

TECHNICAL SPECS

OVERALL INSTRUCTION

The Materials have to be sent by mail to the address operation@mediamond.it – with in copy the address of the referential account. At least **3 working days before the online**. It is strongly recommended to specify the following details in the message: Advertiser name, campaign/product name and online date.

REFERENCES

Overall

Mail: operation@mediamond.it

Web: <http://www.mediamond.it/it/Creativita>

NOTES

All the files which you can download from our website, could be modified due to Internet updates or editorial variations. Verify your doubts by contacting Mediamond OPERATION or by sending the source files (FLA, PSD) and the creativity relative fonts for compelling interventions or suggestions.

The FLASH Templates which you can download online are saved in the following versions: CS4, CS5 and CS5.5 in Action Script 2.0 and can be exported in every version.

The units of measurements are expressed as follows:

Size:	Pixel	(PX)
Formats:	Kilobyte	(KB)
Video formats:	Kilobit per second	(KBP/S)

Link: <http://www.mediamond.it/it/Creativita>



INTRO

| ALL NETWORK | NO VIDEOMEDIASET | NO PHOTOGALLERY | NO VIDEO COMPANION |

Size:	1000x800	(1000x700 real)
Formats:	SWF	35 Kb
	Or	
	Javascript Redirect	No Iframe
Optional elements:	URL / Click Command , Tracking Pixel	

Specs details

JS REDIRECT

No Iframe Redirect, avoid to build DIV with ZINDEX higher than the editorial pages (check your doubts with Operation). It has to be positioned at 0:0 coordinates with the background and the creativity centred on the site at least 100 pixel from the top. The whole page around the creativity has to be obscured (colour: black) and 90% transparent.

FLASH SWF

The creativity must have transparency proprieties but should not be confused with the editorial page, it can not have 90° corners and it has to close after 8 seconds either with the action of the user or by auto-closure.

The drawn area has to start from Y:100 leaving the stage empty for the first 100 pixel.

Insert, in the highest level of the timeline, an object Button of the desired size for the click area and with clearly visible text "X/CHIUDI", positioned between the graphic elements, with well defined active area and associate the following Action Script 2.0

```
on(release) { getURL('javascript:advCloseOVL()');}
```

Insert, in the level below, an object Button of the desired size for the click area (draw only in the 4th frame of the object) and associate the following Action Script 2.0 (do not insert the destination link):

```
on(release) {getURL(_root.clickTag,"_blank");}
```

Insert, in the last level, a GRAPHIC background of the max expected size, with rounded corners (at least 30 PX) and with a background colour (we will not accept creativities without background or confused with the editorial page)

The automatic closure action (max 8 seconds) can be developed in two ways:

- Insert the following Action Script 2.0 in the last frame of the timeline (FPS x 8, es = 18fps x 8sec = Fotogramma144)

```
getURL('javascript:advCloseOVL()');
```

- Insert the following Action Script 2.0 in the first frame of the timeline:

```
var closeTime = setTimeout(closeMe, 8000)  
function closeMe() {  
  trace("8 Sec Elapsed")  
  getURL('javascript:advCloseOVL()');
```

