

## TECHNICAL SPECIFICATIONS



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## **ADV DESKTOP**

### **Leaderboard 728x90**

- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Size: 728x90 pixel
- Max weight: 50 Kb
- ClickTag should be enclosed
- Landing page link

### **Medium Rectangle 300x250**

- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Size: 300x250 pixel
- Max weight: 50 Kb
- In case of flash swf file, ClickTag should be enclosed
- Landing page link

### **Skin**

- File Type: Jpg
- Size: 1800x1500 pixel
- Max Weight: Max 100 kb
- Background Color Code
- Width of the website: 1010 px (central white column)
- Landing page link

### **Intro Fullscreen Flash**

- File Type: Swf with enclosed ClickTag
- Max weight: 50 kb
- Size: 800x600 pixel
- Max length: 60"
- Landing page link

### **Intro Fullscreen Video**

- File Types: Swf
- Video File already embedded into the SWF flash file
- Max weight: 1 MB
- Size: 800x600 pixel
- Length: Max 30"
- Landing page link

## **Custom (Skin + Leaderboard + Medium Rectangle)**

### Leaderboard 728x90:

- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Size: 728x90 pixel
- Max weight: 50 Kb
- In case of flash swf file, ClickTag should be enclosed
- Landing page link

### Medium Rectangle 300x250:

- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Size: 300x250 pixel
- Max weight: 50 Kb
- In case of flash swf file, ClickTag should be enclosed
- Landing page link

### Skin:

- File Type: Jpg
- Size: 1800x1500
- Max Weight: Max 100 kb
- Background Color Code
- Width of the website: 1010 px (central white column)
- Landing page link

### **Leaderboard EXP 728x90 ->728x250**

- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- 1st Creative Size: 728x90 pixel
- 2nd Creative Size: 728x200 pixel
- Max Weight: 50 Kb
- ClickTag should be enclosed
- Landing page link

### **Leaderboard EXP Video 728x90 ->728x250**

- File Types: Swf with graphics, Video and Audio controllers<sup>1</sup> and embedded ClickTag
- Video File already embedded into the SWF flash file
- Max weight: 1 MB
- Max size: 728x250 pixel
- Length: no limits
- Landing page link

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<sup>1</sup> NB: the creativity must run in audio-off mode.

**Medium Rectangle Expandable 300x250 --> 500x500**

- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Max Weight: 50 kb
- 1<sup>st</sup> Creative Size: 300x250 pixel
- 2<sup>nd</sup> Creative Size: 500x500 pixel
- Landing page link

**Medium Rectangle Video 300x250**

- File Types: Swf with graphics, video and audio controllers<sup>□</sup> and embedded ClickTag
- Video File already embedded into the SWF flash file
- Max Weight: 1 MB
- Size: 300x250 pixel
- Length: no limits
- Landing page link

**Medium Rectangle Video Expandable 300x250 --> 600x430**

- File Types: Flv\*
- Max weight: 1 MB
- Size: 600x430 pixel
- Length: no limits
- Landing page link

**Interstitial Flash**

- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Max Weight: 50 kb
- Size: 800x600 pixel
- ClickTag should be enclosed
- Max length: 60"
- Landing page link

**Interstitial Video**

- File Types: Swf
- Video File already embedded into the SWF flash file
- Max Weight: 1 MB
- Size: 800x600 pixel
- Length: Max 30"

### **Floating Ad**

- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Size: 800x600 pixel
- Max Weight: 50 Kb
- Landing page link

The format is clickable therefore clicktag function must be enclosed. It's important to always provide the .FLA file together with all the fonts used. Please provide also a backup GIF image.

### **Floating Ad Video**

- File Types: Swf
- Video File already embedded into the SWF flash file<sup>2</sup>
- Size: 800x600 pixel
- Max Weight: 1 Mb
- Landing page link

Please always provide the .FLA file together with all the fonts used. Please provide also a backup GIF image.

### **Floor Ad**

- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Size: 990x45 pixel
- Max Weight: 50 Kb
- ClickTag should be enclosed
- Landing page link

### **Floor Ad EXP 990x45 ->980x250**

- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Size (Only One File Expanded): 990x250 pixel
- Max Weight: 50 Kb
- ClickTag should be enclosed
- Landing page link

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<sup>2</sup> NB: the creativity must run in audio off mode.

### **Floor Ad EXP Video 990x45 ->980x250**

- File Types: Swf with graphics, Video and Audio controllers<sup>3</sup> and embedded ClickTag
- Video File already embedded into the SWF flash file
- Max Weight: 1 MB
- 1st Creative Size: 990x45 pixel
- 2nd Creative Size: 990x250 pixel
- Length: no limits
- Landing page link

### **Masthead**

- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Size: 970x250 pixel
- Max Weight: 50 Kb
- In case of flash swf file, ClickTag should be enclosed
- Landing page link

### **Masthead Video**

- File Types: Swf, Redirect, Html5
- Size: 970x250 pixel
- Max Weight: 1 MB
- Video and ClickTag should be enclosed
- Landing page link

### **Podcast Audio and Video<sup>\*\*\*</sup>**

Audio and video format to enclose in podcast channels:

- AUDIO – max length: 15" - file type: mp3, max codification: 128kb/s
- VIDEO – max length: 15" - file type: mp4

### **Pre-Roll Video On Demand**

- File Types: Flv
- Max Weight: 1 Mb
- Size: 600x430 pixel
- Max Length: 15"
- Landing page link

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<sup>3</sup> NB: the creativity must run in audio-off mode.

### **Video Web Tv stream**

- File Types: Flv
  - Max Weight: 1 Mb
  - Size: 600x430 pixel
  - Max Length: 30”
- (The format is not clickable)

### **Program/Section Sponsorship**

The sponsorship of section or program is composed by a fixed presence of:

- Leaderboard 728x90
- Medium Rectangle 300x250
- Landing page link

### **Page Co-Branded**

The page is composed by layout's site and client's fixed banners. In order to collect and approve the page, Gruppo Finelco needs to receive the following materials:

- Brief/information about the goal of the advertising campaign
- Logo (in vector format, .ai or .eps) and further guidelines
- Images of the product and the campaign for developing the page
- Claim or text to insert in the central column of the page
- Image 660x365 for the top page
- Leaderboard 728x90
- Medium Rectangle 300x250
- URL of the reference website



## **ADV MOBILE Application iOS**

### **Banner**

- Portrait: 320x50
- File Types: Jpg, Png, Gif
- Max Weight: 50 Kb
- Landing page link

### **Interstitial**

- Portrait: 640x960
- File Types: Jpg, Png, Gif
- Max Weight: 50 Kb
- Landing page link

### **Interstitial Video (2 creatives)**

#### 1st Creative:

- Background Size: 640x960
- File Types: Jpg, Png, Gif
- Max Weight: 50 Kb

#### 2nd Creative:

- Video Size: 600x430
- File Types: mp4
- Max Weight: 2mb (Wifi) / 500kb (3G)

(We can put the video on the background in 3 positions: top, middle or bottom)

- Landing page link

### **Toaster**

- Portrait: 640 x 480
- File Types: Jpg, Png, Gif
- Max Weight: 50 Kb
- Landing page link

### **Toaster Video**

- Portrait: 640x480
- File Types: Mp4
- Max Weight: 2mb (Wifi) / 500kb (3G)
- Landing page link

## **ADV MOBILE Application Android**

### **Banner**

- Portrait: 320x50
- File Types: Jpg, Png, Gif
- Max Weight: 50 Kb
- Landing page link

### **Interstitial**

- Portrait: 720x1200
- File Types: Jpg, Png, Gif
- Max Weight: 50 Kb
- Landing page link

### **Interstitial Video (2 creatives)**

#### 1st Creative:

- Background Size: 640x960
- File Types: Jpg, Png, Gif
- Max Weight: 50 Kb

#### 2nd Creative:

- Video Size: 600x430
- File Types: mp4
- Max Weight: 2mb (Wifi) / 500kb (3G)

(We can put the video on the background in 3 positions: top, middle or bottom)

- Landing page link

### **Toaster**

- Portrait: 720x600
- File Types: Jpg, Png, Gif
- Max Weight: 50 Kb
- Landing page link

### **Toaster Video**

- Portrait: 640x480
- File Types: Mp4
- Max Weight: 2mb (Wifi) / 500kb (3G)
- Landing page link

## **ADV MOBILE Responsive Site**

### **Banner TOP**

- Portrait: 300x50
- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Max weight: 50 Kb
- Landing page link

### **Banner MIDDLE**

- Portrait: 300x50
- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Max weight: 50 Kb
- Landing page link

### **Banner BOTTOM**

- Portrait: 300x50 or 300x250
- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Max weight: 50 Kb
- Landing page link

### **Floating Ad**

- Portrait: 320x480 pixel
- File Types: Jpg, Gif, Png, Swf, Redirect, Html5
- Max weight: 50 Kb
- Landing page link

## ADV SOCIAL

### Facebook Post (2 Creatives + Text)

#### 1st Creative:

- Max Size: 1200x1200
- File Types: Jpg
- Max Weight: 50 Kb

#### 2nd Creative:

- Max Size: 484x254 (colorful and attractive image with small logo)
- File Types: Jpg
- Max Weight: 50 kb

Text: Max 90 Characters (text must be approved by the publisher)

- Landing page link

### Facebook Tab (4 Creatives)

#### 1st Creative

- File Type: Jpg or HTML
- Size: 810x800 pixel
- Videos, images, flash, interactive modules, forms, google analytics codes can be enclosed within the HTML
- Landing page link

2nd Creative → Icon: Jpg 16x16 pixel

3rd Creative → Cover 1: Jpg 111x74 pixel

4th Creative → Cover 2: 75x75 pixel

## **Twitter**

Text: Max 90 Characters (text must be approved by the publisher)

- Landing page link

Creative: (Default)

- Max Size: 1200x1200
- File Types: Jpg
- Max Weight: 100 Kb

## **Instagram**

Creative:

- Max Size: 600x6000
- File Types: Jpg
- Max Weight: 100 Kb

## CLICK TAG

Enter the following code to make creatives clickable:

### **ACTION SCRIPT 2:**

```
on (release) { getURL(_root.clicktag,  
_root.target);  
}
```

**Warning :** Integrating clicktags in Flash files is done as follows for systems using UTF8 characters:

```
on (release) {on (release){  
System.useCodepage = true; //will not use the default encoding wich is Unicode but take the one  
from the current page getURL ((_roo. clickTag, _ root.target) ;;  
System.useCodepage = false; //will use the default encoding which is Unicode. This line is  
not really necessary if the rest of the code is UTF8 compliant.  
gotoAndStop(1)  
}
```