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# **ADVERTISING GUIDE**

**BUSINESSPEOPLE**

**(Website-Newsletter-App)**

# STANDARD AD FORMATS

# HOMEPAGE MAINSPONSOR

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
TOP LEADERBOARD <b>OR</b> LEADERBOARD	940x120 px 728x90 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	The first banner, at the top of the page <b>The two banners can't run together</b>
MENU STRIP	940x60 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Under the menu bar
BMT BANNER	630x90 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Under the most important news
MEDIUM RECTANGLE	300x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Right column
SMALL RECTANGLE	300x120 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Top right column
OVERLAYER <b>(OPTIONAL BANNER )</b>	530x400 px	Max 40k	72dpi	- gif - jpg	-	Superimposed image on the homepage, similar to a pop-up. Automatic closure in 6 seconds
SKIN	Max 1920x1200 px	Max 100k	72 dpi	- jpeg (both sides with the same colour)	None	Header+background <b>Middle (1000 px) must be blank</b> <b>Header is 120 px high</b>

\* 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

# INTERNAL AD UNITS

*-In rotation with other advertisers-*

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
LEADERBOARD	728x90 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	The first banner, at the top of the page. It appears in each page of the website, including the frontpages
MENU STRIP	940x60 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Under the menu bar. It appears in each page of the website, including the frontpages
BMT BANNER	630x90 px	Max 40k	72dpi	- gif - jpg - swf* con copia di backup - html	Loop infinito	Under the most important news of each Frontpage (Not available in the articles)
MEDIUM RECTANGLE UP	300x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Top right column. It appears in each page of the website, including the frontpages
MEDIUM RECTANGLE	300x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Low right column. It appears in each page of the website, including the frontpages and the homepage
SKIN	Max 1920x1200 px	Max 100k	72 dpi	- jpeg (both sides with the same colour)	None	Header+background Middle (1000 px) must be blank Header is 120 px high

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# INTERNAL AD UNITS

-Customized sections-

The banners below appears in “**Business**” and “**Freetime**” sections and subsections and are available exclusively or in rotation

## SEZIONE BUSINESS

Società Business People Marketing Women

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
MEDIUM RECTANGLE	300x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Top right column. In the section frontpages and in all the articles belonging to the section itself
SMALL RECTANGLE	300x120 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Low right column. In the section frontpages and in all the articles belonging to the section itself

## SEZIONE FREETIME

Ambiente Lifestyle Vino & Ristoranti Motori Hi Tech Tempo Libero

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	ANIMATION	POSITION
MEDIUM RECTANGLE	300x250 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Top right column. In the section frontpages and in all the articles belonging to the section itself
SMALL RECTANGLE	300x120 px	Max 40k	72dpi	- gif - jpg - swf* + default image - redirect	Continuous loop	Low right column. In the section frontpages and in all the articles belonging to the section itself

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



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# **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 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.
EXPANDING LEADERBOARD	728x90 px when retracted 728x180 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 down - 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	530x400 px	Max 40k	72dpi	- gif - jpg	Superimposed image on the homepage, similar to a pop-up. Automatic closure in 6 seconds
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

*“Daily” and “Redazione” Newsletter*



# NEWSLETTER

*“Daily” newsletter is sent everyday at 11 a.m., from Tuesday to Saturday and contains the last eight news of businesspeople.it*

*“Redazione” newsletter is weekly and is sent on Monday. It contains the most important news, the opinion articles and other selected pieces*

AD TYPE	SIZE	WEIGHT	RESOLUTION	FILE TYPE	POSITION
MEDIUM RECTANGLE	300x250 px	Max 40k	72dpi	- gif - jpg	At the top, on the right
BMT BANNER	630x90 px	Max 40k	72dpi	- gif - jpg	On the lower part 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**

# BUSINESS PEOPLE MAG app



# BUSINESS PEOPLE MAG

*"BusinessPeople Mag" app is available for free in the App Store, Google Play and Windows Store. The digital version of the magazine is enriched with extra contents (Videos, photogalleries, quick links)*

AD TYPE	DEVICE	OS	SIZE	WEIGHT	RESOLUTION	FILE TYPE	POSITION
SPONSOR LOGO	iPad	iOS	200x200	Max 40k	72dpi	- png	It appears at the opening of the App for 4 seconds EXCLUSIVE BANNER
INTERSTITIAL	iPad	iOS	700x700	Max 70k	72dpi	- gif - jpg	It appears in the centre of the screen every 4 minutes and has a "CLOSE" button. IN ROTATION WITH OTHER ADVERTISERS
	Tablet Smartphone	Android	300x250	Max 40k	72dpi	- gif - jpg	
	PC	Microsoft Windows 8	700x700	Max 70k	72dpi	- gif - jpg	
BOTTOM BANNER	iPad Tablet Smartphone	iOS Android Android	320x50	Max 40k	72dpi	- gif - jpg	At the bottom of the page, in the middle. IN ROTATION WITH OTHER ADVERTISERS
	iPhone	iOS	216x36	Max 40k	72dpi	- gif - jpg	
	PC	Microsoft Windows 8	320x50	Max 40k	72dpi	- gif - jpg	





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# 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](mailto:plorusso@e-duesse.it)

 Ph. 0227796401

**ANTONELLA BARISONE**

 [abarisone@e-duesse.it](mailto: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**