

TECHNICAL SPECIFICATIONS

**BEST
MOVIE**

WEBSITE

HOMEPAGE

PLACEMENT ▼	SIZE ▼	WEIGHT ▼	FILE TYPE ▼	POSITION ▼
SKIN	1920x1200 with header 130 px 30 px on the top must not contain texts since they are hidden by the menu bar central blank size 1100 px	150 kb	› jpeg	Header and background
MASTHEAD	970x250 px	80 kb	› jpeg/gif › html + jpg backup › javascript	On the top of the page, in the centre
BOX	300x250 px	60 kb	› jpeg/gif › html5 + jpg backup › javascript	Right column, first scroll
HALFPAGE	300x600 px	80 kb	› jpeg/gif › html5 + jpg backup › javascript	Right column, at the bottom

MASTHEAD VIDEO formats should be managed in REDIRECT

The screenshot shows the MOVIE website homepage. Red lines and circles point to specific areas:

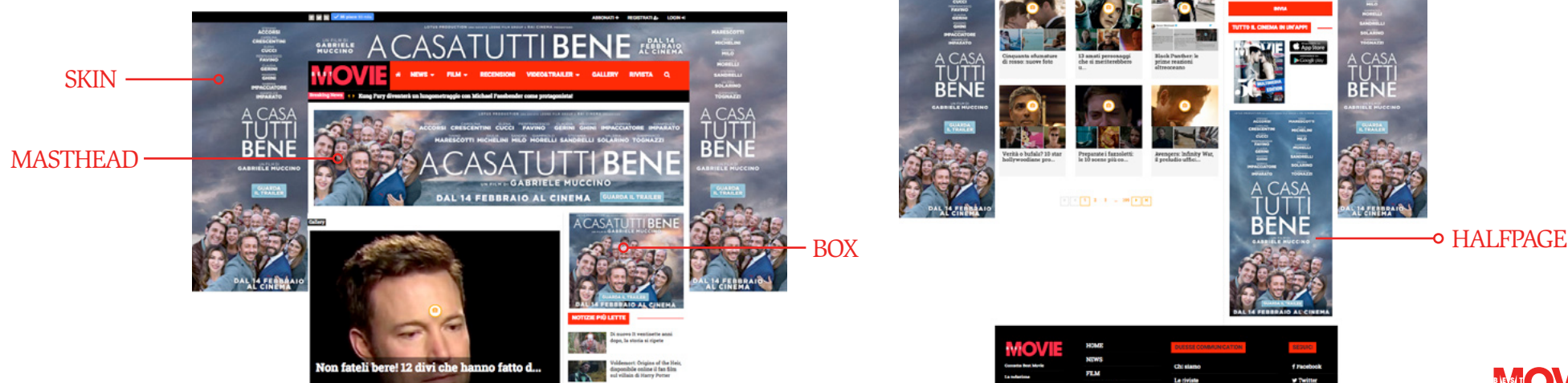
- SKIN**: Points to the top navigation bar and the main header area.
- MASTHEAD**: Points to the large banner area at the top of the main content.
- BOX**: Points to a small movie poster in the right sidebar.
- HALFPAGE**: Points to a large movie poster in the right sidebar.

At the bottom left is the **DUESSE COMMUNICATION** logo. At the bottom right is the **MOVIE WEBSITE** logo.

VIDEO/PHOTOGALLERY SECTIONS

PLACEMENT ▼	SIZE ▼	WEIGHT ▼	FILE TYPE ▼	POSITION ▼
SKIN	1920x1200 with header 130 px 30 px on the top must not contain texts since they are hidden by the menu bar central blank size 1100 px	150 kb	› jpeg	Header and background
MASTHEAD	970x250 px	80 kb	› jpeg/gif › html + jpg backup › javascript	On the top of the page, in the centre
BOX	300x250 px	60 kb	› jpeg/gif › html5 + jpg backup › javascript	Right column, first scroll
HALFPAGE	300x600 px	80 kb	› jpeg/gif › html5 + jpg backup › javascript	Right column, at the bottom

MASTHEAD VIDEO formats should be managed in REDIRECT



ZEROCALCARE SECTION

PLACEMENT ▼	SIZE ▼	WEIGHT ▼	FILE TYPE ▼	POSITION ▼
SKIN	1920x1200 with header 130 px 30 px on the top must not contain texts since they are hidden by the menu bar central blank size 1100 px	150 kb	› jpeg	Header and background
MASTHEAD	970x250 px	80 kb	› jpeg/gif › html + jpg backup › javascript	On the top of the page, in the centre
BOX	300x250 px	60 kb	› jpeg/gif › html5 + jpg backup › javascript	Right column, first scroll
ZEROCALCARE BANNER	728x90 px	60 kb	› jpeg/gif › html5 + jpg backup › javascript	On the top, over the comic strip

I formati MASTHEAD VIDEO devono preferibilmente essere gestiti in redirect



ROS

PLACEMENT ▼	SIZE ▼	WEIGHT ▼	FILE TYPE ▼	POSITION ▼
SKIN	1920x1200 with header 130 px 30 px on the top must not contain texts since they are hidden by the menu bar central blank size 1100 px	150 kb	› jpeg	Header and background
MASTHEAD	970x250 px	80 kb	› jpeg/gif › html + jpeg di backup › javascript	On the top of the page, in the centre
BOX	300x250 px	60 kb	› jpeg/gif › html5 + jpeg backup › javascript	Right column, first scroll
HALFPAGE	300x600 px	80 kb	› jpeg/gif › html5 + jpeg backup › javascript	Right column, at the bottom
BANNER SLIDER FOTO	728x90 px	60 kb	› jpeg/gif › html5 + jpeg backup › javascript	On the top of each photo
BANNER VIDEO	728x90 px	60 kb	› jpeg/gif › html5 + jpeg backup › javascript	On the top of the video player

TECHNICAL SPECIFICATIONS

BEST MOVIE

NEWSLETTER

NEWSLETTER

bestmovie.it/movieforkids.it

PLACEMENT ▼	SIZE ▼	WEIGHT ▼	FILE TYPE ▼	POSITION ▼
LEADERBOARD	728x90 px	60 kb	› jpeg › gif	It is repeated several times in the body of the newsletter

For each placement is needed to indicate an active landing page

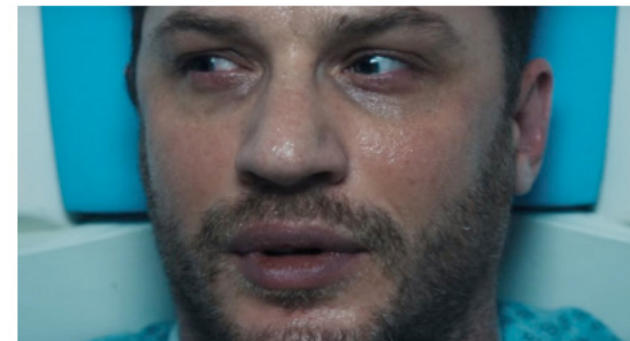


La zampata di Black Panther. La nostra recensione

Il film standalone dedicato a Pantera Nera è il capitolo più adulto e crudo dell'MCU, merito anche di non uno, ma ben due villain carismatici e senza scrupoli...



Indizi, sorprese, easter eggs



Venom: le 10 rivelazioni del teaser trailer

L'atteso cinecomic uscirà nelle sale a ottobre



NEWS | FILM | RECENSIONI | GALLERY | VIDEO&TRAILER



LEADERBOARD

MOVIE
NEWSLETTER

TECHNICAL SPECIFICATIONS

BEST MOVIE



BEST MOVIE MAGAZINE APP

BEST MOVIE MAGAZINE APP

PLACEMENT ▼	SIZE ▼	WEIGHT ▼	FILE TYPE ▼	POSITION ▼
INTERSTITIAL	700x700 px 300x250 px	80 kb 60 kb	› jpeg › gif	It appears in the centre of the screen every 4 minutes and has a CLOSE button
BOTTOM BANNER	320x50 px 216x36 px	60 kb 60 kb	› jpeg › gif	At the bottom of the screen, in the middle

For each placement is needed to deliver BOTH FORMATS and to indicate an active landing page

INTERSTITIAL BANNER



BOTTOM BANNER

MOVIE

APP

DELIVERY OF THE MATERIALS

**Files should be sent by mail 3 working days
before the beginning of the campaign to:**

Paola Lorusso

mail: impianti@e-duesse.it

phone 0227796401

WE ONLY ACCEPT MATERIALS SENT TO THE MAIL ADDRESS ABOVE INDICATED

In your email you should specify the following

- **Advertisers name**
- **Website and week period of your campaign**
- **Any repetitions**
- **Contact person to report in case of technical problems/unsuitable materials**

