have to change the "show_roll_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.

Alternativ on Button (AS2):

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

Eyeblander Actionscript - Sidekick

Panel:

Special Sidekick-Close-Button to close manual (User Interaction):

```
close_btn.onRelease = function(){  
    fscommand("ebCommand", "_eb_customClosePanel()");  
}
```

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.

Auto Close when Animation ends:

Please don't use CloseAd, because the basis-banner will be closed too.
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.

You can do a Clickthrough-Button on Panel, if you want.

When Animation finished, the panel has to be closes automatic

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

Alternativ on Button (AS2):

```
on (release) {  
    fscommand("ebCommand",  
    "_eb_customClosePanel()");  
}
```

Preview of an Expandable Banner

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



Preview Functions :

 Positioning

Positioning: If you user 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

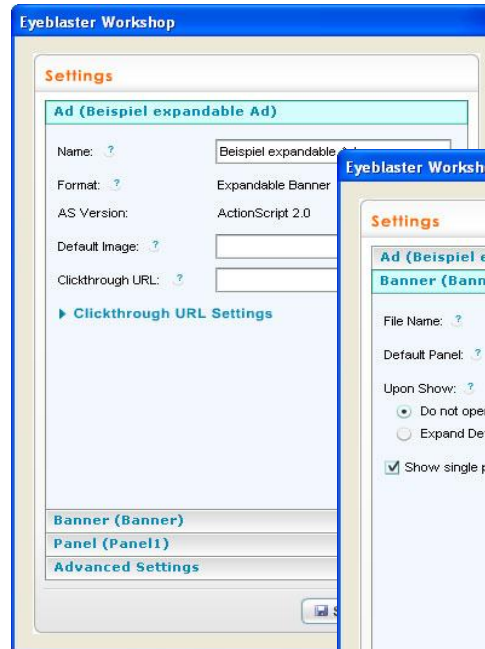
 Share Preview...

Share Preview: To send the Preview-URL to others

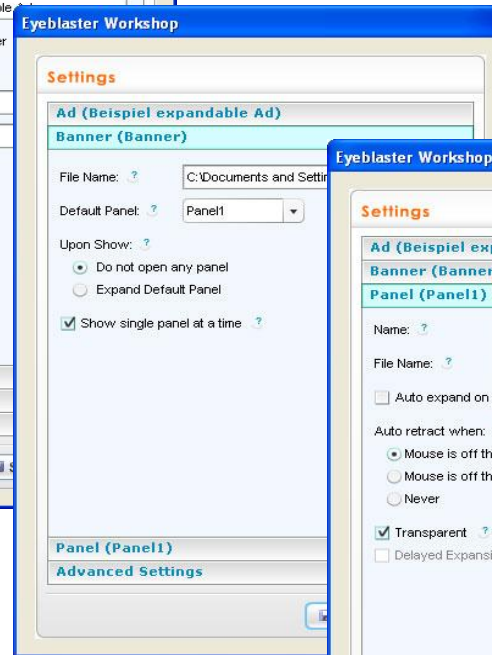
You will not view the Sidescrolling! That only works live (or on testpage)

Adaped with “Ad Settings”

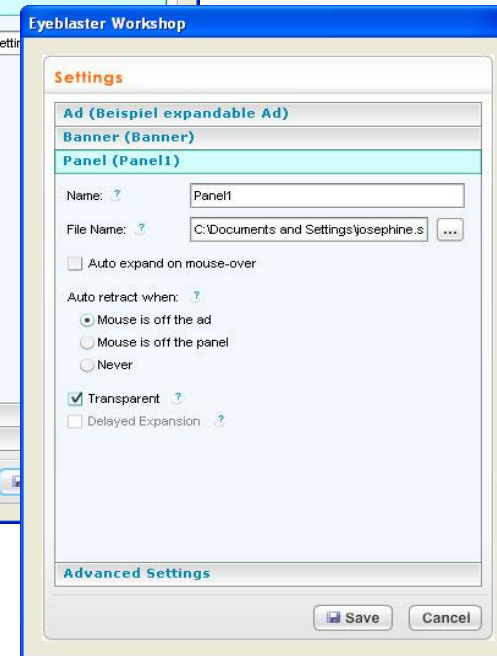
You can make different settings at the workshop with the tool-icon



Ad: Insert Default Image and Url



Banner: Settings for das Basis-Ad



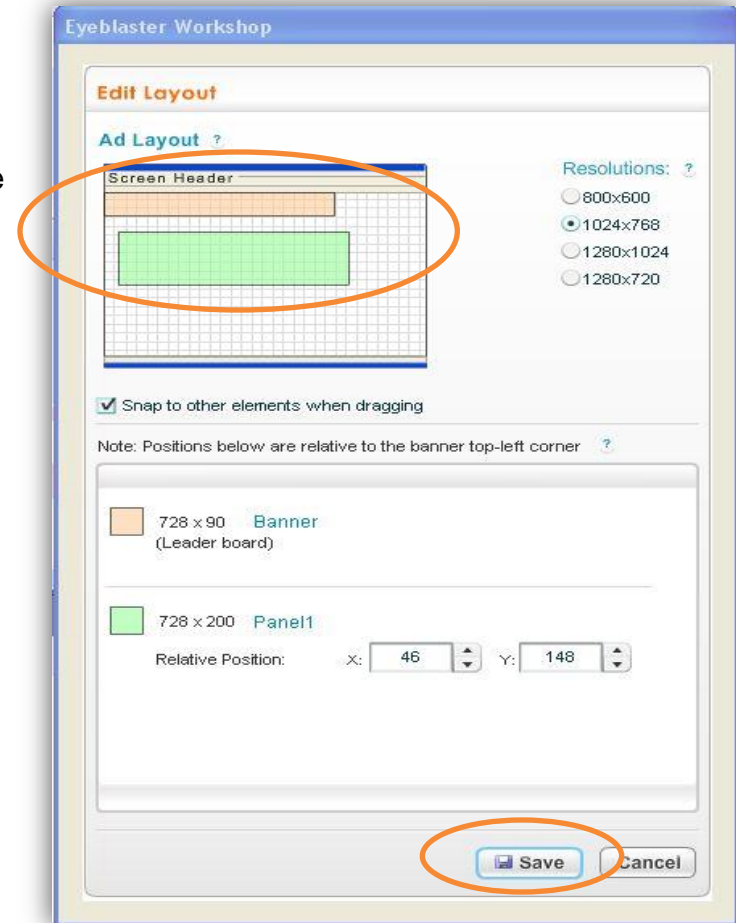
Panel: Settings for Panel

Positioning Panel

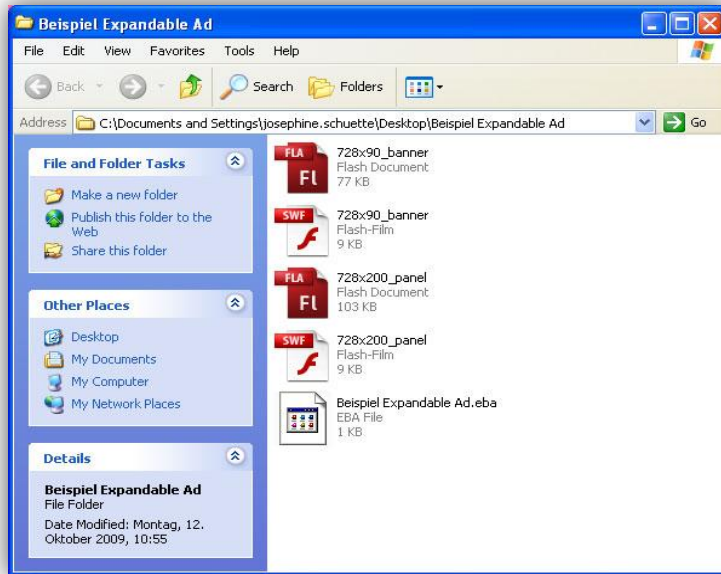
Panel-Positioning can be set directly in Flash



Shift panel manual by mouse



Definition of .ebs, .eba und .ebc



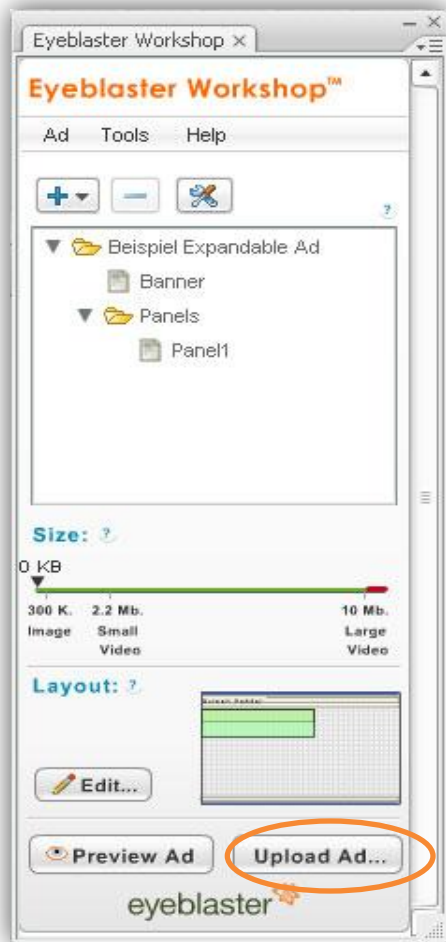
.ebs und .eba Dateien will be generated automatically after uploading the Bundles. There are local saved :

.eba-File is a Eyebalster Projekt File. Settings like Panel Positioning and Click Url are safed in it. Eba only can be opened in Flash-Workshop-Window (Open an Existing Ad). It is genereted automatically.

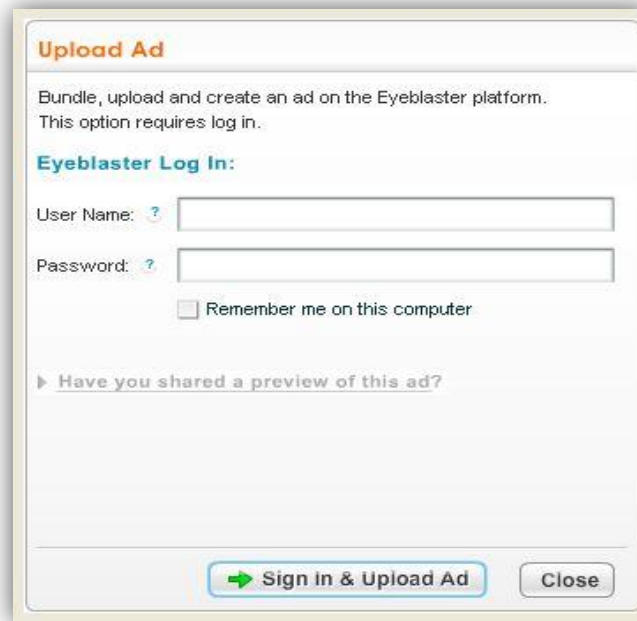
.ebs-File is a Eyebalster Bundle File. Backup Image, SWF's and .eba-Datei are compressed in. It can be uploaded at the Adserver (Create Ad from Bundle). It is generated automatically.

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

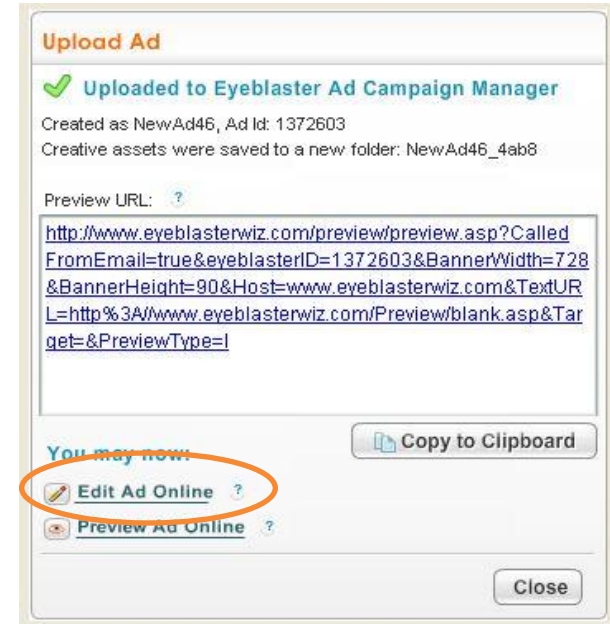
Upload Ads to Adserver



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



Please log in

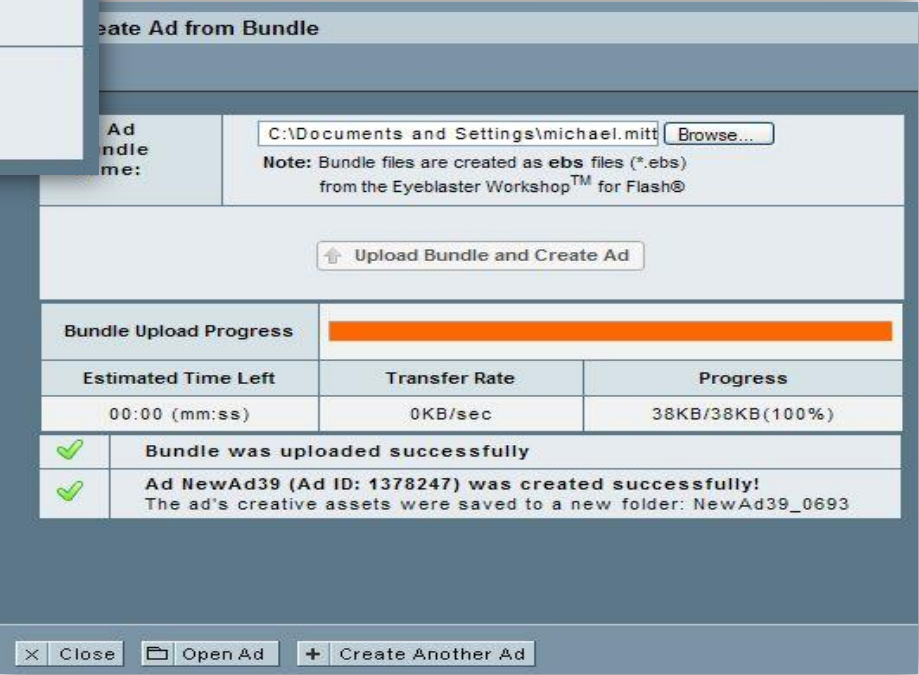


Now, the Ad is complete uploaded on the adserver.

Clicking the Edit Ad Online-Link you can change it on the Adserver itself.

Upload Workshop-Ads on Adserver

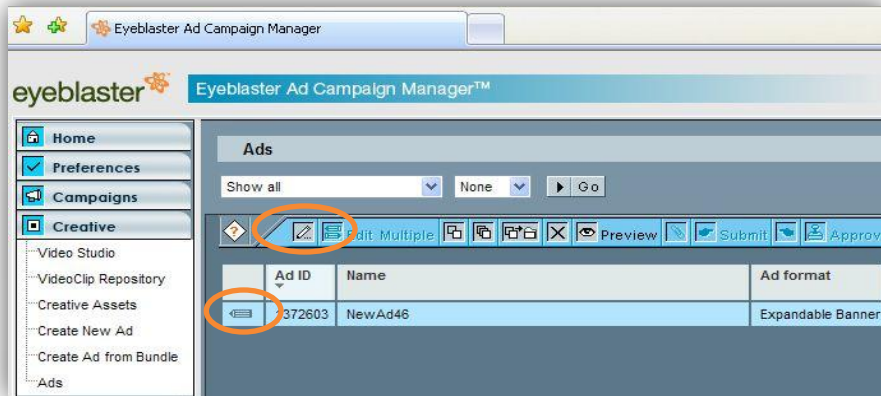
.ebs file can be uploaded without Flash workshop-upload on "Create Ad from Bundle"



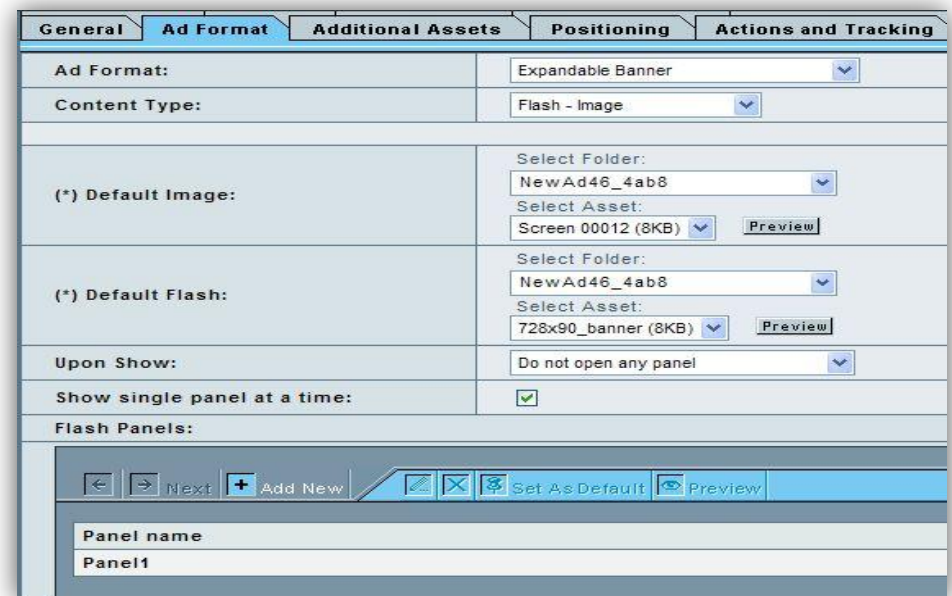
When the ad is uploaded, it is completed with all settings of .ebs-file.

Workshop-Ads on Adserver

The Ad can be edited in Eyebalster



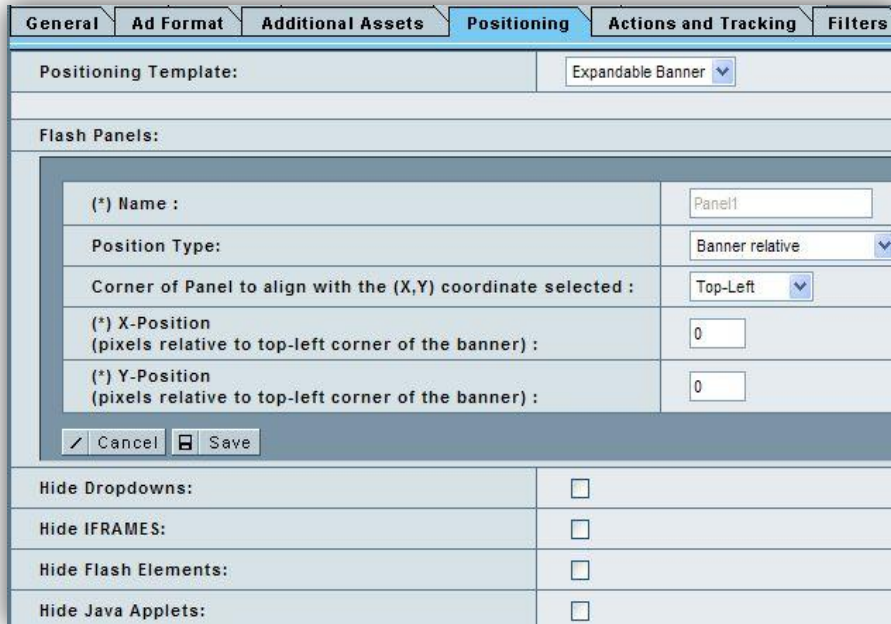
Ad Editieren: To edit, click the pencil-icon or doubleclick the ad



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

Workshop Ads at the Adserver

Your ad is completed at the adserver with an Ad ID and can be edited



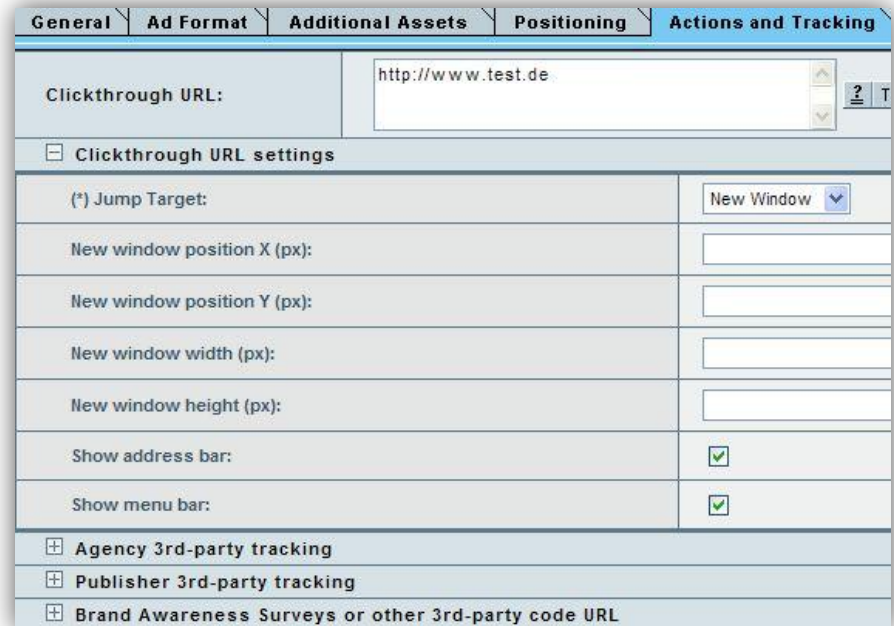
The screenshot shows the 'Positioning' tab of the adserver interface. It features a 'Positioning Template' dropdown set to 'Expandable Banner'. Below this is a 'Flash Panels' section with a table for configuring a panel:

(*) Name :	Panel1
Position Type:	Banner relative
Corner of Panel to align with the (X,Y) coordinate selected :	Top-Left
(*) X-Position (pixels relative to top-left corner of the banner) :	0
(*) Y-Position (pixels relative to top-left corner of the banner) :	0

At the bottom of the panel configuration are 'Cancel' and 'Save' buttons. Below the panel configuration is a list of checkboxes for visibility settings:

Hide Dropdowns:	<input type="checkbox"/>
Hide IFRAMES:	<input type="checkbox"/>
Hide Flash Elements:	<input type="checkbox"/>
Hide Java Applets:	<input type="checkbox"/>

Positioning: You can position Ad and Panel here.



The screenshot shows the 'Actions and Tracking' tab of the adserver interface. It features a 'Clickthrough URL' field containing 'http://www.test.de'. Below this is a 'Clickthrough URL settings' section with a table for configuring window settings:

(*) Jump Target:	New Window
New window position X (px):	
New window position Y (px):	
New window width (px):	
New window height (px):	
Show address bar:	<input checked="" type="checkbox"/>
Show menu bar:	<input checked="" type="checkbox"/>

At the bottom are three checkboxes for tracking settings:

- Agency 3rd-party tracking
- Publisher 3rd-party tracking
- Brand Awareness Surveys or other 3rd-party code URL

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

Special Sidekick-Settings for the TAG

In fornt of the TAG needs to be this script:

```
<script>  
  var _eb_strMainPanelName = "Panel2";  
  var _eb_nOpenAnimationLength = 1500;  
  var _eb_nCloseAnimationLength = 500;  
  gstrEbPreLoadScripts = "MSN_EB_SideKick_ALL.js";  
</script>
```

In TAG insert: ...bs?**cs=1&cn...**

_eb_nOpenAnimationLength = Open in Milliseconds (1000 = 1 Sec)
_eb_nClosenAnimationLength = Close in Milliseconds (1000 = 1 Sec)

Custom Script Name is: **Eb_SideKick_ALL.js**

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