
ADVERTISING GUIDE



(Website-Newsletter)

STANDARD AD FORMATS

HOMEPAGE MAINSPONSOR

This sponsorship included also the following internal frontpages "Opinioni", "Kidwriters" and "MovieECo"

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
SUPER BANNER	990x180 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	The first banner, at the top of the page
MEDIUM RECTANGLE UP	300x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Right column, above the list of the most appreciated articles ("I più letti")
SCROLL ADS	969x543	Max 200k	72dpi	- jpg	-	Static image in homepage, in a commanding position, in the scroller of the most important news
SKIN	1900x1440 px	Max 100k	72 dpi	- jpeg (both sides with the same colour)	None	At the top of the page, it's necessary to keep a space of 20 px height. You should also consider the presence of the small flag on the right/left
						Middle (990 px) must be blank

* For the correct implementation of the clickTag , you can refer to www.adobe.com

BY REQUEST, YOU CAN RECEIVE A TEMPLATE FOR THE CORRECT POSITIONING OF THE SKIN



Each banner should be RGB and it's necessary to indicate an active landing page. These formats could be managed in **REDIRECT**, with the exception of the skin

INTERNAL FRONTPAGE MAINSPONSOR

This sponsorship included the following internal frontpages "Cinema", "Tivù" and "Homevideo"

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
SUPER BANNER	990x180 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	The first banner, at the top of the page
MEDIUM RECTANGLE UP	300x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Right column, above the list of the most appreciated articles ("I più letti")
SKIN	1900x1440 px	Max 100k	72 dpi	- jpeg (both sides with the same colour)	None	At the top of the page, it's necessary to keep a space of 20 px height. You should also consider the presence of the small flag on the right/left Middle (990 px) must be blank

* For the correct implementation of the clickTag , you can refer to www.adobe.com

BY REQUEST, YOU CAN RECEIVE A TEMPLATE FOR THE CORRECT POSITIONING OF THE SKIN



Each banner should be RGB and it's necessary to indicate an active landing page. These formats could be managed in **REDIRECT**, with the exception of the skin

INTERNAL AD UNITS

-In rotation with other advertisers-

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
SUPER BANNER	990x180 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	The first banner, at the top of the page
MEDIUM RECTANGLE UP	300x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Right column, above the list of the most appreciated articles ("I più letti"). Not available in Recensioni/Opinioni articles
FULL BANNER	660x90	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	At the bottom, dividing the news. Available in homepage (if there's no sponsorship) and in each frontpage (excepting <i>Kid Writers e Movie ECo</i>)
MEDIUM RECTANGLE	300x250	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	At the bottom. Available in homepage (if there's no sponsorship) and in each frontpage (excepting <i>Kid Writers e Movie ECo</i>)
WIDE SKYSCRAPER	300x600	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Right column, in each article

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Each banner should be RGB and it's necessary to indicate an active landing page. These formats could be managed in **REDIRECT**

RICH MEDIA

RICH MEDIA

*In the chart below, you can find some Rich Media ad units.
Other different ad units should be arranged with your sales agent.*

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	TECHNICAL DETAILS
EXPANDING BOX	300x250 px when retracted	Max 70k	72dpi	- swf* + default image - redirect	- Autoexpand at the first rollover, retracting when the mouse is out. Later it must be click to expand/close
	600x300 px when expanded				- Expand left - Up to 30 seconds animation - Required clear "REPLAY" button - Required clear "CLOSE X", "EXPAND" buttons. This button will allow the user to re-expand the ad to its full expanded dimensions.
OUTLIMIT	initial 300x250 px	Max 70k	72dpi	- swf* + default image - redirect	- Audio must be user initiated by mouse over or click interaction. Required Audio button on/off with an appropriate icon. - It's a standard banner that that leaves the boundaries of its original position. It then goes back to the original standard position. - The animation could last up to 15" - Required clear "CLOSE X" button; there must be a clear way to stop the animation
OVERLAYER	To be defined	Max 40k	72dpi	- gif - jpg	- Superimposed image on the homepage, similar to a pop-up. - Automatic closure in 6 seconds - Required clear "CLOSE X" button



Each banner should be RGB and it's necessary to indicate an active landing page.

WEEKLY GUIDE



FILM E SERIE TV SCELTI PER I VOSTRI BAMBINI

WEEKLY GUIDE

“Movie for kids” newsletter is sent every Monday morning. It offers an overview on cinemas and homevideo releases and a TV guide. Sponsorship is exclusive (no rotation)

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	POSITION
SUPER BANNER	990x180 px	Max 40k	72dpi	- gif - jpg	The banner appears at least 3 times, dividing the news of the Newsletter

DELIVERY OF THE MATERIALS

*Files should be sent to your sales agent and in copy to the following addresses
5 business days before the beginning of the campaign:*

PAOLA LORUSSO



plorusso@e-duesse.it



Ph. 0227796401

ANTONELLA BARISONE



abarisone@e-duesse.it



Ph. 0227796408

You should specify the following information in your email:

- ADVERTISER'S NAME**
- WEB SITE OF YOUR CAMPAIGN**
- BEGINNING/END DATE**
- LANDING PAGE FOR YOUR AD UNITS**
- CONTACT PERSON TO REPORT IN CASE OF TECHNICAL PROBLEMS/UNSUITABLE MATERIALS**