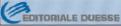# ADVERTISING GUIDE

BEAUTYbiz

(Website-Newsletter)

STANDARD AD FORMATS

HOMEPAGE MAINSPONSOR

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
SUPER BANNER	990x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	At the top of the page, near the logo and the menu bar
TOP BANNER	350x170	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Top left column, under the top news
SCROLL ADS	606x544	Max 100k	72dpi	- jpg	-	Static image in homepage, in a commanding position, in the scroller
SKIN	Max 1920x1200 px	Max 100k	72 dpi	- jpeg (both sides with the same colour)	None	Middle (990 px) must be blank

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.**

MAINSPONSOR INTERNAL FRONTPAGE

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
SUPER BANNER	990x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	At the top of the page, near the logo and the menu bar
NEWS BANNER	480x200	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Left column, in the frontpages news.
SKIN	Max 1920x1200 px	Max 100k	72 dpi	- jpeg (both sides with the same colour)	None	Middle (990 px) must be blank

* For the correct implementation of the clickTag , you can refer to 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 AD UNITS

-In rotation with other advertisers-

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
SUPER BANNER	990x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	At the top of the page, near the logo and the menu bar
TOP BANNER	350x170	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Top left column, under the top news. Available only in homepage, when there's no sponsorship
SCROLL ADS	606x544	Max 100k	72dpi	- jpg	-	Static image in homepage, in a commanding position, in the scroller. Available only in homepage, when there's no sponsorship
HALF RECTANGLE	315x140	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Left column, between "Beauty Industry" and "People". Available only in homepage
MEDIUM RECTANGLE	300x250	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Central column, over Primo Piano delle Categorie Prodotti Beauty. Available only in homepage
WIDE SKYSCRAPER	300x600	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Right column, at the bottom in each page of the website (also in homepage)
NEWS BANNER	480x200	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Left column, in the frontpages news.
SMALL RECTANGLE	300x120	Max 100k	72 dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Right column, at the bottom in each page of the website (not available in homepage)
SKIN	Max 1920x1200 px	Max 100k	72 dpi	- jpeg (both sides with the same colour)	None	Middle (990 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.

RICH MEDIA

BEAUTYbiz

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 600x300 px when expanded	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 - 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
VIDEO BANNER	Max width 640 px	Max 10 Mb	-	- mp4	- The video is at the bottom of each article - At the end of the first view, the video must be restarted (No loop)

FREQUENCY CAPPING APPLICABLE

⚠️ **Each banner should be RGB and it's necessary to indicate an active landing page.**

NEWSLETTER

NEWSLETTER

By registering to newsletter's service, it is possible to receive to our personal email address the most important news of the week, to be up to date about business and new trends.
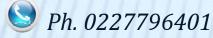
AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	POSITION
BMT BANNER	630x90 px	Max 40k	72dpi	- gif - jpg	At the top, over Newsletter's logo
MEDIUM RECTANGLE	480x200 px	Max 40k	72dpi	- gif - jpg	At the bottom, at the end of the newsletter

Each banner should be RGB and it's necessary to indicate an active landing page. These formats couldn't be managed in `REDIRECT`

DELIVERY OF THE MATERIALS

Files should be sent to your sales agent and in copy to the following addresses
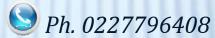*__5 business days before the beginning of the campaign:__*

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*