

Ad overview

Ad Format This format is defined as an 'Expandable Ad' within the MediaMind platform.

Description This expandable format appears within the Skype client, the initial banner size is 650x170 in its unexpanded state, when the user **clicks** the expand button the 650x340 panel will display, opening down and any additional content such as video will load and play. The expanding panel should contain a prominent close button in the lower right corner.

Ad Parts Each **Skype Masthead Expanding** ad comprises the following elements, an example of each are included as part of the downloadable source file examples:

1 x Default Image (JPG or GIF)	650 x 170
1 x Default Banner (SWF)	650 x 170
1 x Expanding panel (SWF)	650 x 340
1 x Video (<i>optional</i> : FLV, MP4)	512 x 288 (Recommended dimensions)

Online Demo Skype Masthead Expanding Ad with video - [Online demo](#)
Skype Masthead Expanding Ad with FS HD video - [Online demo](#)

Offline Demo Skype Masthead Expanding Ad with video - [Offline demo](#)
Skype Masthead Expanding Ad with FS HD video - [Offline demo](#)

Test Tags Skype Masthead Expanding Ad live sample tags: [download here](#)

Source files **With Video:**
MediaMind Workshop Bundled **Ad example** (EBS): [download here](#)
MediaMind Workshop **source files Bundle** (EBC): [download here](#)

With Full screen / HD Video:
MediaMind Workshop Bundled **Ad example** (EBS): [download here](#)
MediaMind Workshop **source files Bundle** (EBC): [download here](#)

Open source example notes:

This open source ad template is **built to the correct MediaMind specifications** and can be easily re-skinned. This example is designed to function as described in this kit.

Any and all amendments are up to the skill of the individual creative developer.

It is imperative that creative developers using this guide refer to the MSN Spec information available from the link on page 2 regarding the exact specs for this ad.

Ads built outside MSN and or MediaMind specs can cause delays and additional costs to the creative agency.

Extra Skype Interaction features

Additional features that allow a user to initiate a call, chat or change status can be included within your ad. The Skype Interact Block and can be downloaded from: <http://creativezone.mediamind.com/blocks.aspx>
An Open source example and guide documentation is included as part of the downloadable Block.

Ad specs Please refer to the MSN specs page for this format:
http://advertising.microsoft.com/ForAdvertisers/CreativeSpec.aspx?CS_CreativeSpecID=162

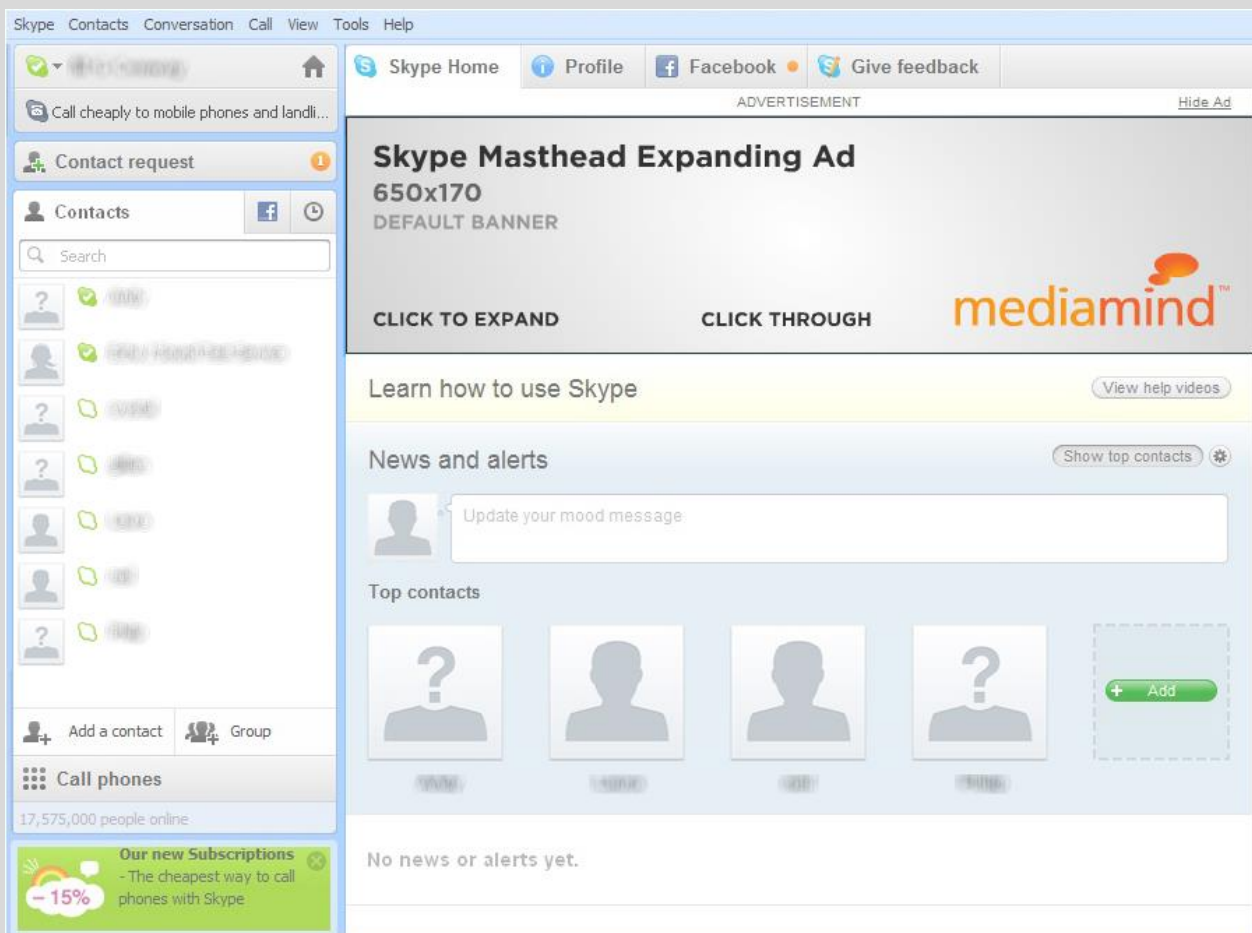
The User Experience

By default the Skype Masthead Expanding ad loads politely; the 650x170 banner loads with the page, after the page has completed loading the 650x340 panel loads but doesn't expand or display until the user interacts with the expand call to action.

When the user chooses to expand, the panel will open and the video (if present) will load and play, automatically with sound off.

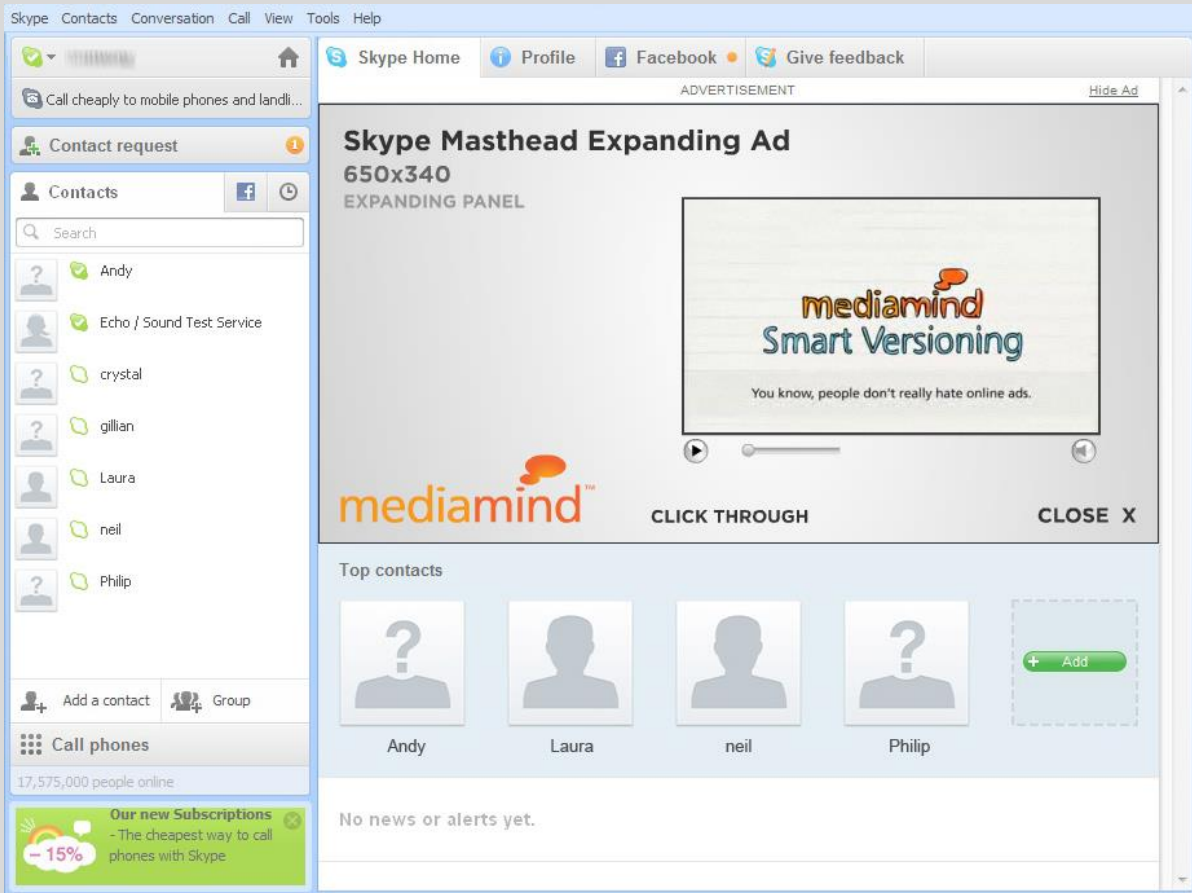
Initial state:

The 650x170 banner loads politely:



Expanding Panel open state:

The 650x340 panel opens, video begins to play:



Flash guidelines

1. Set up Workshop for Flash:

Ensure that you have the latest version of Workshop for Flash installed, this can be **downloaded [here](#)**.
Click here for **[installation guidelines](#)**

2. Creating a new ad:

Download the open source MediaMind Workshop template ZIP file from the link on page 1 and unzip the file ensuring that the same folder structure is maintained. There are two versions of the source template available one with video and another with video that has a full screen /HD video option.

NOTE: *These open source ad templates are built to the correct MediaMind specification and can be easily re-skinned and are designed to function as described in this kit. This example is provided as-is and any additions or amendments are up to the skill of the individual creative developer.*

In Flash, open the Workshop panel from **Window> Other Panels> Eyebalster Workshop**.

Select the “open existing ad” option from Workshop interface and open the **.EBC** file from the saved location.

3. MediaMind specific Flash codes:

Always leave the first frame of the Flash timeline **BLANK** and Include the following script:
For Action Script 2: **#include “ebFlashActions.as”** or for Action Script 3: **EB.Init(this);**

The default click through action **EB.Clickthrough();** is used in the expanding panel in the example, this will automatically close the panel, which will stop any video playback.


To track user initiated interactions (doesn't click through to a URL):

EB.UserActionCounter(“interactionName”); can be used
Example of *InteractionName*: animation replay, ad closed.

To track automated events (doesn't click through to a URL):

EB.AutomaticEventCounter(“eventName”);
Example of *eventName*: DisplayedProduct, LoadedGame

4. Ad Settings:

The  **Ad settings** button on the Workshop interface, is where all the basic information about the ad is set:

Ad: Ad name, Ad format, AS version and default image.

- Ensure a new and appropriate default/backup image) is assigned

Banner: Default banner File information and default panel behaviour.

- Upon show, should be set to “Do not open any panel”

Panels: Panels lists and expansion, retractions, transparency and positioning settings.

- The panel name should be ‘**panel1**’ or similar (default panel)
- The ‘auto retract when’ setting is set to ‘Never’
- The ‘Transparent’ tick box should be selected

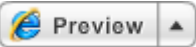
Additional Assets:

- Primarily used for Video files: FLV, MP4 (can also be used for SWF, MP3, JPG & GIF images etc).

Click ‘**save**’ in the Workshop interface.

5. Previewing your ad in Workshop:

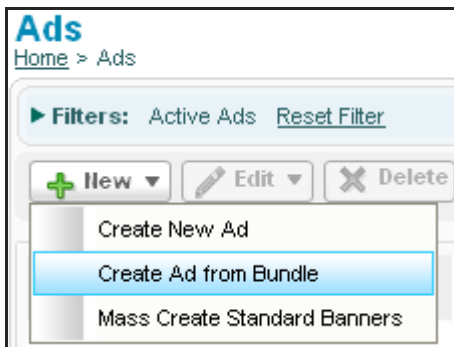
Previewing your ad from Workshop will allow you to check that the ad is functioning correctly on your local PC before uploading to your MediaMind account.

Click the  button or click the drop down menu to choose a different browser (if installed). A new browser window will open and display the ad, all interactions will be displayed in the Interactions monitor. This preview link can be shared via a link that can be generated by clicking the button at the bottom of the interface.

6. Uploading your ad to your account:

From the Workshop interface click the  button to upload your completed ad into your MediaMind account.

Alternatively, you can also choose to 'Bundle the ad for upload' from the Workshop 'Ad' menu and use the 'Create Ad from Bundle' from the Ad list within your MediaMind account:



General Creative Requirements

- The Frames per second (FPS) of your Flash movie should not exceed 18fps. Settings greater than 18fps will result in poor performance for many users and is not recommended.
- Audio must be user-initiated and never automatic.
- Audio insertion into flash file may begin no earlier than the second frame.
- If audio is used, creative must include an On/Off switch for users.
- Animation is limited to first 15 seconds, looping is unlimited within 15 seconds. Use animation carefully: Keep animation smooth and fluid, using slow motions and gentle fades. Fast and abrupt motion has been shown to be highly irritating. Avoid experiences that 'break-through' the page or abuse the content.
- On Click (a custom interaction must be used), Ad opens up target page into a new browser.

MediaMind Platform – Ad Process

1 Basic Introduction:

- [Overview of MediaMind Platform](#) (Login required)
- [Edit an Ad](#)
- [Setup for custom interaction click through](#) (if required)

2 Ad settings:

Once uploaded, select **Manage > Ads** from the main menu in the Media Mind platform.

From the **Ads list** either double click to open and edit or select your ad and click the **Edit** button and select **Setup> Ad settings** . The same menu is available by right clicking.

Panel List:

Panel names:

For the correct functioning of the ad the panels must be named correctly, as per the source files the panel name is “panel1”.

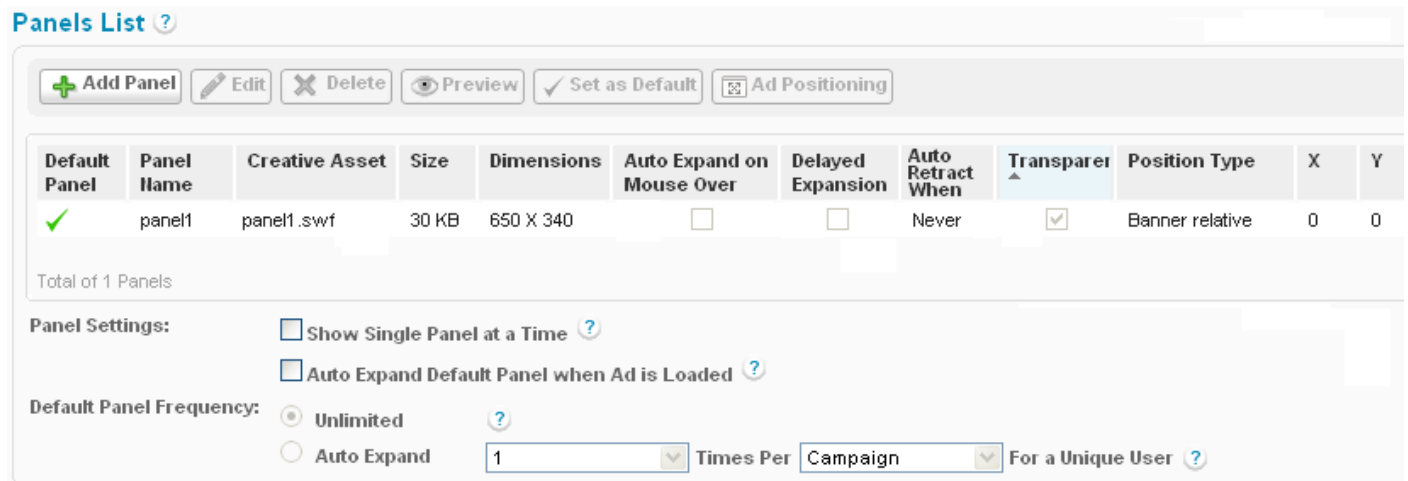
Panel Positioning

The panel positioning is preset in the example source files as: X=0 and Y=0. These settings ensure the expanding panel will open down the page.

Panel Expansion:

The ‘**Show single panel at a time**’ tick box should be **unselected**.

The ‘**Auto Expand Default Panel when Ad is Loaded**’ tick box should be **unselected** as no auto expansion is permitted with this ad.



Panels List ?

Default Panel	Panel Name	Creative Asset	Size	Dimensions	Auto Expand on Mouse Over	Delayed Expansion	Auto Retract When	Transparenc	Position Type	X	Y
✓	panel1	panel1.swf	30 KB	650 X 340	<input type="checkbox"/>	<input type="checkbox"/>	Never	<input checked="" type="checkbox"/>	Banner relative	0	0

Total of 1 Panels

Panel Settings:

Show Single Panel at a Time ?
 Auto Expand Default Panel when Ad is Loaded ?

Default Panel Frequency:

Unlimited ?
 Auto Expand 1 Times Per Campaign For a Unique User ?

3 Previewing your ad:

It is advisable to preview the ad once uploaded to ensure the ad behaves as expected and that all interactions within the ad appear in the “Interactions Monitor” Window. This will ensure that this data will be included in the reports during the campaign.

4 Attach Ads:


Navigate to **Manage > Ads** and select the ad(s) from the **Ads list** and click on **Attach** to attach the ad to the specified placement. Click [here](#) to learn more about attaching ads to placements.

Depending on if the campaign has been set up to use delivery groups it may be necessary to **assign** your ads to the **Media Agency** and **campaign** before you will be able to attach the ads to placements.

This will be the case if your **Ads List** contains ‘Master Ads’ as well as ‘All Ads’ on the top right of the Ads List:




Please contact MediaMind Creative support (details on page 8) if you are not familiar with this process.

In either case after successful attachment to placements the ad icon will change to 

The Publisher and Campaign Trafficker can only preview ads after attachment to the placement

5 Publish your ads the final step:

Select the ad(s) in the Ads list and click on **Review > Publish**. The ad icon will change to  the media Agency will then be able to send the code package with the ad tags to the Publisher.

The Publisher can only test and set live ads that have been published.

MediaMind Video specs

Video used in a MediaMind ad should be the correct size in KB/MB according to the MSN specifications as per the link on page 2. The **source** video file should be as follows in order to create a high quality video experience:

- File Type: FLV or MP4
- Video Bit rate: Kb/s, greater than 500kbps
- Audio Bit rate: Kb/s greater than 48kbps is sufficient
- Frame Rate: 25fps
- Dimensional Size: Width and Height is flexible, while there are no fixed dimensions an appropriate balance between overall image quality, duration and dimensional size appropriate to the videos’ ratio is recommended.
- Source file size*: 10 Mb maximum per ad

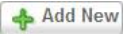
Video used in MediaMind ads can also be ‘packaged’ using the MediaMind Video Studio tool. Using a video package ensures that the most appropriate video is delivered to the end user dependant on their internet connection speed. This is more relevant for users on lower speed internet connections, allowing delivery of video content without downloading a much larger file.

Most common video file formats are accepted by Video studio FLV, AVI, MPG, MP4 and MOV.

*The MediaMind system supports a maximum of up to 10Mb of video per ad as standard. While this amount is supported by MediaMind, the publisher spec should be followed for maximum allowed video file sizes.

Create Video Package

Select **Manage > Video Studio**

Click on  to create new video package

Follow through the wizard.

Link the additional assets to the video package in **Video Packages** folder.

Data Collection

Microsoft permits advertisers to collect user-provided personal information (for example, through web forms embedded in ads).

- Advertisers may be required to modify ad units or provided additional disclosure in order to be acceptable for advertising on Microsoft sites.
- Advertisers wishing to collect personal information within advertisements (according to specifications above) must follow these guidelines:
 - Clearly identify organization
 - Provide link to privacy policy (usually adjacent to the web form's "submit" button)
 - Identify purpose for collecting information

MSA Ad Submission Guidelines

All creative must meet the **MSA Ad Submission Guidelines**

MSA Creative Acceptance Policy

All creative must meet the requirements of the **MSA Creative Acceptance Policy**

Contact your local yield representatives to find out the availability and price of this ad product in your market.

Browser Support

This format is defined as a MediaMind "Expandable" Ad and is supported on all major browsers.

Please refer to [MediaMind's support matrix](#) for more information.

MediaMind Support Contacts

For questions and assistance please contact [your local MediaMind office](#) .

For South East Asia creative support contact sea.creative@mediamind.com

For Australia & New Zealand creative support contact creativeau@mediamind.com

Online MediaMind training:

[More training material can be found in the MediaMind Training Zone](#)

A login is required to be able to access this material. Please contact your local MediaMind office for support.

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