

**BEST MOVIE**  
*passione cinema!*

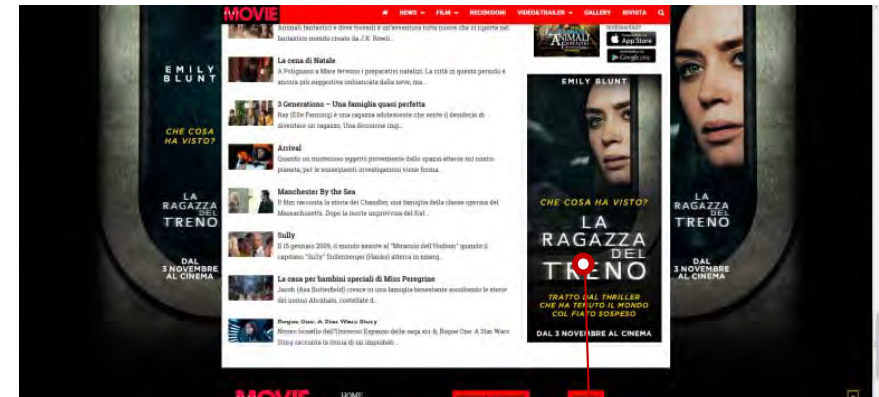
**TECHNICAL SPECIFICATIONS**

# WEBSITE

# HOMEPAGE

| PLACEMENT | SIZE   | WEIGHT | TYPE OF FILE                         | POSITION  |
|-----------|--|--------|--------------------------------------|---|
| SKIN      | 1920*1200<br>Middle should be 1000 px (it's the part where there's the site content). The skin occupies the top and the lateral columns, top should be 130 px but the first higher 30 px will be hidden by the menubar (don't put texts or relevant creatives in this space) | 150 kb | ⇒ jpeg                               | It appears behind the header, as a background image                   |
| MASTHEAD  | 970*250 px   | 80 kb  | ⇒ jpeg/gif                           | Positioned between the header of the website and the body of the page |
| BOX       | 300*250 px   | 60 kb  | ⇒ html5+jpg (backup)<br>⇒ javascript | On the right side, first scroll                                       |
| HALFPAGE  | 300*600 px   | 80 kb  | ⇒ swf+jpg (backup)                   | On the right side, at the end of the column                           |

 **Html5/swf files should have a default image as a backup (html5 files should be managed in redirect)**

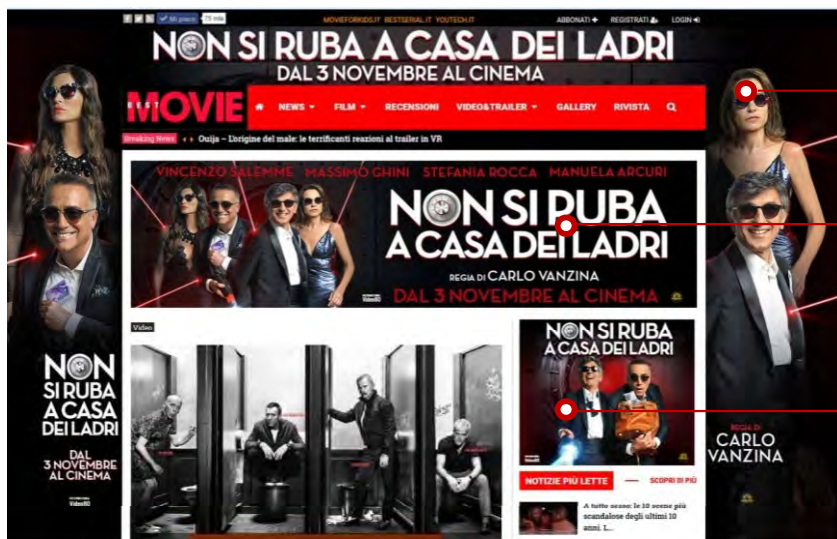


Halfpage

# VIDEO/PHOTOGALLERY

| PLACEMENT | SIZE   | WEIGHT | TYPE OF FILE                         | POSITION  |
|-----------|--|--------|--------------------------------------|---|
| SKIN      | 1920*1200<br>Middle should be 1000 px (it's the part where there's the site content). The skin occupies the top and the lateral columns, top should be 130 px but the first higher 30 px will be hidden by the menubar (don't put texts or relevant creatives in this space) | 150 kb | ⇒ jpeg                               | It appears behind the header, as a background image                   |
| MASTHEAD  | 970*250 px   | 80 kb  | ⇒ jpeg/gif                           | Positioned between the header of the website and the body of the page |
| BOX       | 300*250 px   | 60 kb  | ⇒ html5+jpg (backup)<br>⇒ javascript |   |
| HALFPAGE  | 300*600 px   | 80 kb  | ⇒ swf+jpg (backup)                   |   |

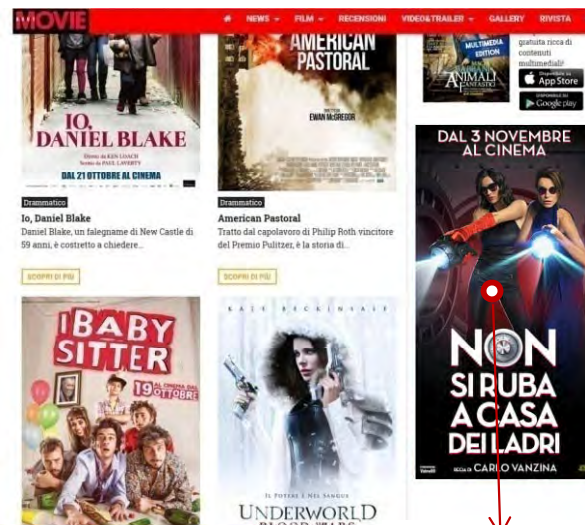
 **Html5/swf files should have a default image as a backup (html5 files should be managed in redirect)**



→ Skin

→ Masthead

→ Box



→ Halfpage

# ZEROCALCARE

| PLACEMENT          | SIZE   | WEIGHT | TYPE OF FILE                         | POSITION  |
|--------------------|--|--------|--------------------------------------|---|
| SKIN               | 1920*1200<br>Middle should be 1000 px (it's the part where there's the site content). The skin occupies the top and the lateral columns, top should be 130 px but the first higher 30 px will be hidden by the menubar (don't put texts or relevant creatives in this space) | 150 kb | ⇒ jpeg                               | It appears behind the header, as a background image                   |
| MASTHEAD           | 970*250 px   | 80 kb  | ⇒ jpeg/gif                           | Positioned between the header of the website and the body of the page |
| BOX                | 300*250 px   | 60 kb  | ⇒ html5+jpg (backup)<br>⇒ javascript | On the right side, first scroll                                       |
| BANNER ZEROCALCARE | 728*90 px  | 60 kb  | ⇒ swf+jpg (backup)                   | On the top of the comic strip   |

 **Html5/swf files should have a default image as a backup (html5 files should be managed in redirect)**



**Banner Tavola**

# ROS

| PLACEMENT           | SIZE  | WEIGHT | TYPE OF FILE   | POSITION  |
|---------------------|---|--------|--|---|
| SKIN                | <b>1920*1200</b><br>Middle should be 1000 px (it's the part where there's the site content). The skin occupies the top and the lateral columns, top should be 130 px but the first higher 30 px will be hidden by the menubar (don't put texts or relevant creatives in this space) | 150 kb | ⇒ jpeg   | It appears behind the header, as a background image                   |
| MASTHEAD            | <b>970*250 px (or 728*90)</b>   | 80 kb  | ⇒ jpeg/gif<br>⇒ html5+jpg (backup)<br>⇒ javascript<br>⇒ swf+jpg (backup) | Positioned between the header of the website and the body of the page |
| BOX                 | <b>300*250 px</b>   | 60 kb  |  | On the right side, first scroll                                       |
| HALFPAGE            | <b>300*600 px</b>   | 80 kb  |  | On the right side, at the end of the column                           |
| BANNER SLIDER PHOTO | <b>728*90 px</b>  | 60 kb  |  | On the top of each photo  |
| BANNER VIDEO        | <b>728*90 px</b>  | 60 kb  |  | On the top of the video player  |

 **Html5/swf files should have a default image as a backup (html5 files should be managed in redirect)**



→ Skin

→ Leaderboard  
Masthead

→ Box



Banner  
Slider  
Banner  
Video



# NEWSLETTER

# NEWSLETTER

| PLACEMENT   | SIZE      | WEIGHT | TYPE OF FILE    | POSITION   |
|-------------|-----------|--------|-----------------|--|
| LEADERBOARD | 728*90 px | 60 kb  | ⇒ jpeg<br>⇒ gif | It appears in the higher and in the lower part of the newsletter |

 **URL required**



NEWS-RECENSIONI-FILM IN USCITA-ANTEPRIMA TRAILER



**Golden Globes 2017: ecco tutte le nomination!**  
Ad annunciare le candidature al prestigioso riconoscimento ci ha pensato il trio composto da Don Cheadle, Laura Dern e Anna Kendrick



**Leaderboard**



Ryan Gosling: «Harrison Ford mi ha dato un pugno in faccia»



Aquaman, svelato il volto del villain del cinecomic



Jennifer Lawrence e Chris Pratt si insultano in tv



Ben Affleck spiega perché non ha fretta di portare a termine



## Baywatch: Dwayne Johnson e Zac Efron bagnini in azione nel primo trailer ufficiale

Nel cast del film anche Alexandra Daddario, Priyanka Chopra e Ilfenesh Edera



## La guerra del pianeta delle scimmie si svela nel nuovo trailer internazionale

Tantissime scene inedite nel nuovo video promozionale



NEWS | FILM | RECENSIONI | GALLERY | VIDEO&TRAILER



# APP BESTMOVIE MAG



# APP BESTMOVIE MAG

| PLACEMENT     | SIZE       | WEIGHT | TYPE OF FILE    | POSITION  |
|---------------|------------|--------|-----------------|---|
| INTERSTITIAL  | 700*700 px | 80 kb  | ⇒ jpeg<br>⇒ gif | It appears in the centre of the screen every 4 minutes and has a "CLOSE" button |
|               | 300*250 px | 60 kb  | ⇒ jpeg<br>⇒ gif |   |
| BOTTOM BANNER | 320*50 px  | 60 kb  | ⇒ jpeg<br>⇒ gif | At the bottom of the page, in the middle  |
|               | 216*36 px  | 60 kb  | ⇒ jpeg<br>⇒ gif |   |

 **Each placement requires both sizes. Please specify an active URL**



**Interstitial banner**



→ **Bottom banner**