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# 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](http://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 <b>Middle (990 px) must be blank</b>

\* For the correct implementation of the clickTag , you can refer to [www.adobe.com](http://www.adobe.com)

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



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# 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

\* For the correct implementation of the clickTag , you can refer to [www.adobe.com](http://www.adobe.com)



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.
					- Audio must be user initiated by mouse over or click interaction. Required Audio button on/off with an appropriate icon.
OUTLIMIT	initial 300x250 px	Max 70k	72dpi	- swf* + default image - redirect	- 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***