

# ADVERTISING GUIDE

# YOUTECH

| E X P E R I E N C E   T E C H N O L O G Y |

# STANDARD FORMATS

# YOU**T**TECH

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# STANDARD FORMATS



## ADV VIDEO

It starts automatically at the reading of the magazine. It has controls and it is possible to stop it, you can't go on reading until the video won't stop. Then it will be visible the last frame of the video.

**Video technical features:** preferred 1024x768 pixel (otherwise it will have black stripes up and down), .mov, codec H264



## ADV FULL PAGE

It can be enriched with sensitive areas (links to external web pages on one or more parts of the page)

### Technical features:

Size: 1024x768 pixel, 72 dpi, RGB colour method

From the base of the image it will be necessary to leave a distance of at least 150 pixel, from the top 150 pixel and from the sides 100 pixel. Between a sensitive area and the other there must be at least 150 pixel and the areas to tap must be larger than 50x50 pixel



## MASTHEAD or FOOTER

Masthead (top position) can contain a video (details below), instead the footer (low position) should be an image

### Video technical features:

Size: 1024x576, .mov, codec H264

### Footer size

1024x576

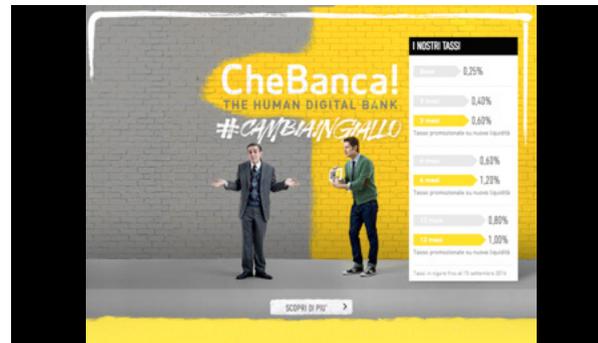
# STANDARD FORMATS



## INTERACTIVE PAGE

It is possible to add sensitive and sliding areas. Texts and images must be furnished with relative directions for the positioning

**Technical features as adv full page**



## INTERACTIVE PAGE

It is possible to erase a part of page, keeping present that is necessary to leave a free part, likely to the foot, to allow the sliding to the next page; in it is possible to add sensitive areas. 2 images of the same size must be furnished. The first is the one visible and erasable, the second the one that appears erasing with the finger.



## MASTHEAD or FOOTER

Masthead (top position) can contain a video (details below), instead the footer (low position) should be an image

### Video technical features:

Size: 1024x576, .mov, codec H264

### Footer size

1024x576

# MULTIMEDIAL CONTENTS

Here are some possibilities to personalize your space with interactive elements.

**Our staff is at your disposal for a better and personal use of your advertising space**



## LINK

- One or more parts of the page can be active [image/logo/text]  
IT'S NOT POSSIBLE TO HAVE THE ENTIRE PAGE  
LINKING TO A WEBSITE



## VIDEO

**Codec:** H264

**Format:** mov

**File extension:** .mov

**Max weight:** 10 mb



## PHOTOGALLERY

**Max n. images:** 15

**Size images:** 1024x768 pixel

**Format:** .jpg

**Colour:** RGB

**Resolution:** 72 dpi



## PHOTOGALLERY 360°

**PRODUCTS IMAGES WITH THE SAME SIZE,  
TAKEN FROM DIFFERENT ANGLES.**

**Min. images:** 36, angle 10°

**Format:** .jpg

**Colour:** RGB

**Resolution:** 72 dpi

**N.B.**

**MULTIMEDIAL CONTENTS WILL BE POINT OUT WITH “CTA BUTTONS”  
THAT YOU COULD INSERT DIRECTLY IN YOUR JPEG (GRAPHIC AT YOUR CHOICE)  
OR SUGGEST US THE EXACT POSITION.**

**FLASH CONTENTS ARE NOT SUPPORTED ON APPLE DEVICES**

# SPONSORSHIP

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## 1 ADV SPOT/VIDEO

At the magazine opening (from 7 to 15 seconds long)



## 4 ADV/INTERACTIVE FULL PAGES



## 1 MASTHEAD VIDEO



## 1 ADV BANNER VIDEO

**YOU CAN REFER TO THE PREVIOUS SECTION (STANDARD FORMATS) TO HAVE THE SIZE AND THE TECHNICAL SPECS OF THESE SPACES**

# **DELIVERY OF THE MATERIALS**

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

**Elisabetta Pifferi**

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

phone 0227796223

**WE ONLY ACCEPT MATERIALS SENT TO THE MAIL ADDRESS ABOVE INDICATED**

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

- **.jpg file of the bought format**
- **Link**
- **Video/photogallery**
- **Detailed briefing for the exact positioning of all the elements in the adv page or space**
- **Advertiser name**
- **Issue's month**
- **Reissue (when required)**
- **Contact person to report in case of technical problems/unsuitable materials**

