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# ADVERTISING GUIDE

**bestSerial.it**  
"piccolo" schermo, grandi emozioni

# STANDARD AD FORMATS

# HOMEPAGE MAINSPONSOR

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
HEADER	1142x120 px	Max 40k	72dpi	- jpg	Continuous loop	The first banner, at the top of the page (combined with the skin)
MEDIUM RECTANGLE UP (BOX)	300x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - html - redirect	Continuous loop	Top right column
LEADERBOARD	728x90 px	Max 40k	72dpi	- gif - jpg - swf* + default image - html - redirect	Continuous loop	Under the most important news
WIDE SKYSCRAPER (HALF PAGE)	300x600 px	Max 40k	72dpi	- gif - jpg - swf* + default image - html - redirect	Continuous loop	On the right, under the "social" section
MEDIUM RECTANGLE (BOX)	300x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - html - redirect	Continuous loop	Lower right column
SKIN	fino a max 1920x1200 px	Max 100k	72 dpi	- jpeg (both sides with the same colour)	Nessuna	Middle (1142 px) must be blank

\* 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**, with the exception of the skin and the header

# INTERNAL AD UNITS

*-In rotation with other advertisers-*

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
HEADER	1142x120 px	Max 40k	72dpi	- gif - jpg - swf* + default image - html - redirect	Continuous loop	The first banner, at the top of the page
MEDIUM RECTANGLE (BOX)	300x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - html - redirect	Continuous loop	Top right column
LEADERBOARD	728x90 px	Max 40k	72dpi	- gif - jpg - swf* + default image - html - redirect	Continuous loop	Under the most important news
WIDE SKYSCRAPER (HALF PAGE)	300x600 px	Max 40k	72dpi	- gif - jpg - swf* + default image - html - redirect	Continuous loop	On the right, under the "social" section
BANNER PHOTOGALLERY	1142x120 px	Max 40k	72dpi	- gif - jpg - swf* + default image - html - redirect	Continuous loop	In photogalleries
SKIN	fino a max 1920x1200 px	Max 100k	72 dpi	- jpeg (both sides with the same colour)	Nessuna	Middle (1142 px) must be blank

\* Per la corretta implementazione dei clicktag nei file flash, è possibile fare riferimento al sito [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**

# 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***