

Create a Push Down Banner

04/2010

Definition eines Push Down Banner

A Pushdown contains:

- Default / Backup Image max. 40 KB (jpeg oder gif)
- Default Flash File / Basiselement (swf)
- Panel Flash File / Expandedelement (swf)



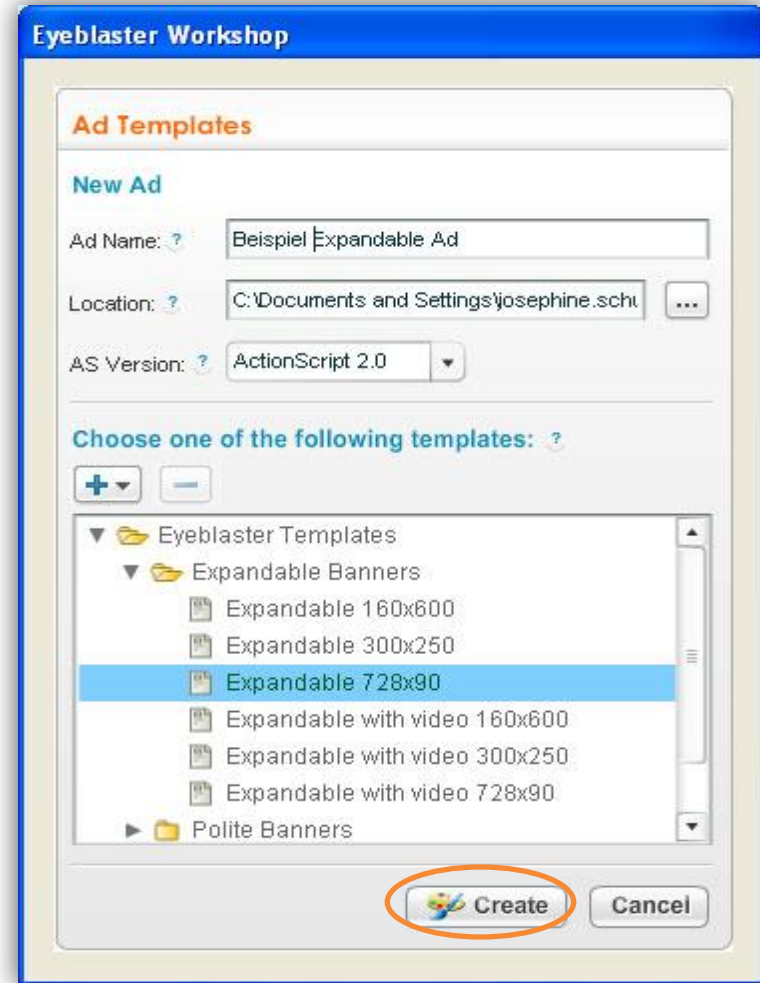
[Preview](#)

Create a Expandable Banners

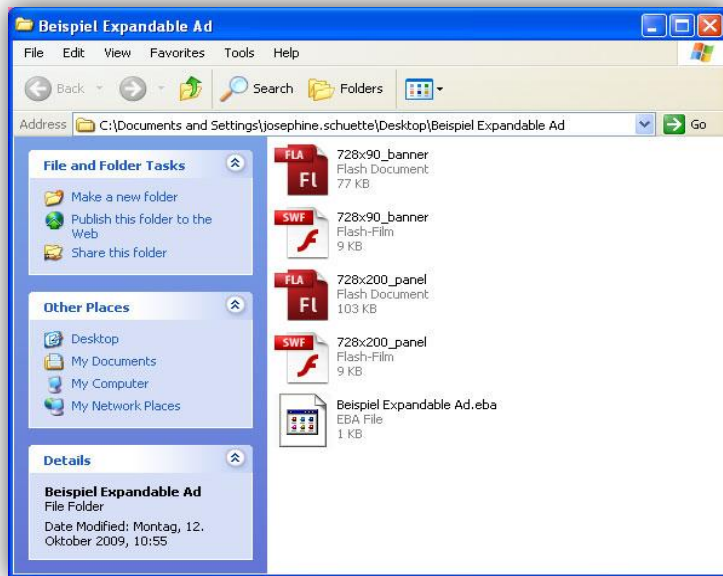
Use a Template



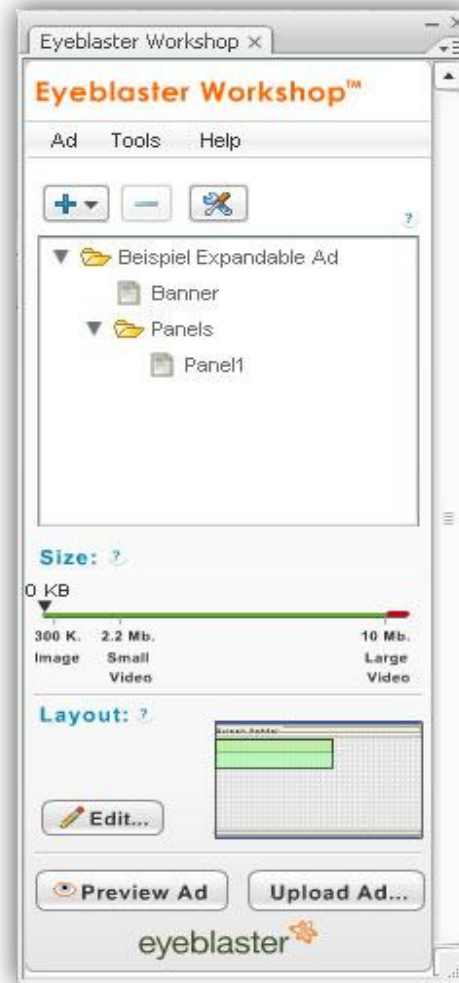
- Name the Ad
- Choose a Location
- Choose a template
- Click "Create"



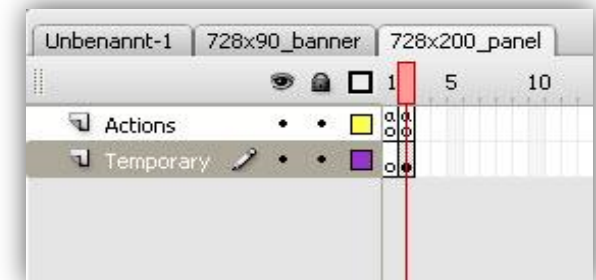
Expandable Ads at the Workshop



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.

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"*

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

Basisbanner:

Link-Button:

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

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

Expand 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");  
}
```

Alternativ on Button (AS2):

```
on (rollOver) {  
    EB.ExpandPanel("panel1", "user");  
}
```

Eyebalster Actionscript - Panel

Panel:

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.

Automatic close at the end of Animation:

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");
```

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

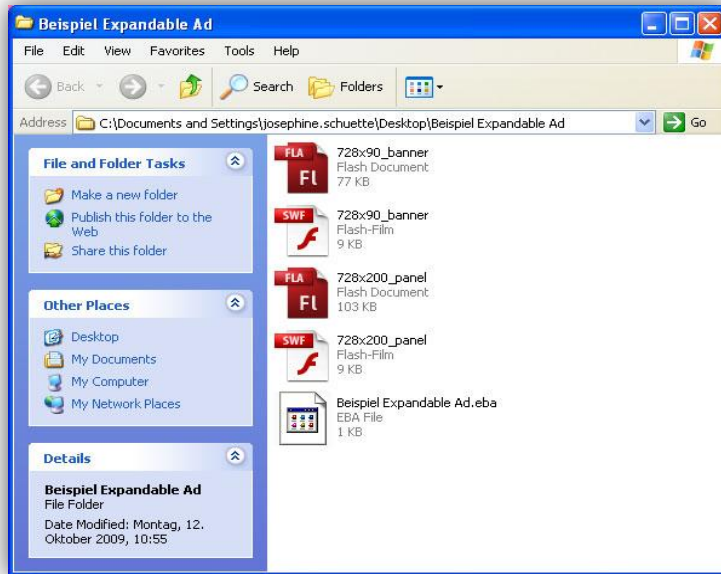
Interactions Monitor: to check the EB-Actions Scripts

 Share Preview...

Share Preview: To send the Preview-URL to others

Push Down Function will be ajust in Eyebalster System later.

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.

Create a Push Downs at the Plattform

New Ad

1 Setup | 2 Interactions & Ad URLs | 3 Review Process

Ad Settings | Advanced Features | Smart Versioning | Filtering

Ad ID:

* Ad Name: ?

* Ad Format: ?

▶ Ad Comments (None)

>> Campaign Attachment

⌵ Creative

Push Down Banner

* Default Image:

Create the ad like an expandable, but choose “Push Down Banner” .

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