

Create a Channel Takeover

Bigsizebanner, Contentad and Skyscraper (optional Background and/or Layer)

04/2010

Definition of a Channel Takeover

Needed files:

- 300x250 Medium Rectangle Flash: Swf (max 40kb)
- 300x250 Medium Rectangle Fallback: Gif/Jpg (max 40kb)
- 728x90 Superbanner Fallback: Gif/Jpg (max 40kb)
- 728x90 Superbanner Flash: Swf (max 40kb)



Alternativ: Instead of 728x90 Superbanner you can use a 974x100 Superbanner with the wide of MSN Content.

You need:

- 974x100 Superbanner Flash: Swf (max 100kb)
- 728x90 Superbanner Flash: Swf (max 40kb)
- 728x90 Superbanner Fallback: Gif/Jpg (max 40kb)

Optional:

- Backgroundimage (1800x300 with gradiance to white on lower edge) or color (Hexcode as 1x1 Pixel gif)
- Layer/Float (swf) if necessary with Video
- 2 Skyscraper for right and left (swf), without Fallbackimages (they can be transparent for click-area)

Background of Channel 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 Eyeblander (Safari, Chrome).
When size of Browserwindow will be changed, the background might be shifted too.
Background from Eyeblander 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

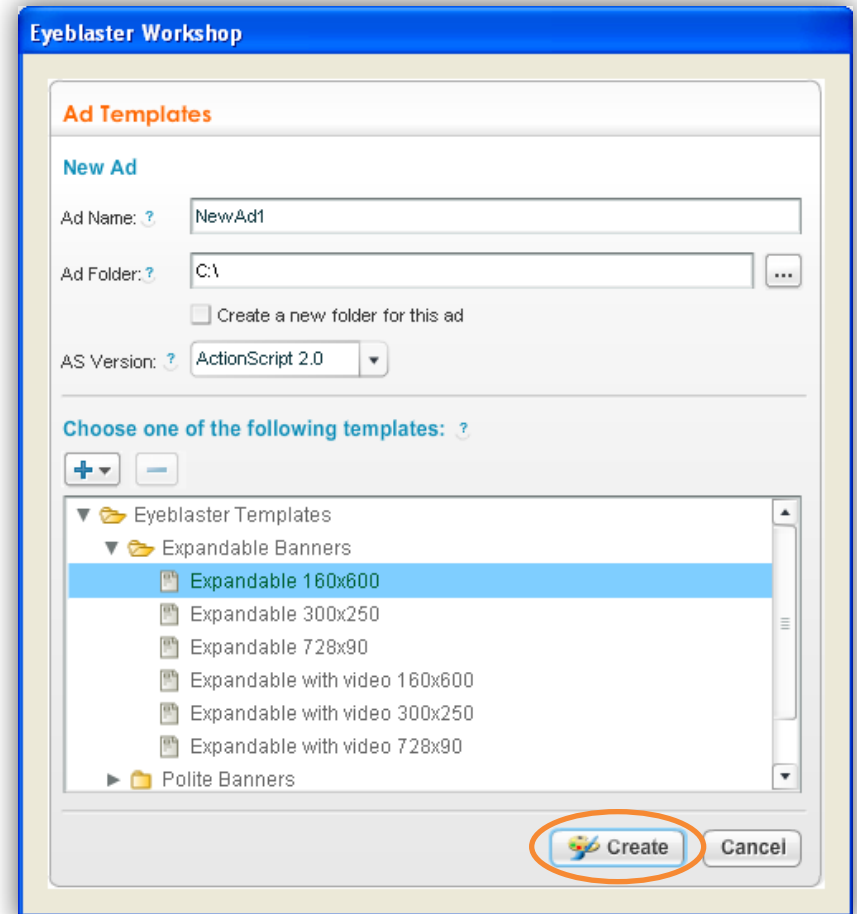
Use a Template



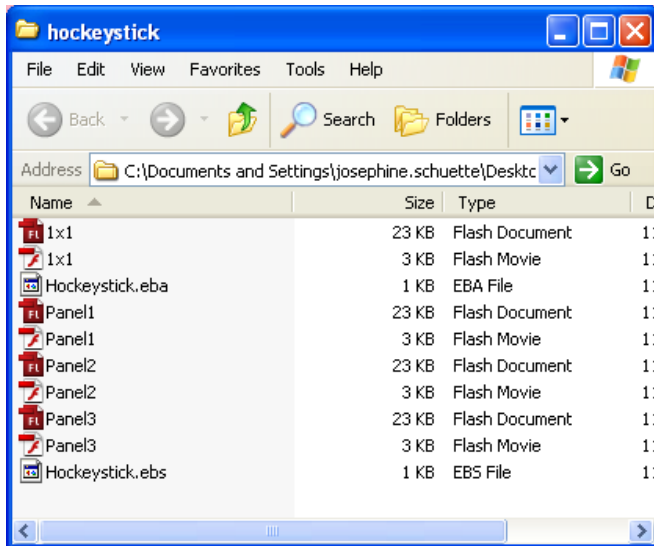
- Name the Ad
- Choose a Location
- Choose a template

For Bigsizebanner, Contentad and Skyscraper you choose Standard Banner aus. For Bannern up to 40 kb you choose Polite Banner and for a Layer with Video you choose expandable Banner.

- Click "Create"



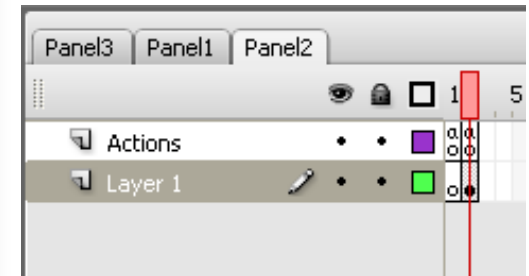
Expandable Ads at the Workshop



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.

Eyeblander Actionscript

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 Bigsizebanner

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

300x250 Contentad Bigsizebanner

2. Keyframe expand Skyscraper: `EB.ExpandPanel ("right", "Auto"); EB.ExpandPanel ("left", "Auto");`

Button: `clickthrough_btn.onRelease = function(){EB.Clickthrough("Contentad");}`

120 oder 160x600 Skyscraper rechts

Button: `clickthrough_btn.onRelease = function(){EB.Clickthrough("Sky_rechts");}`

120 oder 160x600 Skyscraper links

Button: `clickthrough_btn.onRelease = function(){EB.Clickthrough("Sky_links");}`

You have to change the "clickthrough_btn" with your own button-name.

Please set an Name like panel1 or Layer in quotes in quotation marks.

Or you can use a alternative Script on the button itself. (AS2): `on (release) { EB.Clickthrough("Name_des_Banners");}`

Eyebalster Actionscript – mit Layer

Contentad (die expanding-ad)

Expand onMouse Over:

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

You have to change the "show_roll_btn" with your own button-name.

Please set an Name like panel1 or Layer in quotes in quotation marks.

Or you can use a alternative Script on the button itself.(AS2): *on (rollOver) { EB.ExpandPanel("float","user");}*

Panel/Float/Layer:

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

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");
```

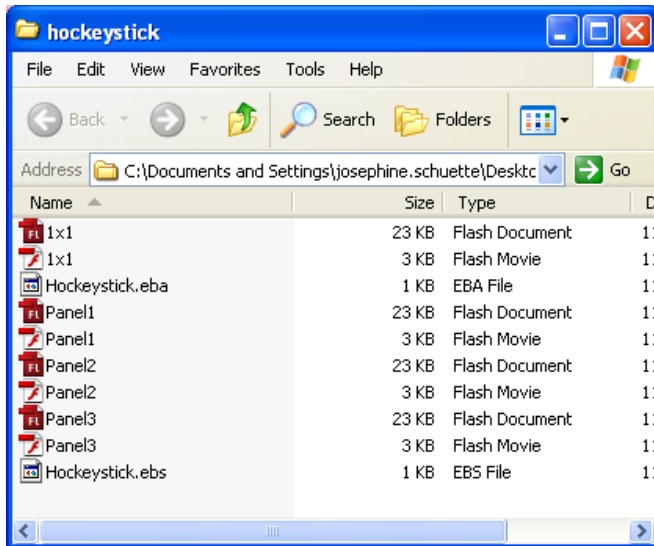
Link-Button: *clickthrough_btn.onRelease = function(){ EB.Clickthrough("float");}*

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

Background:

Has no scripts and no links.

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.

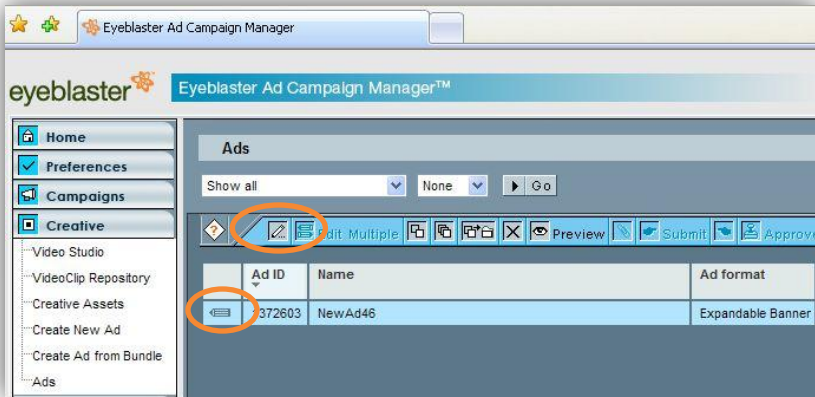
.ebs-File is a Eyeblaster Bundle File. Backup Image, SWF's and .eba-Datei are compressed in. It can be uploaded at the Adserver (Create Ad from Bundle). It is generated automaticly.

.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.

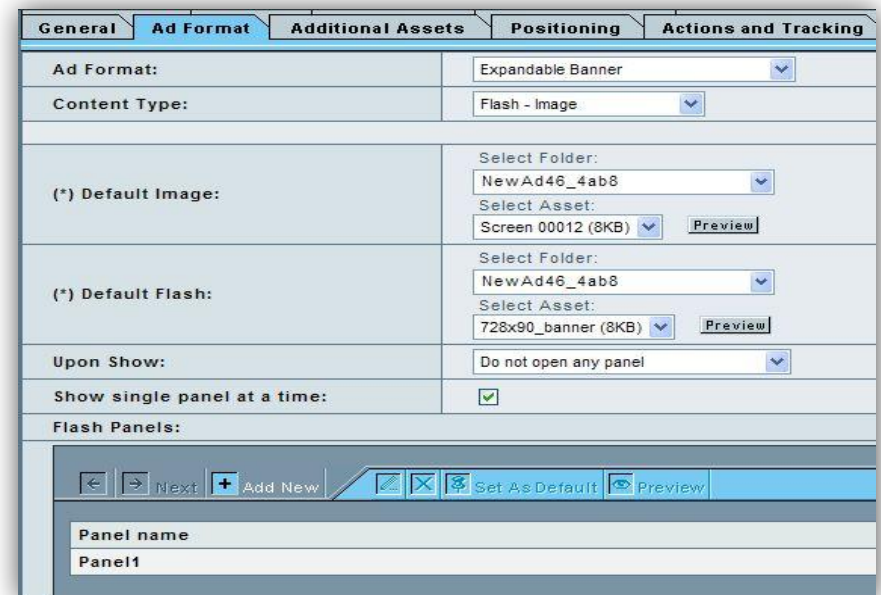
You don't need them for the Homepage takeover .
Please send the swf-files you your mediaagency or us
(creative_de@eyebalster.com)

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.

There are built 3 ads of your assets (3 Ad Ids)

- Leaderboard/Bigsizebanner as Expandable Ad
- Contentad + 2 Skyscraper (+Float/Layer) as Expandable Ad
- Background

Positioning Skyscrapers

General	Ad Format	Additional Assets	Positioning	Actions and Tracking	Filters
Positioning Template:		Expandable Banner			
Flash Panels:					
(*) 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			
<input type="checkbox"/> Cancel		<input type="checkbox"/> Save			
Hide Dropdowns:	<input type="checkbox"/>				
Hide IFRAMES:	<input type="checkbox"/>				
Hide Flash Elements:	<input type="checkbox"/>				
Hide Java Applets:	<input type="checkbox"/>				

Positioning: Position Ad and Panels

Skyscraper-Panel needs to be named left and right

If both Skyscraper will zoom, when a website is zoomed, you will need special settings in the takeover. The Skyscraper are not positioned manual / optical, they get with a addition TAG a x-Position.

Right sky needs x=0 and Corner of Panel... Top-Right
Left Sky needs x= -120 or -160 and Corner of Panel... Top Left
Y Position is variable.

(*) Name :	left
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) :	-120
(*) Y-Position (pixels relative to top-left corner of the banner) :	0
(*) Name :	right
Position Type:	Banner relative
Corner of Panel to align with the (X,Y) coordinate selected :	Top-Right
(*) X-Position (pixels relative to top-left corner of the banner) :	0
(*) Y-Position (pixels relative to top-left corner of the banner) :	0

Contentad über der Navigation von MSN

Generate Code	Flight Info	Campaign Info	Creative Approval	Custom Interactions	
General	Ad Format	Additional Assets	Positioning	Actions and Tracking	Filters
Clickthrough URL:	<input type="text" value="http://grosseaugen.msn.de/"/> <input type="button" value="Test"/>				
<input type="checkbox"/> Clickthrough URL settings					
<input type="checkbox"/> Agency 3rd-party tracking					
<input type="checkbox"/> Publisher 3rd-party tracking					
<input type="checkbox"/> Brand Awareness Surveys or other 3rd-party code URL					
Code type for ad-play trigger:	<input type="text" value="JavaScript"/>				
Trigger on Ad Play:	<input type="text"/> <input type="button" value="Test"/>				
Code type for ad-download trigger:	<input type="text" value="JavaScript"/>				
Trigger on Ad Download:	<input type="text" value="http://ds.serving-sys.com/BurstingRes/CustomScripts/OAD_EyeDivManip_DetectResize.js?adid=[%tp_adid%]"/> <input type="button" value="Test"/>				

Wenn das Contentad über 40 kb groß ist und somit als Panel über einem Default Contentad expandiert, liegt der Z-Index automatisch über dem des Contents (und der Navigation) und die Pull-Down-Navigation.

Eine Lösung ist es, ein Script im Tracking ein zu fügen.

In den Ad-Einstellungen wird unter :Actions and Tracking – Brand Awareness... – Trigger on Ad Download folgendes Script eingestellt:

[http://ds.serving-sys.com/BurstingRes/CustomScripts/OAD_EyeDivManip_DetectResize.js?adid=\[%tp_adid%\]&type=rb&z=100&eyeDivRefEI=page](http://ds.serving-sys.com/BurstingRes/CustomScripts/OAD_EyeDivManip_DetectResize.js?adid=[%tp_adid%]&type=rb&z=100&eyeDivRefEI=page)

Tracking und TAG

General	Ad Format	Additional Assets	Positioning	Actions and Tracking
Clickthrough URL:		<input type="text" value="http://www.test.de"/>		
<input type="checkbox"/> Clickthrough URL settings				
(*) Jump Target:		New Window		
New window position X (px):		<input type="text"/>		
New window position Y (px):		<input type="text"/>		
New window width (px):		<input type="text"/>		
New window height (px):		<input type="text"/>		
Show address bar:		<input checked="" type="checkbox"/>		
Show menu bar:		<input checked="" type="checkbox"/>		
<input type="checkbox"/> Agency 3rd-party tracking				
<input type="checkbox"/> Publisher 3rd-party tracking				
<input type="checkbox"/> Brand Awareness Surveys or other 3rd-party code URL				

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

Example-TAG

(everything in orange before the TAG of Contentads and Parameter cs=1& in Adtag)

```
<script>  
var gstrEbPreLoadScripts = "MSN_ebDetectElementResize.js";  
gEbnResizeDelay = 200;  
var ebPanelRefs = new Object();  
ebPanelRefs["left"] = new Object();  
ebPanelRefs["left"].refEIID = "header";  
ebPanelRefs["right"] = new Object();  
ebPanelRefs["right"].refEIID = "header";  
</script>  
<script>  
var gfEbForceStreaming = 0;  
</script>  
<script src="http://bs.serving-  
sys.com/BurstingPipe/adServer.bs?cs=1&cn=rsb&c=28&pli=115897  
1&PluID=45&w=300&h=250&ord=%time%&ucm=true&ncu=$$##G1  
OOB##.1?http://ads1.msn.com/ads/abuimg/clear.gif##G3##$$&z=10  
0000"></script>  
<noscript>.....
```

If the panels are not named „left“ und „right“ you have to change their names.

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