

# MSN Takeovers Creative Build Guide

November 2010



# Installing the MXP Extension Kit

Dear creative teams,

We are happy that you will start working with MediaMind.

To make your work easy, we offer our Mediamind Workshop, which is a MXP Flash-ExtensionKit that should be installed to your Flash. With our Workshop, you will be able to create and upload Ads very easliy.

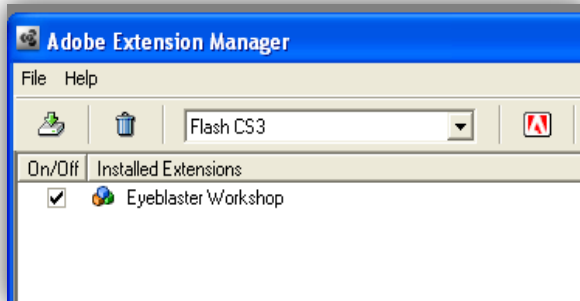
Bitte laden Sie sich den Workshop hier runter:

<http://origin.demo.eyeblander.com/de/allgemein/workshop.zip>

Then, install it to your Flash. Open Flash, go to Window > Manage Extensions.

Then, click on the Icon install, select the downloaded mxp and install it.

You may be asked to close Flash during the installation, so you may do this.



# Definition of a MSN Homepage Takeovers

## Files needed:

- 300x250 Medium Rectangle Flash: Swf (max 70kb)
- 300x250 Medium Rectangle Fallback: Gif/Jpg (max 40kb)
- 728x90 Superbanner Fallback: Gif/Jpg (max 40kb)
- 728x90 Superbanner Flash: Swf (max 70kb)
- Alternativ: 978x90 Superbanner Flash: Swf (max 70kb)

## **NOTE:**

All InPage Ads has to be setup as Expandable ad format in MediaMind.

## Optional:

- Floating element
  - Fullscreen Layer
  - Backgroundimage or Backgroundcolor
  - Expandables
  - Video
  - 120x600 Skyscraper (left/right) Flash: Swf (max 70kb)
- Information about the optional elements will be described on the next page.
- Backgroundimage, Backgroundcolor and Skyscraper must be switchable (on/off) by a Button on the Medium Rectangle (i.e. Background off-/an) please contact us (creative\_de@mediamind.com) concerning this as this as we have to make some internal settings in order to set up this functionality.



# Rules for Float and Layer – MSN.DE

## ➤ Floating Element (auto expands)

- A 200x200 swf moves thru the MSN page.
- The MSN Navigation Panel cannot be covered by the swf.
- It must have a good visible Close-Button.
- A frequency Cap of 1x per User/Day autoexpand per User/Day will be set in our System.
- The float must close automatically after 7 seconds.
- Please make sure the other swfs won't wait for the layer to start (local connection) otherwise the ad will not start when the layer was capped.



## ➤ Fullscreen Layer (opens only on click)

- No limitations on the size of the swf (pixels)
- The MSN Navigation Pane may be covered/overlapped.
- It must have a good visible Close-Button.
- The Layer may be kept open as long as necessary, or until the user closes it manually by clicking on the Close Button.



# Rules for Float and Layer – MSN.CH

## ➤ Floating Element (auto expands)

- The MSN Navigation Panel cannot be covered by the swf.
- It must have a good visible Close-Button.
- A frequency Cap of 1x per User/Day autoexpand per User/Day will be set in our System.
- The float must close automatically after 5 seconds.
- Please make sure the other swfs won't wait for the layer to start (local connection) otherwise the ad will not start when the layer was capped.
- The MSN Navigation Pane must not be covered

## ➤ Floating Element (opens on mouse-over)

- The MSN Navigation Pane may be covered/overlapped by the swf.
- The float must close automatically after 5 seconds.

## ➤ Fullscreen Layer (opens only on click)

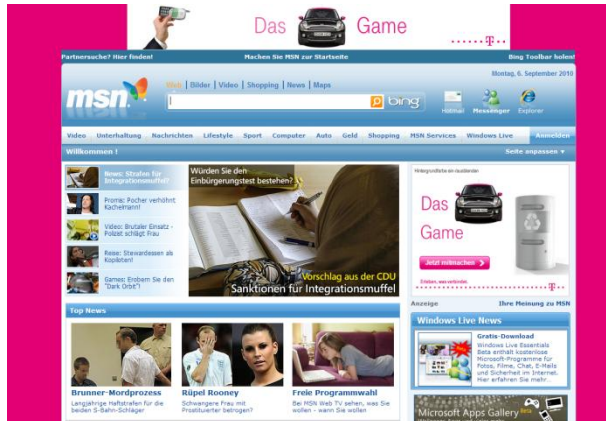
- No limitations on the size of the swf (pixels)
- The MSN Navigation Pane may be covered/overlapped by the swf.
- It must have a good visible Close-Button.
- The Layer may be kept open as long as necessary, or until the user closes it manually by clicking on the Close-Button.

# Information about the Background

## > Options for the Background:

1. As Background you can define color. We will need the Hexcode or a 10x10 Px gif/jpg with that color - this will be tiled by the system.
2. As Background you may use a gradient color as well. I can be tiled horizontally (10x3000 px) or vertically (2000x10 px) .
3. As Background you may use an image. Perhaps there will be complications because of different solutions. Some Browsers do never view backgrounds from Eyeblander (Safari for PC, Opera).  
When resizing Browser window, the background might change its size as well.  
The background served thru MediaMind is not clickable. We do not recommend to use Backgrounds with logos or copy/text on it.

If you are using a Background and/or Skyscrapers, the a button to turn them on/off is mandatory (MSN DE only), see page 4.



# Information about Video and Expandable

## ➤ Expandables

- 300x250 Medium Rectangle expanding to 560x300 – bottom left
- 728x90 Superbanner expanding to 728x315 - bottom
- Opening and closing the expandable should occur on Mouseover/off or on click
- The expansion on mouse over should have a delay of 1 second - just check „delayed expansion“ on the ad-settings (platform)

## ➤ Video

- You can embed a Video hosted on our server to one of the swfs
- Video duration: Max. 30 seconds
- Replaying the video is allowed if the user clicks on it
- Play/stop Button should be integrated
- The Video may have its Sound-Track
- For embedding the video to the ad you must use our VideoLoader Component – please check our „Video Ad“ Specs:  
[http://origin.demo.eyeblander.com/DEUTSCHLAND/creative\\_specs/specs/03a\\_VideoAd\\_eng.pdf](http://origin.demo.eyeblander.com/DEUTSCHLAND/creative_specs/specs/03a_VideoAd_eng.pdf)

## ➤ Audio

- Sound may start on click or on mouse over
- Sound must start muted
- The Ad must have a mute/unmute button integrated

# Action Script 2 Specs

**Every ad running under Mediamind must contain following script on the first keyframe:**

```
#include "ebFlashActions.as"
```

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

**300x250 Rectangle**

**Expand-Panel scripts on the first frame along the include:**

```
EB.ExpandPanel ("right", "Auto");  
EB.ExpandPanel ("left", "Auto");  
EB.ExpandPanel ("skinner", "Auto");
```

**Click-Buttons for all SWFs:**

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

>> Where „argument name“ may be the name of the Ad-part, like Skyscraper, Leaderboard, Skyscraper etc... i.e: *EB.Clickthrough("skyscraper");*

**Expand-Button (rollOver or click) on one of the main-banners:**

```
on (release){  
    EB.ExpandPanel("float");  
}
```

**Background:**

Der Hintergrund has no scripts and is not clickable.

# Action Script 3 Specs

**Every ad running under Mediamind must contain following script on the first keyframe:**

*EB.Init(stage)*

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

**300x250 Rectangle**

**Expand-Panel scripts on the first frame along the include:**

```
EB.ExpandPanel ("right","Auto");  
EB.ExpandPanel ("left","Auto");  
EB.ExpandPanel ("skinner","Auto");
```

**Click-Buttons for all SWFs:**

```
clickthrough_btn.addEventListener(MouseEvent.CLICK,ClickThruURL);  
function ClickThruURL(event:MouseEvent){  
    EB.Clickthrough("argument_name");  
}
```

>> Where „argument name“ may be the name of the Ad-part, like Skyscraper, Leaderboard, Skyscraper etc... i.e: *EB.Clickthrough("skyscraper");*

**Expand-Button (rollOver or click) on one of the main-banners:**

```
expand_btn.addEventListener(MouseEvent.CLICK,expandAction);  
Function expandAction (event:MouseEvent){  
    EB.ExpandPanel("layer", "user");  
}
```

**Background:**

Der Hintergrund has no scripts and is not clickable.

# Thank you!

If you have any questions, dont hesitate to contact us under:

[Creative\\_de@mediamind.com](mailto:Creative_de@mediamind.com)

