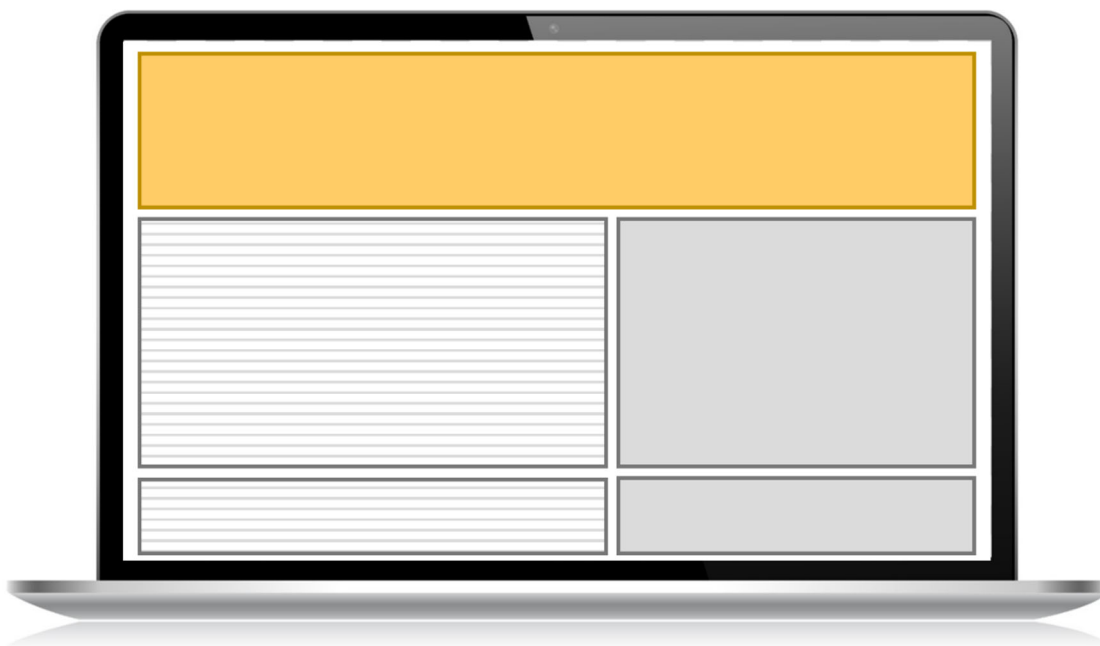


DIGITAL FORMATS



MASTHEAD

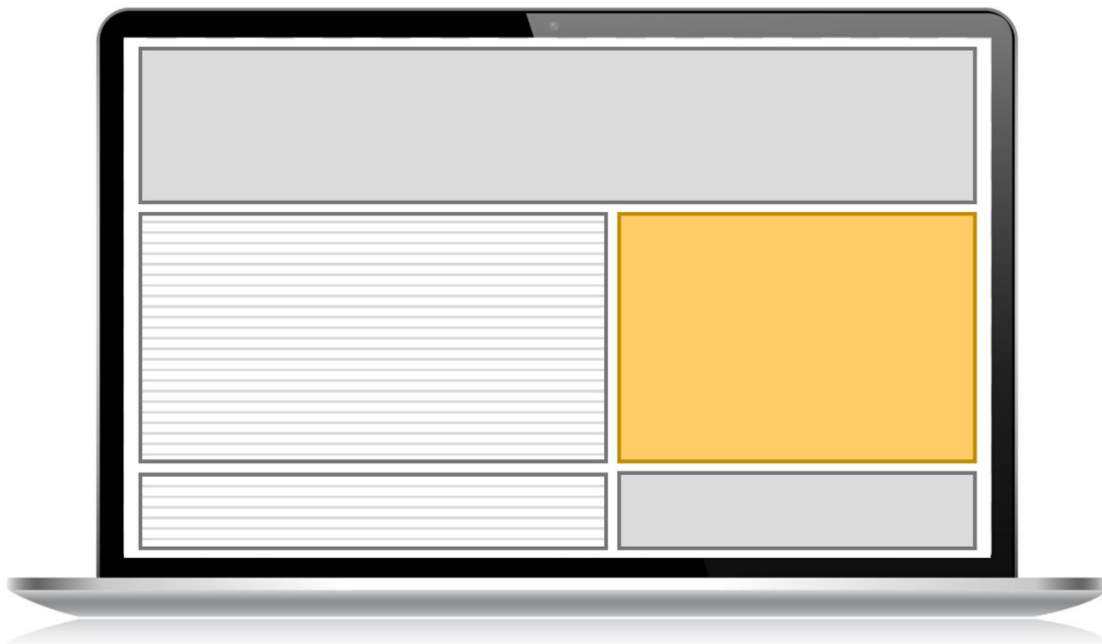
SIZE

970×250 (Desktop) + 320x50 px (Mobile). **Both versions are needed**

FILE TYPE *

- **Jpg/gif** (Max weight 80 kb)
- **Html 5**, please follow [AdManager's guidelines](#) (all the elements should be in a zip file, whose elements should have a max weight of 900 kb). It is better to use redirects.
- **Tag Javascript redirect**

AN ACTIVE LINK IS REQUIRED



BOX

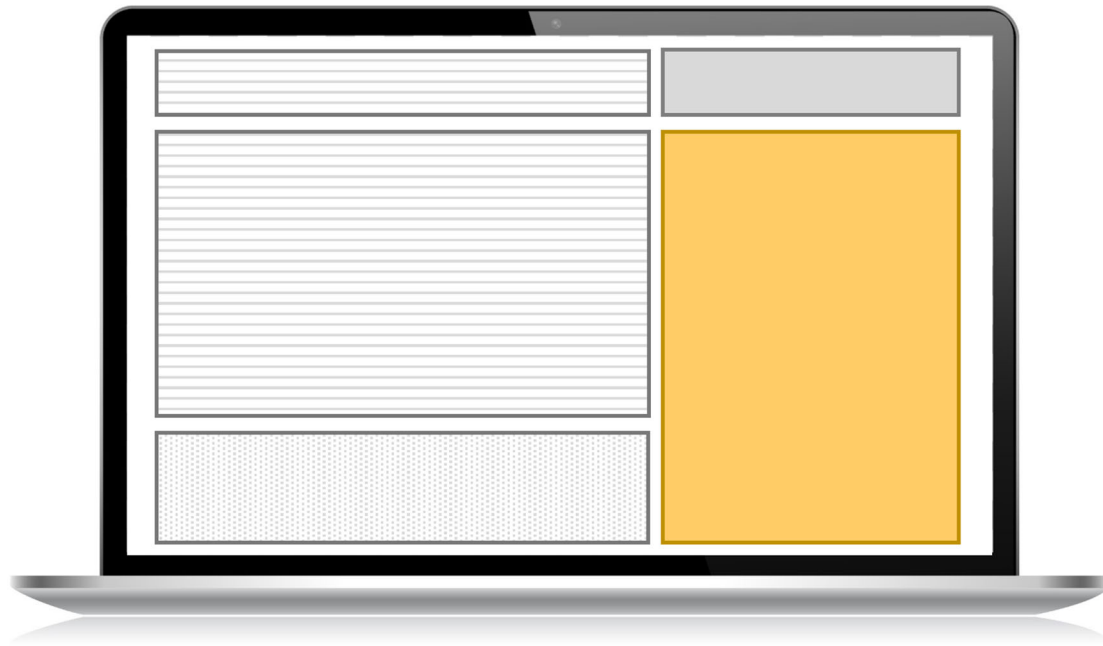
SIZE

300×250 px

FILE TYPE *

- **Jpg/gif** (Max weight 60 kb)
- **Html 5**, please follow [AdManager's guidelines](#) (all the elements should be in a zip file, whose elements should have a max weight of 900 kb). It is better to use redirects.
- **Tag Javascript redirect**

AN ACTIVE LINK IS REQUIRED



HALFPAGE

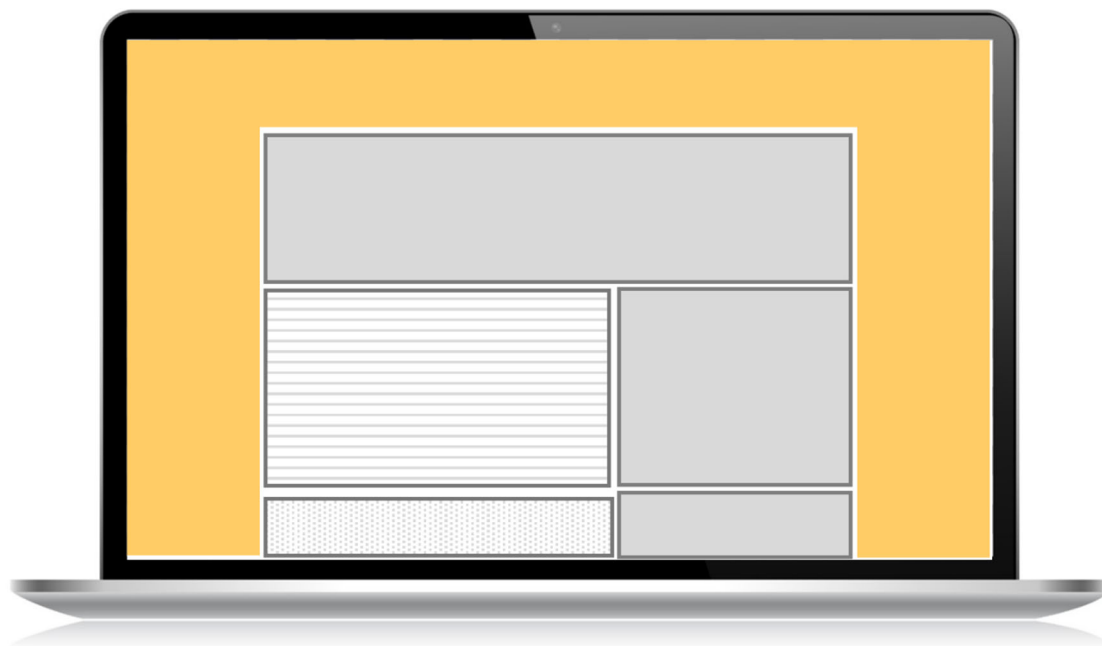
SIZE

300×600 px

FILE TYPE *

- **Jpg/gif** (Max weight 80 kb)
- **Html 5**, please follow [AdManager's guidelines](#) (all the elements should be in a zip file, whose elements should have a max weight of 900 kb). It is better to use redirects.
- **Tag Javascript redirect**

AN ACTIVE LINK IS REQUIRED



SKIN

SIZE

1920x1200 px, top 130 px. The first 30 px on the top should be without text. Central empty space is 1100 px

FILE TYPE

- **Jpg** (Max weight 100 kb) with Pixel Tracking (optional) e ClickCommand/Url

* **Banners could also contain a video, in this case it should be better to manage the banner in redirect, max lenght 20 second , mute, commands to be activate/deactivated by the user**

NB: Other kind of trackings (i.e. IAS) should be managed in toral redirect

Files should be sent to Paola Lorusso (plorusso@e-duesse.it) and Elisabetta Pifferi (elisabetta.pifferi@e-duesse.it), 3 business days before the campaign start, with the indication of the advertiser and date of flight.