

Create a WallpaperAd for MSN

Bigsizebanner and Skyscraper

04/2010

Definition of an Wallpaper Ad

Wallpaper contains

- 728x90 Superbanner Fallback: Gif/Jpg (max 40kb)
 - 728x90 Superbanner Flash: Swf (max 40kb)
 - 728x90 Superbanner: empty transparent Pixel swf for Positioning (max 40kb)
- *Alternativ: instead of 728x90 Superbanner you can use a 972x90 Superbanner*
- 120x600 Skyscraper Flash: Swf (max 40kb)
 - 120x600 Skyscraper Fallback: Gif/Jpg (max 40kb)
- *Alternativ. Instead of 120x600 Skyscraper you can use a 160x600 Skyscraper.*
- *Optional a second Ad: Backgroundimage or color(Hexcode)*



Background of Homepage Takeovers

1. For Background you can use a color. We will need the Hexcode or a 1x1 Px gif with a color. It will be tiled.
2. For Background you can use a gradient. I can be tiled horizontal (1x3000 px) or vertical (2000x1 px)
3. An image. Perhaps there will be complications because of different solutions .
Some Browsers do never view backgrounds from Eyeblaster (Safari, Chrome).
When size of Browserwindow will be changed, the background might be shifted too.
Background from Eyeblaster are not clickable. We recommend not to use Backgrounds with logos or motives.
Better you use 2 Skyscrapers with up to 180x600 px size at the sites of Content.



Example with 2 Skyscrapers if background is not viewable



Example with 2 Skyscrapers if background is viewable



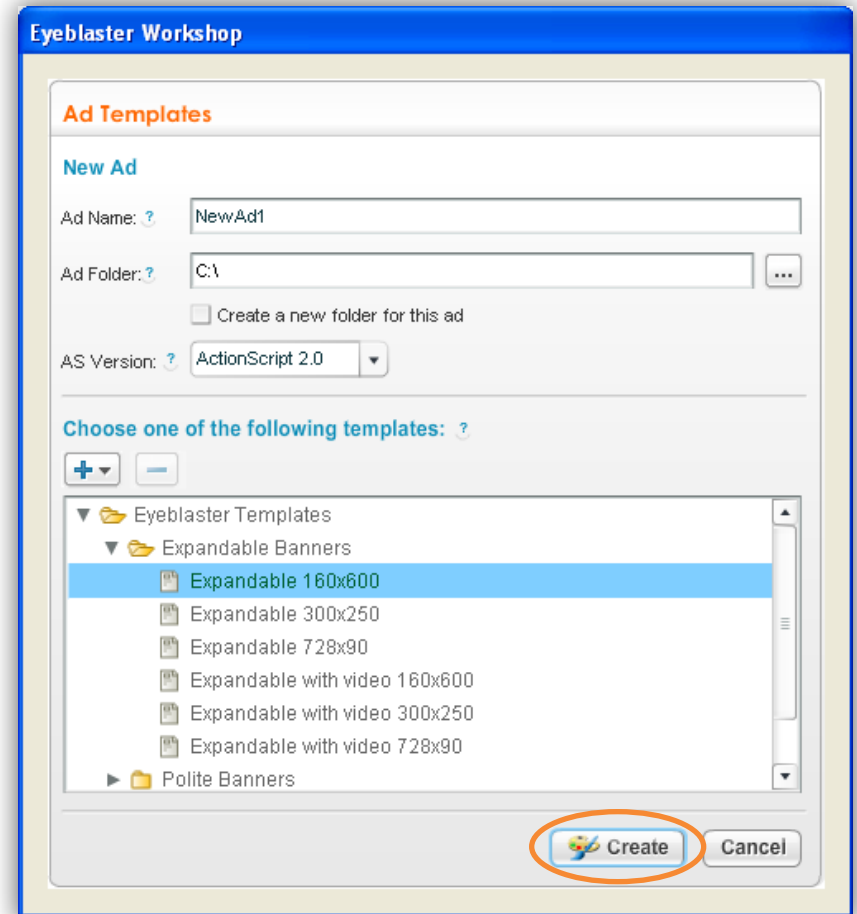
Background can be shifted if browserwindow size is changed. Its not clickable and ther can be problems with different solutions.

Create a Wallpaper Ad

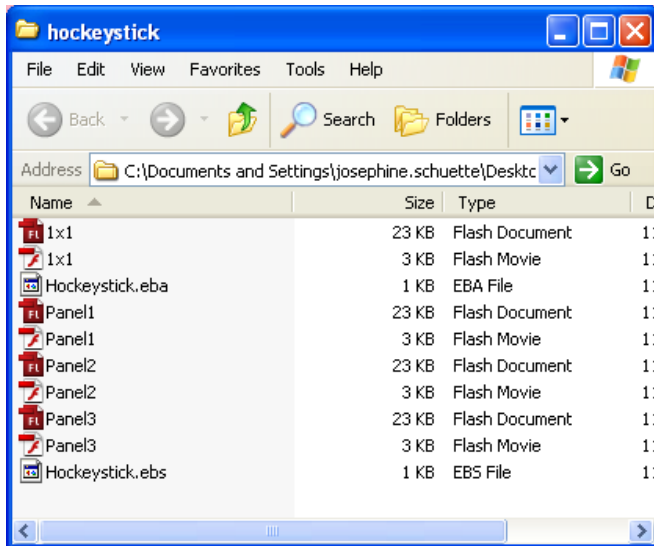
Use a Template



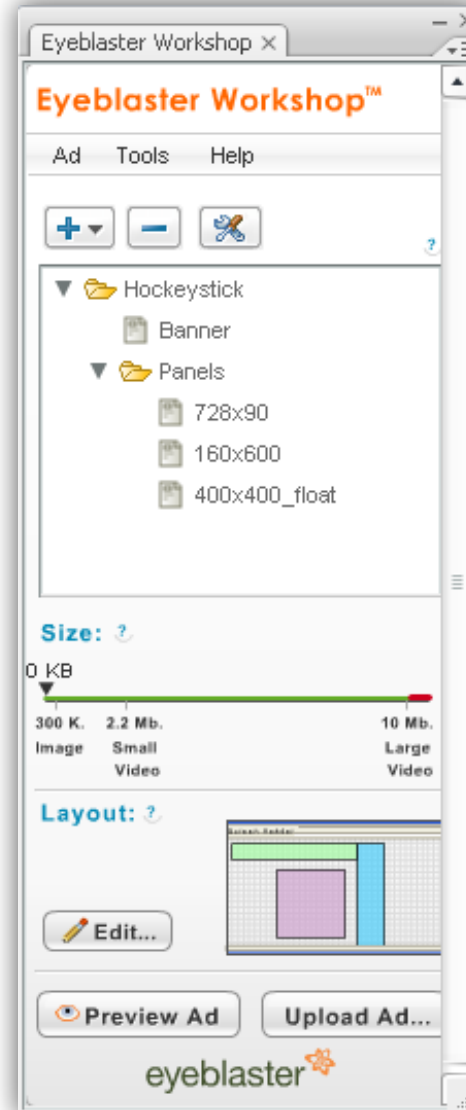
- Name the Ad
- Choose a Location
- Choose a template
- Click “Create”



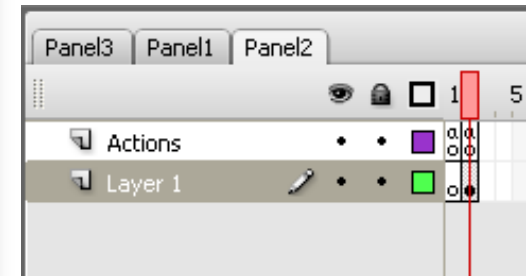
Expandable Ads at the Workshop



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

Eyeblaster Actionscript 1x1 and Layer

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.

728x90

On 2. Keyframe: *Stop(); EB.ExpandPanel ("bigsize","Auto"); EB.ExpandPanel ("skyscraper","Auto");*

Panel/Float/Layer:

Close-Button for manual close (User Interaction): *close_btn.onRelease = function(){EB.CollapsePanel("float", "user");}*

You have to change the "click_thru_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.

Automatic Close when Animation ended:

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

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

When Animation finished, the panel has to be closes automatic

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

Link-Button: *clickthrough_btn.onRelease = function(){ EB.Clickthrough("float");}*

You have to change the "float" with your own name.

Eyeblaster Actionscript - Hockeystick

Bigsize

Link-Button:

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

You have to change the "clickthrough_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.

Skyscraper

Link-Button:

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

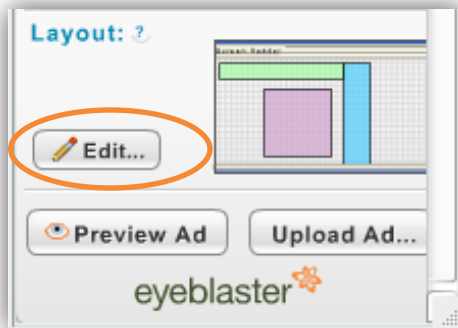
Expandieren mit Mouse Over:

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

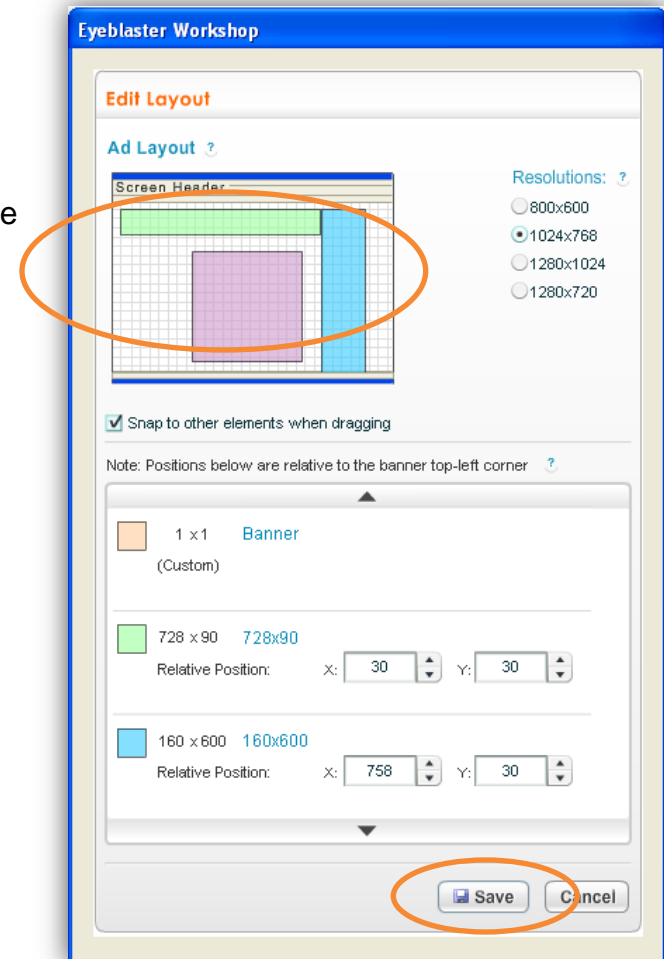
You have to change the "show_roll_btn" with your own button-name.
Or you can use a alternative Script on the button itself.
Please set an Name like panel1 or Layer in quotes in quotation marks.

Positioning Panels/Layers in Ad 2

Panel-Positioning can be set directly in Flash

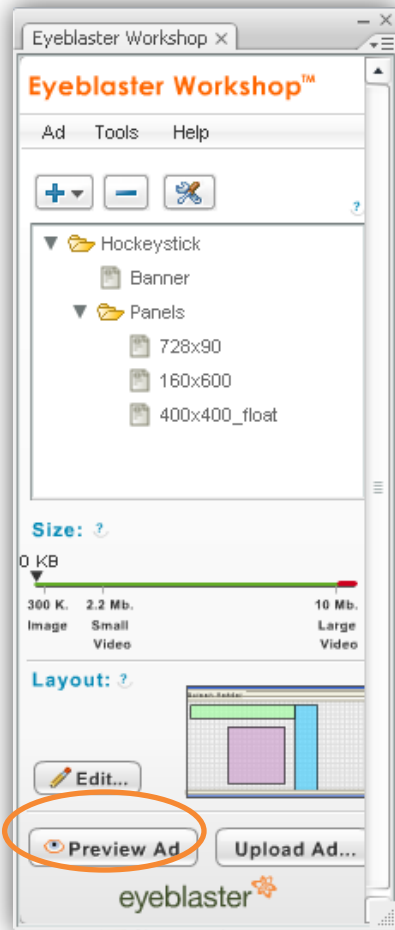


Shift panel manual by mouse



Preview Hockeystick

Click in Workshopwindow on Preview



Preview Functions :

 **Positioning**

Positioning: Positioning for Panels

Preview URL :

Preview Url: Check Ads with a Website

 **Interactions Monitor**

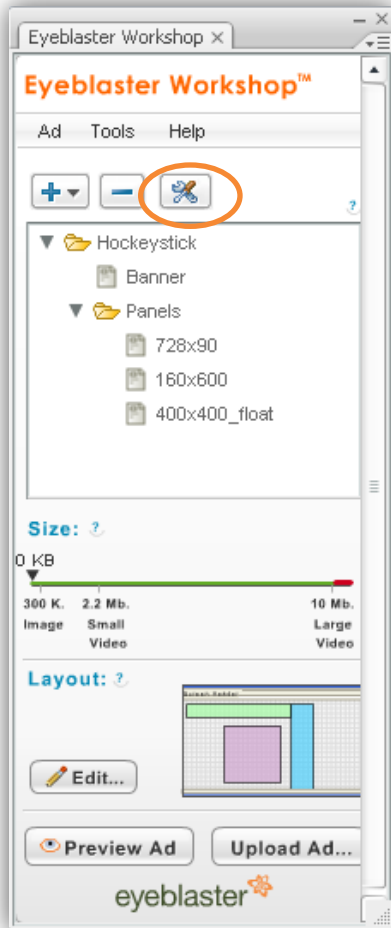
Interactions Monitor: Check Actions Scripts

 **Share Preview...**

Share Preview: Send Preview Url

Default 728x90 swf-Banner is white, not transparent in previewmode.
That we be done with a special script in TAG, so you will see it
transparent on testpage oder live.
Please inform your customer, if he will see the previewlink.

Ad Settings



Ad: Insert a Default Image und and a URL

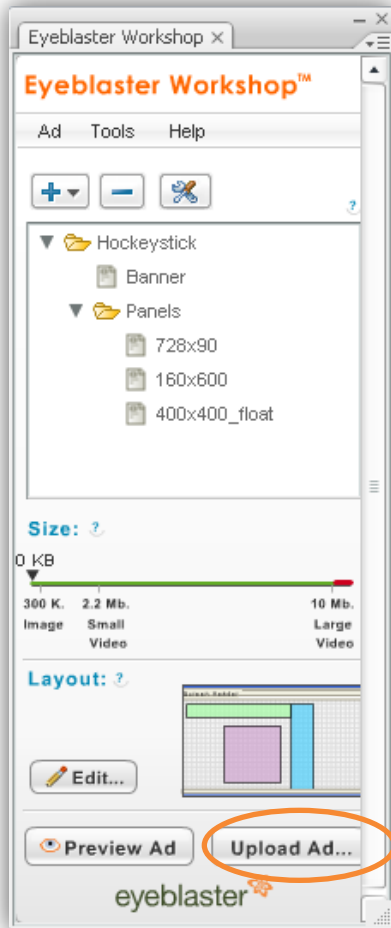
Banner: Settings for basisad

Panel: Settings for Panel

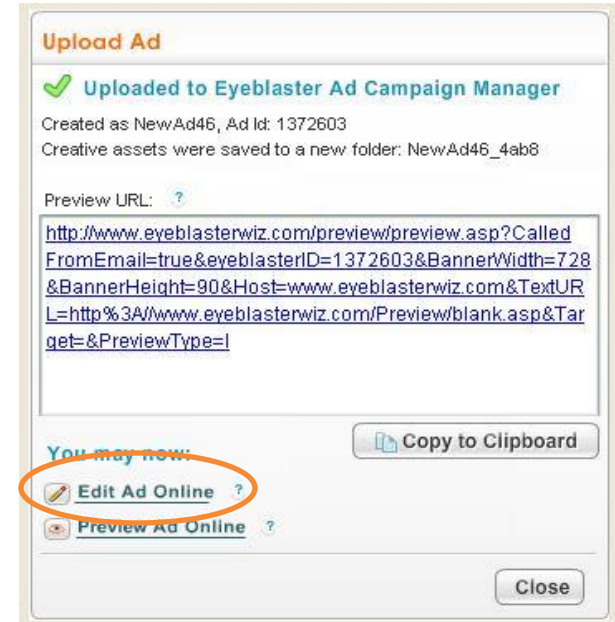
The image displays three overlapping screenshots of the 'Settings' dialog box in Eyebalster Workshop. The top-most dialog is for 'Ad (Beispiel expandable Ad)'. It has fields for 'Name' (Beispiel expandable Ad), 'Format' (Expandable Banner), 'AS Version' (ActionScript 2.0), 'Default Image', and 'Clickthrough URL'. Below these are 'Clickthrough URL Settings'. The middle dialog is for 'Banner (Banner)'. It has fields for 'File Name' (C:\Documents and Settings\...) and 'Default Panel' (Panel1). It has 'Upon Show' options: 'Do not open any panel' (selected), 'Expand Default Panel', and 'Show single panel at a time' (checked). The bottom-most dialog is for 'Panel (Panel1)'. It has fields for 'Name' (Panel1) and 'File Name' (C:\Documents and Settings\josephine.s...). It has a checkbox for 'Auto expand on mouse-over' (unchecked). It has 'Auto retract when' options: 'Mouse is off the ad' (selected), 'Mouse is off the panel', and 'Never'. It has a checked checkbox for 'Transparent' and an unchecked checkbox for 'Delayed Expansion'. All three dialogs have 'Save' and 'Cancel' buttons at the bottom.

Upload Ads to Adserver

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



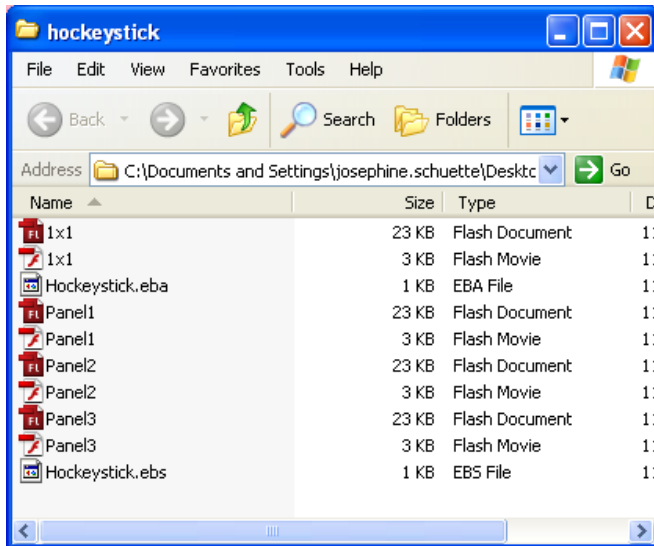
Please log in



Now, the Ad is complete uploaded on the adserver.

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

Definition of .ebs, .eba und .ebc



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

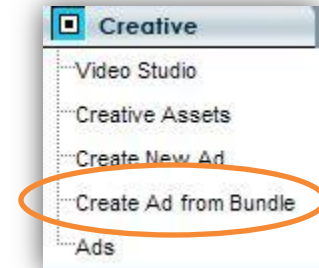
.eba-File is a Eyeblaster Projekt File. Settings like Panel Positioning and Click Url are safed in it. Eba only can be opened in Flash- Workshop-Window (Open an Existing Ad). It is generated automaticly.

.ebs-File is a Eyeblaster 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 automaticly.

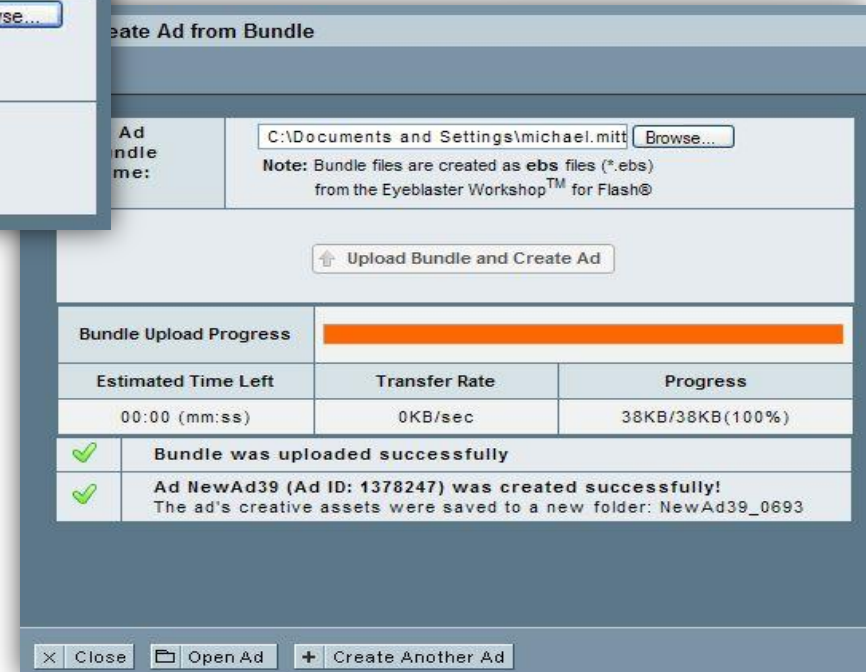
.ebc-File is a Eyeblaster Sourcefile. All files actionscrips and are contained. Ebc only can be opened in Flash- Workshop-Window (Open an Existing Ad). It's is generated per Click.

Upload Workshop-Ads on Adserver

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

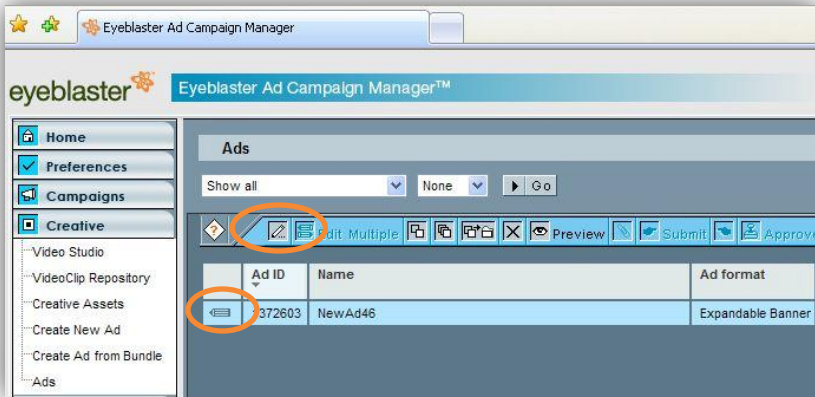


When the ad is uploaded, it is completed with
all settings of .ebs-file.



Workshop-Ads on Adserver

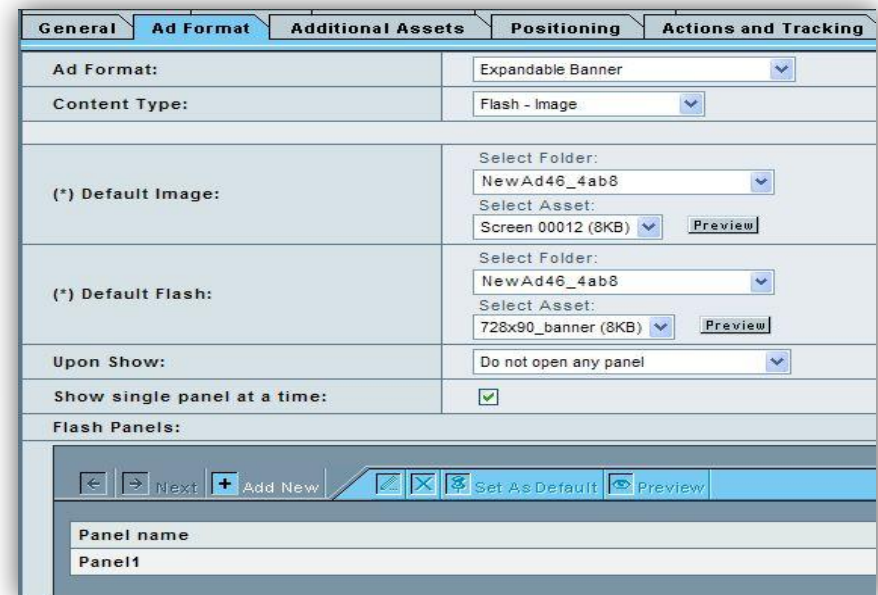
The Ad can be edited in Eyebalster



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

Please position the panels manual at your testpage (so you can see the exactly width of content)

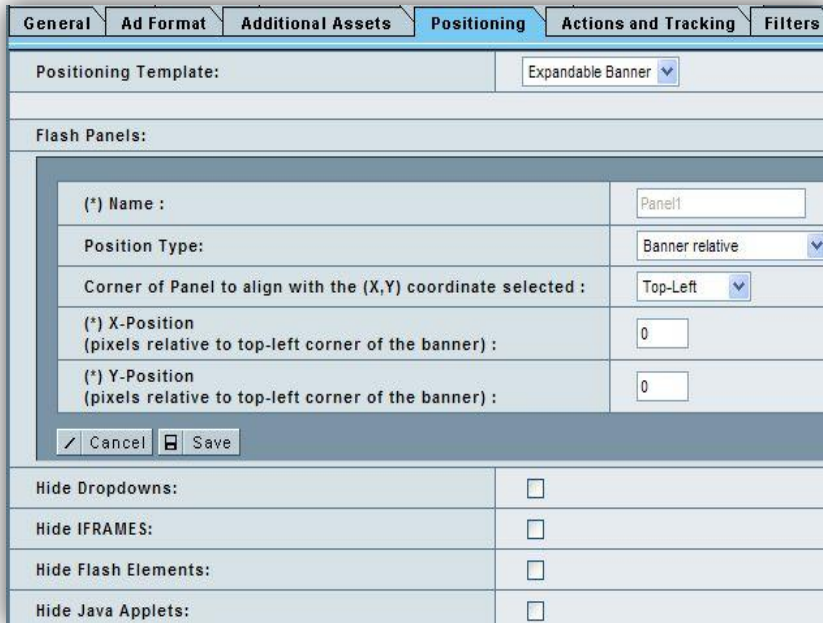
You can shift panel-leaderboard and panel-skyscraper, not the default Leaderboard swf.



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



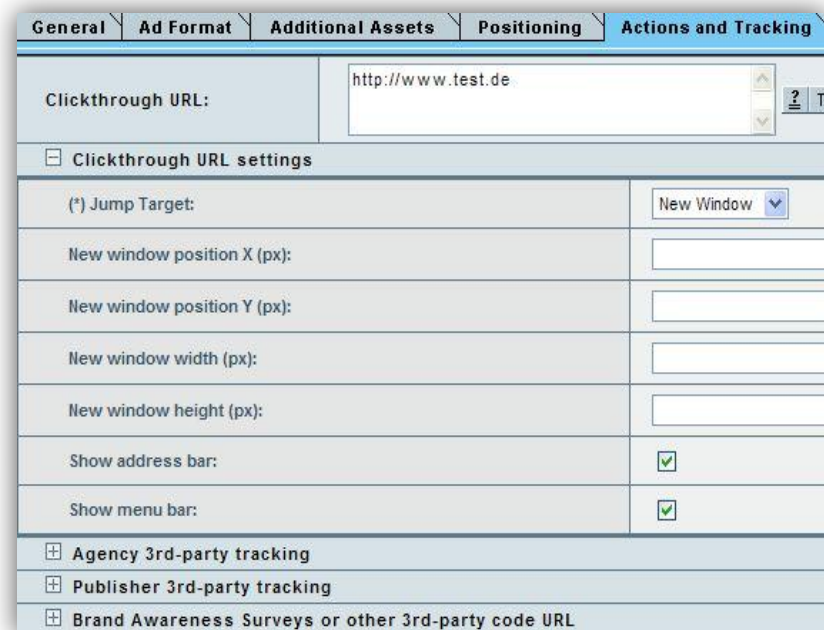
The screenshot shows the 'Positioning' tab of the adserver interface. It features a 'Positioning Template' dropdown set to 'Expandable Banner'. Below this is a 'Flash Panels' section with a table for defining panel properties:

(*) 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 section are 'Cancel' and 'Save' buttons. Below the panel section are four 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 'Jump Target' dropdown set to 'New Window'. There are four input fields for window dimensions and position:

(*) Jump Target:	New Window
New window position X (px):	
New window position Y (px):	
New window width (px):	
New window height (px):	

There are two checked checkboxes for 'Show address bar' and 'Show menu bar'. At the bottom are three expandable sections for tracking:

- 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.

Custom Interactions – Links definition

Generate Code Flight Info Campaign Info Creative Approval Custom Interactions
General Ad Format Additional Assets Positioning Actions and Tracking Filters

Ad Custom Interactions ?

Fill with target URL

Edit Settings

Interaction Name ▲	Interaction Type	Display Name	Close Ad	Include in Interaction Rate	URL
float	Clickthrough	float	<input type="checkbox"/>	<input checked="" type="checkbox"/>	http://www.advertiserurl.com
leaderboard	Clickthrough	leaderboard	<input type="checkbox"/>	<input checked="" type="checkbox"/>	http://www.advertiserurl.com
sky	Clickthrough	sky	<input type="checkbox"/>	<input checked="" type="checkbox"/>	http://www.advertiserurl.com

Advantage of Eyebalster 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