
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



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



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**