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# ADVERTISING GUIDE



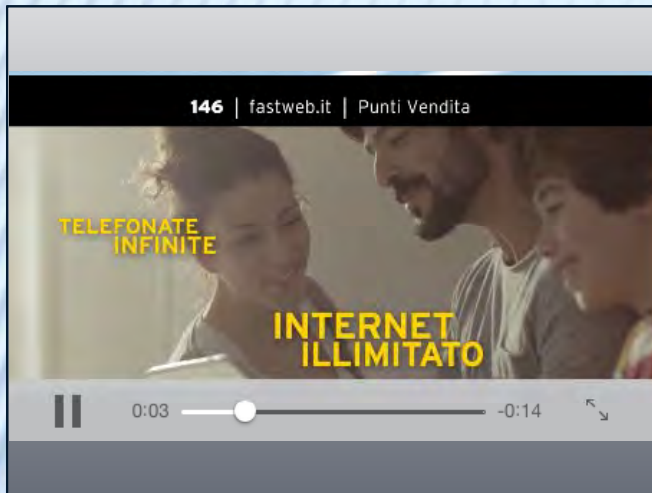
# STANDARD FORMATS





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Each advertising space can be enriched with special contents (videos, photogallery, landing links to websites) and effects that can involve the reader increasing attention and feeling. Special contents have to be sent separately: our graphic designers will take care of linking them to your page



## ADV VIDEO

Autostart when the reader downloads the number or starts reading .

**Format:** mp4

**Codec Video:** H.264



## FULL PAGE

**Format:** .jpg

**Size:** 1024x768 px

**Resolution:** 135 dpi



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## FOOTER

At the bottom of an article (Min. 2).  
Each space could be personalized with special contents.

**Format:** .jpg  
**Size:** 1024x148 px  
**Resolution:** 135 dpi



## VERTICAL BOOKMARK

Right aside position (Min. 3) Corrono lungo le pagine di un articolo (Min. 3). Each space could be personalized with special contents or effects (flowing products' captions or changing after being tapped)

**Format :** .jpg  
**Size:** 260x768 px  
**Resolution:** 135 dpi



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## SQUARE

In “Play List” section (Min. 2).

Each space could be personalized with special contents.

**Format:** .jpg

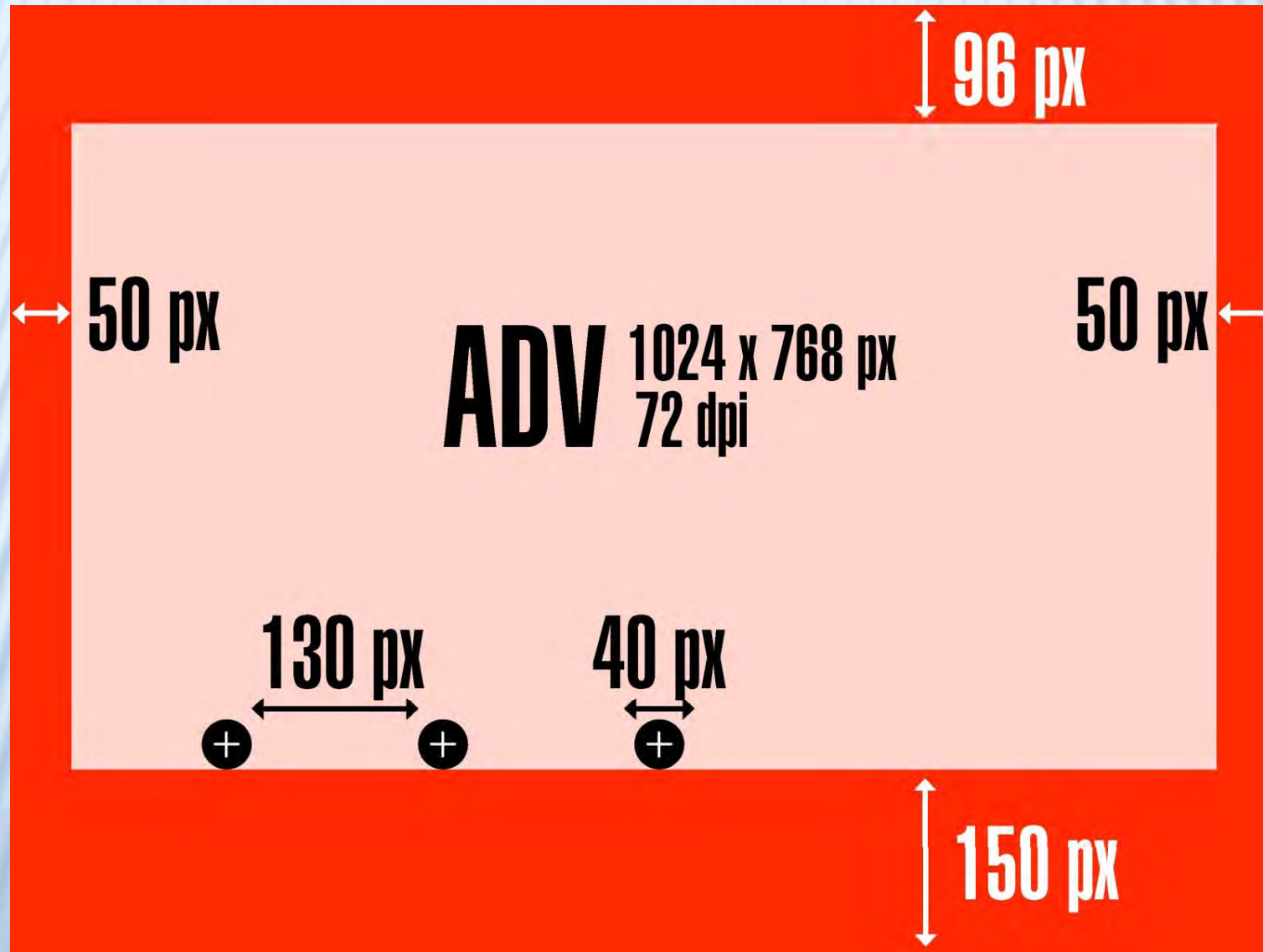
**Size:** 408x238px

**Resolution:** 135 dpi

**Angle:** -15° dpi

# SPECIAL INSTRUCTIONS ON MARGINS

In order to have the best visual on Android devices, it is necessary to follow this instructions:  
150 px distance in the lower part of the page, 96 px from the higher and 50 px on both sides.  
Between clickable areas the distance should be 130 px and these areas should be min. 40 x 40 px.





# MULTIMEDIAL CONTENTS

Here are some possibilities to personalize your space. Our staff is willing to find the suitable solution for a better use of your advertising space.



## LINK

One or more parts of the page (images/logos/text) could be active. It's not possible to have the entire page linking to a website



## VIDEO

**CODEC** : H. 264  
**FORMAT**: mpeg4  
**KBPS** : 1.500  
**AUDIO** : 44.1 KHZ stereo  
**FILE'S EXTENSION**: .mp4  
**MAX WEIGHT** : 10 mb

**NB. Multimedial contents will be point out with "CTA buttons" that you could insert directly in your jpeg or suggest us the exact position.**



## PHOTOGALLERY

**MAX N° PHOTOS** : 15  
**SIZE**: 1024x768 px  
**FORMAT**: .JPG  
**COLOUR** : RGB  
**RESOLUTION**: 135 dpi



## PHOTOGALLERY 360°

**PRODUCT'S PICTURES WITH THE SAME SIZE, TAKEN FROM DIFFERENT ANGLES.**  
**MIN. 36 PICTURES , ANGLE10°**  
**FORMAT**: .JPG  
**COLOUR**: RGB  
**RESOLUTION**: 135 dpi



**FLASH IS NOT AVAILABLE ON APPLE'S DEVICES**

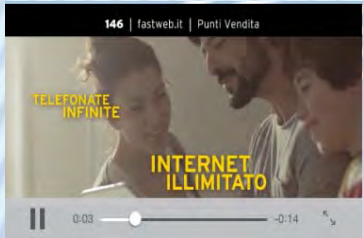
# SPONSORSHIP





# SPONSORSHIP

Sponsorship is composed of different elements; each advertising space can be enriched with special contents (videos, photogallery, landing links to websites): our graphic designers will take care of linking them to your page. Our staff is willing to find the suitable solution for a better use of your advertising space.



## 1 SPOT

Opening the magazine (7" – 15")



## 4 FULL PAGES



## 2 FOOTER


YOU CAN REFER TO "STANDARD FORMAT" SECTION OF THIS DOCUMENT TO HAVE THE SIZE AND THE TECHNICAL SPECS OF THIS SPACES

# DELIVERY OF THE MATERIALS

*Files should be sent to the following addresses  
**WITHIN THE ESTABLISHED DEADLINE:***


**ANTONELLA BARISONE**

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

 Tel. 0227796408

**PAOLA LORUSSO**

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

 Tel. 0227796401

***You should specify the following information in your email and enclose the following attachments:***

- ***.JPG FILE***
- ***LINK***
- ***VIDEO/PHOTOGALLERY***
- ***DETAILED BRIEFING FOR THE EXACT POSITIONG OF ALL THE ELEMENTS IN THE ADV PAGE OR SPACE***

- ***ADVERTISER'S NAME***
- ***ISSUE'S MONTH***
- ***REISSUE (WHEN REQUIRED)***
- ***CONTACT PERSON TO REPORT IN CASE OF TECHNICAL PROBLEMS/UNSUITABLE MATERIALS***