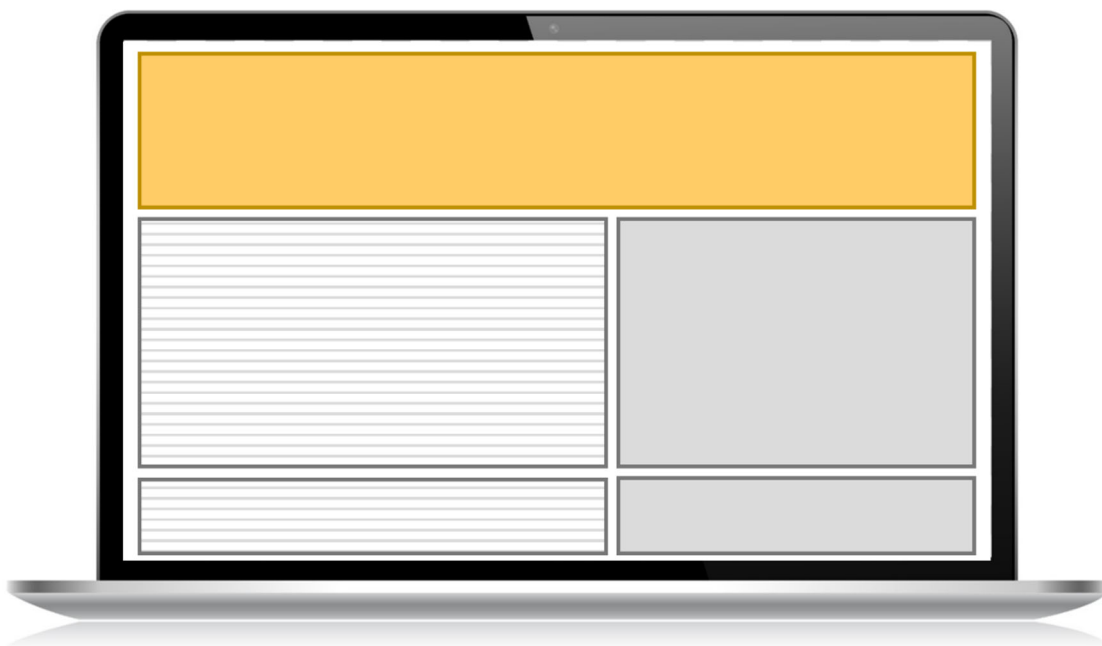


## DIGITAL FORMATS



## MASTHEAD

### SIZE

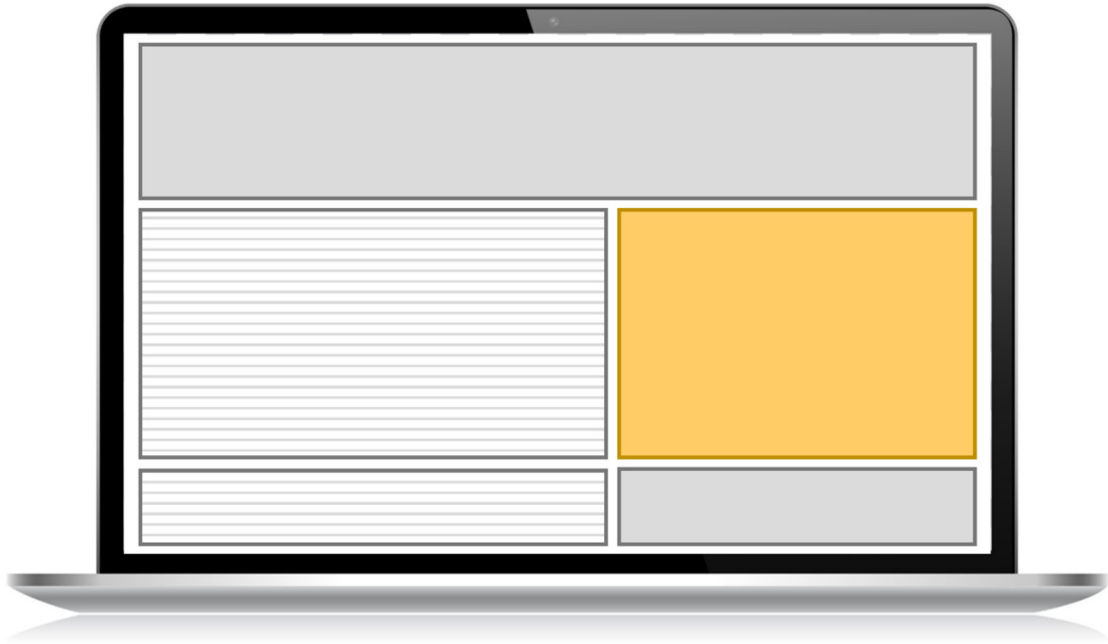
970×250 (Desktop) + 320x50 px (Mobile). **Both versions are needed**

### 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

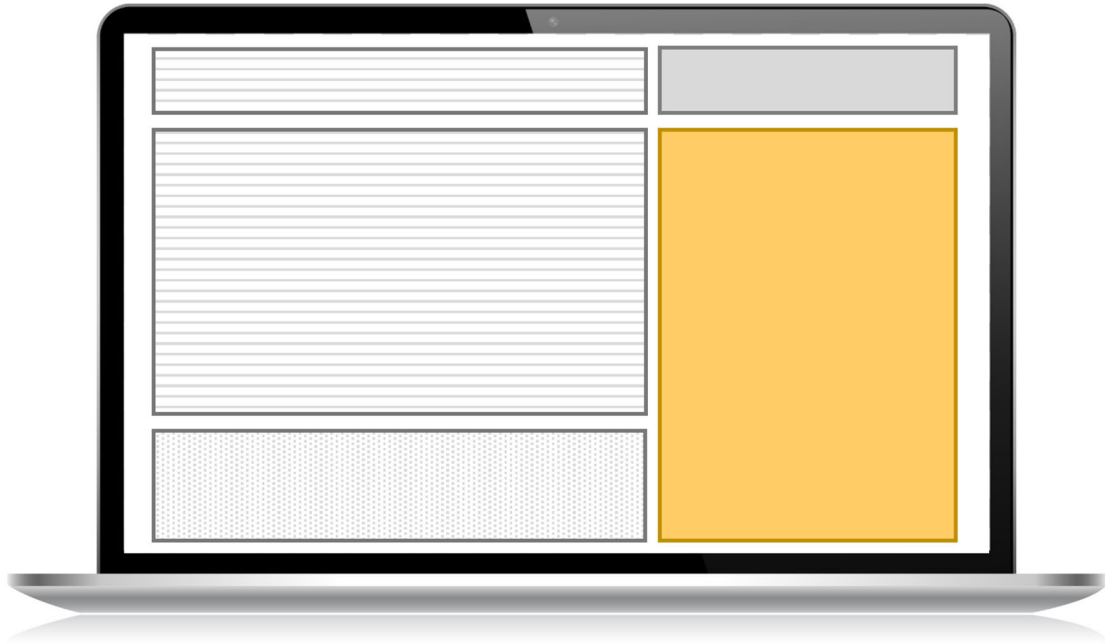
300×250 px

## 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

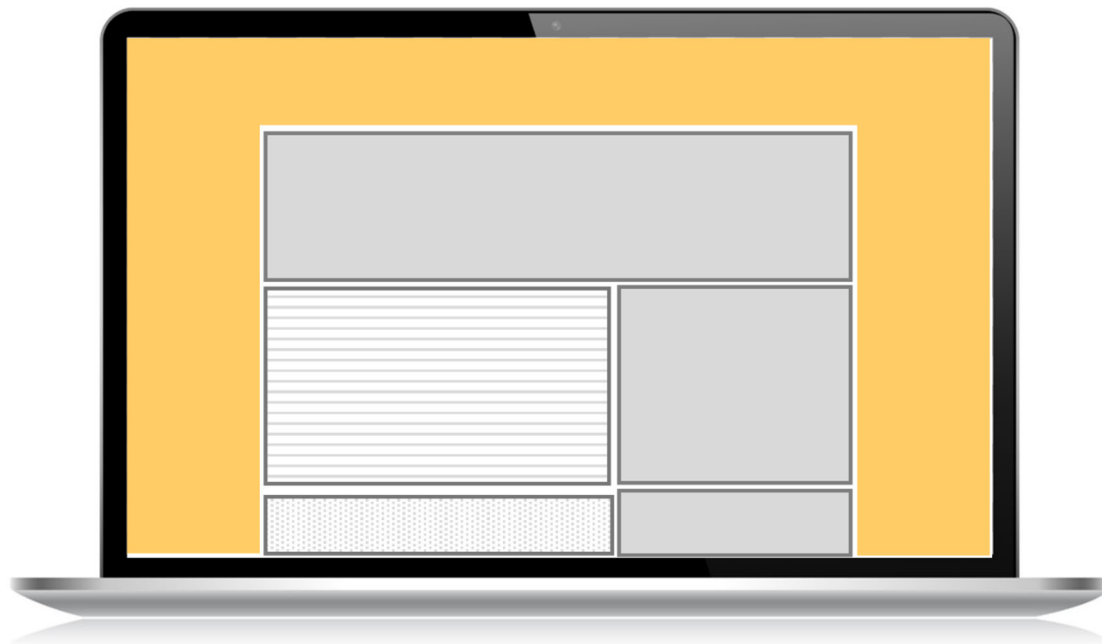
300×600 px

### 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. Central empty space is 1200 px

### FILE TYPE

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

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\* **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](mailto:plorusso@e-duesse.it)) and Elisabetta Pifferi ([elisabetta.pifferi@e-duesse.it](mailto:elisabetta.pifferi@e-duesse.it)), 3 business days before the campaign start, with the indication of the advertiser and date of flight.

